

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.”