

**State Board of Community Colleges  
Update on the CRM System-wide Adoption Process  
May 2026**

**Purpose:**

This item provides an update on the process for the adoption of a Customer Relationship Management (CRM) platform across North Carolina's 58 community colleges

**Strategic Plan Reference:**

This item supports the goals outlined in the North Carolina Community College System Strategic Plan, including:

- Goal 5: System Funding & Effectiveness
  - Objective 5.4: Provide the North Carolina Community College System with data and technology systems that provide best-in-class support for core business functions.

**Background/Rationale:*****Customer Relationship Management Platform Request for Information***

The North Carolina Community College System Office issued a formal Request for Information (RFI) to gather insights from potential vendors and better understand available solutions in the marketplace. The findings from this RFI will inform consideration of a modern, scalable Customer Relationship Management (CRM) platform designed to enhance how colleges engage with prospective and current students, employers, and community partners. If pursued, this initiative would support the development of a unified, systemwide approach to recruitment, enrollment, and student engagement that spans the full lifecycle—from initial outreach through completion and beyond.

The intent is to implement a cloud-based solution that enables personalized communication, streamlines application and onboarding processes, and supports data-informed decision-making across all 58 colleges. By establishing a shared baseline configuration, or “golden image,” the System could promote consistency, reduce duplication, accelerate adoption, and improve cost efficiency, while still allowing for local flexibility to meet unique institutional needs.

In addition, a systemwide CRM would strengthen the colleges' ability to coordinate outreach and partnerships with employers and workforce agencies, enhancing opportunities for students and supporting economic development across the state. This effort is ultimately intended to improve student access, persistence, and success by delivering a more connected, efficient, and responsive experience at scale.

**Timeline:**

- May 20, 2026:  
RFI responses received from vendors
- June 17, 2026:  
Review of RFI responses and the development of recommendations to be presented to

the NCCCCSO Senior Team, NCACCP Technology Committee, and Transformation Committee Chair for consideration.

- July 17, 2026:  
Recommendations for next steps made to the Transformation Committee.

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