

“Wave6 was instrumental in helping us implement a lead capture and nurturing process, using Salesforce, for our Student Recruitment team. They were adept at working with us to understand our requirements and then translating those requirements into an effective solution.”

Marianne Marando  
Director, Marketing  
Seneca College



## THE WAVE6 CONNECTED CAMPUS

Wave6 Connected Campus solutions help higher education institutions to build and manage a complete view of their interaction with students, from initial contact through to alumni. Connected Campus can help you build strong, lifelong relationships with your students well beyond graduation.

## IS YOUR CAMPUS BUILT FOR THE CONNECTED ERA?

Competition for students is higher than ever due to shifting demographics, and the rise in distance learning options provided through the internet.

Students, donors, mentors and vendors all expect fluid and well-informed communications with academia, and tolerance for disjointed communications is low. In today's world of instant gratification, prospective students, students and alumni expect a higher level of self-service options to be the norm.

With lower enrollment rates and budget pressures, the need for Higher Education Institutions to invest in integrated databases and automation to displace manual processes is front and center to help them solicit campaign and retain students.

It doesn't end at graduation. Higher Education Alumni Divisions need tools to support their strategies to keep engaged with students upon graduation. Tools to help manage communications to solicit donations, invitations to become mentors for current students, and continuous education opportunities for advanced career education.

## HOW DO I BECOME A CONNECTED CAMPUS?

From recruitment, student success and retention, advancement, communications and community engagement, Wave6 can deliver a 360 degree student view- from recruitment through to alumni.



### Recruitment

Recruiting Automation  
Events Management  
Social Prospecting



### Student Success & Retention

Early Warning  
One Stop Shop  
Advising  
Career Services



### Advancement

Donor Management  
Alumni Relations  
Gift Processing



### Communications

Cross-channel Marketing Campaigns  
Social Media  
Journey Building



### Community Engagement

Prospect Community  
Student Community  
Alumni Community  
Faculty Community

## WAVE6

Connected Campus  
Service Overview

### ABOUT WAVE6®

Wave6 leverages Salesforce's Sales, Service, Marketing and Custom Clouds as well as Communities to transform our clients' business. Our services include:

- Salesforce Optimizations
- Salesforce Communities
- Integrated Analytics
- Salesforce1 Platform Development
- SuccessWave Managed Services
- Specialized Higher Education Solutions including Wave6 Connected Campus

For more information, visit [www.wave6.com](http://www.wave6.com).

### ABOUT EMTEC®

Wave6 is a subsidiary of Emtec, a provider of technology-empowered business solutions for world-class organizations.

Emtec's collective focus is clients for life: long-term enterprise relationships that deliver rapid, meaningful, and lasting business value.

Service offerings include:

- IT Consulting
- Packaged and Custom Applications
- Infrastructure Services

For more information, visit [www.emtecinc.com](http://www.emtecinc.com).

### CONNECTED CAMPUS SERVICES

Improve recruiting, ensure student success and retention, raise more funds from your alumni and donor networks and communicate with all your constituents more effectively. This is what the connected campus is all about and Wave6 can help you get there.

- **Planning** - Wave6's initial steps are to understand your specific pain points and strategic objectives to define clear use cases and requirements documentation.
- **Design** - Wave6 then designs a solution that will wrap tools around the process you need to support it.
- **Build** - Wave6's delivery process combines the best of waterfall methodology upfront to ensure requirements are locked down with an agile approach to building and user acceptance to ensure you can see what the solution looks like as it is being built.
- **Deploy** - To ensure a smooth roll out to constituents, Wave6 offers customized training curriculum in train the trainer, end user and administrator formats.
- **Support** - Wave6 offers a managed support offering that assists our Higher Education clients with post go-live support. This allows for simple to complex changes to the solution with a systematic approach.

### WAVE6 ADVANTAGE

Wave6 has a dedicated practice area focused on Higher Education.

We understand the Higher Education life cycle from prospective student through to alumni/mentor & employer and how valuable this connection is.

We leverage the native capabilities within Salesforce, along with the Salesforce1 platform and AppExchange to help craft and build out the optimum solution.

### GET ENGAGED

Wave6 works with our higher education clients to define their unique campus requirements and opportunities to connect, engage and build long lasting relationships with their students and alumni.

We take the risk and headache out of the equation by employing proven processes, deep higher education experience, and expert Salesforce.com capabilities.

Contact Wave6 today for a free scoping session to discuss your campus needs.