



# From Applicant to Alum:

## How Rutgers University, Division of Continuing Studies Personalizes Student Interaction



*“Using Informatica Cloud Data Integration with Salesforce allows us to better retain our students and engage our alumni.”*

**Danielle Henriquez**  
Business Intelligence Architect  
Rutgers University

### Goals

Attract and retain students, better engage alumni, and identify cross-marketing opportunities for continuing studies

Improve admissions and enrollment process efficiency by providing employees and remote staff at community colleges with a single view of the data in Salesforce

Meet changing educational needs of students and improve service to alumni by building a unified, complete view of students and alumni

### Solution

Use Informatica Intelligent Cloud Services to unify data from disparate marketing pipelines, undergraduate and graduate admissions, enrollment, and alumni systems

Integrate Salesforce with the Rutgers legacy mainframe systems and Oracle databases using Informatica Cloud Data Integration

Run nightly batch integrations to deliver timely and trusted information to teams relying on pipeline, admissions, enrollment, and alumni systems

### Results

Helps Rutgers modernize its educational approaches and serve students better with timely and actionable information  
Unifies admissions, enrollment, and alumni data for maximum efficiency

Improves customer service and alumni outreach, while optimizing student transfers and re-enrollment  
Automate communications based on critical system indicators

Reduces inbox “noise” with targeted and personalized messages increasing the probability of students reading their email  
Eliminates data silos creating a more holistic view of the student journey

## Business Requirements:

- Integrate systems with easy-to-use connectors
- Visualize consistent data with Tableau
- Standardize data across disparate CE groups: Credit, Non Credit Services
- Develop a platform for growth laying the foundation for future data initiatives

## About Rutgers University

Established in 1766, Rutgers University is the eighth oldest higher education institution in the United States. More than 70,000 students and 23,400 full- and part-time faculty and staff learn, work, and serve the public at Rutgers locations across New Jersey and around the world.



## Informatica Success Story: Rutgers University, Division of Continuing Studies

Established in 1766, Rutgers University is the eighth oldest higher education institution in the United States. More than 70,000 students and 23,400 full- and part-time faculty and staff learn, work, and serve the public at Rutgers locations across New Jersey and around the world. When President Obama delivered the keynote address at the Rutgers 250th anniversary commencement in 2016, he referred to the university as an "intellectual melting pot," underscoring the importance of the academic and cultural diversity it has strived to achieve throughout its long history.

While diversity in education is desirable, diversity in information systems can present challenges. For the past four decades, Rutgers has tracked student and alumni information primarily through mainframe-based systems. Although Rutgers Continuing Studies adopted Salesforce, user adoption was limited as the CRM failed to integrate with core university systems staff needed to do their jobs.

As the higher education landscape began changing and with the expansion of online learning, Rutgers needed to meet these changes by combining information about students and alumni from various data sources into a single platform. By tracking student interactions from their initial contact with Rutgers through graduation and beyond, Rutgers hoped to increase conversion rates and better retain students, make it easier for them to understand and meet the requirements to transfer into degree programs, and engage alumni. The university also hoped to identify cross-marketing opportunities for continuing studies programs, which was not possible in the past.

Rutgers Statewide currently provides six partnerships with community colleges through the state of New Jersey, increasing access to a Rutgers University degree to underserved parts of the state. It's critical for Rutgers staff working remotely at community college sites to have reliable and consistent access to student information, so they can facilitate students' educational needs and make sure they are enrolled the right classes to optimize course transferability.

For years, Rutgers tried to keep all this information up to date manually, but automation was needed to bring all the data together in Salesforce in a timely and reliable fashion. "We saw the opportunity to migrate to the Higher Education Data Architecture (HEDA) data model and re-deploy Salesforce in a more usable way," says Danielle Henriquez, Business Intelligence Architect at Rutgers University. "But to be successful, we needed a data integration tool that would allow us to reliably connect our on-premises data sources with Salesforce."

## Building a complete view of students and alumni

Rutgers considered a number of integration platform as a service (iPaaS) options, including Dell Boomi, Talend, and Informatica. Rutgers Continuing Studies determined that Informatica Intelligent Cloud Services was the best fit, but was concerned that going with a best-of-breed solution might be too expensive.



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Business Intelligence Architect

Rutgers University

Fortunately, Informatica offers competitive pricing for higher education customers, giving Rutgers the best of both worlds.

"We knew Informatica was the most fluid, intuitive, and powerful data integration solution available, and the fact that it came in as one of the more cost-effective options for us boggled my mind," says Henriquez. "For folks in higher education who may think that Informatica is out of your price range, circle back and check again, because it really all depends on your use case."

Informatica Cloud Data Integration offers Rutgers simple, point-and-click integration between Oracle and Salesforce Higher Education Data Architecture (HEDA), allowing Rutgers' employees and remote staff at community colleges to quickly view student and alumni information from a variety of sources through a single screen. The university can now point Tableau to the same database tables, and the data in Salesforce exactly matches that being visualized in Tableau.

"Informatica can speak to any of our cloud or on-premises architecture, which is really nice," says Henriquez. "So we're able to flow data in from our mainframe system, do some transformation and tuning inside of Oracle, and then pump it through Informatica to our Salesforce Higher Education Data Architecture. It's a very elegant approach, and a great way to modernize processes while working with primitive mainframe systems."

To get the necessary information into Salesforce, Rutgers integrated data from seven primary sources: its undergraduate admissions portal, graduate admissions portal, student table, student term table, diploma web application, graduate admissions request for information, and conferred degree database.

"I'm really pleased with how quickly we were able to get all of our mainframe-based data sources integrated and create a complete view of students from inquiry all the way through alum," says Henriquez. "With Informatica Cloud Data Integration, it took just three months."

### **Enhancing customer service for lifelong learners**

Rutgers' recruitment staff can now easily connect the dots between admissions and enrollment, knowing instantly if an admitted student actually enrolled in classes without manually matching up the data. Students who don't enroll for a semester no longer drop off the active student list, as they did with the mainframe; instead, the record remains in Salesforce, and it's easy to see who to target with "Return to Learn" marketing initiatives.

As a result, the university can build loyalty and keep students engaged longer, often transitioning them between credit and non-credit classes and offering online options promoting lifelong learning. Admissions staff and remote employees at Rutgers Statewide community colleges can access the information they need to properly advise students about course selections, improving customer service and optimizing transferability.





### Inside The Solution:

- Informatica Intelligent Cloud Services
- Informatica Cloud Data Integration

“Using Informatica Cloud Data Integration with Salesforce allows us to better retain our students and engage our alumni,” says Henriquez. “That’s important, because Rutgers alumni are some of our best marketing resources. They’re often the ones that are spreading the word and getting their friends and family to attend the university’s programs.”

Recently, the project earned Henriquez the University Professional and Continuing Education Association (UPCEA) Excellence in Enrollment Management Award for creating a shared CRM platform for growth. The project was also recognized by Salesforce receiving the Dave Perry Overall Excellence in Innovation Award at the 2019 Higher Education Summit<sup>1</sup> hosted by the University of San Diego. New business units and data sources are gradually being brought on board, incrementally building the value of Informatica Intelligent Cloud Services to Rutgers.

“Our ultimate goal is to take a student who may have started in one of our youth education programs when she was 10 to an undergraduate program, then a graduate program, and maybe even lifelong learning for enrichment,” says Henriquez. “Informatica helps us connect our once disparate systems and support cross-marketing initiatives across credit and non-credit programs for the first time.”

### Bridging the past and the future

This initial success for Rutgers opens the door to other data initiatives, such as Master Data Management (MDM) and tracking corporate “touches” such as donations, hiring Rutgers graduates, and connecting employees to non-credit classes. When Rutgers adds new systems with modern, cloud-based architectures, Informatica Intelligent Cloud Services will help the university transition seamlessly.

“Informatica gives us better flow and exchange of information,” says Henriquez. “As we gain more visibility into that data flow, we’re cleaning up our data, so quality is increasing across the board. If we are able to utilize Informatica Intelligent Cloud Services university-wide, it’s going to be a huge advantage for Rutgers.”

<sup>1</sup> <https://www.salesforce.org/announcing-the-2019-summit-award-winners>

Digital transformation is changing our world. As the leader in enterprise cloud data management, we’re prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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