

Using Performance Management to Manage the Student Lifecycle--From Recruiting, to Admissions, to Alumni

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Panelists:

- *Patricia Sullivan, Education Solutions Executive, IBM*

Higher education institutions must be able to effectively manage the student lifecycle – to attract top students; optimize course offerings to impact matriculation and tuition revenue; and to improve alumni relations. This session will look at how leading institutions are using performance management to:

- Streamline the **admissions** process – lower recruiting costs while still attracting and retaining quality students
- Improve **matriculation rates** and student retention – by improving course planning and better visibility into enrollments – to drive ranking and competitiveness
- Better understand the factors that affect **curriculum planning** – like course demand – and the impact that has on facilities, staff and school resources
- Identify the most effective fund raising programs and donors to improve **alumni relations**