

SEM UPDATE



Dear colleagues,

I'm happy to announce we are in the final stage of purchasing Indiana State's next customer relationship management (CRM) technology, Slate Technolutions.

As we continue the transition towards increasingly progressive enrollment practices, our CRM technology must be capable of supporting these initiatives. Our CRM technology search focused on identifying a solution that offered an improved user experience, customizable applications and forms, integrated communication and event tools, predictive analytics and reporting, and cloud-based workflows.

The adoption of the Slate CRM will streamline admissions workflows and document management; increase the functionality for student recruitment; reduce the need for internal technology support; integrate multichannel communications; and provide a better user experience. Slate is also highly customizable, allowing it to adapt quickly to unique admissions processes found across our undergraduate and graduate programs.

Slate is scheduled to go live on July 1 with the launch of the Fall 2021 undergraduate application. We will phase in new features over the following 12 to 18 months. As these features are added, we will eliminate five current technologies netting the institution an annual savings of around \$150k.

I want to thank April Hay and the campus-wide committee that sought proposals from vendors. I also want to thank the many people who participated in the evaluation of products, including live demonstrations on campus. Slate emerged as the best solution based on functionality, cost, and technical support.

Thank you for your interest as we continue to implement improvements to our enrollment strategy. As always, I welcome your feedback.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jason", with a stylized flourish extending to the right.

Jason

Jason Trainer, PhD, Vice Provost for Enrollment Management

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