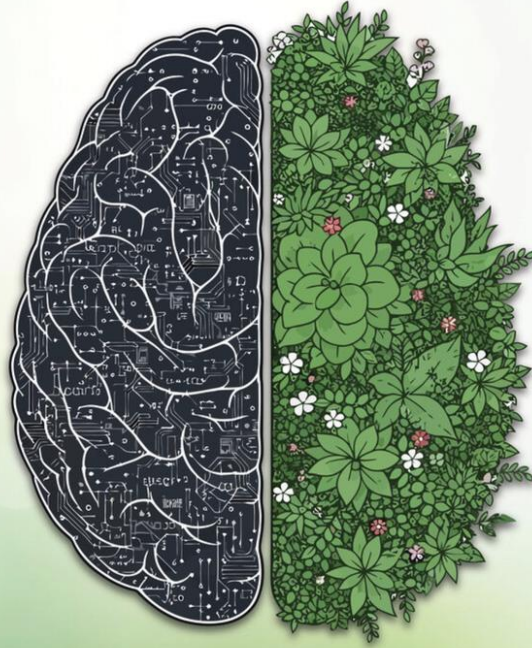




AI *and the* Imago Dei

"What is mankind that you are mindful of them, human beings that you care for them? You have made them a little lower than the angels and crowned them with glory and honor. You made them rulers over the works of your hands; you put everything under their feet."

PSALM 8:4-6

**FACULTY
AND STAFF
INSTITUTE**
2026

Campus Connect: Streamlining Services for a Unified Experience

Moderated by: Aimee Regoso & Sam Villamizar



PANELISTS



Hectmarie Cruz-Peña
Manager of Undergraduate
Enrollment Counseling,
Marketing & Enrollment



Darcy De Leon
Assoc. Vice-President
of Human Resources



Sam Kann
Chief Information Officer
Information Technology Services



Fares Magesa
Director of Student
Financial Services



Valencia Mawuntu
Assoc. Vice-President
Financial Administration



Robert Myaing
Graduate Enrollment
Coordinator

At the heart of our organization lies a deep commitment to **compassion**, ensuring that every interaction is grounded in empathy and kindness. We build **trust** through transparency, fostering strong relationships with our team, partners, and community. Guided by **integrity**, we uphold the highest ethical standards, acting with honesty and accountability in all we do. **Humility** keeps us open to learning, valuing diverse perspectives and recognizing that growth comes from collaboration. We prioritize **wellbeing**, creating environments where individuals can thrive physically, mentally, and emotionally. Driven by a passion for **justice**, we champion fairness, equity, and inclusion in every decision. Finally, we embrace **innovation**, continuously seeking creative solutions to challenges, ensuring progress and lasting impact. Together, these values shape our mission and define who we are.

CUSTOMER SERVICE STANDARDS



➤ Information

- Knowledgeable
- Thorough
- Clear
- Accurate
- Transparent

➤ Time

- Two business days
- Efficient
- Accessible

➤ Emotion

- Empathetic
- Sympathetic
- Calm
- Pleasant

➤ Treatment

- Friendly
- Professional
- Patient



2025 ENROLLMENT & REGISTRATION SURVEY

Student Services Snapshot



Key satisfaction ratings, high-score frequency, and reported student challenges

Top-rated service

International Student Services

4.18 avg rating

Highest high-score rate

Academic Advising

76% rated 4-5

Most reported challenge

Anxiety

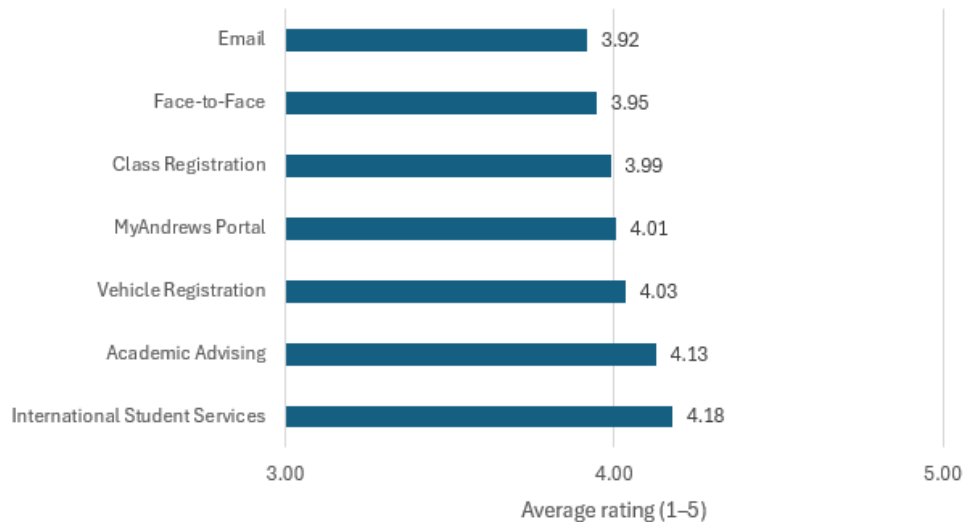
16% reported

Lowest-rated channel

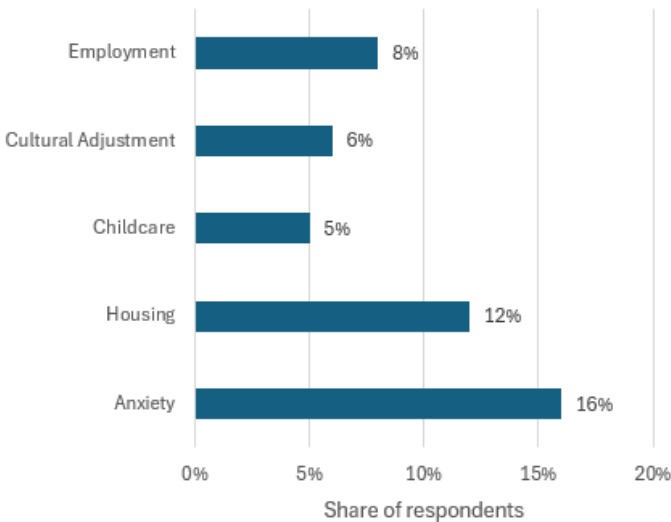
BNC Virtual (Textbooks)

3.11 avg rating

Top 7 Service Ratings



Most Reported Challenges



LOWEST RATED SERVICES FOR 3 YEARS (Good)



- Financial Aid 3.56
- Text 3.56
- Live Chat 3.49
- Student Insurance 3.45
- Student Health/Medical 3.40
- Bookstore 3.37
- Housing 3.31

TOP RATED SERVICES FOR 3 YEARS (Very Good)



● Academic Advising	4.10
● Class Registration	3.98
● Vehicle Registration	3.97
● International Student Services	3.96
● Face to Face Interaction	3.93
● Enrollment Counselor/Coordinator	3.93
● MyAndrews Portal	3.88

- Customer Service Standards 2023 Fall
- Student Process Map 2024+
- Design-Thinking Workshop 2025 Summer
- Enrollment & First Stop Checklists 2025 Fall

CRM

What is greymatter CRM?

A full student lifecycle CRM for higher education, built on Microsoft Dynamics 365 — one connected record from first inquiry through alumni giving.

Recruit

Targeted outreach, automated campaigns, events, and recruiter dashboards

Admit

Configurable applications, automated routing and scoring, decision and award letters

Retain

Student portal, advising, degree planning, and AI nudges that flag at-risk students

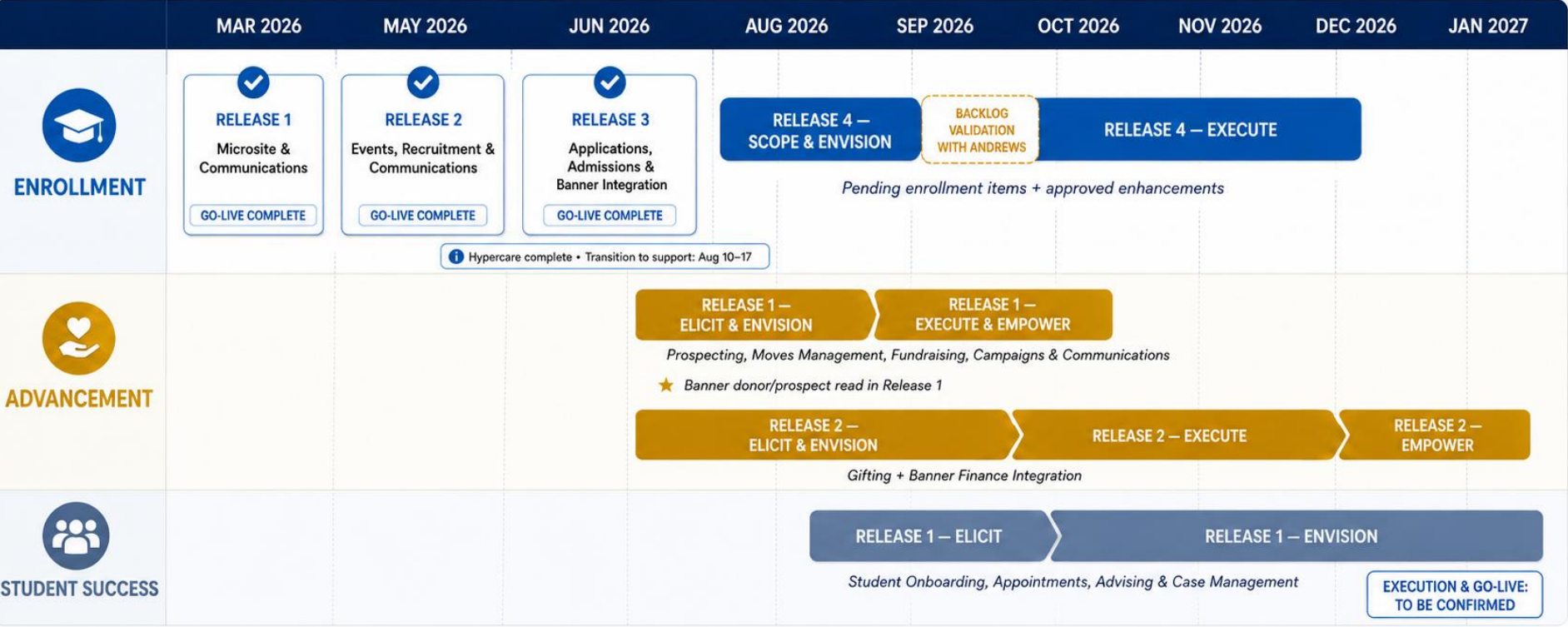
Advance

Alumni and donor management, continuing education, and e-commerce registration

Under the hood: Built on Microsoft Dynamics 365, integrating with the SIS, LMS, and other systems of record so data is entered once and shared everywhere.

ANDREWS UNIVERSITY | REVISED ROLLOUT SCHEDULE

August 2026 Update



PLANNING NOTE: Release 4 timing remains provisional until backlog items are prioritized, scoped and approved with Andrews.



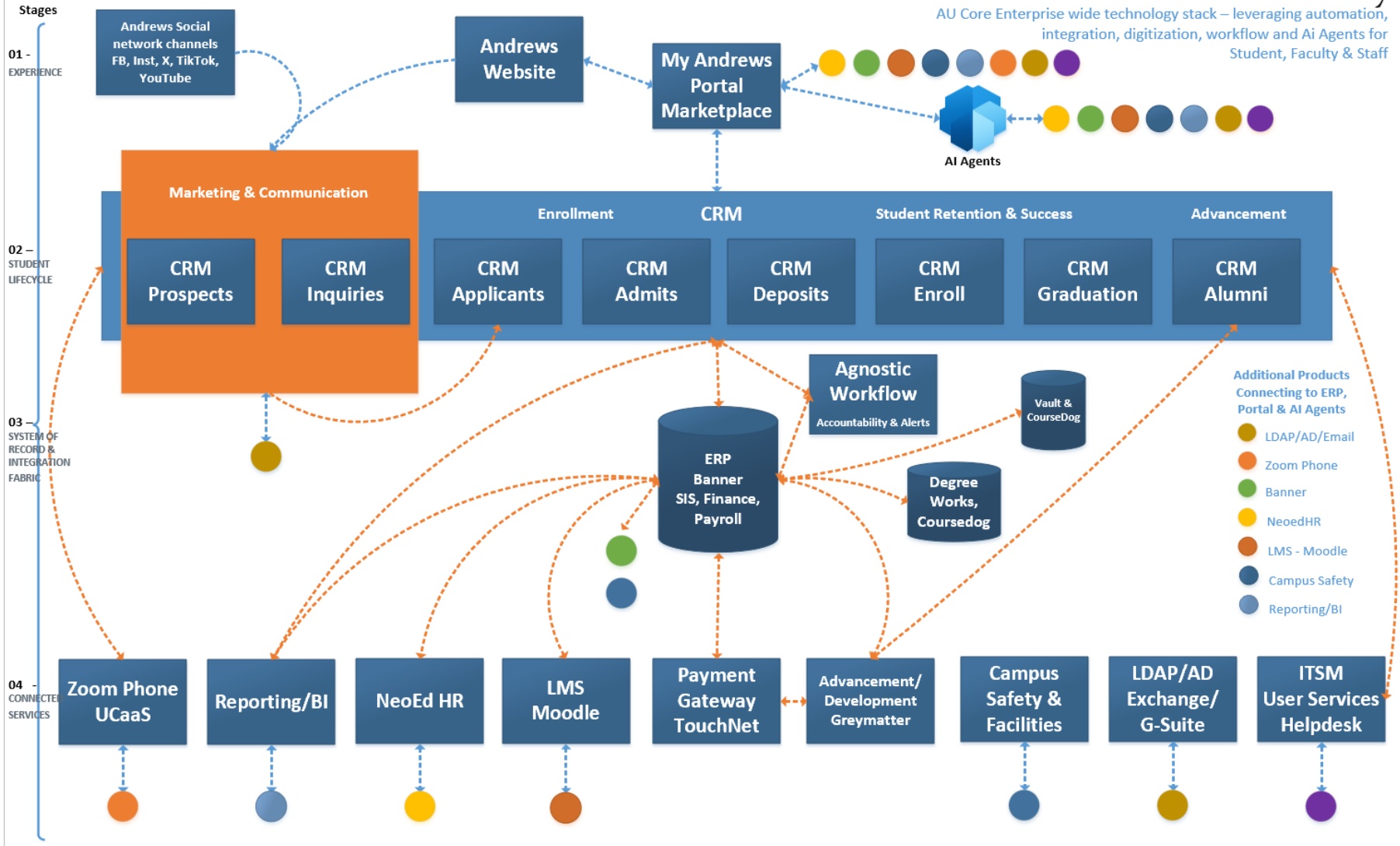
= COMPLETED



= PLANNED WORK



= VALIDATION REQUIRED



THE IMPACT OF THE CRM / REORGANIZATION

Moving from Siloed Offices and Systems to One Connected Student Journey



BEFORE

- ✗ Recruitment, admissions, and advancement run on separate systems and separate teams
- ✗ Prospective students re-enter the same information at every stage
- ✗ Staff manually reconcile data between Banner, spreadsheets, and email
- ✗ No single view of a student from inquiry through alumni giving



AFTER

- ✓ One CRM platform connects every stage: prospect, applicant, student, alumnus
- ✓ Information is entered once and flows automatically to every downstream office
- ✓ Banner ERP stays the system of record; the CRM and AI fabric keep it in sync
- ✓ Leadership sees one real-time view of every constituent

MEASURED OUTCOMES

≤24 hrs

Faster inquiry-to-application response time

+2.4 pts

Increase in enrollment yield from better follow-up

One student record

Information entered once and shared across the student lifecycle

+3.1 pts

Lift in first-year retention from earlier intervention

10,000+

Expanded alumni engagement pipeline

CRM ACCESS & SUPPORT



1

There's a place for you here.

Andrews is where faith, learning, and community come together. Applying takes about 15 minutes – you'll create an account, save your progress as you go, and finish whenever you're ready.

How applying works.

- 1. Create Your Andrews Account**
Set up an account to track your progress and save your application.
- 2. Complete and Submit Your Application**
Fill out the required sections and submit the form online.
- 3. Complete Outstanding Requirements**
Upload your transcripts, test scores and other requested materials through the "Action Required" section of your application portal.

NEW APPLICANT
First time applying to Andrews
Create an account to begin your application and save your progress.

Create account and apply

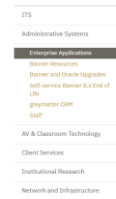
STARTS REPEAT?
If you began an application in our previous system, create an account with the same email address and your application will transfer.

Transfer my application

Already applying in the new system? Sign in



3



Enterprise Applications

If you see this message – 00M-00057: Record changed or deleted by another user – it could also mean that new controls are in place restricting updates to this record.

For Banner Help and Resources, click here.

If you want Banner Admin to open up in a new window, click on the small square next to the instance button. You can also right click on the link for more options.

Each column is a different database instance. If you want to export, please do not use Production.

	Production	Testing	Pre-Production	Development
Banner				
Banner Admin - Application Navigator	PROD	TEST	PRE-PROD	DEV
Schedule Output	PROD	TEST	PRE-PROD	DEV
Access Management - IAM	PROD	TEST	PRE-PROD	DEV
Communication Management - BOM	PROD	TEST	PRE-PROD	DEV
Document Manager - BOM	PROD	TEST	PRE-PROD	DEV
Employee Self-Service	PROD	TEST	PRE-PROD	DEV
Extensibility - Page Builder	PROD	TEST	PRE-PROD	DEV



2



One platform. One complete student view.

Greymatter brings communications, data, and engagement together in real time, replacing fragmented systems with a unified picture of every student – from first inquiry through alumni engagement, so teams always know the context, history, and next best step.

Greymatter Lifecycle Areas

While different teams may focus on different Lifecycle Areas, all five areas are designed to work together cohesively.

1. Recruit
2. Admit
3. Retain
4. Advance
5. Promote

Go to the Greymatter CRM Portal

Application Reviewer Login | Login Instructions



4

Andrews University Student Enrollment Greymatter Stage Information

** To export the data mouse over the table and in the right corner a blue icon will appear with three dots. Click on it and choose export data.

Term Code	Banner ID	First Name	Middle Name	Last Name	Academic Level	Student Type	Program
202631	JEAN-CLAUDE	TEKHA	MUSEBA	Masters	Guest (Course) Only	Non-Degree Taking	
202631	Abbie		Ockenge	Undergraduate	Graduate Non-Degree		
202631	Abdellah		Jourdan	Doctoral/EDS	Graduate	PHD Curriculum &	
202631	Abdellah		Jourdan	Doctoral/EDS	Graduate	PHD Curriculum &	
202631	Abiel	A	Bellzair	Undergraduate	Re-Admit		
202631	Abiel	A	Bellzair	Undergraduate	Transfer		
202631	Abigail		Filippo	Undergraduate	Transfer	BSN Pre-Nursing I	
202631	Abigail		Filippo	Undergraduate	Transfer	BSN Pre-Nursing I	
202631	Agri		Moses	Undergraduate	Exchange/MOU	BS General Studies	
202631	Agri		Moses	Undergraduate	Exchange/MOU	BS General Studies	
202631	Aileen		Antones	Undergraduate	Graduate Non-Degree		
202631	ALAN	ALAN	MORERA FERRAZ	Professional (MDiv)	Graduate	MDiv Divinity, Ben	
202631	ALAN	ALAN	MORERA FERRAZ	Professional (MDiv)	Graduate	MDiv Divinity, Ben	
202631	ALAN	Goncalves de	Araujo	Graduate		DLEAD Leadership	
202631	ALAN	Goncalves de	Araujo	Doctoral/EDS	Graduate	DLEAD Leadership	
202631	Alessandra	Patricia de Oliveira	Amorim	Doctoral/EDS	Graduate	DLEAD Leadership	
202631	Alex Sandro	Quevedo	Ramos	Masters	Freshman	BS Psychology, Ben	
202631	Alice		Cardoso	Undergraduate	Freshman	MA Religion, Ben	
202631	Allan	Daniel Delahay	Price	Masters	Graduate		
202631	Allan		Karanga	Undergraduate	Freshman		
202631	Allen	Matthew	Nabanga	Masters	Graduate	MBA General, Ben	
202631	Alma		Gloria	Masters	Graduate		
202631	Alma		Gloria	Masters	Graduate		



Helpdesk – andrews.edu/help

helpdesk@andrews.edu

- **One Student, One View**
 - Centralized history, communication, and follow-up
- **More Proactive Service**
 - Identify students who need action before they become problems
- **Less Manual Work**
 - Automate reminders, routine communication, and follow-up
- **Better Triage & Accountability**
 - Route inquiries to the right person and track resolution
- **Data to Drive Decisions**
 - See student needs, workload, bottlenecks, and service trends



- **Applications can be exported in less than three minutes**, allowing for faster and more efficient application processing.
- **The Foundry team provides excellent support** and offers a wide range of resources and assistance when needed.
- **The International Credential Office can locate applicants more easily**, making it easier to review and process international credentials.
- **Documents can be easily clicked and dragged**, making document management and organization more efficient.
- **Notes can be added and edited directly within the system**, allowing staff to keep important information and updates in one place.

Student Perspective

- **Clear & User-Friendly:** The portal is intuitive and visually appealing.
- **Easy Tracking:** The Application Dashboard provides a clear view of all submitted applications.
- **Actionable Updates:** Students can easily see pending supplemental items that need attention.



Student Portal Home

Profile

Application Dashboard

Event Registrations

APPLICANT PORTAL

+ Apply Now

Program Application Dashboard

Manage one application session with one or more program choices. The application group is your overall session; each program inside it is reviewed as an individual program application.

APPLICANT DASHBOARD

Your applications at a glance

Jump directly into your active applications and checklist actions. Use this summary to focus on what needs attention now.

ACTIVE APPLICATIONS

5

Open application records and checklist actions.

View applications

Program Applications

These are the individual program applications inside the selected application group. Expand a program to view its status, checklist items, and actions.



No Program Version Provided
No Program Provided

ACADEMIC PERIOD

No Academic Period
Provided

STATUS

Application in Draft



NONDEG Undeclared, Online
Non-Degree Seminary MA

ACADEMIC PERIOD

Fall Semester 2026

STATUS

Application in Draft



Enrollment Coordinator Perspective

- **Detailed Access:** Provides quick access to in-depth applicant information.
- **Streamlined Decisions (Future):** The ability to upload decision letters directly to the student dashboard is currently in development.
- **Process Improvement:** This upcoming feature will save time and streamline communication for both staff and students.

ACADEMIC RESTRUCTURE

ACADEMIC RESTRUCTURE

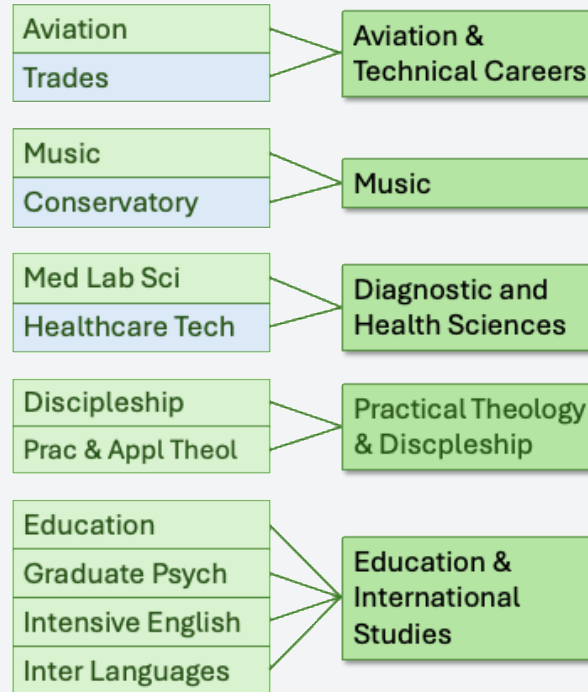
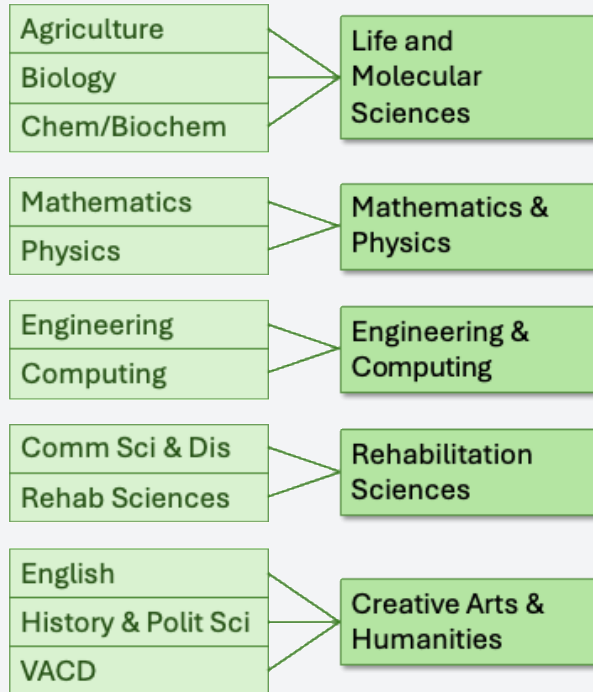


College of Arts & Sciences	College of Health & Human Services	College of Professions	Global Campus	Seminary
School of Creative Arts & Humanities ▾	Department of Medical Laboratory Sciences	School of Architecture & Interior Design	Center for Adult Degree Completion	Department of Church History
English	School of Nursing	Department of Aviation	Center for Continuing Education	Department of New Testament
History & Political Science	School of Population Health, Nutrition & Wellness	School of Business Administration	Griggs International Academy	Department of Old Testament
Visual Art, Communication & Design	School of Rehabilitation Sciences ▸	Department of Computing	School of Leadership	Department of Practical Theology & Discipleship ▸
School of Education & International Studies ▸	School of Social Work	Center for Innovation & Entrepreneurship		Department of Theology & Christian Philosophy
Department of Liberal Arts, General Studies & Interdisciplinary Studies				Department of World Mission
School of Engineering				
School of Life & Molecular Sciences ▸				
Department of Mathematics & Physics ▸				
Department of Music				
Department of Religion & Biblical Languages				
School of Social & Behavioral Sciences				

[Academic Restructure - Web View](#)

Academic Integration

Final Stage



Planned

Academic Integration

Colleges

CP	CHHS	Global Campus	CAS	Seminary
Architecture and Interior Design	Diagnostic & Health Science	Leadership	Creative Arts and Humanities	Church History
Aviation and Technical Careers	Nursing	Educ. Admin.	Education and International Studies	New Testament
Business Admin + CID Program	Population Health, Nutrition & Wellness		Life and Molecular Sciences	Old Testament
Engineering and Computing	Rehabilitation Sciences		Mathematics and Physics	Practical Theology and Discipleship
	Social Work		Music	World Mission
			Social and Behavioral Sciences	Theology & Christian Philosophy
			Religion & Bibl. Lang.	
			Operations & Finance	Vision & Strategy

1. College of Arts & Sciences
 1. School of Creative Arts & Humanities *(new)*
 2. School of Education & International Studies *(new)*
 3. School of Life & Molecular Sciences *(new)*
 4. Department of Liberal Arts, General Studies & Interdisciplinary Studies
 5. Department of Mathematics & Physics *(new)*
 6. Department of Music
 7. School of Social & Behavioral Sciences
 8. Department of Religion & Biblical Languages
2. Global Campus *(new)*
 1. Center for Adult Degree Completion *(no name change; moved from CEIS)*
 2. School of Leadership *(no name change; moved from CEIS)*
3. College of Health & Human Services
 1. Department of Medical Laboratory Sciences *(no name change)*
 2. School of Nursing
 3. School of Population Health, Nutrition & Wellness
 4. School of Rehabilitation Sciences *(no name change; School of Rehabilitation Sciences merged w/ School of Communication Sciences & Disorders)*
 5. School of Social Work *(no name change; moved from CAS to CHHS)*
4. College of Professions
 1. School of Architecture & Interior Design
 2. Department of Aviation *(no name change)*
 3. School of Business Administration
 4. School of Engineering & Computing *(new)*
 5. Center for Innovation & Entrepreneurship
5. Seventh-day Adventist Theological Seminary
 1. Department of Church History
 2. Department of New Testament
 3. Department of Old Testament
 4. Department of Practical Theology & Discipleship *(new)*
 5. Department of World Mission
 6. Department of Theology & Christian Philosophy

2026–2027

Academic Structure

1. College of Arts & Sciences
 1. Department of Agriculture
 2. Department of Biology
 3. Department of Chemistry & Biochemistry
 4. Department of Engineering
 5. Department of English
 6. Department of History & Political Science
 7. Department of International Languages & Global Studies
 8. Department of Mathematics
 9. Department of Physics
 10. Department of Visual Art, Communication & Design
2. College of Education & International Services
 1. School of Education
 2. School of Graduate Psychology & Counseling
 3. Department of Intensive English
3. College of Health & Human Services
 1. School of Communication Sciences & Disorders
4. College of Professions
 1. Department of Computing
 2. Department of Accounting, Economics & Finance (*removed in AY25-26*)
 3. Department of Management, Marketing & International Business (*removed in AY25-26*)
5. Seventh-day Adventist Theological Seminary
 1. Department of Discipleship
 2. Department of Practical & Applied Theology

Academic Units Deactivated

[2026-2027 Curriculum Changes.xlsx](#)

[Process Inventory for Department Change.xlsx](#)

Terminology:

- Discipline: When a common core exists for a set of programs, it is considered as one discipline. When programs share a group of courses that are foundational or essential to the program, they may be considered as closely related disciplines.
- Stand-alone vs multi-disciplinary
- Program Areas

IMPACT OF CRM / REORGANIZATION

FOAPAL definition: Banner Finance standard

- F = Fund (Where funds are coming from. Unrestricted, restricted, plant, etc.) 5 Levels*
- O = Organization (Who earns/spends and is responsible for the funds.) 8 Levels*
- A = Account (What funds are used/receipted for.) 4 Levels*
- P = Program (Why funds are used. Defined by NACUBO.) 2 Levels*
- A = Activity (To track specific transactions within an Org Code, usually temporary projects) Optional*
- L = Location (Identifies physical location.) Optional*

*This is what Banner Software offers, but NOT what AU already programmed.

Banner Hierarchy

The Levels = Banner code structure is based on hierarchies.

This structure helps with:

1. Allows easy grouping and summarizing for processing and reporting.
2. Allow various reports to be rolled up at all levels.
3. Reflect relationships between the levels of responsibility.

Org code Hierarchy (8 levels) by standards/benchmarks

Level 1: President/Campus (highest)

Level 2: VP Level (VP, CAO, CFO)

Level 3: College or Schools/Administrative unit (Dean, Directors) – *approval level*

Level 4: Departments

Level 5: Sub-departmental groupings/Programs/Units

Level 6-8: *Not applicable to AU.*

AU's Current Org code Hierarchy

3/23/26, 9:50 AMApplication Navigator

Organization Hierarchy Query FTIORGH 9.0 (PROD)

COA: 9 Organization: 0010 AGRICULTUREStart Over

ORGANIZATION HIERARCHY QUERY

Predecessor Organization

001 AGRICULTURE

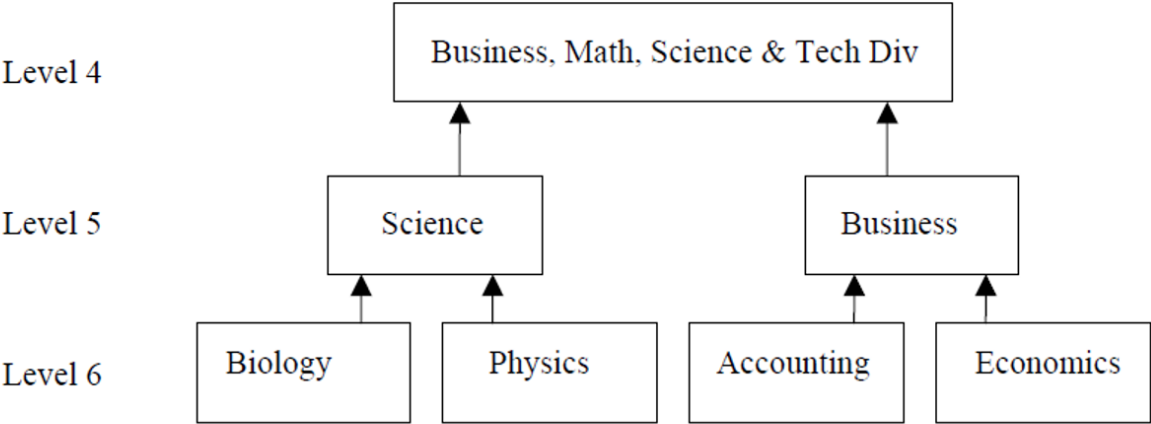
[Common hierarchy \(not AU's current\):](#)

Level 1	EDGN	EDUCATIONAL AND GENERAL	President/Campus
Level 2	ACAD	ACADEMIC DEANS/SCHOOLS	VP level (VP, CAO, CFO)
Level 3	10	COLLEGE OF ARTS AND SCIENCES	College/Schools/Administrative units
Level 4	001	AGRICULTURE	Departments
Level 5	0010	AGRICULTURE	Sub-departmental grouping/programs/units

We are currently not really using the Level 4 function as our department. All depts are in Level 5.

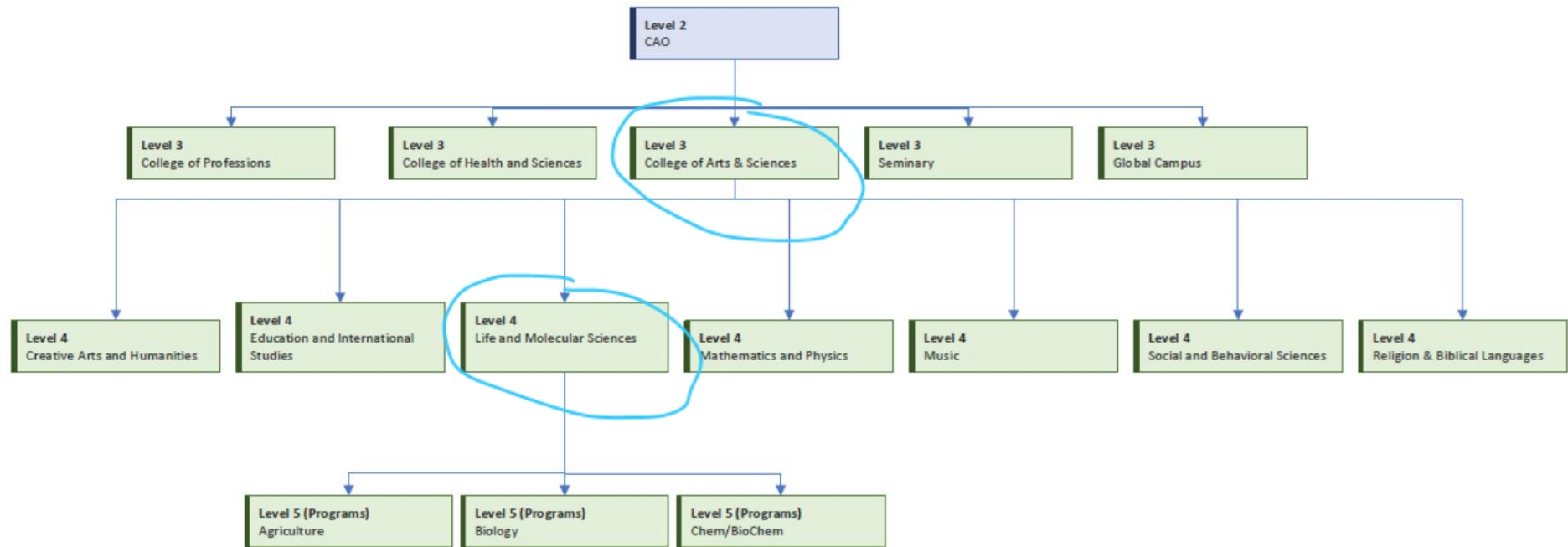
South Texas College

Example
Organization
Hierarchy Levels



<https://finance.southtexascollege.edu/businessoffice/forms/banner/fgrorgh.txt>

Hierarchy for Restructuring



Redefining our Org Code Hierarchy

- ***NEW*** Restructured departments = view as the Department Level 4
- ***OLD*** departments = view as Programs/subdepartment Level 5
- Budget can be done in Departmental Level 4.
- Can create new Level 5 for new department name.
 - Charge most expenses here that are not program specific
- Still charge expenses in Level 5 for program/unit specific items. Important for:
 - Accreditation
 - Program reviews
 - Restricted donations that were program/unit specific
 - Not completely losing the program/unit specific data
- Create new policy on when to create new Level 5 org code/program.

Concerns addressed:

1. Restricted donations that were program/unit specific.
 - This is tested by auditors. Example: donations given specifically for Biology program.
2. Accreditation asking program/unit specific data (ex. Physics, Engineering, etc.)
3. Loss of data if merging departments at Level 5.
 - This is how other universities have flexibilities in re-organizing departments but still maintain “permanent” subdepartments/units/programs.
4. FORVIS PEA data (it will still look different, but we still have granular level 5 data)
 - Discussed with FORVIS, “Department” will not be apples to apples. But we can add a level for programs/subdepartment level 5.

QUESTIONS?

WHAT SERVICES DO YOU PROVIDE?

WHAT SERVICES DO YOU PROVIDE?

Financial Administration



- Budgeting
- Financial policies & internal controls
- Institutional financial analysis
- Financial reporting & compliance
- Financial approvals and oversight
 - contracts, A/P, CapEx, audit, etc.
- Treasury management
 - banks, cash flow, investments

WHAT SERVICES DO YOU PROVIDE?

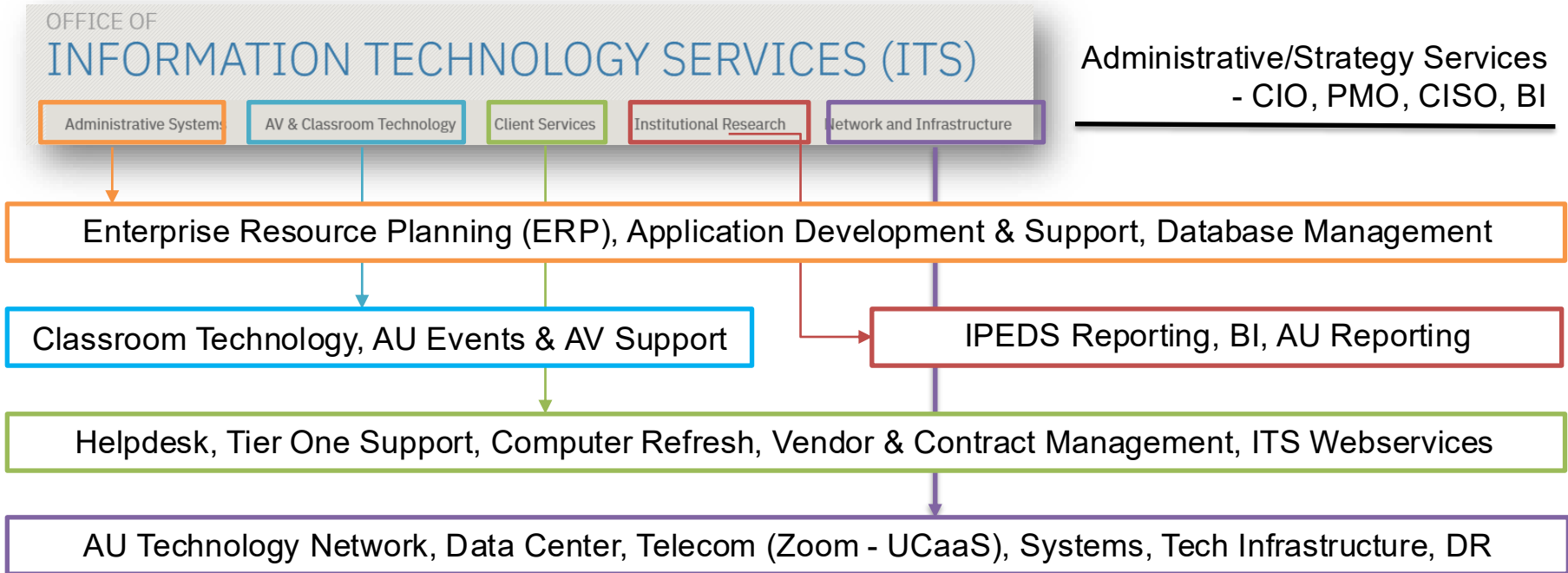
Human Resources



- Benefits
- Payroll
- Retirement
- Training
- University Wellness
- Employment/Evaluations
- Compensation
- Student Insurance

WHAT SERVICES DO YOU PROVIDE?

Information & Technology Services



WHAT RESOURCES ARE AVAILABLE?

Financial Records Website <http://www.andrews.edu/services/finrec/>

- Financial Policies (travel, business meals, gift cards, cash advances)
- Resources:
 - "Account Numbers": What's FOAPA?
 - Cheat sheets (frequently used acct numbers, dept codes)

Vault/My Account change to "Finance Self-Service"

To see Budget vs. Actual Live

No access? Email signed "[Administrative Computing Request Form](#)" to Sharyl Turon and James Lim.

Vault – Monthly org report (lag)

WHAT RESOURCES ARE AVAILABLE?

Human Resources



- NEOED Learn/Perform
- Wellness Courses
- Retirement Estimates
- Voluntary Benefits (Legal, Life, AD&D, etc)
- On-going Benefits Management (Health, Dental, Vision, etc.)
- Employee Dashboard

WHAT RESOURCES ARE AVAILABLE?

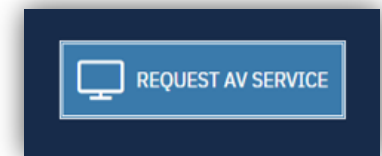
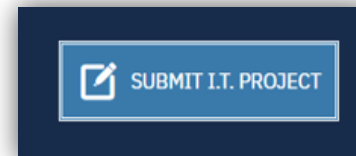
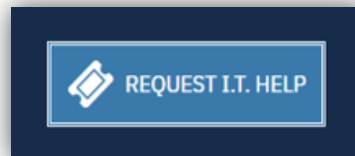
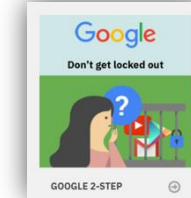
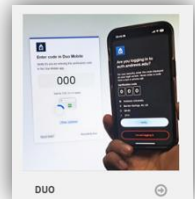
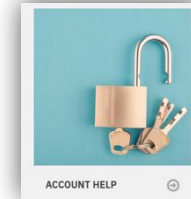
Information & Technology Services



Our Mission

Andrews University Information Technology Services (ITS) provides reliable access with responsive service and support to IT resources for operational needs.

We incorporate new technology, and improve processes for instruction, research, and administration. ITS provides the information infrastructure to empower our campus community to make effective use of information resources.



www.andrews.edu/its

WHAT IS NEW IN YOUR AREA?

WHAT IS NEW IN YOUR AREA?

Financial Administration



- Financial Master Plan (in future Financial Admin website)
- Collaborations:
 - Tuition Revamp
 - Tours Committee



- NEOED Learn and Perform
- In the next few months you will see further tools rolling out from our NEOED package including:
 - Onboard
 - Insight
 - Forms

- Andrews.edu/ai
- Zoom Phone @ Andrews
- Greymatter CRM (Student Lifecycle Tech)
- Freshworks (IT Service Management – ITSM)

- Responsive Calendar
- Referral Guide

SUGGESTIONS / QUESTIONS?

What do you wish the departments represented would do to make their services and resources better?



