



Surmounting Obstacles with Slate

DANETTE SEALE - VICE PRESIDENT FOR ENROLLMENT MANAGEMENT, CARSON-
NEWMAN UNIVERSITY

LUCAS GRAY - COORDINATOR OF STUDENT SERVICES, TCAT KNOXVILLE

Slate Ninja Agenda

- INTRODUCTIONS
 - ▶ CARSON-NEWMAN UNIVERSITY & TCAT, KNOXVILLE
- OBSTACLES CHALLENGE COURSE
 - ▶ WHAT IS SLATE AND WHY IT MATTERS
- LEVERAGING YOUR CRM
 - ▶ SURMOUNTING OBSTACLES TO SCALE
- YOU'RE A SLATE NINJA CHAMPION NOW
 - ▶ WRAP-UP & QUESTIONS AND RESPONSES



Introductions



What is Slate?

- SLATE IS A CUSTOMER RELATIONS MANAGEMENT (CRM) SYSTEM USED TO PREVENT BROKEN BRIDGES
- IT IS NOT A METAMORPHIC ROCK THAT HAS BEEN SHAPED BY THE FORCES OF NATURE



Slate is a fascinating metamorphic rock that has been shaped by the forces of nature. Let's delve into its characteristics:



1. Composition and Formation:

- **Slate** originates from an original **shale-type sedimentary rock** composed of **clay or volcanic ash**.
- Through **low-grade, regional metamorphism**, this sedimentary rock undergoes transformation, resulting in slate.



Why Slate Matters

WARPED WALL COMMUNICATIONS

MASS COMMUNICATION = MASS CHAOS

- EMAIL LIMITS FOR LARGE COMMUNICATIONS
- HAD TO BE BROKEN INTO SEGMENTS RISKING THAT SOMEONE WAS LEFT OUT
- HAD TO 24-HOUR PERIOD LIMITATIONS
- STALE DATA REPORTS INSTEAD OF LIVE QUERIES



Financial Aid

[Exits](#)

[Loan Disbursements](#)

[State Residency](#)

[Test](#)

Text Messages

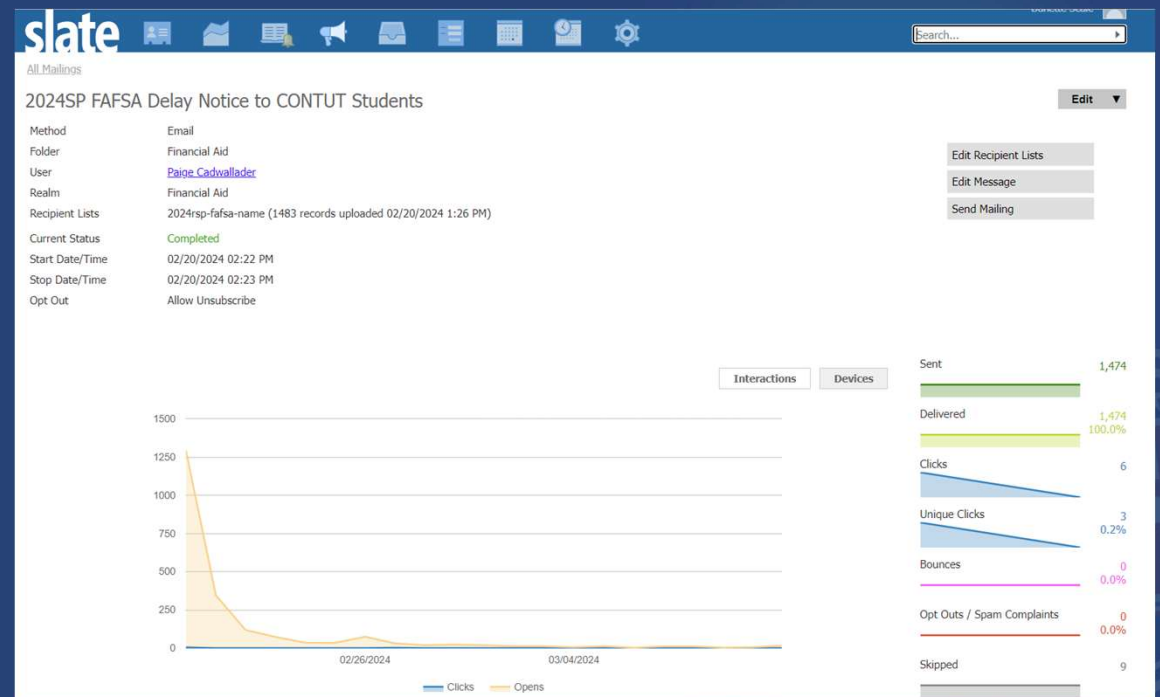
[TSAA Thank You 2023](#)



Why Slate Matters

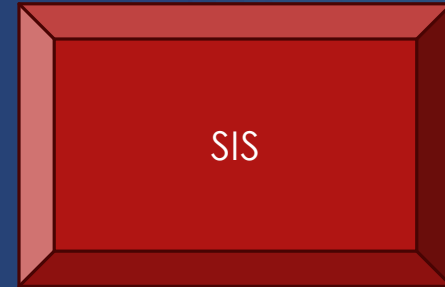
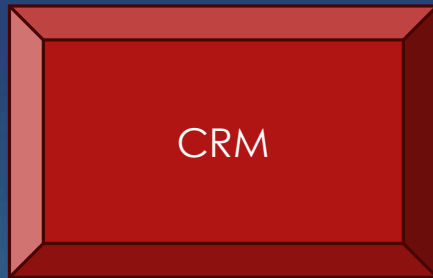
THE ULTIMATE CLIFFHANGER OUTLOOK EMAIL

- WAS IT OPENED?
- DID THEY CLICK THE LINK?
- ON-BOARDING NEW STUDENTS AND THEIR REQUIRED DOCUMENTS FOR BOTH ADMISSIONS AND FINANCIAL AID: WHERE IS IT?
- JOURNEY TO ENROLLMENT TIMELINE WAS SILOED



Leveraging Slate

INTEGRATION WITH OTHER SYSTEMS



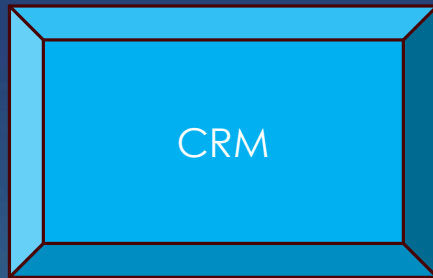
CUSTOMER RELATIONSHIP DATA
(EMAILS, FORM SUBMISSIONS, EVENTS)

INFORMATION RECORD DATA
(GRADES, SCHEDULES, FINANCIAL AID)



Leveraging Slate

INTEGRATION WITH EXTERNAL SYSTEMS



CRM

CUSTOMER RELATIONSHIP DATA



Data Integration



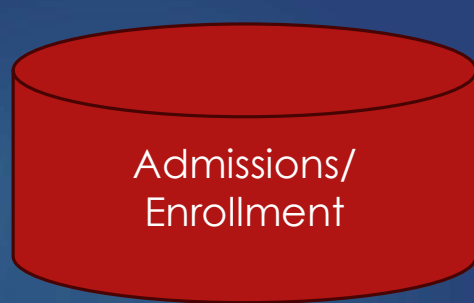
VENDOR
INTEGRATIONS

EXAMPLE TEXTING PLATFORMS

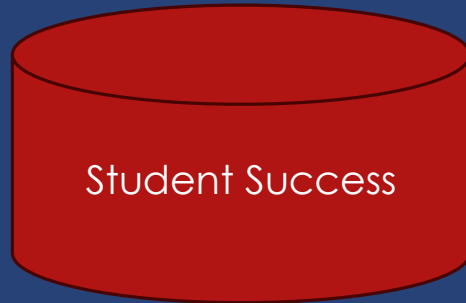


Leveraging Slate

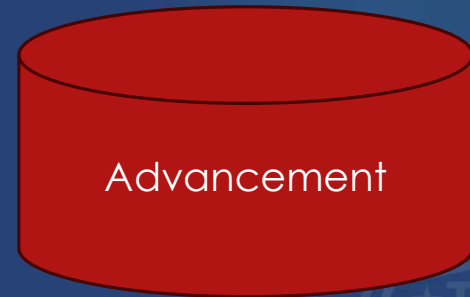
DIFFERENT INSTANCES WITH SLATE
LIFESPAN CAPABILITIES



Admissions/
Enrollment



Student Success

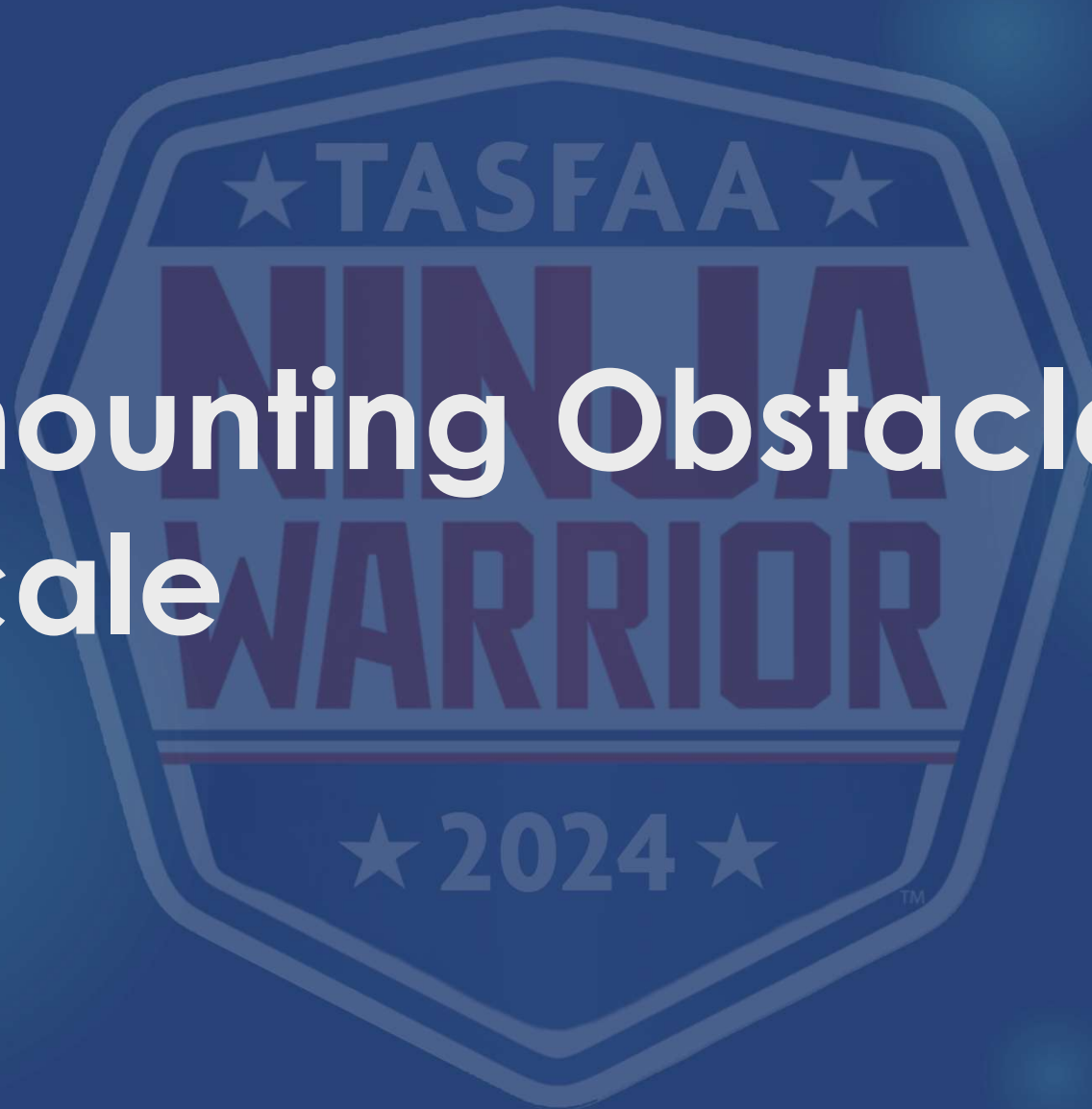


Advancement

REALMS
PORTALS



Surmounting Obstacles to Scale



Emails

CUSTOMIZED AND PERSONALIZED

slate Search

Deliver

New Mailing

Name	Method	Status	Start Date	Updated	Messages Credits	Realm Name	User Full Name
VA Survey Reminder R...	Email	Completed	02/20/2024	02/20/2024		TCAT Knoxville	Lucas Gray
ORHS WEL Notification	SMS	Completed	01/23/2024	01/23/2024	1	TCAT Knoxville	Lucas Gray
Campus Opening Text	SMS	Completed	01/22/2024	01/22/2024	2	TCAT Knoxville	Lucas Gray
Campus Opening Imp...	Email	Completed	01/22/2024	01/22/2024		TCAT Knoxville	Lucas Gray
Instructor Survey for ...	Email	Completed	12/20/2023	12/20/2023		TCAT Knoxville	Lucas Gray
ACHEC Day Virtual	SMS	Completed	12/04/2023	12/04/2023	1	TCAT Knoxville	Lucas Gray
ACHEC Normal Notific...	SMS	Completed	12/01/2023	12/01/2023		TCAT Knoxville	Lucas Gray
ACHEC Notification Te...	SMS	Completed	11/30/2023	11/30/2023	1		Lucas Gray
NTHS Invitation Fall 2...	Email	Completed	11/20/2023	11/20/2023		TCAT Knoxville	Lucas Gray
James B Brown Schola...	Email	Completed	11/15/2023	11/15/2023		TCAT Knoxville	Lucas Gray
11.15.23 Orientation T...	SMS	Completed	11/15/2023	11/15/2023	1	TCAT Knoxville	Lucas Gray
CIT Arrowood Notifica...	SMS	Completed	11/07/2023	11/07/2023	1	TCAT Knoxville	Lucas Gray
Veterans Breakfast Re...	Email	Completed	11/06/2023	11/06/2023		TCAT Knoxville	Lucas Gray
Spring 2024 Orientatio...	Email	Completed	10/30/2023	10/30/2023		TCAT Knoxville	Lucas Gray
Spring 2024 Alternate ...	Email	Completed	10/27/2023	10/27/2023		TCAT Knoxville	Lucas Gray
Upcoming Events Upc...	Email	Completed	10/24/2023	10/24/2023		TCAT Knoxville	Lucas Gray
Cosmetology Evening ...	Email	Completed	10/17/2023	10/17/2023		TCAT Knoxville	Lucas Gray
Cosmetology Evening	SMS	Completed	10/17/2023	10/17/2023	1	TCAT Knoxville	Lucas Gray
VA Survey Veteran Sur...	Email	Completed	09/26/2023	09/26/2023		TCAT Knoxville	Lucas Gray
First Day Updates Fall ...	Email	Completed	08/31/2023	08/31/2023		TCAT Knoxville	Lucas Gray
Graduation Map Gradu...	Email	Completed	08/21/2023	08/21/2023		TCAT Knoxville	Lucas Gray



Emails

CUSTOMIZED AND PERSONALIZED ON STUDENT TIMELINE

Dashboard | **Timeline** | Undergraduate Ap... Decided | 2023 Undergradua... | Profile | Materials | Additional Details

New Interaction 03/11/2023

2024 March

- 03/10 6:06:48 PM Email Link Clicked Save this email! mycn.cn.edu iPhone
- 03/10 6:06:42 PM Email Opened Save this email!
- 03/08 11:04:32 PM Email Link Clicked Save this email! mycn.cn.edu iPhone
- 03/08 11:03:27 PM Email Link Clicked Save this email! cnadfs.cn.edu/adfs/ls/?client-request-id=43a58afa-fae8-4eae-ae23... iPhone
- 03/06 4:22:47 PM Email Opened , you're invited to Accepted Student Visit Day! iPhone

2023 December

- 12/31 7:29:24 AM Email Opened Merry Christmas from C-N Admissions! iPhone
- 12/23 12:39:37 AM Sent Message Merry Christmas from C-N Admissions! iPhone
- 12/08 12:53:39 PM Email Opened (+1) Scholarship Opportunity – Bonner Scholars at Carson-Newman University
- 12/08 12:57:20 AM Email Opened Merit Scholarship Update
- 12/08 12:57:18 AM Email Opened Congratulations on your acceptance, r!
- 12/08 12:57:18 AM Email Opened Vocal studies at Carson-Newman!
- 12/07 2:36:19 PM Sent Message Scholarship Opportunity – Bonner Scholars at Carson-Newman University
- 12/05 1:37:23 PM Email Opened Congratulations on your acceptance, r!
- 12/05 1:37:22 PM Email Opened (+1) Merit Scholarship Update
- 12/05 1:37:22 PM Email Opened (+1) Vocal studies at Carson-Newman!



Emails

CUSTOMIZED AND PERSONALIZED

Message

Sender TCAT Knoxville Financial Aid <finaid@tcatknoxville.edu> Reply To finaid@tcatknoxville.edu

Recipient {{{Campus_Email}}}; {{{Personal_Email}}}




CC


Subject SCHOLARSHIP OPPORTUNITY - DEADLINE NOV 21

Preheader

Preview Message

Send Message



Hi, {{{SPRIDEN_SEARCH_FIRST_NAME}}}!

Please see the information below regarding the James Berdet Brown Memorial Scholarship:

James B. Brown Memorial Scholarship

The James Berdet Brown Memorial Scholarship is available each trimester to adult students enrolled in TCAT certificate or diploma programs. The awarded funds are for the program in which the student is enrolled at the time of application submission, recipient selection, and assignment of scholarship funds. The scholarship is intended to aid in the purchasing of required program learning materials and equipment, paying for national/state certification exams, and/or hardship living expenses.

Eligible Participants



Emails

CUSTOMIZED AND PERSONALIZED

Merit Scholarship Update



CARSON slate
A CHRISTIAN UNIVERSITY



Deliver

New Mailing

Search Mailings...

Name	Method	Status	Start Date	Updated
2024SP FAFSA Delay Notice to CONTUT Students 2024-25 FAFSA Update	Email	Completed	02/20/2024	02/20/2024
2024SP LTHT and Nonreturners need TEACH Exit Counseling URGENT Action Required: Complete TEA...	Email	Completed	02/20/2024	02/20/2024
2024SP Loan LTHT and Nonreturners Need Loan Exit Counseling URGENT Action Required: Complete ...	Email	Completed	02/20/2024	02/20/2024
2024 Spring LTHT Grads Important! Less Than Half-Time Enrollment	Email	Completed	01/08/2024	01/08/2024
2024 Spring LTFT URGENT MESSAGE! Possible Loss of Institutional Aid	Email	Completed	01/05/2024	01/05/2024
Late TSAA Proof of Residency You Qualify for Additional Aid - We Need Your Help	Email	Completed	12/08/2023	12/08/2023
State Residency Final Notice IMPORTANT ACTION REQUIRED: Final Notice	Email	Completed	12/08/2023	12/08/2023
2023 December Grads Need TEACH Exit Action Required URGENT Action Required! TEACH Exit Couns...	Email	Completed	12/04/2023	12/04/2023
2023 December Grads Loan Exit Counseling URGENT Action Required! Loan Exit Counseling Completi...	Email	Completed	12/04/2023	12/04/2023
2022 Summer Grads Need Loan Exit Action Required Required Exit Counseling	Email	Completed	08/03/2022	12/04/2023
TSAA Thank YOU! TSAA Thank YOU!	Email	Completed	11/13/2023	11/13/2023
State Residency Follow-Up Action Needed: Please Respond Today	Email	Completed	10/23/2023	10/23/2023
Fall 2023 Hope at-risk Email Retaining your HOPE Scholarship	Email	Completed	10/19/2023	10/19/2023
2023-24 Gilman Info Study Abroad Study Abroad Opportunity!	Email	Completed	10/19/2023	10/19/2023
FAFSA Not Opening yet Updated FAFSA	Email	Completed	10/10/2023	10/10/2023
2023-24 Fall LTHT Loan Exit Counseling Needed URGENT! Action Necessary! TEACH Grant Exit Couns...	Email	Completed	09/13/2023	09/13/2023
2023-24 Fall LTHT Loan Exit Counseling URGENT! Action Necessary! Loan Exit Counseling Required!	Email	Completed	09/13/2023	09/13/2023
State Aid on Hold Fall 2023 Important Financial Aid Email	Email	Completed	09/07/2023	09/07/2023

Hi [Name]!

As we move towards Thanksgiving, we wanted to reach out to you, considering calling Carson-Newman your home next fall.

We have some exciting news to share with you! Your academic merit scholarship is currently set at [Amount]. If you need to increase your merit score, your ACT, SAT, or CLT scores are needed to increase your merit score.

Emails

CUSTOMIZED AND PERSONALIZED FOR OTHER DEPARTMENTS

Message


Sender: "The Center for Community Engagement Team" <admitme@cn.edu> Reply To: pbrittz@cn.edu

Recipient: [redacted]@gmail.com

CC:

Subject: Scholarship Opportunity – Bonner Scholars at Carson-Newman University

Preheader:



CARSON-NEWMAN
A CHRISTIAN UNIVERSITY

Dear Chloe,

We are emailing you today to invite you to apply for the Bonner Scholars Program at Carson-Newman University!

[APPLY HERE](#)

The Bonner Scholars Program is a service-learning scholarship program where students (called 'Bonners') do ten hours of community service each week of the schoolyear and fulfill two summers of service during their four years at Carson-Newman. Our program is the most involved service-learning scholarship at Carson-Newman University, and our Bonners have special retreats, service events, and community-service road trips – all funded by the Bertram F. Bonner Foundation and Carson-Newman University. Our



Campaigns

EXAMPLE



Message
Sender Carson-Newman University Music Department <mhussung@cn.edu> Reply To mhussung@cn.edu
Recipient Emma <emma@schools.org>
CC
Subject Emma, we can help you advance your music career!
Preheader

Hi Emma,

We are excited about your interest in Carson-Newman University. This institution marks the beginning of an exciting and fulfilling journey, fostering your musical talents in a Christ-centered environment, and the achievements you will achieve.



Hello Emma,

I am Dr. Hussung, chair of the music department here at Carson-Newman University. I just wanted to introduce myself and tell you more about our department. Click on the video below.



Campaigns

Mailings

12/15/2023	FAFSA January Push 2024 Don't Miss Out, {{Preferred}}! Population NOT IN International (Population (Application) IN Undergraduate Admit, Undergraduate Admit/Matric Non-deposit, Undergradua... Applicant Type NOT IN Dual-Enrolled Student OR Population IN HS Senior, Transfer Inquiry) NOT FAFSA-Most Recent Year = 2024	In Progress Preview
02/25/2024 Mon, Tue, Wed, Thu, Fri, Sat; Morning, MIDDAY, Afternoon	FAFSA Push Reminder 2024 Don't Miss Out, {{Preferred}}! Population NOT IN International (Population (Application) IN Undergraduate Admit, Undergraduate Admit/Matric Non-deposit, Undergradua... Applicant Type NOT IN Dual-Enrolled Student OR Population IN HS Senior, Transfer Inquiry) NOT FAFSA-Most Recent Year = 2024	Completed Preview
+1 Mon, Tue, Wed, Thu, Fri, Sat, Sun; Evening	UG Title 9 for imported Apps Student safety is our priority! Population (Application) Timestamp Days greater than or equal Population IN Undergraduate Applicant; Day... Source Format (Application) Source Format IN Christian Connector Applications	Running/Ongoing Preview
+1 Mon, Tue, Wed, Thu, Fri, Sat, Sun; Overnight, Morning	Bonner Application 2024FA Scholarship Opportunity &#8211; Bonner Scholars at Carson-Newman University Population (Application) Timestamp Days greater than or equal Population IN Undergraduate Admit, Underg...	Completed Preview



Checklist Tracking

- STATE EVEA
- MISSING DOCUMENTS FOR ENROLLMENT
- HIGH SCHOOL TRANSCRIPTS





Financial-Aid			
FAFSA Received Date			
FAFSA Valid		/	
Aid Notification, Revised		/	
Merit Award		\$16,000	
Projected Out-of-Pocket Cost (Tuition+Fees - grants)			


Checklist				
Insert Requirement				
✓	09/14/2023	ACT / SAT / CLT Scores	Received	▼
✗		Official college transcript for dual enrollment courses	Awaiting	▼
✗		TN Driver's Licence	Awaiting	▼
✓	09/25/2023	Transcript (Morristown Hamblen HS West)	Received	▼



Event Usage



FINANCIAL AID NIGHTS
ORIENTATIONS
SUMMER CAMPS

Page Title Student Roundtable-Use of Space and Campus Perceptions
Date Thursday, November 2, 2023 at 09:30 AM until 10:30 AM Eastern Daylight Time UTC -04:00
Location  Drama & Ted Russell Health Sciences
724 N College St
Jefferson City, TN 37760-1994
United States
[Edit Map](#) [Driving Directions](#)
Weather  Widespread Frost then Sunny
Widespread frost before 10am. Sunny, with a high near 55. Southeast wind around 5 mph.
Template [Credo Space & Place Student Roundtable](#)
Folder Credo Space & Place
User [Tammy Loy](#)
Status CONFIRMED
Scope Person
URL https://admissions.cn.edu/register/Credo_Space_Discussion [Edit URL](#)
Documents [Edit Documents](#)
Registrants (19) [Launch Check In](#) [Launch Registration](#)
Space Available: 1 Attendees: 14 No shows: 5

slate 

All Events

TCAT Knoxville FAFSA Night

Date Wednesday, December 7, 2022 at 05:00 PM until 07:00 PM Eastern Standard Time UTC -05:00
Location  Tennessee College of Applied Technology Knoxville
1100 Liberty St
Knoxville, TN 37919-2327
United States
[Edit Map](#) [Driving Directions](#)
Weather  Showers And Thunderstorms Likely
Showers and thunderstorms likely. Cloudy, with a high near 66. Southwest wind around 5 mph. Chance of precipitation is 70%. New rainfall amounts between a tenth and quarter of an inch possible.
Template [TCAT Knoxville FAFSA](#)
Folder TCAT Knoxville / FAFSA
User [Lucas Gray](#)
Status CONFIRMED
Realm TCAT Knoxville
Scope Person
URL <https://engage.tbr.edu/register/?id=3e9f23eb-37b0-4c63-8aef-0879bdbc1755> [Edit URL](#)
Documents [Edit Documents](#)
Registrants (20) [Launch Check In](#) [Launch Registration](#)
Attendees: 13
Space Available: 22 Attendees w/ guests: 20 No shows: 7

Health Sciences Immersive Experience - Group #1

Page Title Health Sciences Immersive Experience - Group #1 (July 10th to July 11th)
Date Monday, July 10, 2023 at 09:00 AM until Tuesday, July 11, 2023 at 05:00 PM Eastern Daylight Time UTC -04:00
Location  Carson-Newman University
1646 Russell Ave
Jefferson City, TN 37760-2204
United States
[Edit Map](#) [Driving Directions](#)
Weather  Sunny
Sunny, with a high near 84. North wind around 5 mph.
Folder Science Camps / Group 1
User [Kayla Williams](#)
User 2 [Tanner Shivley](#)
Status CONFIRMED
Scope Person
URL <https://admissions.cn.edu/register/?id=d452a67f-62cc-4924-b2f6-c2679f015eb> [Edit URL](#)
Documents [Edit Documents](#)



NINJA AI

FIRST DRAFT FEATURE

First Draft

Provide information on the Welding Technology program at TCAT Knoxville

You can ask me to:

- Thank a donor for a \$100 gift to the annual fund.
- Congratulate an applicant on their recent admission.
- Invite a student to register for an advising session.
- Invite a person to an upcoming open house on campus.



Ethan Bartricki competes on American Ninja Warrior, Season 15 Episode 16. Photo: Elizabeth Morris/NBC



NINJA AI

DETAILED MESSAGING
THAT IS LOW-EFFORT
AND QUICK

Send Message

Sender: "Lucas Gray" <lucas.gray@tcatknoxville.edu>

Recipient: Email Address: lucas.gray@tcatknoxville.edu

CC:

Subject:

B I U S | [List Icons] | Format | Font | Size | A - A -

Subject: Information on the Welding Technology Program at TCAT Knoxville

Dear Lucas Gray,

I hope this email finds you well. I understand that you have shown an interest in the Welding Technology program offered at the Tennessee College of Applied Technology (TCAT) Knoxville, which is a critical part of the College System of Tennessee. As requested, I'm pleased to provide you with some detailed information about this program.

The Welding Technology program at TCAT Knoxville is designed to equip students with the skills and knowledge necessary to become proficient welders in today's job market. Our comprehensive curriculum includes hands-on training in various welding techniques such as Shielded Metal Arc Welding (SMAW), Gas Metal Arc Welding (GMAW), Flux Core Arc Welding (FCAW), Gas Tungsten Arc Welding (GTAW), and others.

The program can be completed in approximately 12 to 20 months, varying by the pace of the individual student, and it leads to a diploma in Welding Technology. During the course of study, students will also learn about blueprint reading, metallurgy, welding symbols, and safety procedures,



Future Uses

UPLOADING VERIFICATION
DOCUMENTS

TRACKING REQUIREMENT
ENGAGEMENT

STUDENT SUCCESS

OTHER?



Ethan Bartnicki competes on American Ninja Warrior, Season 15 Episode 13. Photo: Elizabeth Morris/NBC

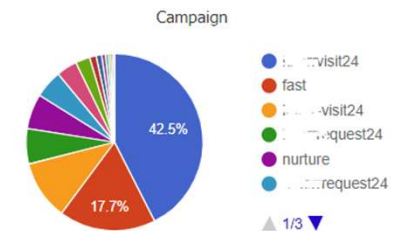
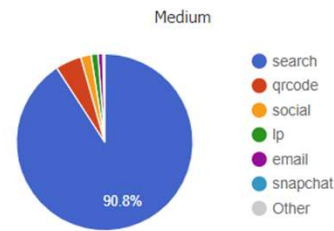
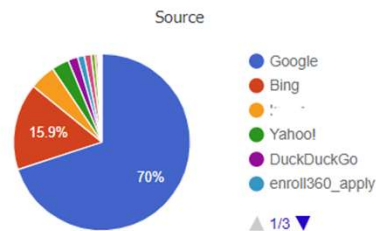


Pings

Ping Sources

Browse traffic mediums, sources, and campaigns.

02/01/2024 03/11/2024



2024 February

- 02/25 2:33:17 PM Email Opened "Donuts with Doug 🍩"
- 02/23 12:29:55 PM Ping (+2, 10s) admissions.cn.edu/apply/status
- 02/23 12:29:46 PM Ping (+1, 5s) admissions.cn.edu/apply/
- 02/23 12:29:46 PM Login
- 02/23 12:29:44 PM Ping (2s) admissions.cn.edu/account/login?r=https%3a%2f%2fadmissions.cn.edu...
- 02/22 1:58:39 PM Ping (+1, 1s) admissions.cn.edu/apply/status
- 02/22 1:58:32 PM Ping (+1, 8s) admissions.cn.edu/apply/
- 02/22 1:58:32 PM Login
- 02/22 1:58:29 PM Ping (2s) admissions.cn.edu/account/login?r=https%3a%2f%2fadmissions.cn.edu...
- 02/21 12:47:59 PM Ping (+2, 39s) admissions.cn.edu/apply/status
- 02/21 12:47:55 PM Login
- 02/21 12:47:53 PM Ping (2s) admissions.cn.edu/account/login?r=https%3a%2f%2fadmissions.cn.edu...



Annual Audit/Cycle

EASE OF ACCESS FOR GATHERING
DOCUMENTATION IN
COMMUNICATION AUDITS



PROOF OF COMMUNICATIONS



RAMPING UP THE NEXT CYCLE



This Photo by Unknown author is licensed under [CC BY-SA](#).



You're a Slate Ninja Champion Now!





Thank you!

CONTACT INFORMATION

DANETTE SEALE; DSEALE@CN.EDU; 865-471-3229

LUCAS GRAY; LUCAS.GRAY@TCATKNOXVILLE.EDU; 865-766-4392