



DELOITTE HIGHER EDUCATION

Client Success Story

Southern New Hampshire University

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The development and implementation of a new student-facing portal has accelerated the Admissions process, enabling students to engage in more self-service.

Southern New Hampshire University (SNHU) is one of the nation's fastest growing universities with over 135,000 online students and a contingent of more than 3,000 traditional on-campus students. Considered one of the most innovative universities, SNHU has reinvented higher education to remain relevant to the needs of students and the evolving requirements of the 21st century workforce. SNHU students continue to enter the workforce ahead of the curve of evolving technology and the ever changing, unique, professional requirements.



Background

As a leader in higher education, SNHU operates traditional, online, and competency-based programs for students across the globe including offerings for international refugees. In 2016, Deloitte began partnering with Southern New Hampshire University to understand how key technologies were supporting the institution and how the student experience could be enhanced while achieving enrollment hypergrowth.

cutting-edge CRM platform to support engagement with prospective students and learners throughout the student lifecycle.

After the visioning process, SNHU identified key data, processes, and interactions to be supported by the new platform enabling the Marketing, Admissions, Advising, Student Financial Services, and Career Services teams to better support prospective students and learners.



Process

Through workshops and process analysis, Deloitte and SNHU identified key areas where technology could be leveraged to better support the institution and keep up with growing enrollment. From these current state assessments, Deloitte began to collaborate with SNHU to identify the vision and attendant capabilities for a

Ultimately, SNHU selected Salesforce as the platform to support their CRM needs and developed an implementation roadmap with Deloitte to rollout the desired functionality. For the initial release, Deloitte helped design, build, and deploy the CRM solution to complement academic programs delivery, modernize the employee experience, and provide best-in-class student experience, support, and service.



Impact

In 2019, to enable continuous improvement of the platform, Deloitte helped the university anticipate exponential growth over the next 10 years by developing foundational recruiting, admissions, and advising operations. Deloitte and SNHU established a Digital Foundry & Operations and embarked on a fast-paced, two-year journey to re-envision the application experience, streamline the admissions processes, and provide analytical insights to students and advisers with a focus on student success. The delivery model was designed to rapidly address user requests, research and resolve production incidents, perform proactive and preventive maintenance, and build incremental features to the platform in parallel through a recurring Lean and Major release schedule.

Together, SNHU, Salesforce, and Deloitte teams successfully implemented the "Unify" solution for over 2,000 marketing, admissions, and advising staff, using innovative Salesforce technology, student-centric processes, and insightful analytics to grow and support their online and campus-based programs. The development and implementation of this new student-facing portal has accelerated the Admissions process, enabling students to engage in more self-service.

In recent years, Deloitte has continued to support the platform and introduce exciting new enhancements and capabilities. SNHU and Deloitte have continued to enhance the admissions experience by offering additional communications channels for students to engage with during the admissions process. In 2021, a new learner portal was conceived through a human-centered design process to curate key information and capabilities for students including announcements, events, and resources to support the academic journey. Through this partnership, Deloitte has had the privilege of implementing some of the most pioneering and impactful technologies to support higher education. Deloitte looks forward to continuing our partnership with SNHU in the coming years and expanding upon the exciting and mission-driven work of the University.

For more information,
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