



## About

The primary mission of **Furman University** as a liberal arts institution is to provide a distinctive undergraduate education encompassing humanities, fine arts, social sciences, mathematics and the natural sciences, and selected professional disciplines. In addition to its primary emphasis on undergraduate education, Furman offers graduate programs in education and chemistry.

*I am continually impressed with the professionalism and expertise of the Sierra-Cedar team. They collected ideas from various departments across campus, helped prioritize expectations, and came up with a clear and cohesive plan to implement the wishes of so many parties. The end result was as promised, on time, and on budget.*

**George Leventis**

## Corporate Headquarters:

Greenville, South Carolina

[www.furman.edu](http://www.furman.edu)

## Industry:

Higher Education

## Technology:

Salesforce.com: Sales Cloud, Community Cloud

## About Sierra-Cedar

Sierra-Cedar delivers industry-focused client success by providing consulting, technical, and managed services for the deployment, management, and optimization of next-generation applications and technology.

[www.Sierra-Cedar.com](http://www.Sierra-Cedar.com)

## Sierra-Cedar Supports Furman University's New Mentorship Program by Providing Salesforce.com Implementation Services

### Background

"The Furman Advantage," a recent addition to Furman University's mission statement, guarantees every student an unparalleled education, combining classroom learning with real-world experiences and self-discovery. These programs include mentorships, internships, study away programs, and undergraduate research opportunities.

Furman engaged Sierra-Cedar to help redefine and streamline processes for the programs by bringing them into a single, unified system that leverages a Salesforce.com platform.

### Challenges

Furman created a new mentorship program and was challenged with matching community members who are interested in being mentors with students in the program.

Furman required a system that would foster communication between interested parties and facilitate notifications as relationships progressed. Academic Advisors required access to students' academic records in order to track interactions with mentors and review students' reflections.

### Solution

Sierra-Cedar's project team assisted Furman with setting up its new mentorship program by providing the following services:

- **Integration** – leveraged data loaders and an ETL platform to integrate data from Furman University's Student Information and Advancement Systems with Salesforce core data. Integrated data included contact data as well as student and mentor histories.
- **Community** – configured Salesforce Community Portal as the primary interface by which mentors register for the program, set matching criteria, and interact with students. Students can participate in discussions with their mentor or reach out to their advisor.
- **Matching** – built a custom interface in Salesforce Lightning to allow advisors and students to interactively choose criteria for searching available mentors based on mentors' credentials. Once a match is selected, students are added to the experience and mentors are notified of new mentees.