What Can a Higher Ed Data Management Platform Do for You?

How our partners are using a higher ed data management platform to impact enrollment, retention, and more

A data management platform creates a foundation for improvements in every area of campus—from better enrollment outreach to stronger student support and more successful advancement campaigns—by uniting data to build a comprehensive understanding of your institution's biggest challenges and opportunities.

Explore this infographic to learn what 5 EAB partners have accomplished with a data management platform.

Improve Equity In Enrollment and Financial Aid

University of Montana

⚠️ UM did not have an effective system for guiding Native American students through the many complex financial aid opportunities available to them

SOLUTION
▶ UM created advanced dashboards that facilitated conversations between financial aid counselors and Native American students

BENEFITS
▶ Right-sized grants offered to help Native American students cross financial hurdles
▶ $49,000 in tuition gaps alleviated through micro-grants and financial aid packages

What Other Partners Are Doing

💡 Strategic enrollment dashboards   💡 Enrollment snapshots
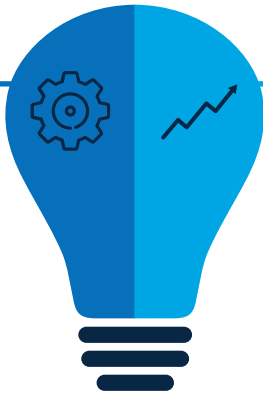
💡 Predictive enrollment models

Streamline Program Review and Faculty Line Assessment

Saint Ambrose University

⚠️ Leaders wanted to create a standardized process for faculty line requests, but data was siloed by department, and department chairs did not have reliable access to all of the required data

SOLUTION
▶ Saint Ambrose united enrollment data, faculty salaries, workload, and a range of other metrics into a standardized annual department review process

BENEFITS
▶ Reallocated $500,000 toward other strategic priorities
▶ Saved 1,000 hours of staff time by cutting back manual data collection and analysis
▶ Increased department chairs's trust in the objectivity of the process

What Other Partners Are Doing

💡 Annual review dashboards   💡 Budget and finance reports

💡 Academic finance data reports

Boost Advancement and Fundraising Efforts

A Small Public School in the South

⚠️ Fundraisers wanted to make in-person visits to potential donors more efficient

SOLUTION
▶ This university is plotting donor data on a map to facilitate effective trip planning, filterable by subsets such as the amount pledged and giving society membership

BENEFITS
▶ Batched visits based on location and donor characteristics
▶ Predicted annual fund participation likelihood
▶ Tracked school affinity data

What Other Partners Are Doing

💡 Fundraiser portfolio optimization

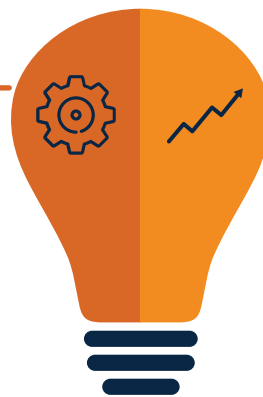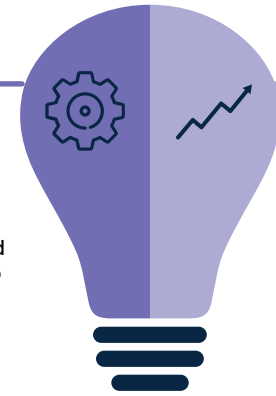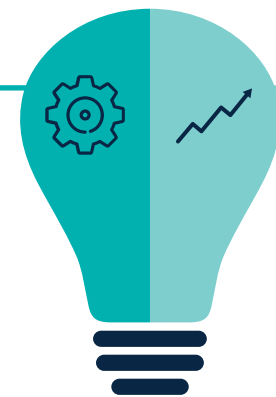💡 Predictive enrollment models

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Reduce Time Spent On Compliance Reports

Northampton Community College

⚠️ The Institutional Research department wanted to reduce the amount of time dedicated to IPEDS reporting and other routine compliance reports

SOLUTION
▶ Built automated workflows to gather, process, and format data for automated IPEDS submission (and other federal and state reporting requirements)

BENEFITS
▶ Hundreds of hours of data prep saved
▶ Federal and State reports take less than a day to prepare
▶ $950,000 in state funding recovered thanks to responsive workflows

What Other Partners Are Doing

💡 NCAA reporting   💡 Internal source unification (SIS, LMS, CRM, Etc)

💡 National student clearinghouse reporting

Free Institution from Restrictive ERPs

Oregon Institute of Technology

⚠️ OIT was tied to an ineffective, monolithic ERP that held them back from implementing or upgrading technologies, such as payroll software and better student information systems

SOLUTION
▶ With data stored securely in their data management platform, OIT uses a hub-and-spoke model where all third-party systems tie into the platform, regardless of vendor. The data is protected anytime OIT wants to switch or upgrade systems

BENEFITS
▶ Data is secure and protected
▶ $115,000 saved by switching from the ERP ecosystem
▶ Space created for experimentation and improvement

What Other Partners Are Doing

💡 Data strategy alignments   💡 Student success management platform data integration

💡 Data quality checks

EAB

Ready to see what a data management platform can do for you?
Connect with an expert to learn more about EAB's Edify—the automated data management platform built specifically for the databases and systems higher ed already uses.

eab.com/edify