Self-Help Guide

Recruitment CRM

This Self-Help Guide is intended for Campuses using Prospect Management functionality. Much of the basic navigation is the same and can be easily transferred to using a Contact as opposed to Prospect record but some functionality and fields may be different. Since different business practices will use functionality of the tool in different ways this Self-Help Guide is intended to be an overview of good practice and basic information on navigating and working with Objects and records of different types.

*Items* with *may need higher level or manager permissions to access or complete all stated functionality. If you do not see functionality that you think you should have access to check with your internal business processes. There may be a hierarchy of approval you need to engage in order to change your permissions.

Get Started with Salesforce

Access Salesforce

Log into Salesforce

Log in for the First Time
https://help.salesforce.com/apex/HTViewHelpDoc?id=basics_intro_logging_in.htm&l...

Troubleshoot Login Issues

Basic Navigation

Navigate Salesforce Tabs
Tips for New Users

Recruitment CRM Glossary

Use the Global Search Bar

Review Your Personal Information

Find Your Personal Settings in Salesforce Classic

Access Don - Our Full Sandbox Environment*

Don - Our Full Sandbox Environment

Customize Salesforce

Customize Display Information

Customize Your Pages

Customize Your Tabs

Set a Default Record Type

Customize your Default Tabs

Customize Views

Create Views

Create Email Templates
**Merge Fields***

Merge Fields Overview

Considerations for Using Merge Fields in Email Templates

**Create Different Types of Email Templates***

Create HTML Email Templates with Letterhead

Create Text Email Templates

Create Custom HTML Email Templates

**Manage Email Templates***

Manage Email Templates

**Email Signatures**

Create a Rich-Text Email Signature
[services-technologies/how-tos/recruitment-crm-create-rich-text-email](services-technologies/how-tos/recruitment-crm-create-rich-text-email)

**Create Records**

**Manually Create Records**

Manually Create a Contact
[services-technologies/how-tos/recruitment-crm-manually-create-contact](services-technologies/how-tos/recruitment-crm-manually-create-contact)

Manually Create a Prospect
[services-technologies/how-tos/recruitment-crm-manually-create-prospect](services-technologies/how-tos/recruitment-crm-manually-create-prospect)

Manually Create a Bio
[services-technologies/how-tos/recruitment-crm-manually-create-bio](services-technologies/how-tos/recruitment-crm-manually-create-bio)
Use Chatter

Set up Your Chatter Profile

Set Up Your Chatter Profile
https://help.salesforce.com/apex/HTViewHelpDoc?id=basics_intro_setting_up_chatter...

Communicate with Others Using Chatter

Post Visibility
https://help.salesforce.com/apex/HTViewHelpDoc?id=collab_post_visibility.htm&la...
Repeating to Chatter Email Notifications
https://help.salesforce.com/apex/HTViewHelpDoc?id=collab_email_reply.htm&langua...
@Mention People and Groups in Posts and Comments
https://help.salesforce.com/apex/HTViewHelpDoc?id=collab_add_mentioning_people...

Use Chatter on records

Follow Records
https://help.salesforce.com/HTViewHelpDoc?id=collab_following_records.htm&langu...
Viewing Record Feeds
https://help.salesforce.com/apex/HTViewHelpDoc?id=collab_viewing_record_updates...

Chatter Groups

Chatter Groups
https://help.salesforce.com/apex/HTViewHelpDoc?id=collab_group_about.htm&langua...

Submit Internal Cases

Submit New User, Enhancement, and Bug Fix Requests

Create and Manage a Defect Support Case
/services-technologies/how-tos/recruitment-crm-create-manage-defect
Create and Manage a Duplicate Contacts Case
/services-technologies/how-tos/recruitment-crm-create-manage-duplicate
Create and Manage an Enhancement/Other Support Case
Create and Manage a TC Adm IT Request Case
Create and Manage a Tier II Support Request Case
Verify Enhancements and Fixes
Verify a Case in Don
URLs for Testing Webpages in Don
Verify a Case in Production
Work with Prospects
Recruiters
Recruiting Territories
Manually Create a Recruiting Territory*
Manually Update Recruitment Territory Assignments
Recruitment Categories
Manually Create a Recruitment Category*
Manually Add a New Prospect Recruitment Category Assignment
Customer Relations
**Work with Cases**

Work with Case Queues
/services-technologies/how-tos/recruitment-crm-work-case-queues

Manage Cases
/services-technologies/how-tos/recruitment-crm-manage-cases

Create a Case from a Prospect Record
/services-technologies/how-tos/recruitment-crm-create-case-prospect

**Work with Prospect records**

Create a Task
/services-technologies/how-tos/recruitment-crm-create-task

Add an Appointment
/services-technologies/how-tos/recruitment-crm-add-appointment

Update Bios Information on a Prospect Record
/services-technologies/how-tos/recruitment-crm-update-bios-information

Log a Call
/services-technologies/how-tos/recruitment-crm-log-call

Send an Email from a Prospect Record
/services-technologies/how-tos/recruitment-crm-send-email-prospect

**Use Live Chat**

You will need Flash to view these short videos

Make yourself available/unavailable to chat (1m 17s)
http://screencast.com/t/j6Qyx5VHi

Chat with a student (1m 33s)
http://screencast.com/t/Ajdicale

End a chat and see it logged (1m 34s)
http://screencast.com/t/3J3lJGqMC

**Work with Knowledge Articles**

Salesforce Knowledge Documentation Overview
https://help.salesforce.com/articleView?id=knowledge_map.htm&type=5

Create and Editing Articles*
Publish Articles and Translations*
https://help.salesforce.com/apex/HTViewHelpDoc?id=knowledge_article_publish.htm...  
Work with Articles and Translations*
https://help.salesforce.com/apex/HTViewHelpDoc?id=knowledge_article_manage.htm&...  
Use the Summary Field in Knowledge Articles to Make Articles Easily Searchable*  
https://help.salesforce.com/apex/HTViewHelpDoc?id=knowledge_article_create.htm&langu...

Manage Inquiries

Manage Inquiries
https://services-technologies/how-tos/recruitment-crm-manage-inquiries

Events and Visits

Work with Events*

Create a New Visit or Event
https://services-technologies/how-tos/recruitment-crm-create-new-visit-or  
Create an Event Location
https://services-technologies/how-tos/recruitment-crm-create-event-location  
Create an Event Category
https://services-technologies/how-tos/recruitment-crm-create-event-category  
Clone a Visit Option
https://services-technologies/how-tos/recruitment-crm-clone-visit-option  

Create an Event from a Prospect Record

Create an Event or Visit from a Prospect Record
https://services-technologies/how-tos/recruitment-crm-create-event-or-visit

Work with Event Attendees

Review Requested Events or Visits
https://services-technologies/how-tos/recruitment-crm-review-requested-events  
Schedule Staff for Events or Visits
https://services-technologies/how-tos/recruitment-crm-schedule-staff-events-or  
Manage Scheduled Event Sessions
Email Event Attendees
Update Message Status dates for Events or Visits
Update Event or Visit Attendance Status

Campaigns

Get Ready for your Campaign
Create a Query
Create a Caller Group
Add Members to a Caller Group
Create Scripts
Clone a Query

Set Up an Outbound Calling Campaign*
Create a New Outbound Calling Campaign
Modify Member Status Values
Add a Query to a Campaign
Add a Caller Group to a Campaign
Add a Script to a Campaign
Clone a Campaign
Get and Manage Campaign Members*

Add Campaign Prospect Members with Refresh
/services-technologies/how-tos/recruitment-crm-add-campaign-prospect
Check on the Prospect Member Refresh Status
/services-technologies/how-tos/recruitment-crm-check-prospect-member
Manage a Campaign Call List
/services-technologies/how-tos/recruitment-crm-manage-campaign-call

Application User Guides

Cirrus Insight

Tutorials for Cirrus Insight
https://www.cirrusinsight.com/tutorials
This leads to a Cirrus page with relevant Salesforce Tutorial Links
Attach an Email to a Prospect record with Cirrus (2m 6s)
http://screencast.com/t/AYFkdgRJsv

Silverpop

Silverpop Training Portal*
Silverpop Fields of Interest in CRM
/services-technologies/how-tos/recruitment-crm-silverpop-fields
Silverpop Opt Out process
https://docs.google.com/a/umn.edu/document/d/1G02Acu5c7K7Y6l8zxfcB6ygWjmJfM2Pe...

Work with Reports and Data

Reference Documents

Contact and Prospect Field Sources

Contact Definitions and Sources
Term Definitions Documentation

Recruitment CRM: Glossary
/services-technologies/how-tos/recruitment-crm-glossary

List Views

Create Customized List Views

Create Views
/services-technologies/how-tos/recruitment-crm-create-views

Manipulate Data Directly from Lists

Update Records Inline from a List View in Lightning Experience
https://help.salesforce.com/articleView?id=customviews_edit_inline_listview_lex...

Reports

Understand and Navigate Reports in UMN CRM

Understand and Navigate Reports in UMN CRM
/services-technologies/how-tos/recruitment-crm-understand-navigate

Create a Report

Choose a Report Type
https://help.salesforce.com/HTViewHelpDoc?id=reports_builder_selecting_a_report...

Recruitment CRM Custom Report Types
https://docs.google.com/a/umn.edu/spreadsheets/d/1aRN88mjbUDo4PFosJpTFTdDayzatzh...

Choose a Report Format
https://help.salesforce.com/HTViewHelpDoc?id=reports_changing_format.htm&langua...

Create a Report
Use the Assigned to Current User Field to Create Dynamic Reports

Work with Report Builder

Using the Drag and Drop Report Builder

Customizing Reports
https://help.salesforce.com/HTViewHelpDoc?id=reports_builder_what_is.htm&language=en

Report Fields

Work With Your Data

Group Your Report Data

Keep Working While Your Report Preview Loads

Summarize Your Report Data

Work with Formulas in Reports

Filter Report Data

Filter Operators Reference

Example: Report on Related Objects with Cross Filters
https://help.salesforce.com/HTViewHelpDoc?id=reports_cross_filters.htm&language=en

Create Dashboards*

Create a Salesforce Classic Dashboard
https://help.salesforce.com/HTViewHelpDoc?id=dashboards_create.htm&language=en

Save Reports

Save Your Report
Get Report Notifications

Subscribe to Get Report Notifications
https://help.salesforce.com/htviewhelpdoc?id=reports_notifications_home.htm&sit...  

Data Upload Templates

Use Templates for Data Uploads*

Use Templates for Data Uploads
/services-technologies/how-tos/recruitment-crm-use-templates-data