

The Silent ROI Gap

Why campuses underuse Salesforce, how to spot it in your org, and how to fix it.



Many campus Salesforce environments underperform. Some run at 10-20% of what the platform can do. Others use it heavily and still lose applicants and gifts through office-to-office handoffs, lapsing donors spotted too late, and reports few people trust.

Salesforce can do far more than most institutions ask of it. The gap comes from how it was implemented, and that's fixable.

The 5 problems we see most

1

Offices that don't connect

Admissions, advancement, and alumni each keep their own version of one person.

"We didn't know she was an alum."

2

Donors lapsing unseen

Engagement fades for years and surfaces at reunion, when it's too late.

"He hasn't given since 2019?"

3

Cabinet numbers by spreadsheet

Every pipeline or giving question costs someone a week of assembly.

"I'll have the numbers by Friday."

4

Requests stuck with IT

Department changes wait months behind enterprise priorities.

"We put in a ticket in March."

Why it matters

Unused features still show up on the license bill

Campuses that see real value expand to more offices

Central IT owns the platform; departments wait months for changes. That queue is your first signal.

5

Bottlenecks

Forms and payments slow down at application deadlines and reunions.

"Of course it broke during reunion."

What top institutions do

One record per person	Work alongside central IT	Prepare for peak dates	Report from the system
Prospect, student, and alum share one history every office can see.	Departments move forward while IT keeps standards and access.	Admissions, reunion, and year-end giving get checked before volume hits.	Pipeline, participation, and giving figures come straight from Salesforce.

What we look at

In the Roadmap session, we look at how admissions, advancement, and alumni share student records, which requests sit in the IT queue, and which reports staff rebuild by hand before every cabinet meeting. You leave knowing which fixes to make first.

\$1M in first-year revenue

A national organization is rolling out seven portal experiences for members, sponsors, students, and affiliates, and expects to retain or grow about \$1M in year one.

Who the Roadmap is for

- Good fit**
Universities, colleges, and community college systems on Salesforce 12+ months, facing any of the 5 problems, or burned by a previous partner.
- Not a fit**
Not yet on Salesforce.

The Salesforce ROI Roadmap

A 30-minute 1:1 with you and Tanya Renne.

You leave with a prioritized list of what to fix, sequenced by effort and impact. No obligation to continue.

Book Yours

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