

Strategic Planning

Student Affairs and Enrollment Management Vision 2020 Strategic Plan Alignment: 2017-2018

Last updated: 3/5/2018

Planning Framework: Student Affairs and Enrollment Management's [Mission, Vision, and Values](#).

Unit Goals, Metrics, and Timeline	Current Strategies	Major Accomplishment	Aspirations
<p>Goal 1: Develop, implement and assess strategies to improve the recruitment of prospective undergraduate NMSU students.</p> <p>Vision 2020 Goal Alignment: Academics and Graduation Objectives 1,2,3</p> <p>Metrics</p> <p>1. Increase new freshmen and transfer student.</p> <p>2. Provide personalized True Cost sheets to every incoming undergraduate student so they can make informed</p>	<p>A. Continual improvement in recruitment of new freshmen and transfer students, including targeted marketing and personalized communications based on best practices and NMSU data.</p> <p>B. Utilization of financial aid awarding and scholarship dollars to support new undergraduate recruitment activities.</p>	<p>Realized an 11.24% increase in the size of the new first-time freshmen class.</p> <p>Realized an increase of 17.8% in the number of new, entering, branch transfer students.</p> <p>Increased participation in the Aggie Pathway program by 163% (467 students).</p> <p>Responded to administrative requests for increased outreach, such as promotion of NCAA appearances and concert headliners, development of local K-12</p>	<p>Strategically target and recruit prospective new student populations, within the constraints of current state and national demographic realities, using data to inform and implement proven best practices.</p>

<p>decisions regarding the value of an NMSU education.</p>		<p>counselor and school relationships, and community partnerships.</p> <p>Revised institutional scholarship menu to offer tuition discounts to a broader range of academically meritorious new and transfer students.</p> <p>Institutional scholarship awarding metrics developed, implemented and monitored to meet recruitment goals.</p> <p>Contact information of students who have completed the FAFSA but have not submitted an admissions application is being pushed into Hobsons CRM to enable the recruitment process to occur.</p> <p>Implemented tentative award notices for incoming student to aid in decision making.</p> <p>Implemented the Transfer evaluation website, making it easier for students to see how</p>	
--	--	---	--

		their credit will transfer to NMSU.	
<p>Goal 2: Develop and implement strategies to improve the retention, progression, and degree completion of students at NMSU.</p> <p>Vision 2020 Goal Alignment: Academics and Graduation Objectives 1,2,3, 4, 5</p> <p>Metrics:</p> <ol style="list-style-type: none"> 1. Development of cross campus partnerships to support institutional retention efforts. 2. Financial Aid Outreach to support financially at-risk student populations. 3. Decrease federal student loan default rate. 	<p>A. Provide personalized financial aid outreach to currently enrolled students to ensure enrollment and academic progress requirements are being met before students lose aid eligibility.</p> <p>B. Attend recruitment and retention events held by other units to educate students and staff on financial aid issues.</p> <p>C. Create and schedule regular revisions of Recruitment and Financial Aid communication plans, materials, and activities to ensure best practices and effective strategies are being utilized.</p> <p>D. Educate students on debt and the value of higher education at NMSU.</p>	<p>Established a mandatory two-day overnight orientation program in order to promote traditions, comfort levels and, ultimately, retention of first-year students.</p> <p>68% of donor designated scholarships were awarded prior to the start of the 17-18 academic year (less than 40% in previous years).</p> <p>Reformatted all financial aid communications to continuing students to be more personalized, welcoming and understandable.</p> <p>Students not meeting Satisfactory Academic Progress are now given a warning semester, to return to a GOOD status, without having to appeal.</p> <p>Financial Aid staff partnered with Academic Advisors to better assist students in understanding federal</p>	<p>Stabilize enrollment, within the constraints of current state and national demographic realities.</p>

		<p>Satisfactory Academic Progress requirements, and the related appeal process.</p> <p>Developed targeted financial aid, scholarship, and loan default communication plans for a variety of student populations.</p> <p>Partnered with the leadership of every Academic College/campus and General Counsel to rewrite the Academic Catalog to make it more understandable for students.</p> <p>Implemented new catalog management system that improved usability and provided consistency and clarity of information throughout the NMSU-system.</p> <p>NMSU's overall federal student loan default rate has dropped the past three years: 2012: 20.2%, 2013: 19.6%, 2014: 18.5%, 2015: projected to be 17.2%</p>	
--	--	---	--

<p>Goal 3: Expand outreach and collaboration with colleagues within SAEM, across the University and throughout the NMSU system to provide better service to students.</p> <p>Vision 2020 Goal Alignment: Academics and Graduation Objectives 1,2,3, 4, 5</p> <p>Metrics:</p> <ol style="list-style-type: none"> 1. Bi-weekly conference call meetings with Community College colleagues. 2. Joint undergraduate recruitment visits and events within each Community College territory. 3. Hold Undergraduate Admissions monthly “First Friday” meetings. 	<p>A. Identify groups of colleagues within the University system that would be of benefit to collaborate with.</p> <p>B. Schedule regular meetings / events to optimize collaborative and educational opportunities.</p>	<p>University Financial Aid and Scholarship Services Office has an office in the Center for Academic Advising and Student Success to assist students in determining the financial impact of academic decision.</p> <p>University Financial Aid and Scholarship Services and University Registrar staff collaborate with the Student Success Center on the continuing student outreach initiatives (Calling All Aggies, QuickConnect, and Early Performance Grading initiatives).</p> <p>All three Enrollment Management units supported and promoted Housing and Residential Life’s implementation of the First Year Residency requirement through recruitment, orientation and student aid partnerships.</p> <p>All three units of Enrollment Management have</p>	<p>Provide a seamless student experience; from recruitment to orientation to housing and student life to advisement and, ultimately, to degree completion.</p>
--	--	--	--

		<p>collaborated with the Graduate School to improve the student experience for participants in the Masters Accelerated Program.</p> <p>Development and maintenance of a collaboration between University Financial Aid and Scholarship Services and Undergraduate Admissions on all outreach activity.</p> <p>Every academic department has edited Hobsons recruitment letters for prospective students indicating interest in their majors.</p> <p>Undergraduate Admissions has supported International and Border Programs efforts to increase international enrollment through face to face recruitment in Mexico and use of Hobsons CRM.</p>	
<p>Goal 4: Gain efficiencies through utilization of existing technology.</p>	<p>A. Identify opportunities to use existing technology to realize processing efficiencies,</p>	<p>Implemented fully online submission of financial aid forms</p>	<p>Provide ease and transparency in the provision of services to students, staff, faculty and the</p>

<p>Vision 2020 Goal Alignment: Resource Stewardship Objectives 14, 15</p> <p>Metrics:</p> <p>1. Create fillable forms and provide in a common web receptacle for ease of access and use.</p> <p>2. Utilize Banner Document Management System (BDMS) to scan and store student record documents, in place of paper files in the vault.</p>	<p>cost savings, and improve service to students and colleagues within the NMSU-system.</p>	<p>Implemented an online work-study waiting list</p> <p>Automated the Banner work-study payroll upload process</p> <p>Students are now able to schedule Skype appointments with their Financial Aid Advisor</p> <p>Implemented an online student feedback form for every financial aid and scholarship services Interaction</p> <p>Active presence on multiple social media platforms</p> <p>Implemented a cross-divisional approval process of checks and balances for preparation and submission the annual report for Title IV funding (FISAP)</p> <p>Automated the Advanced Placement score uploads directly into Banner (over</p>	<p>general public – work smarter, not harder.</p>
---	---	--	---

		<p>1,000 per year were being manually entered).</p> <p>Automated the monthly National Clearinghouse data uploads of over 28,000 students, saving almost 200 staff-hours per year.</p> <p>Completed first step of Banner Document Management System (BDMS) Student Records project. Transcripts are being scanned and attached to individual student records in Banner.</p>	
<p>Goal 5: Complete the integration process of health and counseling with the recruitment, hiring, and training of new Director of Counseling and support of EAP services/counselor.</p> <p>Vision 2020 Goal Alignment: KPI 23 – Staffing Ratios</p> <p>Timeline: July 1, 2018</p>	<p>A. Obtain approval from Provost for moratorium waiver of Counseling Director position and Employee Assistance Program (EAP) counselor.</p> <p>B. Meet with Vice President of Human Resources to solidify responsibilities of EAP with HRS, random drug screens, and supervisor/staff/faculty support.</p> <p>C. Receive I&G funding support for both positions.</p>	<p>Counseling and Health integration was physically moved in March 2017.</p> <p>Electronic records systems were combined July 2017 to utilize a single medical record.</p> <p>Recruitment and replacement of 2 vacant psychologist positions was achieved August 2017.</p> <p>Recruitment and replacement of 1 counselor position was achieved and 1 outstanding</p>	<p>Fill vacant counselor position by April 2018.</p> <p>Fill vacant Director position by July 2018.</p> <p>Reclassify and fill EAP counselor position by July 2018.</p>

		counselor position posted- Jan. 2018.	
<p>Goal 6: Achieve re-accreditation by the following agencies Accreditation Association for Ambulatory Health Care, Inc. (AAAHC), American Psychological Association (APA), and International Association of Counseling Services, Inc. (IACS).</p> <p>Vision 2020 Goal Alignment: KPI 18 – Community Engagement</p> <p>Timeline: December 2018</p>	<p>A. Submit all re-accreditation self-studies to agencies for review by deadline- IACS (Dec. 2017), APA (May 2018), AAAHC (August 2018).</p> <p>B. Participate in webinars to prepare for re-accreditation and site visits (Feb. 2018). Create work groups to work on self-studies</p>	<p>IACS self-study/application submitted to NMSU Executive Director for Accreditation for review/approval and submitted to agency.</p> <p>Webinars scheduled for AAAHC review Feb. 2018. Information gathering for APA accreditation has begun by Interim Program Director of Counseling.</p>	<p>Achieve re-accreditation by all three agencies.</p>
<p>Goal 7: Participate in grant and funding opportunities which support research and programming by having Partnerships for Success (PFS), WAVE Rx, grant re-funded for Fiscal Year 18-19.</p> <p>Vision 2020 Goal Alignment: KPI 4 – Net Price, KPI 18 – Community Engagement</p> <p>Timeline: July 2018</p>	<p>A. Continue to meet grant objectives in year 3 of 5 year grant. Key activities include: local coalition building with Dona Ana Sherriff's Office, NMSU Police Department, Las Cruces Police Department; public relations and media plans; develop policy initiatives locally and at NMSU.</p>	<p>Personnel completed WAVE Rx work plan, submitted and approved by grant agency in Sept. 2017.</p> <p>Currently working through objectives, targets, and outcomes for completion by June 2018 when reports will be sent for re-funding of grant.</p>	<p>The WAVE Rx grant receives continued funding for Fiscal Year 18-19 through the remaining 2 years and opportunities continue for grant re-application after 5 year completion date.</p>

<p>Goal 8: Support student retention through classroom instruction, student employment, leadership and recreational sports programming. Secure funding for Physical Education courses (PE), student leadership retreat.</p> <p>Vision 2020 Goal Alignment: KPI 16 – Student Innovation, KPI 23 – Staffing Ratios, KPI 5 – Retention Rate</p> <p>Timeline: July 2018</p>	<p>A. Work with Provost’s office to secure funding for FY 2018-19 PE courses (March 2018).</p> <p>B. Work with SAEM to re-brand, and re-launch student leadership retreat and training (Aug 2018).</p> <p>C. Receive increase in student fee funding to allow for more student employment in all Health & Wellness units.</p>	<p>Received \$9,000 donation from El Paso Electric for use for leadership development-Fall 2017.</p> <p>Received funding support for PE courses fall and spring 2017/2018.</p> <p>Requesting increased student fee support for all Health and Wellness units February 2018.</p>	<p>Re-energized student leadership program in the Fall 2018.</p> <p>PE Courses funded for academic year 2018/19.</p> <p>Increase in student fee funding to support building renewal, employment, and equipment needs of H&W units.</p>
<p>Goal 9: Acquire funding to renovate Activity Center (AC) and Aquatic Center to include family/gender neutral changing, restroom, and shower areas. Architect study to begin by Summer 2018 with construction in 2019</p> <p>Vision 2020 Goal Alignment: KPI 10 – Diverse Community</p> <p>Timeline: December 2019</p>	<p>A. Gain support for renovation initiative and funding from the Student Fee Review Board.</p> <p>B. Secure support through SAEM Vice President and annual capital outlay for University’s Building Repair and Renewal requests.</p>	<p>Gender neutral/family areas included as a key point of discussion for the Student Fee Review Board proposal for FY 18-19.</p> <p>Meeting held with key stakeholders including Facilities and Services, Office of Institutional Equity, and LGBTQ+ Programs.</p> <p>Facilities and Services plans to schedule architect for study.</p>	<p>Gender neutral/family changing, restroom and shower areas in the Activity Center and Aquatic Center that are accessible to all patrons by December 2019.</p>

<p>Goal 10: Provide stellar academic support programs, instruction, and services in order to improve the retention and graduation rates of NMSU Students</p> <p>Vision 2020 Alignment: KPIs: 5, 6</p> <p>Metric: 83% 1st Year Retention Rate Enhance Graduate Rates 39% 4-Yr, 59% 5-Yr, 63% 6-Yr</p> <p>Timeline: Ongoing</p>	<p>A. Enhance Freshmen online academic workshop (Pistol Pete’s Pathway to Success Workshop) to support retention of incoming freshmen classes.</p> <p>B. Enhance learning outcomes of workshop series to support academic and learning skill development.</p> <p>C. Enhance UNIV courses by engaging in and completing Online Course Improvement Program trainings.</p>	<p>The number of entering Fall 2017 Freshmen who have elected to register in the online workshop is 1,601 out of 2,181.</p> <p>A Pre/Post assessment of every Student Success Center workshop was administered to participants during the Fall 2017 semester.</p> <p>An OCIP training plan was developed for Student Success Center and graduate assistant UNIV instructors.</p>	<p>Meet the approved NMSU Vision 2020 targets for one-year retention and 4, 5, 6 year graduation rates.</p> <p>Demonstrate impact of Student Success Center Workshops through learning outcomes data.</p> <p>Have all UNIV instructors complete established OCIP training program developed for the Student Success Center.</p>
<p>Goal 11: Prepare and/or collaborate on the preparation of externally funded proposals.</p> <p>Vision 2020 Alignment: KPI: 12 Metric: Achieve 5% annual growth in submitted proposal dollars</p> <p>Timeline: Ongoing</p>	<p>A. Seek externally funded solicitations through the use of Pivot.</p> <p>B. Prepare competitive proposals for funding.</p> <p>C. Collaborate with NMSU campus partners on the externally funded projects.</p>	<p>Staff have signed up for a PIVOT account.</p> <p>An externally funded proposal in partnership with University Advancement will be submitted Spring 2018.</p> <p>In collaboration with campus partners, one NSF and one DOJ proposal will be prepared and submitted Spring 2018.</p>	<p>Increase the amount of current externally annual funded portfolio of \$1.9 million to \$2.5 million.</p> <p>Participate across departmental lines in supporting and ascertaining external funding.</p>
<p>Goal 12: Work towards meeting program objectives of externally funded programs</p>	<p>A. Conduct an annual review of services and the impact</p>	<p>The preparation of a participant survey is in process.</p>	<p>Meet all established performance objectives in</p>

<p>through continuous assessment of program process and targets.</p> <p>Vision 2020 Alignment: 2 – Access 4 – Completion</p> <p>Metric: Maintain low-income accessibility of >40% students receiving Pell grants Enhance Graduate Rates 39% 4-Yr, 59% 5-Yr, 63% 6-Yr</p> <p>Timeline: Ongoing</p>	<p>from the perspective of program participants.</p> <p>B. Prepare annual performance reports.</p> <p>C. Undergo annual external evaluations.</p>	<p>The preparation of annual performance reports are in process.</p> <p>The identification and hiring of external evaluation is in process.</p>	<p>Years 2, 3, and 4 of ED funded programs.</p> <p>Continually enhance service delivery through the analysis of annual performance reports, participant satisfaction, and external evaluations.</p>
<p>Goal 13: Identify all available tutorial resources on the NMSU Las Cruces campus and establish baseline targets related to the Campus Tutoring Services Program’s online component.</p> <p>Vision 2020 Alignment: KPIs: 5, 6</p> <p>Metric: 83% 1st Year Retention Rate</p> <p>Enhance Graduate Rates 39% 4-Yr, 59% 5-Yr, 63% 6-Yr</p>	<p>A. Conduct an inventory of all NMSU Las Cruces tutoring resources for faculty and staff.</p> <p>B. Establish baseline targets related to the number of students and their service satisfaction levels with respect to online academic tutoring.</p>	<p>The inventory of tutorial resources is in process.</p> <p>A service satisfaction survey for online tutoring has been developed.</p>	<p>Provide a report to the University community of available academic tutorial support services and effectively market to NMSU student body.</p> <p>Continually improve and expand courses offered through online tutoring.</p>

<p>Goal 14: Increase the number of employers that conduct recruitment activities at NMSU in academic year 2017-2018 compared to academic year 2016-2017.</p> <p>Vision 2020 Alignment: KPI: 20</p> <p>Metric: Achieve an 80% career placement rate</p> <p>Timeline: Ongoing</p>	<p>A. Promote NMSU Career Services through print, electronic, voice, and social media platforms.</p> <p>B. Promote NMSU Career Services through local, state, and regional on-site visits to potential employers.</p> <p>C. Research new avenues of reaching employers.</p>	<p>Career Expo 2017 exceeded the number of employers for 2016.</p> <p>The Graduate and Professional School Fair 2017 exceeded the number of graduate/professional schools for 2016.</p> <p>The Health Professional Fair 2017 had the same number of employers as 2016.</p>	<p>Continually exceed the number of employers participating in on campus recruiting activities (job postings, information sessions, career fairs, tabling, interviewing etc).</p>
<p>Goal 15: Promote the services of Student Legal Aid so students are aware of the service and how to access it.</p> <p>Vision 2020 Alignment: Objective 4 – Completion, KPI 5 – Retention Rate</p>	<p>A. Promote the services of Student Legal Aid through various medias such as social media, print and presentations.</p> <p>B. Follow up with students who utilized Student Legal Aid to learn how they have progressed in school and the legal issue in question.</p> <p>C. Select two inspirational programs at other institutions who provide SLA in an excellent manner</p>	<p>Able to provide number of students who use the services and the categories for the assistance.</p> <p>Able to pull analytics of the number of people who use the web page to obtain services.</p> <p>Followed to see how helpful the service was to students.</p>	<p>Through assessment, show that 60% of the student body is aware of SLA and how to access the service</p> <p>Move SLA from ASNMSU and more under the Office of the Dean of Students.</p>

<p>Goal 16: Engage a higher percentage of the student body in the programs and services of ASNMSU</p> <p>Vision 2020 Alignment: Objective 4 – Completion, KPI 5 – Retention Rate</p>	<p>A. Hold and promote annual campus-wide events</p> <p>B. Attend conference to gather ideas of what other student governments are doing.</p> <p>C. Identify 3 inspirational student governments who are at a place where ASNMSU would like to be in 5 years</p>	<p>Tracked attendance of students at NMSU sponsored event through Aggie Life</p> <p>Had the largest Keep State Great event with over 1,500 individuals participating.</p> <p>Promotions of events has been strong in social media, print and giveaways.</p> <p>NMSU, once again, is respected by the state legislatures.</p>	<p>Identify and address concerns of the student body as a way to make the college experience better for our students.</p> <p>Engage more of the student body through elections, programs and services.</p> <p>Serve as the model for student engagement with the campus community</p>
<p>Goal 17: Increase the percentage of undergraduate students involved in student organizations, programs and National Student Exchange.</p> <p>Vision 2020 Alignment: Objective 4, KPIs: 5 , 6, 7</p>	<p>A. Increase the number of students that participate in the National Student Exchange program by 10% by 2020.</p> <p>B. Using the software, Presence (Aggie Life), show an increase in the number of students who download the application by 10% and an increase in the number of students attending events and programs by 10%</p> <p>C. Promote events and programs to students.</p>	<p>There has been a steady increase in the downloading of Aggie Life app each month.</p> <p>Reviewed data collected through check-ins to create a profile of students who attend certain events</p>	<p>Increase the number of departments who use Aggie Life to check-in students at events and programs.</p> <p>Add graduate students into Aggie Life so that these students are able to utilize the service</p> <p>Increase the number of NMSU students taking part in NSE to 20 per year</p>

	D. Report on data collected through Aggie Life.		
<p>Goal 18: Increase and track the level of involvement in Student Media and Greek Life.</p> <p>Vision 2020 Alignment: Objective 10 KPI 16 – Student Innovation</p>	<p>A. Establish student positions within in Student Media which will allow more student involvement.</p> <p>B. Increase the number of Greek affiliated students by 5% each year for five years.</p> <p>C. Track the retention of involvement for both Student Media and Greek Life</p> <p>D. Develop five-year plans for both Student Media and Greek Life. Includes 5 inspirational institutions.</p>	<p>Secured funding for the Fraternity and Sorority Advisor.</p> <p>Hired a Student Media Advisor</p> <p>KRUX passed FCC compliance</p> <p>The Round Up went 100% online</p>	<p>Develop a strategic plan for both Student Media and Greek Life</p> <p>Assess both Student Media and Greek Life to ensure they are having the desired impact on student engagement</p> <p>Track the involvement within in Student Media and Greek Life over a period of 5 years</p>
<p>Goal 19: Reduce high risk behaviors related to alcohol and other drugs</p> <p>Vision 2020 Alignment: Objective 4, KPIs: 5 and 6</p>	<p>A. Reduce the recidivism rates of students who violate the alcohol and/or drug standard in the Student Social Code of Conduct.</p> <p>B. Use “Under the Influence” and “Marijuana 101” by 3rd Millennium as educational sanctions for all first time violations of the alcohol and/or drug standard.</p>	<p>Established a baseline of students with first, second and third time offense from 2016-2017 numbers.</p> <p>Shifted to 3rd Millennium for educational sanctions related to alcohol, marijuana, and consent.</p> <p>Established baseline sanctions for all violations</p>	<p>Students will know the outcomes for first, second, and third time violations related to alcohol and drug use.</p> <p>Data will show a reduction in the number of second and third time offences related to alcohol and drug use.</p>

	C. Analyze the data generated by 3rd Millennium to understand who is violating the alcohol and/or drug standard and their GPA in 2017/2018		70% of students will know what the Student Social Code of Conduct is.
<p>Goal 20: Utilize predictive analytics in regards to Concern Assessment and Response (CARE) cases.</p> <p>Vision 2020 Alignment: Objective 4, KPIs: 5 and 6</p>	<p>A. Develop a follow up plan to for student CARE cases and reduce the level of risk for each case.</p> <p>B. Develop a profile of those who have CARE cases including academic and criminal records and campus involvement.</p> <p>C. Analyze overlap between conduct and CARE.</p>	<p>1. Established a benchmark for reported data</p> <p>2. Conducting follow up to CARE cases related to students</p> <p>3. Using Maxient, find cases which overlap with conduct and if there is a continuance of behavior of concern.</p>	<p>1. Become a leading model in Behavioral Intervention Teams in the southwest region.</p> <p>2. Have formalize procedures in writing related to the operations of the team and sub teams</p>
<p>Goal 21: Develop a comprehensive on-boarding process for new employees.</p> <p>Vision 2020 Goal 5: Resource Stewardship, KPI 23</p>	<p>A. Inter-division tours and introductions to colleagues</p> <p>B. Small group meet-and-greet events hosted by the Vice President, during on-boarding.</p>	<p>Quarterly, or as needed, meet-and-greet events held for new employees.</p>	<p>New employees learn SAEM's mission, vision, and values</p> <p>New employees understand SAEM's strategic plan and how it informs the expectations of their position</p>
<p>Goal 22: Provide professional development and team-building opportunities for all SAEM staff members.</p>	<p>A. Annual all-staff retreat held the first week of January</p> <p>B. On-campus workshops facilitated by SAEM</p>	<p>2017 – 63% of staff attendance at retreat.</p> <p>2018 – 81% of staff attendance at retreat.</p>	<p>100% attendance at staff retreats.</p>

<p>Vision 2020 Goal 5: Resource Stewardship, KPI 23</p>	<p>Professional Development team.</p>		
<p>Goal 23: Provide knowledge and technical expertise to support recruitment and retention initiatives within SAEM and across campus.</p> <p>Vision 2020 Goal 1: Academics and Graduation, KPIs 1, 5, 6</p>	<p>A. Maintain a student-centric approach while adapting to the the specialized needs of campus partners.</p> <p>B. Provide solutions for continual workflow and process improvements.</p> <p>C. Leverage the affordances of existing systems, evaluate new systems.</p>	<p>Established ongoing collaborations with academic colleges, Information & Communication Technologies, Center for Academic Advising and Student Support, MarComm, and others.</p>	<p>Choose a replacement customer relationship management (CRM) system and begin the migration pro</p>