

A JITTERBIT WHITE PAPER

BUILDING YOUR CONNECTED CAMPUS WITH

Salesforce for Higher Education

 Jitterbit

 salesforce



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Introduction

In today's educational landscape, building and maintaining strong connections with students, alumni, and donors has become a critical priority. To achieve this, it's essential for colleges and universities to integrate their various systems and establish a clear strategy for leveraging data to drive lasting impact. However, managing the constant influx of new data alongside existing historical data can be challenging. Dependence on old legacy systems can result in unwieldy data silos, impeding the adoption of new technologies and tools.

Being able to provide students access to curriculum means connectivity is vital in managing enrollment, online communication and more, not to mention ongoing support from staff and faculty around that curriculum. Many institutions need to solve the connectivity challenge using a responsive approach that can meet real-time requirements and support eLearning options.

Within a single institution, various departments may have unique needs and important applications. It's crucial to have a centralized platform, such as a Customer Relationship Management (CRM) or Student Information System (SIS), to effectively manage the flow of information between these departments. Using a cloud-based integration solution is also imperative, as the transition of data, applications, and intelligence tools to the cloud has made it the most practical and effective approach moving forward.

BENEFITS OF A CONNECTED CAMPUS

- ✓ Create a complete 360-degree view of student information
- ✓ Provide anywhere, anytime access to enrollment, online curriculum, tuition, and more
- ✓ Consolidate multiple sources of data to create tailored recruitment programs
- ✓ Seamlessly process applications, fees, and waivers
- ✓ Gain real-time visibility into student progress and proactively alert staff of potential issues
- ✓ Provide student portals for support, counseling and other resources
- ✓ Connect graduating students with opportunities and potential employers

Institutions Creating Their Connected Campus

Salesforce is a complete CRM that offers the full range of features and functionality that helps institutions grow revenue and enhance relationships with its constituents. By providing solutions specifically for higher education on an enterprise grade platform, Salesforce understands the mission to help students succeed and to drive greater visibility, accessibility and transformation across the entire campus using the world’s best technology.

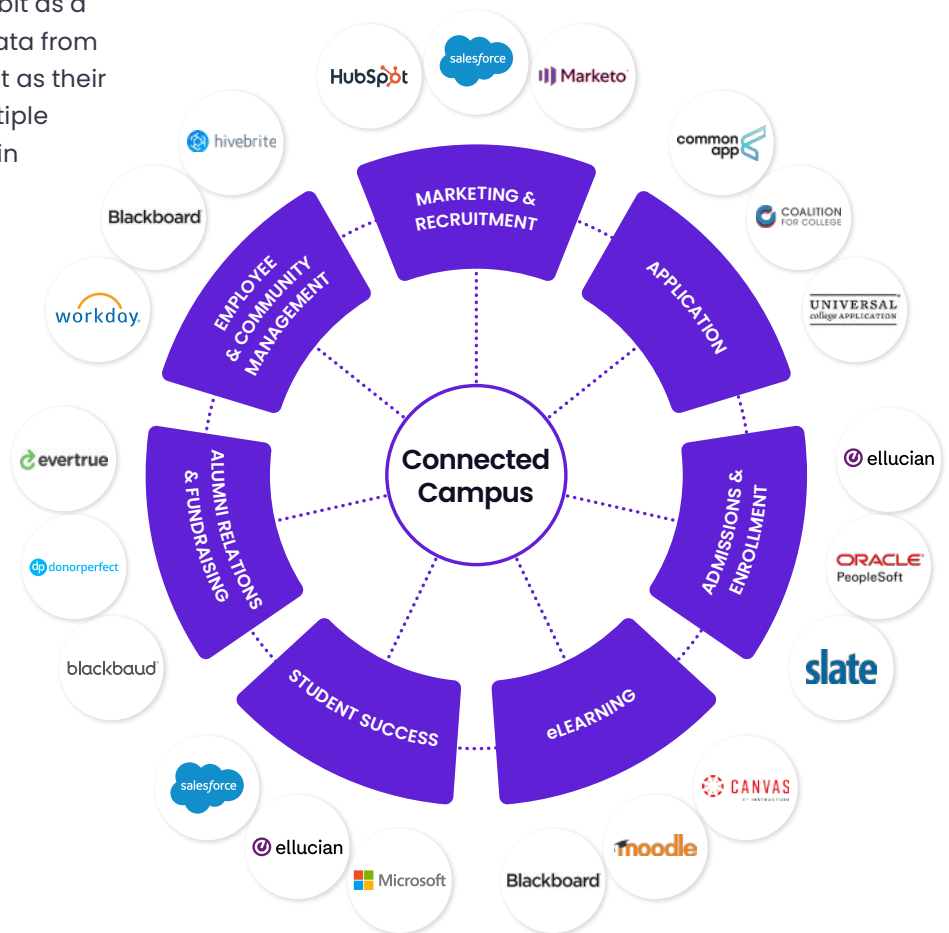
A great example is **Berklee Online**, which offers 200+ music courses, 50+ certificate programs, 8 undergraduate programs, and 4 graduate majors to thousands of students from more than 140 different countries. Using Jitterbit, Berklee connected Salesforce to Ellucian Colleague ERP, its learning management system (LMS), and other financial applications. Each application offered a functionality that the other applications did not. Berklee did not wish to replace their current applications; instead, they used a best-of-breed approach. They used Jitterbit as a hub and spoke model to share relevant data from each system into Salesforce and treat that as their source of truth. Data connected from multiple systems can be accessed and displayed in real-time through APIs. Doing this provided Berklee a 360-degree view of their student body.

Berklee now has a connected, virtual campus where student information is always up-to-date and accurate. Berklee connected student information with marketing tools, learning management programs, and internal data, using the Jitterbit API Integration Platform, and can now count on having the right data in every application.

In other scenarios, Salesforce is deployed alongside the institution’s ERP or SIS to supplement the data processes

that need to happen outside of internal systems. Financial transactions as well as recruitment utilizing third-party data are important factors in an institution’s success. **Taylor University**, a coeducational, interdenominational Christian liberal arts college located in Upland, Indiana, connected their marketing automation solution, as well as their financial aid system, through Salesforce for a connected experience for both students and staff.

This approach of leveraging Salesforce as a centralized source of data and using an integration platform like Jitterbit to connect Salesforce to every campus system is also a strategic cost savings initiative. Barton Community College in Kansas, said, “[With Jitterbit], we were able to get rid of a whole piece of software to save the college money. Not having the cost of software and people for data entry is about a \$100,000 a year in savings.”



Salesforce Higher Education Data Architecture



Many universities and colleges still have legacy and on-premise systems that are filled with data that's difficult to connect with Salesforce and other cloud solutions. Deciding how to integrate multiple applications is a strategic decision that requires

full consideration of your institution's priorities. Salesforce helps institutions modernize important components of their data management through its Education Data Architecture (EDA). Salesforce provides a community-driven data architecture and a set of best practices designed to deliver value across your entire tech stack by building on core objects specific to higher education and automation. Jitterbit is EDA Ready, meaning the Harmony platform has been tested and certified to meet this Salesforce Education standard.

Jitterbit makes connecting even the most complex enterprise applications simple with a standards-based approach that includes native support for the major transports and protocols needed to reach your systems.

All of these connectivity capabilities are available within a single application, which means you can complete multiple integrations without ever leaving the UI.

Jitterbit supports custom objects and fields in Salesforce and can integrate and manipulate all data into these objects through Insert, Upsert, Query, and Delete. Jitterbit uses the integration framework of the SOAP and/or REST API of the force.com platform. Users can confidently carry data from SIS systems into EDA while permitting the SIS or external application to be the system of record or vice versa.

JITTERBIT CONNECTIVITY

- ✓ Connectivity to all major applications
- ✓ Internet protocols including HTTP(s), FTP, S/FTP, SMTP and POP3
- ✓ Complete XML and Web Services support
- ✓ Hosted Web Services to publish your own web services
- ✓ Supports attachments through the transformation engine
- ✓ Supports batch, trigger based, and real-time workflows

“*[With Jitterbit], we were able to get rid of a whole piece of software to save the college money. Not having the cost of software and people for data entry is about a \$100,000 a year in savings.*”

— **Michelle Kaiser**

DEAN OF INFORMATION SERVICES,
BARTON COMMUNITY COLLEGE

A Single Platform with Limitless Opportunities

This is where the Jitterbit integration and workflow automation platform becomes an essential solution to your institution's data silos. You can control and monitor integrations, APIs, and low-code apps directly from one centralized console.

Jitterbit can deliver the real-time, relevant information that students, staff, and faculty need to perform successfully. Connect all types of SaaS, cloud, on-premise apps, data, and devices seamlessly together, in a scalable manner.

Jitterbit enables institutions to integrate thousands of applications and data sources as well as create and publish APIs from existing systems. Organizations never have to make changes to production systems or install additional adapters because connectivity is decoupled from the source and target systems. Additionally, you can leverage the API functionality to create, manage, deploy and consume APIs. This is particularly helpful when connecting Salesforce to peripheral applications that do not provide an API.

Jitterbit also provides a visual studio, as well as Citizen Integrator features, so that non-technical users can quickly and easily self-implement, saving valuable time, resources and money. By bringing all your systems and applications together, recruiting, enrollment, finance, operations, LMS, fundraising and more, universities and colleges are able to provide a nurturing experience for the student with a complete view and control of their data while also enabling the business side to not miss a step and build toward the future.

DESIGN INTEGRATIONS

- ✓ Connect any data, application (SaaS, cloud, or on-premise), or device
- ✓ Intelligently map data fields
- ✓ Build powerful workflows
- ✓ Infuse any application with artificial intelligence
- ✓ Automate business processes to streamline operations

MANAGE FROM ANY DEVICE

- ✓ Provide secure access with user-based permissions
- ✓ Get real-time alerts and a complete audit trail
- ✓ Optimize intelligently across unlimited environments
- ✓ Manage your APIs and view enhanced analytics

DEPLOY ANYWHERE

- ✓ Create and publish APIs internally or externally
- ✓ Run cloud, on-premise, or hybrid
- ✓ Create secure local connections with lightweight agents
- ✓ Scale elastically to meet needs in real time
- ✓ Count on high availability with smart agent groups

Jitterbit Integration & Automation throughout the Student Journey

Below are real-world instances of how Salesforce Higher Education customers use the Jitterbit platform to connect external applications to Salesforce.

RESOURCES



EBOOK

Customer Success in Higher Education

This eBook features customer success stories from Berklee Online and Central New Mexico Community College. Read on to learn more about their digital transformations across recruitment, admissions, eLearning, and student success.

[READ ▶](#)



TESTIMONIAL

Taylor University

Accessing student data required admission counselors to log in to multiple systems, which proved to be a tedious process. To simplify things, the college decided to integrate its back-end systems with Salesforce. The goal was to provide a comprehensive view of student data in one place, while using an integration solution that was easy to implement and manage for non-technical staff.

[WATCH ▶](#)



TESTIMONIAL

Lehigh University

To streamline its application process, Lehigh University adopted Salesforce, but soon realized the need to integrate it with Ellucian Banner to centralize student data from various sources. This integration enabled the college to gain a holistic view of each student, helping them make better admissions decisions and identify ideal candidates for enrollment.

[WATCH ▶](#)

To learn more, visit us at jitterbit.com/higher-education or contact us at jitterbit.com/contact



Jitterbit empowers businesses to optimize their connectivity and scalability through a single integration and workflow automation platform. Our mission is to turn complexity into simplicity so your entire organization can work faster and more efficiently.

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