Programs for Executive Education

Summary

Executive Programs supports all the program enrollments through a custom registration process. This is integrated with Salesforce for reporting. Pardot eMail marketing is also included as an integration, and that information is here as well. All the data about programs is stored in our Salesforce CRM platform.

Features

- Allows for Creation of Exec Programs
- Facilitates Registration of Participants through Exec-Ed-Registration
- Allows for the configuration and scheduling of a program including hotels, venues, transportation, faculty, staff, and more
- Includes reporting on participants and all related items
- Includes Salesforce and Pardot which is used by the Executive Programs marketing team

Who can use it?

Salesforce, E-Reg and Pardot are intended to be used by participants of the Executive Education, and the staff who manage the programs.

How much does it cost?

This service is available at no charge to the Executive Programs teams for individual use to coordinate programs. Executive Programs manages the budget for the application license and development. Participants of Executive Education programs pay for the programs themselves, but not the use of the application tool they use to enter their information.

How do I get it?

The Executive Education staff can access:

- Pardot to manage and nurture visitors, leads, and contacts
- Salesforce to manage contacts, and establish Executive Programs
- Canvas to manage the content of their programs
- Qualtrics to collect supplemental information from participants

Participants wishing to register for executive education programs can do so through their web site at: https://som.yale.edu/programs/executive-education. After reading through their programs, click the Apply Now button to start.

Related Policy and Procedures

- All users of Yale University computing and networking facilities are expected to read and abide by the Information Technology Appropriate Use Policy. For additional information, please familiarize yourself with the Policies and Procedures related to HIPAA Security.

Related Knowledge Articles

Creating Programs for Registrations that go through Salesforce
Executive Programs - Technical Environments
Leads and Contacts Duplicate report
Marketing, Sales and Program Management
Pardot and Salesforce
Pardot User and System Steps
Program Creation Process
Program Management Processes
Publishing Exec Ed Programs Registration Forms
Standards for Program Creation