Student Success

Student Success
- Student Recruitment
- Alumni Engagement
- Student Retention
- Student Completion
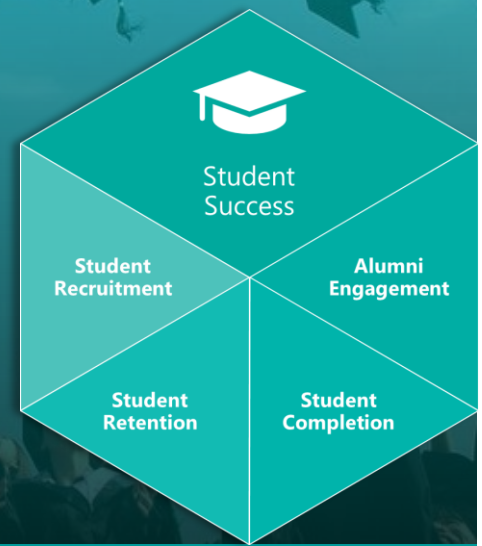
When a new student interacts with your institution, there are common touch points that are critical to whether your prospective applicant takes the next step and, ultimately, becomes a member of your community. As the student progresses through their program a multitude of experiences with your institution will impact the success of that student and their relationship with your institution.

Attract students, drive student outcomes, and connect with students in lifelong relationships

Achieve recruitment, admissions, and enrollment goals through personalized outreach and engagement.

Ensure the best outcomes for students with a 360-degree view of students and activities by providing the right services and support at the right time.

Retain and advance students towards graduation with a holistic view of the student and predictive analytics to identify when there's a need for intervention.

Reach employability, fundraising goals, and foster lifelong relationships by offering personalized experiences across the entire student journey.

Education Transformation Framework for Higher Education. Practical advice to help develop a holistic digital transformation strategy, based on your vision and desired outcomes.

KEY CHALLENGES

Fierce competition for the best applicants given abundance of choices for students globally

Stakeholder accountability for retention, time to degree, and graduation rates

Positive, long term relationships with alumni to encourage philanthropy, develop opportunities for current students, and establish lifelong learning relationships

Microsoft

Achieve more in Student Success

For digital transformation to be effective, an institution must carefully analyze, design, develop, implement, and evaluate their plan for change. Assess your current state in order to decide what your success looks like and build your strategic plan for deployment and adoption.

	Entry	Emerging	Advanced	Transformative*
Relationship Management	Student recruitment and enrollment efforts are unstructured using little to no marketing tools or channels, and there is no real understanding as to the success of activities.	Student recruitment and enrollment efforts are organized using appropriate marketing tools or channels, but there is no real understanding as to the success of activities.	Student recruitment and enrollment efforts are highly coordinated utilizing a central marketing solution which targets all appropriate channels. Recruitment success is measured and understood.	Institutions can effectively attract and engage students, robust insights and intelligence is able to be derived from recruitment campaigns and marketing efforts.
		M365 for Education, Power BI	M365 for Education, Power BI, Dynamics 365	M365 for Education, Power BI, Dynamics 365, Azure Machine Learning, Azure BOT Framework
Machine Learning	Offline management of student information throughout the lifecycle. Ad hoc manual reports from multiple locations to measure student performance.	Student information systems provide administrators access to basic information about students.	Central student information system provides comprehensive view of every student's profile, academic performance, attendance and well-being.	360-degree view of student from enrollment to graduation. Identify and predict student performance leveraging machine learning and AI capabilities.
		M365 for Education, Power BI	M365 for Education, Power BI, Dynamics 365	M365 for Education, Power BI, Dynamics 365, Azure Machine Learning, Azure BOT framework
Data Automation, Analysis & Visualization	Alumni data is not well or consistently kept and gathered information is unstructured.	Alumni data is organized using a data collection tool, but there is no real understanding of the information.	Alumni data is highly organized using a central data collection and visualization solution. Insights on the alumni base can clearly be derived and understood.	Institutions can effectively target the appropriate alumni contacts for events and marketing campaigns using robust insights and intelligence from dynamic data dashboards.
		M365 for Education, Power BI	M365 for Education, Power BI, Dynamics 365	M365 for Education, Power BI, Dynamics 365, Azure Machine Learning, Azure BOT framework