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**

https://help.salesforce.com/articleView?id=basics_intro_tips_new_users.htm&type=5

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

**Use the Global Search Bar**
/services-technologies/how-tos/recruitment-crm-use-global-search-bar

**Review Your Personal Information**

Find Your Personal Settings in Salesforce Classic
https://help.salesforce.com/apex/HTViewHelpDoc?id=basics_nav_personal_settings...

**Access Don - Our Full Sandbox Environment***

Don - Our Full Sandbox Environment
/services-technologies/how-tos/recruitment-crm-don-our-full-sandbox

**Customize Salesforce**

**Customize Display Information**

Customize Your Pages
https://help.salesforce.com/HTViewHelpDoc?id=user_userdisplay_pages.htm&language...

Customize Your Tabs
https://help.salesforce.com/HTViewHelpDoc?id=user_userdisplay_tabs.htm&language...

Set a Default Record Type
/services-technologies/how-tos/recruitment-crm-set-default-record-type

Customize your Default Tabs
/services-technologies/how-tos/recruitment-crm-customize-your-default

**Customize Views**

Create Views
/services-technologies/how-tos/recruitment-crm-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_chatt...

Communicate with Others Using Chatter

Post Visibility
https://help.salesforce.com/apex/HTViewHelpDoc?id=collab_post_visibility.htm&la...
RePLYing 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
https://docs.google.com/a/umn.edu/spreadsheet/ccc?key=0ArgSMOHsyHtJdFE5WUhjRVA5...

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/3J3IjGqMC

Work with Knowledge Articles

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

Create and Editing Articles*
Manage Inquiries

Events and Visits

Work with Events*

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

Create an Event from a Prospect Record

Work with Event Attendees

Review Requested Events or Visits
/services-technologies/how-tos/recruitment-crm-review-requested-events
Schedule Staff for Events or Visits
/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/1G02Acu5c7K7Y6l8zxfcB6ygWjmJfM2Pel...

Work with Reports and Data

Reference Documents

Contact and Prospect Field Sources

Contact Definitions and Sources
Prospect Definitions and Sources

Term Definitions Documentation

Recruitment CRM: Glossary

List Views

Create Customized List Views

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

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/1aRN88mjbUDo4PFosJpTFTdayzatzh...

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

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

Create Dashboards*

Create a Salesforce Classic Dashboard

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