Faster Insights for Higher Education with Data Blending
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.
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.
You can make better decisions by blending and analyzing multiple data sources from across your institution to help you answer questions such as:
Alumni Relations
Which alumni should you target for donations?
How many touches are most effective?
What strategies resonate more effectively with which generation?

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
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.
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
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

YOU CAN USE THE NEW, BLENDDED DATA FILE TO:

Enhance Student Retention and Satisfaction
Case Study:

A Midwestern college is using Alteryx to blend data sources that exemplify the student’s entire interaction with the university, from transcript details to course attendance to disciplinary data. They are then able to score a student’s interaction and satisfaction levels while they are attending the university.

The Result: Lower drop-out rates.
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
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
See what Alteryx can do for you:

Visit [http://www.alteryx.com/solutions/education-analytics](http://www.alteryx.com/solutions/education-analytics) for more information

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