What is CATLab?

- Undergraduate Professional Development Program
- Salesforce Training and Certification
- Development of innovative technological business solutions
  - Admissions
  - Advancement
  - Goal: Integrated CRM System
    - Depicts Westmont’s commitment to community
The Program

- **Three Days a Week** → Develop solutions used to improve Westmont’s business infrastructure
  - Collaborative, team-based environment
  - Staff and students working in tandem
  - **Summer 2020**: Building application portal using Salesforce software package (admissions); Migrating historical data

- **Two Days a Week** → Intern at innovative local companies that align with the student’s field of interest
Meet Our Students

- Depict Westmont’s commitment to the liberal arts
  - Large variety of majors represented
    - Art, Computer Science, Data Analytics, Economics & Business, English, Psychology, and Spanish
  - Diverse ages and experience levels
- Technically Skilled
  - Salesforce trained and certified over the course of the summer
- Interpersonal/Soft Skills
Kristen, Sr. Developer

“The skills I have been able to develop at CATLab ultimately allowed me to be proficient enough in Salesforce to take [my] internship, and resultantly I can branch out a little in a completely different implementation of Salesforce...”

Ben, Developer

“It’s really beneficial for me to be in two environments — working part of the week in the higher education industry and working part of the week in a more corporate setting. Pursuing an internship outside of CATLab has really contributed to the breadth of what I’m learning in data analytics.”