

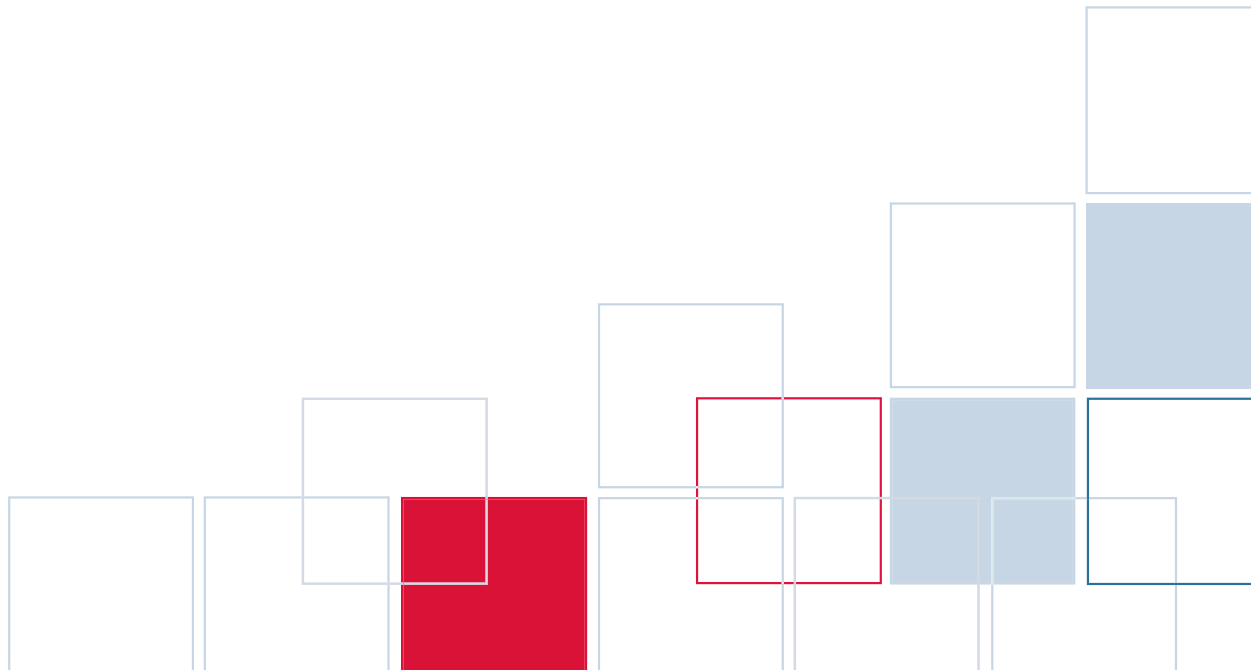
> Meet the Challenges of the Student Lifecycle

SPSS predictive analytics helps you make data-driven decisions in support of institutional and student success – from recruitment to alumni development

From increased calls for accountability and transparency to dealing with the effects of economic swings, decreasing funding, and record levels of applicants, institutions of higher education are facing a number of difficult challenges on top of their day-to-day business. Throughout the student lifecycle, from recruiting the right students and preventing attrition to furthering student success and nurturing alumni relationships, SPSS predictive analytics software and solutions can help you meet these challenges.

Predictive analytics software from SPSS, an IBM Company, provides the ability to capture new information about your applicants, students, faculty, alumni, donors and other constituents and use that data, in combination with data you already have, to predict future events and proactively take action to increase institutional and student success.

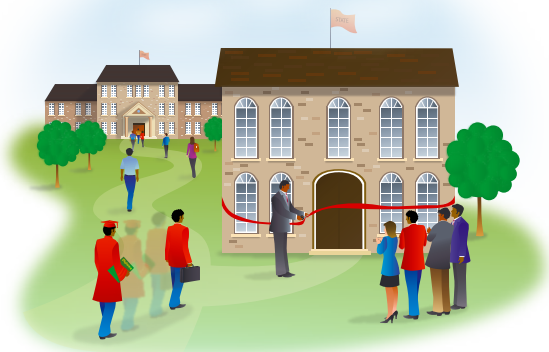
By basing decisions on data, your institution becomes more transparent and is able to meet accountability standards. With the software's ability to automate data-driven decision making, you become more efficient at doing more with less, keeping the cost of higher education at a minimum. Additionally, the open architecture of our software and solutions integrates with the technology infrastructure that you already have in place, allowing for rapid implementation and optimizing your institution's data capital.



Predictive Analytics for the

Become a Predictive Enterprise

Our company has become a leader in predictive analytics technologies through a combination of commitment to innovation and dedication to customers. By incorporating predictive analytics into their daily operations, customers become Predictive Enterprises – able to direct and automate decisions to meet institutional goals and demonstrate continuous improvement.



- 1. Plan** Behind every great endeavor is a well-constructed strategy. Each year, administrators outline strategic program goals and objectives to achieve greater institutional effectiveness. By using predictive analytics, your institution can develop data-driven plans for each stage of the student lifecycle.

*Help drive pro
decision-making*

- 6. Engage** Keeping students engaged doesn't end at graduation. Through survey research and predictive analytics, schools can capture and analyze information to understand alumni attitudes and values, better target affinity programming, improve prospect identification, increase fundraising campaign response rates, reduce marketing costs and help grow your endowment.



- 5. Assess & Retain** Using predictive analytics to spot patterns and trends in learning, satisfaction and engagement across the student body enables planners to identify areas where improvements would add the greatest value. With predictive modeling, schools can also predict which students are at risk and determine the resources needed to proactively intervene.

Student Lifecycle

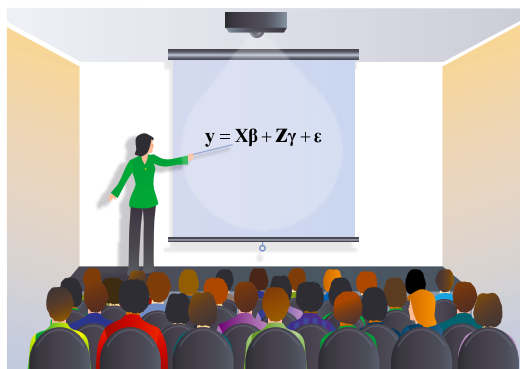


2. Enroll Student recruitment is a critical task for every institution. Predictive analytics allows admissions offices to focus recruiting efforts and stretch marketing dollars further by identifying the right message and offer for the right prospective students – those that are not only most likely to enroll, but also most likely to be successful at your institution.

*active, efficient
at your institution*



3. Advise After students are enrolled, predictive analytics can help advisors detect patterns in data describing student academic preparedness and predicting future performance. Through this analysis, they can identify the course path that best suits each student's learning needs and aptitudes – and that will provide the best preparation for their post-graduation goals.



4. Teach Teaching and preparing students for post-graduation success is the core mission of a university. Learning statistical analysis, survey research and data mining with industry-leading tools from SPSS helps ready your students for a world of opportunities in today's highly competitive job market.

The technology behind predictive analytics

Predictive analytics is based on the following technologies:

IBM® SPSS® Statistics* – IBM SPSS Statistics is a suite of products for statistical analysis and data management that enables analysts and researchers to access, prepare, manage, analyze and report on data in order to solve business and research problems throughout the entire analytic process.

IBM SPSS Data Collection* – The IBM SPSS Data Collection Family helps researchers and organizations proactively bring data about people’s attitudes and preferences into their analytical decision making. Data Collection helps institutions author and conduct surveys quickly, reaching a broader audience by collecting data in multiple ways (Web, paper or phone), and then consolidating this information into one dataset for secure analysis and reporting.

IBM SPSS Modeler* – IBM SPSS Modeler is the leading enterprise data mining workbench that enables administrators to quickly develop predictive models based on a variety of data sources (such as transactional, operational, Web, text and/or feedback data) and incorporate the models into day-to-day operations to improve decision making.

IBM SPSS Text Analytics* – IBM SPSS Text Analytics quickly derives key concepts and categories from text (such as e-mails, open-ended survey responses, blogs, message board postings,

notes fields, etc.) and allows institutions to combine the analysis of this “unstructured” data with structured, quantitative data in one environment. This permits more accurate results, better predictive modeling and improved understanding of students’ behavior and attitudes.

IBM SPSS Decision Management* – IBM SPSS Decision Management tools help institutions optimize the performance of multiple marketing campaigns (such as recruiting or fundraising campaigns) by combining administrators’ business knowledge with the insights gained from predictive models to determine the best offer to make to each contact. It makes it easy for institutions to integrate their findings into existing processes by creating scored prospect lists which are easily leveraged within existing campaign management and other marketing systems.

IBM SPSS Collaboration and Deployment Services* – IBM SPSS Collaboration and Deployment Services gives institutions a systematic approach to adopting predictive analytics. It’s a unified platform which helps organizations increase the impact of their analytical investment. They can manage analytical content, automate standard analytics processes and provide flexible access to outputs, pushing the data to the institution’s reporting tool of choice. This allows decision-makers to view and interact with diagrams, reports, charts and pivot tables, even if they have no access to expert analytical tools.



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* IBM SPSS Statistics, IBM SPSS Data Collection, IBM SPSS Modeler, IBM SPSS Text Analytics, IBM SPSS Decision Management and IBM SPSS Collaboration and Deployment Services were formerly called PASW® Statistics, PASW® Data Collection, PASW® Modeler, PASW® Text Analytics, PASW® Decision Management and PASW® Collaboration and Deployment Services.

