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# Welcome

- All participants' microphones have been muted & cameras have been turned off
- Please post any questions using the Q&A function and share any comments in the chat
- This webinar is being recorded & will be distributed after the session
- Live captions are available in your Zoom meeting controls toolbar

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# Driving collaboration through data sharing

## A case study in higher education CRMs

June 14, 2023

# Meet our panelists

**Rashmi Radhakrishnan**

Vice President for IT & Chief Information Officer, Arcadia University

**Rakin “Rock” Hall**

Vice President for Enrollment Management, Arcadia University

**Laura Baldwin**

Vice President for Marketing & Communications, Arcadia University

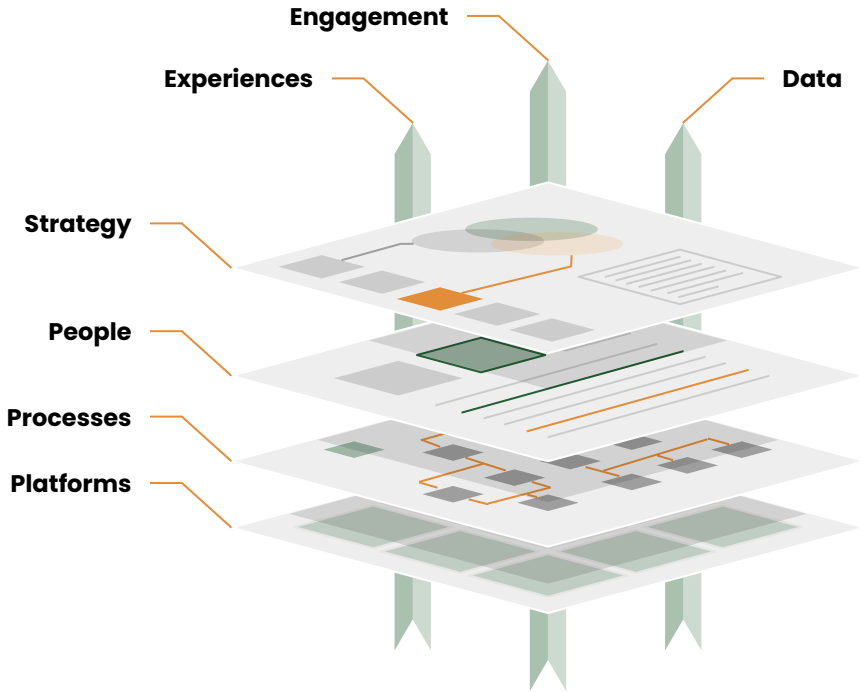
**Patti DeBow**

President, ParsonsTKO

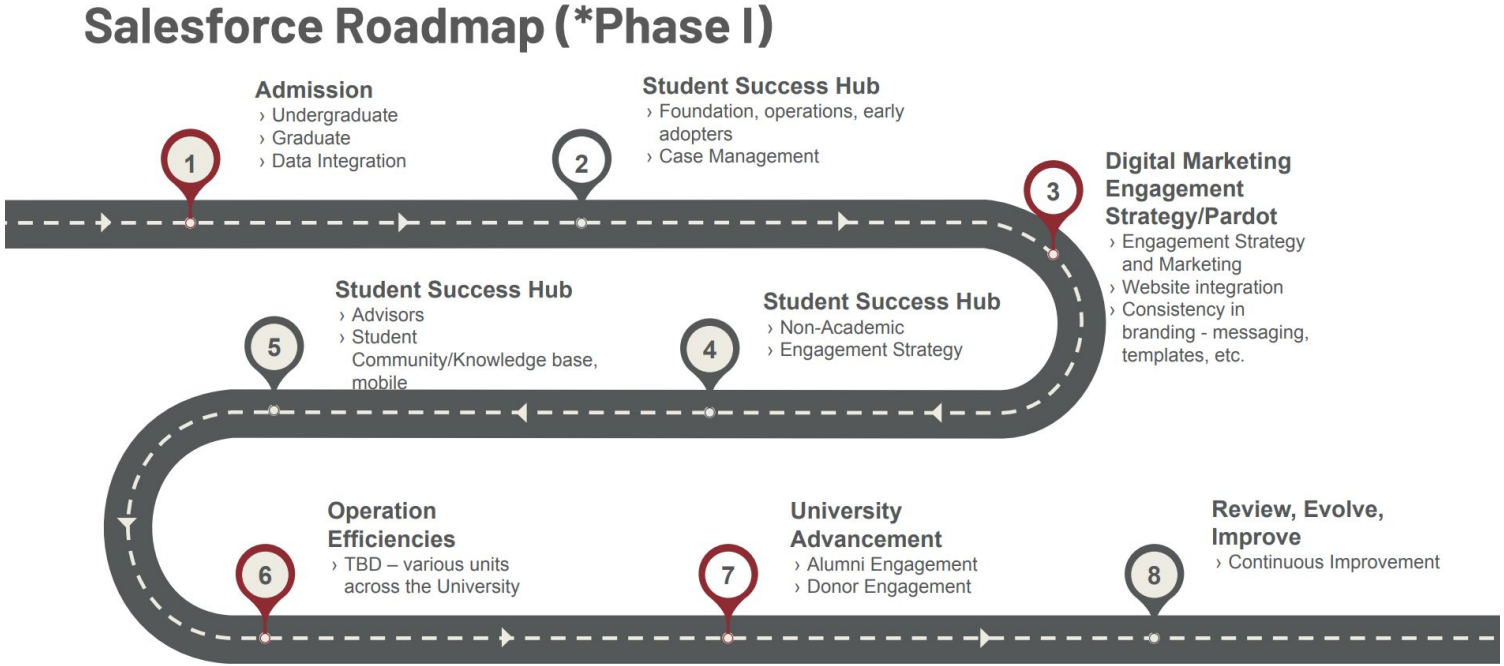
# The way we see possibilities

*Engagement Architecture • noun*

The ParsonsTKO philosophy and methodology that addresses your outreach platform as a holistic ecosystem—an interconnected set of people and systems that work together to advance your mission.



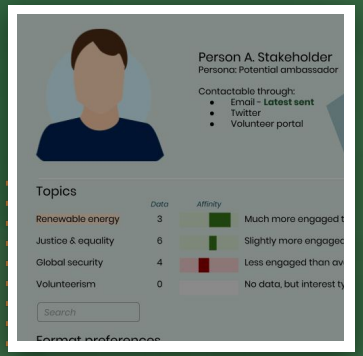
# Arcadia University Salesforce Roadmap
## (Version 1)




**Additional Phases are not depicted on this roadmap. Each milestone implementation can possibly have multiple phases as well as review, evolve and improve components associated with each of the phases.*

# P|TKO Please, take our free content

**parsonstko.com**

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