

Faster Insights for Higher Education with Data Blending



alteryx

Institutions of higher education face a number of challenges, most of which will only worsen in the next few years:

Increasing competition for the best students
+
Growing operating costs
+
Declining numbers of high school students
+
Changing student profiles and demographics
+
Shrinking budgets and alumni donations

=

**A HUGE PROBLEM
FOR MOST COLLEGES
AND UNIVERSITIES**

For most institutions, the over-arching challenge is attracting and retaining a strong student body in order to remain competitive.

This means that you need to:

- **Target and recruit the right students**
- **Ensure the best students matriculate**
- **Graduate these students**
- **Run successful fundraising campaigns**

SO HOW DO YOU IDENTIFY QUALITY APPLICANTS—ONES WHO WILL MATRICULATE, GRADUATE, AND EVENTUALLY RESPOND POSITIVELY TO AN ALUMNI DONOR CAMPAIGN?

To answer this question, you need to access different types of data:



Admissions



Retention



Financial Aid



**Institutional
Advancement**

All you need to do is pull all the data together and you'll have the knowledge and insights to improve institutional and student performance.

SIMPLE, RIGHT?

WRONG!

While all this data exists, getting the right data together in one place is not so simple. It's not about looking at one data source. It's about blending multiple data sources together.

What's more, in most colleges and universities, this data lies in different departments. And these departments keep their data in silos, unable to communicate or share information with each other.

**WITH THESE CHALLENGES, HOW DO YOU STAY
COMPETITIVE IN TODAY'S HIGHER-ED ENVIRONMENT?**



Unifying and sharing data across departments can give each functional area within the institution a better perspective of existing and prospective student details.



Sharing information across these higher education silos can give all departments the ability to make smarter decisions for students and your institution overall.



Admissions

How do you effectively target and recruit new students?

How many students should you admit?

Where should you send recruiters to get the best return on investment?



Registrar

How do you improve student retention?

How do you advise students for success?

How do you measure student satisfaction with respect to their overall educational experience?




Alumni Relations

Which alumni should you target for donations?

How many touches are most effective?

What strategies resonate more effectively with which generation?



Alteryx gives you the data blending capabilities you need to address these pressing questions.

ALTERYX PROVIDES:



Data access and integration



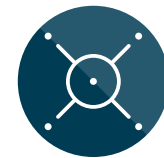
Data transformation



Data cleansing



Data enrichment




Data joining

Alteryx helps
you create the
analytic data
set you need.

With the ability to gather and blend data from any data source, you can take student data in existing systems of record (e.g., your data warehouse) and blend it with other sources of vital information, such as:

- Survey data
- Social media data
- Clickstream data from your website
- Student profile data from academic ERP systems
- And many more!



Once you have the data set you need, you can use analytics to help improve the effectiveness of your institutional marketing and outreach.

Enhance the Efficiency of Student Recruitment & Admissions



BY BLENDING MULTIPLE DATA SOURCES USING ALTERYX, INCLUDING:

- Standardized test scores
- Enrollment management system data
- Student application details
- Student financial aid figures
- Contact or interaction history
- Profile of existing student body (e.g., GPA, full-time/part-time/online enrollment status, etc.)
- Completion results (e.g., major, GPA, employment status, etc.)
- Demographic, economic and social statistics
- Social media data

Enhance the Efficiency of Student Recruitment & Admissions



YOU CAN USE THE NEW, BLENDED DATA FILE TO:

- Profile existing successful students and leverage those profiles to recruit students who exhibit similar characteristics
- Target each student segment appropriately, with the right message and the right medium (e.g., targeted email with a code to waive application fee vs. a mailed postcard)
- More efficiently manage the admissions funnel for better institutional planning
- Create the most attractive enrollment package for each student

Case Study:



The Marketing Intelligence department at a private, liberal-arts college is using Alteryx to target prospective students. By blending student data with third-party demographics, they can identify students most likely to respond to their marketing campaigns.

The Result: A decrease in campaign costs and an increase in response rates.

Enhance Student Retention and Satisfaction



BY BLENDING MULTIPLE DATA SOURCES ACROSS THE STUDENT LIFECYCLE WITH ALTERYX, INCLUDING:

- Existing academic performance data
- Classroom engagement metrics
- On-campus activity involvement
- Health and well-being data
- Satisfaction survey results
- Financial aid and grant information
- Learning management system outputs

Enhance Student Retention and Satisfaction



YOU CAN USE THE NEW, BLENDED DATA FILE TO:

- Understand which students are likely to withdraw from a class, a program, or the university as a whole
- Focus retention programs on the students who fall into segments that need the most assistance or are exhibiting signs of dropping out
- Better understand student retention patterns—which students stay, which ones leave, and why
- Track your retention data over time to understand how the changes you make are affecting your attrition issue and how you stack up versus other universities

Improve Alumni Fundraising Efforts



BY BLENDING MULTIPLE DATA SOURCES WITH ALTERYX, INCLUDING:

- Completions and certificate or degree detail
- National employment and labor statistics
- Census and income estimates
- Alumni involvement/engagement
- Survey data
- Post-graduate employment history
- Social media activity

Improve Alumni Fundraising Efforts



YOU CAN USE THE NEW, BLENDED DATA FILE TO:

- Discover attributes of previous alumni who have donated versus those who have not
- Create profiles of alumni most likely to donate
- Understand which touchpoints work best with which alumni and why
- Improve the effectiveness and timing of donation asks
- Identify the ideal amount per donor request

Case Study:



The Alumni Relations team at a public university is using Alteryx to improve alumni donations campaigns. They are using historical alumni data (GPA, major, etc.), post-graduation engagement data, survey details, and other insights such as whether a family member also attended the university.

The Result: Easily identify the alumni most likely to give back to the university.

With data blending, your higher-education institution can more efficiently:



**Recruit and enroll
the right students**



**Retain the
right students**



**Identify and target
the right alumni for
fundraising**

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