



Overall Project Vision

To promote college-wide operational excellence and total quality management in Rhode Island College by implementing an Constituents Relationship Management (CRM) Solution

Overview	Objectives	Guiding Principles
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Rhode Island College is planning to implement the CRM Project in FY2018~2019. Rhode Island College wants to strengthen its relationships with students, from initial inquiry to graduation and beyond. This CRM software will help Rhode Island College to establish and cultivate these relationships at any and every point in the student lifecycle.

- Install the CRM System
- Complete the configuration of the CRM software so that it integrates with RIC's existing PeopleSoft systems
- Complete the training of RIC staff who will be using on the software
- Design the business workflow for the related Office

- Find, engage and enroll more of the right students
- Make faster, better decisions with integrated, consistent data
- Gather analytics that drive admissions yield
- Reduce time spent on data collection
- Design, create and test email marketing campaigns
- Integrate the Document Management System with the College's Administrative System

Sponsor Offices

- Executive Sponsors**
- Provost/VPAA Office
- VPSS Office
- AVPIS Office
- Project Manager**
- CRM Vendor
- MIS
- Business Owner**
- VPSS

Project Approach

- The Document Management project is a FY18-19 project.
- This project will be jointly managed by CRM Vendor, Office of VPSS and MIS
- The new CRM system, once implemented, will become part of Rhode Island College's administrative systems
- This project plan follows the proven product/service life cycle

Communications

- Will communicate to the appropriate teams:
 - VPSS Office staff
 - MIS Department staff
- Provide training to all related staff
- Develop and update RIC specific documentation
- Project progress will be monitored using a Gantt Chart and shared among project team members

Metrics

- VPSS Division
 - Total number of students' application received
 - The admission rate
 - The Yield Rate
 - The Retention Rate
 - The Students' Satisfaction Rate