



Educational & Institutional Cooperative Services, Inc.

# greymatter Promote

## Fostering Lifelong Connections from Classroom to Career

### greymatter CRM

Recruit | Admit | Retain | **Promote**

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## WHY GREYMATTER PROMOTE?

greymatter supports the full student lifecycle through four integrated lifecycle areas: Recruit, Admit, Retain, and Promote. Institutions can deploy any lifecycle area individually or combine them for a fully connected experience.

Promote extends engagement beyond graduation, enabling alumni relations, continuing education, and workforce development teams to maintain meaningful connections with students, graduates, and industry partners. Used standalone or with the full platform, Promote turns post-graduation interactions into measurable outcomes that drive institutional impact.

Unlike point solutions that track only isolated activities, Promote unifies relationship management, credential tracking, event coordination, and marketing automation. This holistic approach strengthens engagement, boosts participation, and delivers real-time insights, empowering institutions to act proactively and create lasting value.

### Driving Impact Through Five Core Capabilities

Promote achieves results through five focused capabilities, helping institutions engage alumni, learners, and partners, foster lifelong learning, and expand opportunities for collaboration and growth.

## STRENGTHEN ALUMNI LOYALTY & GIVING

Promote helps institutions cultivate lifelong alumni engagement and meaningful giving. By providing a centralized hub for alumni communication, volunteering, and donor campaigns, institutions can deepen relationships, increase participation, and transform alumni into long-term advocates for the school.

### Key Capabilities

- **Ongoing Communication:** Maintain targeted messaging and updates across channels.
- **Fundraising Campaign Management:** Plan, execute, and track alumni and donor campaigns.
- **Volunteer & Engagement Coordination:** Manage participation in events, mentoring programs, and outreach initiatives.

### Business Impact

- **Higher Engagement Rates:** Strengthen alumni loyalty and connection to the institution.
- **Increased Giving:** Drive donations and support for institutional initiatives.
- **Expanded Volunteer Network:** Leverage alumni participation for mentorship, recruitment, and community programs.

#### EXPAND LEARNING & CREDENTIAL SUCCESS

Support alumni and continuing learners in reaching their goals with seamless program registration, ongoing credential tracking, and continuing education offerings. Promote ensures learners can pursue certifications, non-credit programs, or advanced studies easily, while institutions maintain oversight of progress and achievement, strengthening lifelong learning pathways.

##### Key Capabilities

- **Program Management:** Streamline credit and non-credit course offerings.
- **Registration & Enrollment:** Simplify student sign-ups and bulk enrollment.
- **Certification & Credential Tracking:** Maintain records of CEUs, certifications, and other credentials.

##### Business Impact

- **Program Growth:** Increase enrollment in continuing education and workforce programs.
- **Learner Success:** Track and validate learner achievements for career advancement.
- **Operational Efficiency:** Reduce administrative burden while maintaining accurate records.

#### DRIVE ENGAGEMENT WITH SMART CAMPAIGNS

Maximize impact through automated, targeted communications. Promote enables personalized campaigns that reach alumni, learners, and partners with the right message at the right time, increasing participation in programs, events, and giving initiatives, while saving staff time and effort.

##### Key Capabilities

- **Automated Outreach:** Trigger emails, SMS, and portal notifications based on engagement or milestones.
- **Segmented Campaigns:** Target specific groups with tailored messaging.
- **Engagement Tracking:** Monitor responses and refine strategies based on results.

##### Business Impact

- **Improved Engagement:** Reach the right audience with the right message at the right time.
- **Data-Driven Decisions:** Optimize campaigns using performance metrics and ROI insights.
- **Enhanced Participation:** Encourage attendance at events and programs through timely outreach.

## CONNECT THROUGH EVENTS & NETWORKS

Facilitate meaningful connections that foster community and collaboration. Promote makes it easy to plan, manage, and track events—both in-person and virtual—while leveraging networking opportunities to keep alumni and learners engaged and connected to peers, faculty, and the institution.

### Key Capabilities

- **Event Planning & Management:** Schedule and manage workshops, webinars, and reunions.
- **Participant Tracking:** Capture attendance, registration, and follow-up activities.
- **Networking Tools:** Facilitate alumni and industry connections for mentoring and workforce initiatives.

### Business Impact

- **Higher Participation Rates:** Encourage more alumni and partner involvement.
- **Stronger Community:** Build long-term relationships that benefit both learners and the institution.
- **Insightful Reporting:** Measure engagement and event ROI to inform future planning.

## BUILD CAREER-READY CONNECTIONS

Strengthen relationships with employers and industry partners to support workforce initiatives. Promote tracks interactions and engagement opportunities, helping institutions connect alumni and learners to career pathways, internships, and professional development, creating lasting value for students, graduates, and the institution.

### Key Capabilities

- **Partner Relationship Management:** Track engagement with employers and industry stakeholders.
- **Opportunity Management:** Facilitate internships, job placements, and collaborative projects.
- **Engagement Metrics:** Analyze participation and success to strengthen workforce programs.

### Business Impact

- **Enhanced Career Outcomes:** Provide learners with meaningful career pathways.
- **Stronger Industry Ties:** Build partnerships that benefit programs, students, and employers.
- **Institutional Reputation:** Demonstrate value to stakeholders through measurable engagement outcomes.

## GREYMATTER PROMOTE LICENSING & DEPLOYMENT OPTIONS

The greymatter Promote license is designed for teams managing alumni relations, continuing education, workforce development, and institutional partnerships. Whether deployed institution-wide or within a single department, Promote equips users with tools and insights to engage effectively, maintain connections, and deliver measurable outcomes.

### Who It's For

- Alumni Relations & Development Teams
- Continuing Education & Workforce Programs
- Career Services & Employer Partnership Staff
- Marketing & Communications Teams

### What It Includes

- **Relationship Management:** Centralized alumni, donor, and partner profiles.
- **Event & Networking Management:** Plan, manage, and track in-person and virtual events.
- **Continuing Education Tracking:** Program registration, credential, and CEU management.
- **Marketing Automation:** Multi-channel campaigns to engage learners and alumni.
- **Opportunity Management:** Track career, internship, and partnership opportunities.

### Why It Matters

- **Drive Engagement:** Foster meaningful, lifelong relationships with learners, alumni, and partners.
- **Maximize Program Impact:** Increase participation in continuing education, networking, and volunteer initiatives.
- **Streamline Operations:** Automate outreach, registration, and credential tracking for greater efficiency.
- **Future-Ready:** Scales with institutional needs and integrates seamlessly with SIS, LMS, and Microsoft Outlook.