Frequently Asked Questions

Salesforce for K-12 Education

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education cloud

k-12

1. Why does Salesforce.org work with K-12?

K-12 schools and systems today are being asked to do more with less: to embrace new curricula and technologies, to better engage families, and to drive improved student outcomes–often amidst resource constraints.

For two decades, Salesforce has worked closely with K-12 schools to help address these challenges– as volunteers, philanthropists, and community advocates.

We continue to do so; it's in our company DNA.

But big, shared problems require scalable solutions. Salesforce.org's Education Cloud is a set of solutions, built on the world's leading CRM platform, to help K-12 education leaders run Connected Schools that make data more useful, serve students more holistically, and better engage families.

Our operating principle: Each stakeholder has a role to play in helping students reach their full potential. Our north star: Student success, not silos.

2. What is Education Cloud?

Education Cloud helps connect students, staff, and systems with **one integrated CRM platform** for K-20 education–because **student success starts with institutional success**. K-12 and Higher Ed institutions can now capture 360-degree views to better support and engage every student.

Education Cloud represents our deep-seated commitment to the entire education sector. We will continue to invest in the success of educational institutions by creating purpose-built technology solutions that support innovation around critical needs in all schools, K-20.

3. What is Education Cloud for K-12? What can I do with it?

Use Education Cloud to help streamline critical activities that drive school and student success:

Student Success: Get a holistic view of student progress in and out of the classroom, including social-emotional needs, and collaboratively support their success.

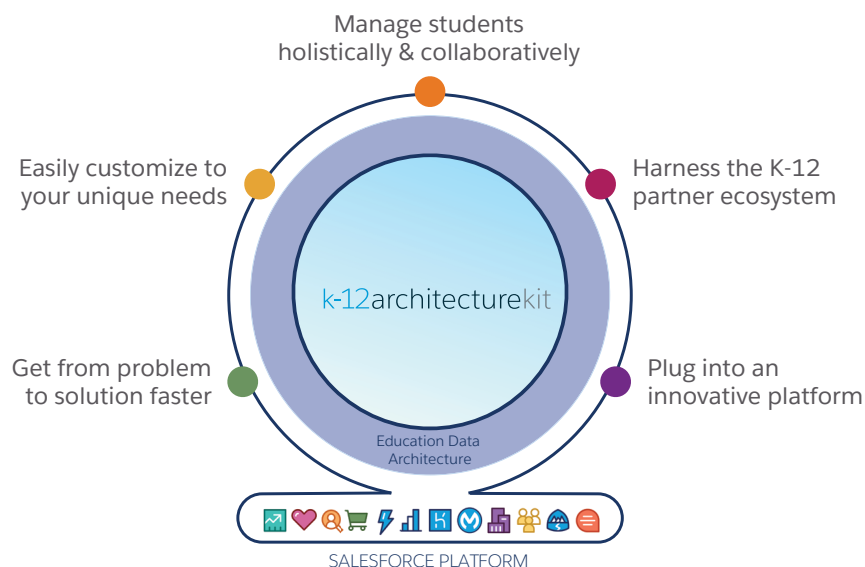**Family Engagement**: Deepen engagement with families through targeted communications and secure portals.

Admissions & Enrollment: Simplify the application, registration and placement experience.

Fundraising & Grants Management: Build relationships with donors and easily track and manage grants.

Get started with Salesforce.org Education Cloud with K-12 Architecture Kit.

4. What is K-12 Architecture Kit?

Salesforce's K-12 Architecture Kit is the foundation for schools and districts to connect people, processes, and data. An open-source managed package built on the world's #1 CRM platform and aligned to the Ed-Fi Alliance data standard, K-12 Architecture Kit gives you a flexible framework to scale innovation within your organization–from customizable reports and dashboards to plug-and-play third-party apps and custom app development. It's not just the foundation of Education Cloud for K-12–it's the starting point for whatever your organization needs as it grows and priorities shift. Collaborate around 360-degree views of student needs and outcomes, better engage families, and operationalize improvement efforts.

Manage students
holistically & collaboratively

Easily customize to
your unique needs

Harness the K-12
partner ecosystem

k-12architecturekit

Get from problem
to solution faster

Plug into an
innovative platform

Education Data
Architecture

SALESFORCE PLATFORM

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5. What are the benefits of using K-12 Architecture Kit?

Get from problem to solution faster
K-12 Architecture Kit provides an out-of-the-box data model for schools. Get up and running on Education Cloud faster with pre-built objects and page layouts.

Easily customize to your unique needs
K-12 Architecture Kit provides a flexible and extensible architecture that grows as your organization's needs grow. Further tailor it to the specific requirements of your school(s): With clicks not code and easy drag-and-drop tools, create custom apps and pages that support your unique educational model.

Manage students holistically & collaboratively
Because the K-12 Architecture Kit is aligned to the Ed-Fi Alliance data standard, its holistic data model can help you track student relationships with educators, staff, and family members as well as their participation in classes, programs, and extracurriculars–to gain a 360-degree view of their interests, needs, and progress. Create new groups for teams on the fly. Set up automatic alerts and processes that align to how your teams need to engage with one another to intervene early. Provide school leaders, educators, and parents with real-time student insights. Enable secure, asynchronous notes and messaging so staff always know exactly where students are at and what supports are needed next.

Harness the K-12 partner ecosystem
Tap the power of the Salesforce AppExchange for apps for enrollment management, postsecondary success coaching, event ticketing, fundraising, and more. Choose from a multitude of Salesforce-certified implementation partners with product and K-12 industry expertise. Collaborate with a thriving online community of innovative education technologists on the Power of Us Hub.

Plug into an innovative platform
Benefit from the continuous innovation of the world's #1 CRM platform. Every update–including three major releases per year–is in the cloud, so there's no worrying about updating software. With K-12 Architecture Kit, your school or district will always be on the latest technology–from security and privacy to AI and multi-channel engagement.

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6. What objects are included in K-12 Architecture Kit?

For more information on what objects are in K-12 Architecture Kit, please see the K-12 Architecture Kit entity relationship diagram (ERD) in the Power of Us Hub.

7. Does K-12 Architecture Kit work with the Salesforce Lightning Platform?

Yes! K-12 Architecture Kit fully supports the Lightning experience.

8. How do I know if K-12 Architecture Kit is right for my organization?

Looking for help with Student Success, Family Engagement, or Admissions & Enrollment? We recommend starting with K-12 Architecture Kit as a base data architecture customized for K-12 schools. K-12 Architecture Kit can also be used as a starting point for schools, districts, and partners who are interested in developing solutions for teacher management, helpdesks, student internship management, and more.

However, if your school or district is primarily interested in fundraising, we recommend that you explore GEM, which helps with gift entry management and could be installed alongside K-12 Architecture Kit. Alternatively, you could try the Nonprofit Success Pack (NPSP), which is used by thousands of nonprofit organizations. You can start an NPSP trial here. Please note that NPSP should not be installed in the same instance as K-12 Architecture Kit and/or EDA.

Still not sure where to start? Contact one of our dedicated K-12 Account Executives!

9. How do I get started with K-12 Architecture Kit?

Start a trial of K-12 Architecture Kit today.

10. How do partners fit in?

We have many Salesforce consulting partners with technical and change management expertise for K-12 schools and districts. You can find our official K-12 partners here.

Partner applications are compatible with our clouds and provide solutions for a variety of additional use cases. Check out the education collection on the Salesforce AppExchange for plug-and-play apps for a variety of K-12 school needs.

11. Is K-12 Architecture Kit a Student Information System?

K-12 Architecture Kit is not a student information system (SIS). K-12 Architecture Kit is an education data architecture that enables education organizations to more easily leverage the power of the Salesforce Lightning Platform to design, build, and share custom solutions for a multitude of use cases going forward, without needing to code.

12. What are some K-12 customers already using Salesforce?

Check out just a handful of the many successes in admissions, student management, fundraising, and family engagement K-12 public, private, and charter schools across the country are experiencing with Salesforce.

13. How does Salesforce.org ensure the security and privacy of student data?

Trust is our #1 value. We are committed to running the most secure, trusted, reliable, and available cloud computing service. More than 150,000 organizations trust Salesforce to safeguard their data–including Fortune 500 companies, governments, banks, hospitals, nonprofits, universities, and K-12 schools and districts. For an in-depth overview of our platform's data privacy features, visit trust.salesforce.com.

14. Where can I find more K-12 resources?

Education Cloud for K-12 Overview
K-12 Architecture Kit Overview
K-12 Architecture Kit Trial
K-12 Architecture Kit Documentation
K-12 E-Book
K-12 Customer Stories
K-12 Webinars on Demand
K-12 Customers, Partners & SFDO Hub Group
K-12 Education Topic
K-12 Architecture Kit Topic
K-12 Architecture Kit Release Announcements