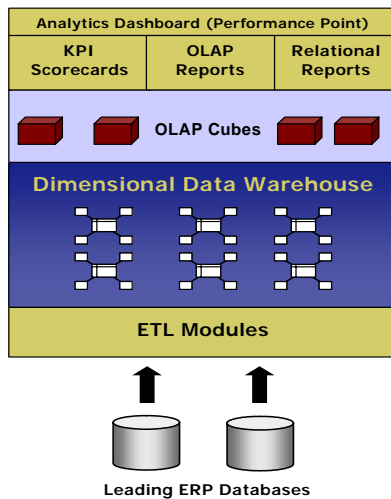


## Student Analytics

### Product Data Sheet



### Key Challenges:

- Information Delivery Bottleneck
- Dependency on Technical Staff to Produce Information
- Consumed by Product...not enough time for Analysis
- Data Integrity and Consistency Concerns
- No self service access to information

### Strategic Issues:

- Retention
- Recruiting Effectiveness
- Strategic Enrollment Management
- Performance Management
- Early Intervention
- Assessment
- Outcomes Management
- Course Optimization

iStrategy's **HigherEd Analytics Suite™** is a packaged data warehouse and analytic reporting application designed specifically for colleges and universities. Our **pre-built interface to leading ERP Systems** enables building robust dimensional data warehouse in **days instead of years**. We challenge you to find a solution that can be implemented and deployed as quickly as HigherEd Analytics.

Our analytic reporting platform provides intuitive, secure, self-service reporting and analysis capabilities to a broad spectrum of information users across an institution. Our embedded library of industry standard metrics and dimensional attributes provides an analytic platform that will support the challenges consistent with best practices in higher education management.

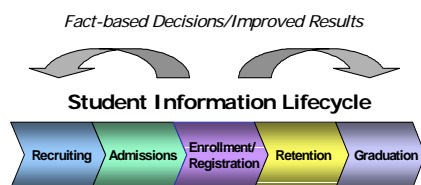
*The 2005 ECAR Study entitled "Academic Analytics" concluded that "given the potential for academic analytics to improve student retention, enrollment and fundraising, institutions will likely succeed in making the case for investment".*

### Challenges

Often we hear higher education executives and managers say that various individuals produce **Enrollment Reports**, but that the numbers are often different – there is a **"crisis of confidence"** when it comes to data integrity. Another issue is the need for continually changing views of enrollment information (i.e., that's great, but can you give me another report that breaks it out by XYZ).

You would think that basic enrollment reporting would be a relatively simple task, but it turns out that it's not so easy. The inherent difficulty in producing enrollment information is that ERP databases do not define a definition of enrollment – they only store and track detailed student records. Enrollment reporting requires applying some business rules to the raw data to derive enrollment. These reports often require complex queries that only a few key staff are capable of building. When these rules are embedded in the report logic, there is no way to ensure that everyone is reporting from the same "rule book".

**Retention reporting** is far more complex than enrollment reporting. It is clear that student retention is one of the critical success factors for institutions, and one of the most challenging areas to produce accurate and deep information. It involves deriving information based on a complex set of business rules, and the transformation process to turn data into information is quite difficult. In most institutions, it takes days to produce Retention reports, and the results are static.



## Data Models:

- Admissions
- Student Term (Enrollment)
- Student Programs
- Degree Awards
- Registration
- Class Schedule
- Class Instruction
- Student Financials

## Selected Derived Metrics:

- Admit Count
- % Admits Enrolled
- Enrolled Student Count
- Course Utilization %
- Scheduling Capacity Variance
- Retention %
- Returning Students
- Graduation Rates

## Selected Derived Dimensions:

- Start Term
- Degree Seeking Indicator
- Enrolled Indicator
- First Term Indicator
- GPA Band
- SAT Band
- Student Term Status

## Selected Delivered Reports:

- Retention by Start Term
- Current Term Retention
- Course Utilization by Subject/Course #
- Admission Yields by High School and Zip Code
- Graduation Rates by Ethnicity
- Top 30 Fastest Growing Majors

## iStrategy Student Analytics Solution

Our methodology focuses on understanding the key institutional issues within the domain of student information, identifying the metrics need to respond to these issues, and building a highly tuned data model around these metrics. Our objective is to efficiently support the information needs that institutional leaders face on a regular basis. The information content of these data models span the entire student information lifecycle from recruiting through graduation.

### Student Analytics Module - Dimensional Data Models

The key to success is clearly not about moving masses of data to a reporting database – it's about turning data into information. Our methodology is based on Kimball's Dimensional Modeling approach. The focus is on providing key metrics, segmented by the key dimensional attributes that apply to each category of information. **Our data model has over 175 dimensional attributes and over 150 pre-defined higher education metrics**, and our customers often extend the model to support additional and unique needs.

If you think about management information, most of what is produced on a report does not actually exist in the Student ERP database – it is derived based on a set of rules and assumptions. Typically in most institutions, these rules exist in hundreds of reports and queries. In building our Student Analytics data model, **we derive a substantial amount of information**. By embedding these many rules in the data warehouse, our customers realize a number of benefits:

- Improved data integrity, consistency and accuracy based on a single rule base
- Improved reporting efficiency since the key information is already derived and stored with the data. This approach enables the transition from production to value added analysis.
- Improved understanding of information facilitated by meta data dictionaries that document the transformations and business rules.
- Improved analytic capability

### Analytic Capabilities

Imagine building a report by clicking on a metric, then clicking on one or more of the 175 dimensional attributes of student information, select either the current or any historical term to build a report. It took you one or two minutes to build the report. After that report runs (usually in 1 to 3 seconds), you can drill down to any other dimensional attribute in the model and eventually click on a number and get the list of students or transactions that are behind the number. This is the powerful capability that the HigherEd Analytic platform delivers. iStrategy enables:

- Productivity
- Insights
- Results