

ADVANCEMENT TRAIL MAP

There are over 40 episodes, keynotes, and more that cover a wide range of topics. Use this Trail Map as a guide for all things Advancement, but be sure to check out all of the other content at the Virtual Summit!

Get Involved

Let's have some fun! You can earn points and win awesome prizes by opting into our Higher Ed Summit Virtual Adventure. The game will lead you through each key area of our event. Look for 'HESV Adventure' in the top right navigation bar to participate.

Check out our Networking Lounge to connect with speakers and Salesforce.org product experts. Head to our Quad to get the latest in product and partner innovation. There, you can chat with our partners, the education and Trailhead team!

KEYNOTE AUDITORIUM AGENDA

8:00 a.m.	Education Cloud Keynote: Accelerating Digital Transformation in Higher Ed, Amid Crisis and Beyond
9:00 a.m.	A Conversation With Trevor Noah
9:30 a.m.	Mental Resilience and Mindfulness with Arianna Huffington
9:45 a.m.	What Does Higher Ed Innovation Look Like in Unprecedented Times
11:00 a.m.	Perspective: The Power of Idealism with Samantha Power
11:35 a.m.	Mental Resilience, Mindfulness and Q&A with Arianna Huffington
11:55 a.m.	Good News in Education

EPISODES

Located in Advancement Theater, and available after the Education Cloud Keynote

Inaugural Results from CASE's Alumni Engagement Metrics Survey

How to Organize Alumni Data for Reporting

Celebrations & Lessons Learned: Moving off a Legacy Advancement System

How Flexible, Dynamic Content Drives Alumni Engagement

Education Cloud Live Demo: Advancement & Alumni Relations

INTERNATIONAL SPOTLIGHT TRAIL MAP

There are over 30 episodes, keynotes, and more that cover a wide range of topics. Use this Trail Map as a guide to see what some of our international community has been up to, but be sure to check out all of the other content at the Virtual Summit!

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11:55 a.m.	Good News in Education

EPISODES

Located in International Spotlight Theater, and available after the Education Cloud Keynote

7:40 a.m. Pre-Keynote: Pivoting & Embracing Digital Transformation in the UK & Europe

Culture, Complexity and Transformation In UK Higher Education

A Data Driven Approach Towards Recruitment and Student Contact

Reimagine the Advising Experience with Salesforce Advisor Link

Learning Lessons During COVID-19

Trusting Learners to Curate Things That Matter for Learning and Work

Career Development in a COVID World: How to Support Students & Employers at Scale

Empowering Self-Service with Communities

From Admissions to Lifecycle: Building an Effective Engagement Platform



salesforce.org

HIGHER ED SUMMIT 2020

A VIRTUAL EVENT FOR ALL



K-12 TRAIL MAP

There are over 30 episodes, keynotes, and more that cover a wide range of topics. Use this Trail Map as a guide for all things K-12, but be sure to check out all of the other content at the Virtual Summit!

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EPISODES

Located in Breakouts Room, and available after the Education Cloud Keynote

Platform Innovation Theater	Driving Innovation with Education Cloud for K-12
Platform Innovation Theater	Let's Shape the Future, Together: Preparing Students for College & Career
Platform Innovation Theater	Career Development in a COVID World: How to Support Students & Employers at Scale
Recruitment & Admissions Theater	How Vanderbilt Owen Exec Ed Increased Enrollments by 14% using EDA and Pardot
Advancement Theater	Celebrations & Lessons Learned: Moving off a Legacy Advancement System
Marketing Theater	Implementing Social Studio Across Campus at the Speed of Light

MARKETING TRAIL MAP

There are over 40 episodes, keynotes, and more that cover a wide range of topics. Use this Trail Map as a guide for all things Marketing, but be sure to check out all of the other content at the Virtual Summit!

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EPISODES

Located in Marketing Theater, and available after the Education Cloud Keynote

How IU Developed a Model for Success by Building a Community Around Salesforce

Implementing Social Studio Across Campus at the Speed of Light

Creating a Consistent Cross-Channel Digital Experience with a Design System

Enhancing the Marketing Cloud experience with the Customer 360 Platform

Making a Case for Distributed Marketing in Higher Education

PLATFORM INNOVATION TRAIL MAP

There are over 30 episodes, keynotes, and more that cover a wide range of topics. Use this Trail Map as a guide for all things Platform Innovation, but be sure to check out all of the other content at the Virtual Summit!

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EPISODES

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Trusting Learners to Curate Things That Matter for Learning and Work

Driving Innovation with Education Cloud for K-12

Learning Lessons During COVID-19

Career Development in a COVID World: How to Support Students & Employers at Scale

Let's Shape the Future, Together: Preparing Students for College & Career

Culture, Complexity and Transformation In UK Higher Education

Success in Salesforce Projects - What Making Beer Teaches Us

Gaining a Holistic View of Data for Analytics Insights

RECRUITMENT & ADMISSIONS TRAIL MAP

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11:55 am	Good News in Education

EPISODES

Located in Recruitment & Admission Theater, and available after the Education Cloud Keynote

How Vanderbilt Owen Exec Ed Increased Enrollments by 14% using EDA and Pardot

Empowering Self-Service with Communities

From Admissions to Lifecycle: Building an Effective Engagement Platform

From Applicant to Student: Closing the Message Gap with Journey Builder

Education Cloud Live Demo: Recruiting & Admissions

A Data Driven Approach Towards Recruitment and Student Contact

Salesforce Communities: Driving Applicant Engagement with Targeted Content

Tips for Virtual Recruitment on Salesforce

Getting R.A.D in West Texas with Salesforce

STUDENT EXPERIENCE TRAIL MAP

There are over 40 episodes, keynotes, and more that cover a wide range of topics. Use this Trail Map as a guide for all things Student Experience, but be sure to check out all of the other content at the Virtual Summit!

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9:30 a.m.	Mental Resilience and Mindfulness with Arianna Huffington
9:45 a.m.	What Does Higher Ed Innovation Look Like in Unprecedented Times
11:00 a.m.	Samantha Power on the Power of Perspective
11:35 a.m.	Mental Resilience, Mindfulness and Q&A with Arianna Huffington
11:55 a.m.	Good News in Education

EPISODES

Located in Student Experience Theater, and available after the Education Cloud Keynote

Forging the Path Together: Mentoring First-Gen Students and Public/Private Partnerships

Improving Student Growth and Development in First-Gen Students

Reimagine The Advising Experience with Salesforce Advisor Link

UMass Lowell Student Success CRM strategy: Navigating the challenges of COVID-19

Using Chatter to Advance Student Social Mobility

Education Cloud Live Demo: Student Experience

How University of Miami Pivoted and Accelerated Their One-Stop due to Covid-19

Next-Level Advising: Intuitive Web Forms and Advanced Lightning Components