

IBM Cognos Software Demo Transcript Enrollment & Tuition Planning Performance Blueprint for Higher Education

In the next few minutes we're going to show you how the new Cognos Enrollment and Tuition Planning Performance Blueprint is helping higher education institutions address the challenges of tracking enrollment and managing tuition revenue.

Cognos Performance Blueprints are predefined data, process and policy models that apply industry best practices to jump-start your Cognos 8 Planning and Cognos 8 BI implementation. They are available at no additional cost to Cognos customers.

Cognos develops these blueprints in collaboration with our most successful customers, including some of the top institutions of higher education. Blueprints prepopulate your Cognos planning environment with common operational drivers and business structures, dramatically reducing the time needed to deploy a new performance management system.

They are fully configurable to support your unique needs. And finally, they let you bring in the power of Cognos 8 BI for reporting, analysis, scorecarding, dashboards and more, so that you can track progress against goals and use critical information for informed decision making.

With the Cognos Enrollment and Tuition Planning Performance Blueprint, universities and colleges can easily model the business or environmental drivers of enrollment and growth by faculty, curriculum, class or any other parameter...

Project tuition and student fee revenue out to relevant planning horizons, track and project tuition discounting, both absolute tuition discounts and student grants and bursaries...

Track and more effectively manage retention and transfer rates among faculties, and project capacity and track opportunities lost from such problems as oversubscribed courses which can result in students carrying only partial course loads.

Now, let's look at how Cognos provides deep insight into enrollment and tuition metrics by combining dashboards and reporting with planning to enable closed-loop performance management.

As the director of admissions at a mid-sized university. My objective is to raise overall tuition revenue for my department. First, I'll look at an attrition and internal transfer rate chart. In our Masters program, education and engineering are especially high.

I want to look at another report to see how our tuition rates compare with other colleges in each of our faculties. The percent of students with grants in the education and

engineering departments are low. I'll bring this to the attention of the deans of the education and engineering colleges.

Now, as the dean of education, I'll enter the model and look for ways to increase enrollment and the tuition revenues that go along with it at my college. First I'll go into my Metric Studio to see how our education metrics are tracking. Retention and admit rates are definitely lower than they should be.

To address these issues, I'll open Cognos Contributor. This hierarchical tree view shows the areas of responsibility and details of those areas. As dean of education, I select the education plan.

On the Enrollment Calc tab, looking at resident full-time students in the Masters program, I see that projected enrollment is not at capacity and is trending down over time. Resident part time, non-resident full time and non-resident part time all follow the same trend.

To understand this issue, let's look at the drivers for enrollment. General drivers are shown in gray, meaning I cannot change these fields. They help me gain insight into enrollment.

Looking at high school graduation rates, I see a rise to 2009, and then a decline. As dean of education, looking at the Masters program, I know that high school teachers with advanced degrees have a better chance of keeping their jobs in a shrinking market. Emphasizing this should help boost enrollment. I'll pass this information on to the marketing department.

College drivers are specific to my college within the university. I see that for part-time resident students, my percent of students with grants is consistently lower than that of my peers. I'll increase grants to competitive levels as a form of discount to encourage increased participation.

Once I've made my changes to these fields, I'll check the effect on enrollment by returning to the Enrollment Calc tab. Our changes have an immediate impact on projected enrollment and percent of capacity.

I can now return to the college drivers tab and make the same adjustments to resident full-time, non-resident full-time and non-resident part-time students. Looking at the Tuition Summary tab we see our changes have helped reverse the declining trend in tuition revenues.

Now I want to look at average credit hours for students. I know that the university average is seven for part-time students and 15 for full-time, but mine are lower. By adjusting the credit hour requirements so that we are tracking with the university, we again see the impact on revenue in the tuition summary. And by revisiting our Enrollment Calc tab, I can see that enrollment is now projected to increase over time.

The Cognos Enrollment and Tuition Planning Performance Blueprint provides the tools, disciplines and industry best practices to accelerate your performance management solution.

It allows extensive what-if analysis using unique backward- and forward-looking calculations across multiple scenarios for strategic initiative planning. It improves planning accuracy through driver-based planning and detailed cost and revenue models that reflect your business processes. And an integrated workflow drives collaboration, high participation, accountability and visibility.

Cognos Performance Management Software consolidates data from multiple sources to give you a powerful framework for planning and decision making across your organization.

Using Cognos blueprints as a head start, universities and colleges can keep abreast of current operational metrics and performance management processes that will let them compete on the global market for top students, skilled staff and much needed funding.

For more information on Cognos Performance Management Solutions for higher education, please visit our Web site at www.cognos.com/highered. For a full list of the Cognos Performance Blueprints available for other functional areas in your organization, please visit the Cognos Innovation Center for Performance Management at www.cognos.com/innovationcenter. Thank you.
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