






















# ROUTE GUIDANCE

Using predictive analytics to help your college attract, enroll, retain, graduate and maintain relationships with the best possible students

-   Attract and recruit the best mix of students
-   Admit the applicants most likely to matriculate
-   Enroll new students and see them through to graduation
-   Develop programs to identify and assist struggling students
-   Pay attention to what's going on outside the classroom
- NEW ROUTE**  Recognize the pressures facing students living off campus or taking online classes
-   Watch for students who need to refuel to reach the finish line
-   Hand out the caps and gowns
-   Maintain strong ties with alumni
-   Focus fundraising efforts on those alumni most likely to give



**IBM Predictive Analytics for Enrollment Management** makes it easier to focus recruitment efforts on those who are most likely to accept enrollment and succeed at a given school, helping you control enrollment costs and attract the right students.



**IBM Predictive Analytics for Student Retention** can help you identify and reach out to students early, when they first show signs of being at risk of failing to graduate, helping you avoid lost tuition dollars and protect or enhance your school's reputation.



**IBM Predictive Fundraising Analytics** can help your alumni office predict which alumni are most likely to donate, how much they will donate and when they are most likely to give, providing insights about new potential donors who may have been overlooked otherwise.

## FIND THE BEST ROUTE TO YOUR SUCCESS:

Learn more about how IBM Predictive Analytics Solutions can help your college improve the student experience life cycle by attracting the right students, supporting them through matriculation and developing them into loyal alumni.

Visit <http://bit.ly/SPSSHigher-Ed> today for more information.



<sup>1</sup>"Colleges are failing in graduation rates," The New York Times, September 8, 2009. <sup>2</sup>"What We Know About Online Course Outcomes," Columbia University Community College Research Center, April 2013. <sup>3</sup>"How perceptions of value impact alumni giving behavior," Eduventures Wake-Up Call, February 3, 2015.