



Adventures in CRM

# Agenda

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- Introductions
- NMITAP
- Trailhead
- Deep Drive Full Stack Development
- Vetforce
- Next Steps

# NMITAP

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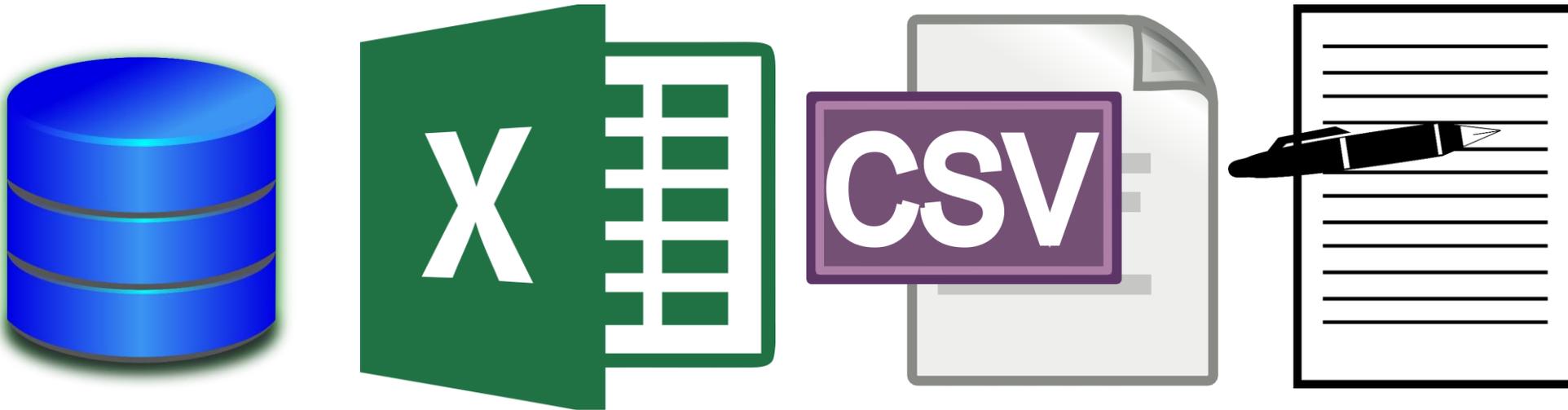
This year, CNM launched the NMITAP program to match apprentices with organizations that can mentor and support their development.

CNM (with the help of a partner) developed the NMITAP administration application using the non-profit licensing within Salesforce.

# Why CRM?

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CNM has over a half dozen unconnected and unique student data systems not including data stored in Excel spreadsheets, text files, and paper files.



How do we connect student data into a usable form: CRM

# Benefits of CRM

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- Having a single centralized and intuitive data system built around our constituents
- Employees no longer have to spend most of the day navigating dissimilar student data system to extract key student data
- Ability to identify potential problems for students in the admissions, testing, registration, and onboarding process
- Consistent, professional, and documented communication with students using modern communication avenues such as text, email, and social media interactions
- Identify potential students based on interests, programs, and social media
- Build a 360 degree view of our constituents

# Trailhead

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- CNM is adopting a curriculum based on Trailhead





# Deep Dive Full Stack Development

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- CNM has started teaching Salesforce as part of its full stack development boot camp.
- The focus is on application development and AI integration using the Salesforce platform
- Students are creating applications using the Salesforce platform as well

As their knowledge of database and java.

- A main focus is on using the Einstein AI engine in development



# Vetforce

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- CNM is supporting Vetforce
- Vetforce provides the ability for military veterans to get free training and certifications for Salesforce.
- This community will help to bring high paying jobs to veterans in New Mexico.
- CNM will be able to facilitate and help vets with their salesforce training.
- CNM is a certified Veteran Service Organization (VSO) with Salesforce.