

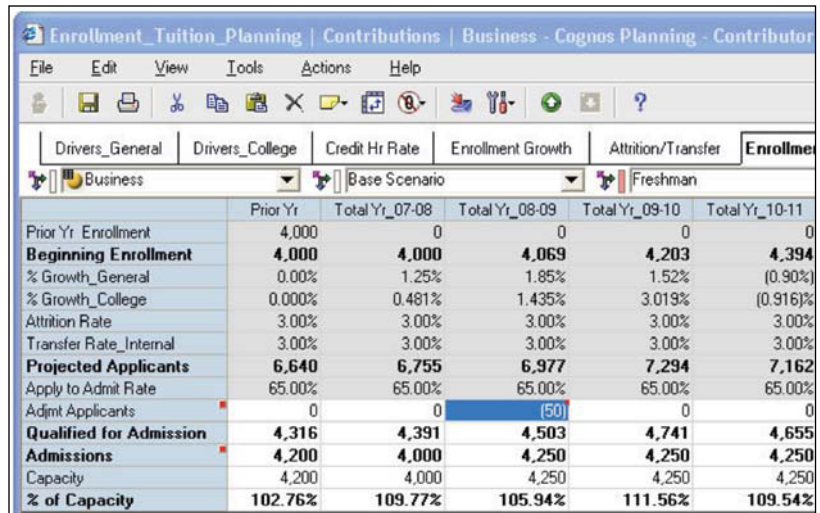
Managing the student lifecycle

From enrollment to endowment

Overview

For a university or college, a student is everything. Prospect to be won, symbol of success, source of revenue—or revenue drain, customer to please, friend for life: all are potential relationships a school can have with its students. Institutions often maintain some form of contact with students for their entire adult life.

Given that tuition and alumni giving and endowments are a major part of an institution's revenue, being able to effectively manage the student lifecycle can help a school build the trust and mutual benefits important to any such long-term relationship. With demographics pointing to a decline in enrollment in the not-too-distant future, the ability to see and analyze trends and anomalies in the student population at any level, in any group, will help you ensure a positive student experience and nurture a mutually profitable post-graduation relationship.



	Prior Yr	Total Yr_07-08	Total Yr_08-09	Total Yr_09-10	Total Yr_10-11
Prior Yr Enrollment	4,000	0	0	0	0
Beginning Enrollment	4,000	4,000	4,069	4,203	4,394
% Growth_General	0.00%	1.25%	1.85%	1.52%	(0.90%)
% Growth_College	0.000%	0.481%	1.435%	3.019%	(0.916)%
Attrition Rate	3.00%	3.00%	3.00%	3.00%	3.00%
Transfer Rate_Internal	3.00%	3.00%	3.00%	3.00%	3.00%
Projected Applicants	6,640	6,755	6,977	7,294	7,162
Apply to Admit Rate	65.00%	65.00%	65.00%	65.00%	65.00%
Adjmt Applicants	0	0	(50)	0	0
Qualified for Admission	4,316	4,391	4,503	4,741	4,655
Admissions	4,200	4,000	4,250	4,250	4,250
Capacity	4,200	4,000	4,250	4,250	4,250
% of Capacity	102.76%	109.77%	105.94%	111.56%	109.54%

The IBM Cognos Enrollment and Tuition Planning Performance Blueprint lets you combine past, present, and future metrics and analyze them from any angle. Project tuition, monitor discounts, calculate revenue potential based on qualified students, and much more.

Student lifecycle challenges

Consider the stages a student moves through in his or her relationship with a school:

Prospect → **Applicant** → **Admission**
→ **Student** → **Alumnus** → **Donor**

Each step along the way presents both challenges and opportunities for effective management. Specifically, schools need to be able to:

- Improve admissions to
 - Achieve a superior reputation and attract top students
 - Improve admissions rates to maximize tuition revenue
 - Recruit an appropriately diverse student population
- Optimize course offerings to
 - Retain students that graduate quickly
 - Maintain student course loads at full
 - Maximize resource use and course profitability
- Manage alumni relations effectively to
 - Track alumni donation history
 - Increase alumni contributions
 - Increase corporate endowments
- Streamline overall processes to
 - Know where funds come from and where they go
 - Meet budget expectations
 - Achieve current and future funding goals
 - Improve operational efficiency

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Technical Specifications

A head start for tuition and enrollment planning

IBM Cognos® solutions, in collaboration with higher education leaders, have produced IBM Cognos Performance Blueprints for performance management. Blueprints are pre-defined data, process, and policy software models that provide streamlined planning, forecasting, analysis, and reporting functionality. Blueprints let you quickly align goals, plans, people, and activities to drive faster ROI from your performance management system. IBM Cognos solutions customers can download and implement these head starts at no extra cost.

The IBM Cognos Enrollment and Tuition Planning Performance Blueprint lets universities and colleges track and project enrollment, tuition discounts, retention and matriculation rates, revenue potential, and other critical metrics. It can help organizations meet cumbersome reporting requirements for government funding, compete for students, staff, and funding, and plan for future growth.

Features and Benefits

Lifecycle performance management

Using IBM Cognos performance management solutions, higher education organizations can effectively maintain and foster the “student for life” relationship, from recruitment and admissions through to graduation and alumni relations. Insight into all stages of the student lifecycle can help higher education institutions compete in a climate of reductions, in both public funding and student numbers. It can help organizations meet cumbersome reporting

requirements for state funding, compete for top students and staff, and plan for their continued legacy.

Feature Overview

Recruit better students

Universities can use IBM Cognos performance management software to attract high quality students at a lower recruiting cost. With a better understanding of the ideal student profile, your recruiting department can know where to reach this kind of student and what types of marketing programs bring them in for a closer look. Use IBM Cognos performance management solutions to track different types of recruiting in different areas and tweak your outreach to improve your hit rates. Run a program to find out what students are looking for in a university. By developing better filters to identify the most desirable candidates, institutions can improve the admissions process.

Improve enrollment planning

IBM Cognos performance management software lets you track, analyze, and forecast enrollment by faculty or college, year, region, course, or any other parameter. Monitor attrition and transfer rate. Calculate lost revenue opportunity from lack of capacity for qualified students. Enrollment insight lets higher education organizations forecast and work towards securing future tuition revenue.

Optimize curriculum offering

Better enrollment predictability also lets schools more effectively determine the optimal course offering. IBM Cognos performance management software lets you take tuition planning down to the level of a course to discover its true cost and revenue. Optimizing curriculum offerings to meet demand lets you drive down costs, maximize

revenue, schedule facilities and staff appropriately, reduce attrition, keep course loads full, and ensure rapid matriculation. Better retention and matriculation rates also improve the ranking of a university or college, thus attracting more top students.

Keep your alumni active

With caps on resident tuition for public institutions, fundraising activities among alumni and other donors become critical. Many institutions use IBM Cognos performance management solutions to analyze donor and alumni information based on geography, education level, occupation, and many other factors, and to identify their most effective fundraising programs. The outcome of fundraising campaigns is vastly improved when you can profile the best donors.

Integrate information across the campus

Most universities have source data distributed across multiple critical systems. This distribution can be more extreme if your organization is building or acquiring campuses abroad to have a more global reach. But without a single view of corporate information across your institution, effective decision-making is difficult at best. IBM Cognos performance management software maps all critical data sources through a single metadata layer, providing accurate, timely, and consistent information to all who need it through a simple web interface.

Reliable financial forecasts are an essential part of a focused, committed organization. Planning with IBM Cognos solutions lets you ensure funding levels are consistent with ongoing operations, new capital projects, and expanded programs—now and in the future.

Lifecycle management at school

Several years ago, a leading U.K. university realized that it needed a better way to manage student lifecycle data. Seven faculties and multiple departments each held different types of student information, including admissions, fee payments, registration, progress, and exam results. There was no way to pull up a student profile containing all information for a particular student.

The university was also accountable to government agencies. The Higher Education Statistics Agency (HESA) audited operations at all universities. And a new national program called Lifelong Learning was requesting data for its database of individuals' career-long education and qualifications records.

At that point in time, reporting came from an Oracle-based data store, which drew from at least four different data systems using only the most basic links between data areas. Sophisticated analysis was impossible and the simplest report onerous. It was time for a performance management solution to meet the widespread need for accurate, comprehensive data.

The university chose the IBM Cognos performance management solution because of its single architecture and the robustness and simplicity of its software platform. The benefits of using IBM performance management solution included:

- Accurate, real-time, online, easy-to-use student and financial data
- Seamless analysis of disparate information
- Centralized and streamlined reporting that reduced report count by half
- Admission trend tracking to ensure services meet student needs
- Time spent on report generation and distribution greatly reduced

Maintain students for life

Students are an educational institution's lifeblood. With demographics foretelling a decrease in enrollment, competition for students is set to increase among all levels of institutions. Many schools are seeking international students and investing in satellite institutions and distance learning. Schools are building their brands to attract high quality teaching staff, students, and financial resources. Increasingly scarce government funding comes at the price of detailed reporting.

All of these challenges demand a solution that lets you collect and analyze data from any corner of your institution to determine how best to attract students, staff, and funding. IBM Cognos performance management software gives you the foundation for overcoming these barriers and securing your institution's future.

About IBM Cognos BI and Performance Management:

IBM Cognos Business Intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices, and a broad network of partners to give customers an open, adaptive and complete performance solution. Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

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