

CASE STUDY

# Creating a Customized Strategic Enrollment Management (SEM) Dashboard

Elmira College, small private college in Elmira, New York

- **About:** Elmira College is a private college with a total enrollment of 673 students, a 76% retention rate, and a 56% six-year graduation rate.
- **Challenge:** Elmira had difficulty accessing data from their Enterprise Resource System (ERP), making detailed enrollment analysis and strategy challenging. Exacerbating the problem, Elmira saw several key IT staff resign in 2021. Facing a staff shortage and inadequate data access, Elmira needed a sustainable, user-friendly enrollment reporting system to facilitate strategic conversations before their enrollment census date.
- **Solution:** Elmira implemented EAB's Edify, unifying their ERP, SIS, and admissions CRM into one standardized source of truth. Their first output was a Strategic Enrollment Dashboard, which gives Elmira a trustworthy, clear picture of its enrollment forecast. The dashboards allow end users to segment their student population by specific criteria, such as major, enrollment cohort, and special populations. The data refreshes daily, equipping administrators to craft enrollment strategies based on reliable data. During IT staff turnover, the dashboards continue to refresh automatically and provide useful data to board members.
- **Impact:** Before Edify, Elmira's annual census report meeting required administrators to huddle over spreadsheets debating the report's accuracy. With Edify, senior leadership at Elmira can focus on strategically planning for the upcoming term rather than validating their data. Edify's automated data warehouse also equipped Elmira College to use predictive analytics to identify enrollment and retention opportunities going forward.

**Impact Highlights**

**75%**  
reduction in time required to review census data

**3**  
systems (admissions, enrollment SIS, and financial aid) combined for visualizations

**7**  
board members served by the Strategic Enrollment Management dashboard

## Creating an Integrated Reporting Solution for Enrollment Data

### Uniting Disparate Sources of Data into a Single Source of Truth

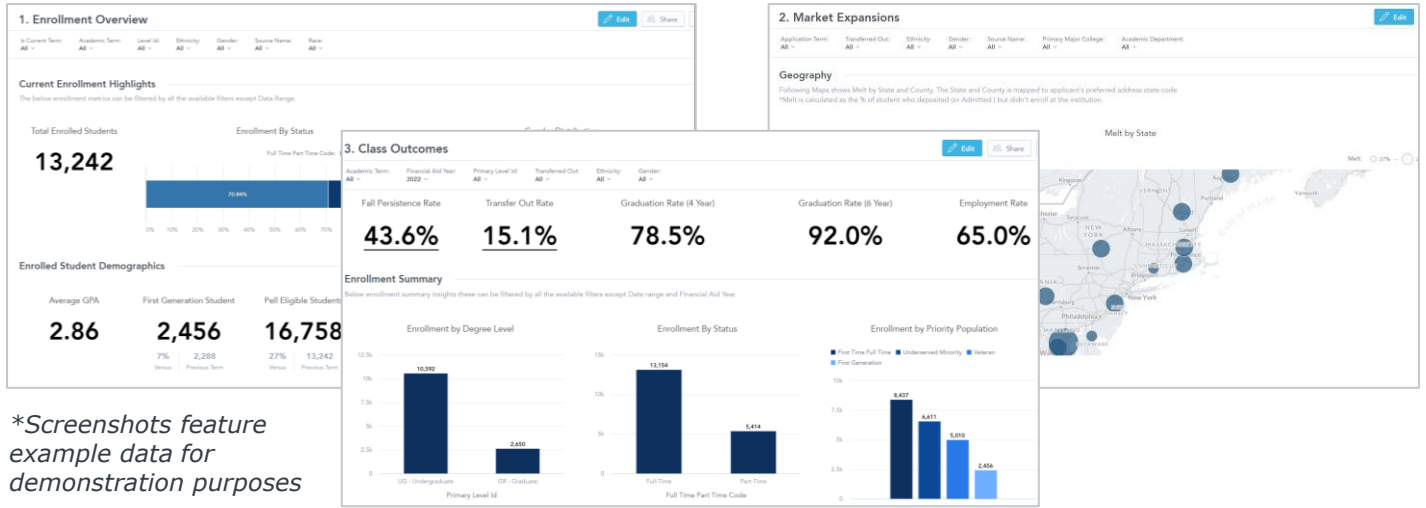
Elmira brought three distinct systems together into Edify's data warehouse, which uses an automated data model to cleanse and map data into unified records. The end result was a standardized source for Elmira's enrollment data, which Elmira then used to create their SEM dashboard.



# SEM Dashboard Facilitates In-Depth, User-Friendly Data Explorations

## Users Gain Nuanced, Intuitive Insight into Enrollment and Retention at Multiple Levels

With data unified in Edify, Elmira’s SEM dashboard provides a comprehensive understanding of enrollment trends, market expansion opportunities, and class outcomes. Individual users can ask and answer detailed questions by filtering and drilling down into the data through visual, digestible layouts.



\*Screenshots feature example data for demonstration purposes



With Edify, we have a clear sense of momentum around reporting. We are able to get much more granular data and understand what influences enrollment and persistence. We can **dive deeper into the data** and understand which messaging and initiatives generate enrollment.”




-Eric Sykes, Vice President of Enrollment Management at Elmira College

# Edify Offers a Range of Data Culture and Infrastructure Improvements




## Standardized, Accessible Data Creates Opportunities for Data Investigation and Collaboration

Through its use of the SEM dashboard, Elmira discovered numerous benefits to its work with data beyond the direct impact on enrollment management strategy.




### Improving Data Quality and Accuracy

-  SEM dashboard flags data discrepancies so they can be fixed prior to reporting deadlines
-  Investigations into data discrepancies prompt improvements to entry and storage protocols
-  End users develop greater trust in the data

### Initiating Data Governance Steps

-  Data warehouse will be expanded to include data from other departments
-  Dashboard uses role-based permissions to display relevant data and keep data secure
-  Users share a feeling of responsibility for data

### Sparking Further Questions and Discussions

-  User-friendly dashboard allows users to explore data on their own, generating new ideas
-  Users approach IR and IT with questions and ideas based on their data investigations
-  New projects and priorities develop

To learn more or schedule a demo, visit [eab.com/Edify](https://eab.com/Edify).