



College of Continuing  
and Professional Education

Attached is our reference letter, and commendation, for NexGen Consultants where Keith Watters, Maria Kelley and Sheryl Shepherd assisted us with our Salesforce implementation project. The team at NexGen coordinated and supported us with a targeted deployment of Salesforce's Higher Education Data Architecture (HEDA) environment for our team.

Kennesaw State University offers more than 150 undergraduate, graduate and doctoral degrees to our more than 35,000 students and with 13 colleges on two metro Atlanta campuses, Kennesaw State is a member of the University System of Georgia and the third-largest university in the state.

Before we engaged NexGen and Salesforce, we did not have the capabilities to track leads, prospects, contact and with our multiple intake channels and did not possess a 360 view of the student journey. This was limiting our ability to capture data and could not generate reporting or analytics to understand what was working effectively. We were in need of a solution that gave us the ability to have an efficient and easy way to analyze the information we were gathering. By partnering with NexGen, we improved our branding, the ability to grow our intake channels, measure success/failures and to fully understand the ROI of our marketing campaigns.

It's with pleasure to recommend the support of NexGen Consultants, where we engaged their team, to configure the necessary relationships in Salesforce and Pardot to support our marketing needs. More so, we were reliant on their expertise and knowledge to build out a central data model/architecture, to automate processes where applicable and for integrating data with Lumens our student registration tool.

As part of our implementation, the NexGen team completed the following items as part of our engagement:

- Salesforce Configuration (HEDA Architecture)
- Data Migration from Lumens & Genoo platforms
- Ongoing Batch Integration with Lumens
- Pardot Implementation including Custom Object Integration
- Form Integration
- Utilized Workflow, Process Automation & Process Builder
- Salesforce Campaigns
- Activity Management (Tasks, Events and Email)
- Business Analysis and Process Reviews for Marketing Activities
- Report, Dashboard Development
- End User, Report & Dashboard & Administrator Training

Their team took the time to listen to our needs and then translated them into a solution that addressed our unique challenges within a timely manner. NexGen is a great implementation and consulting firm for any institution looking to maximize their use of Salesforce. We confidently recommend NexGen Consultants as a trusted and reliable partner!

Sincerely,

Lis Hames  
Manager - Registration & Conference Services