THE CONNECTED CAMPUS:
POWERED BY DATA, BUILT FOR STUDENTS

How Analytics Enhances Performance Across the Student Lifecycle

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While 69% of higher education institutions report that analytics is a top priority, few have the tools to achieve these goals – in fact, most data collected today doesn't get used at all.

THE CHALLENGE OF ANALYTICS

THE ANALYTICS CHALLENGE: MAKING YOUR CAMPUS SMARTER

Today's students live in the age of big data. Their expectations are higher than ever. They want updated information at their fingertips, instant service and support, proven returns on their educational investment, and an experience that is tailored to their unique needs and preferences. Without analytics, it's impossible to deliver on these expectations.

Your campus has been digital for decades. Every process runs on a server, a database, or some other system. Everything a student does creates a data footprint: the classes they take, the emails they open, the financial aid they receive, the activities they take part in, the first job they have after graduation, the reunions they attend.

So the problem is not that the data doesn't exist. The challenge lies in aggregating that data into analytics, being able to view and explore it in one place, and turning it into actionable insights. Imagine what you could do if you could harness the power of all that data in scalable ways. You could recruit the right students, use the right strategies to help them succeed, engage the right alumni at the right time, and make the right decisions for your school's future.

That is the great challenge – and the great promise – of analytics.

THE RISKS AND REWARDS OF ANALYTICS

But traditional business intelligence (BI) tools haven't fulfilled that promise. They're locked away with IT and report writers. In order to get your hands on even the most basic metrics, you need a data science degree and weeks (or months) to spare. What's the point of gathering information if it's just going to sit in an inaccessible data warehouse collecting digital dust? BI systems are supposed to close the gap between your processes and your data, but so far they have failed to deliver. For many schools, including those that have BI tools installed, "big data" continues to be just a buzzword.

When selecting a system of intelligence, intelligent decisions must be made. It's important to realize that there are right and wrong ways to handle data. For example, when you build BI on top of siloed or legacy databases, it can be a risky investment; by the time you've spent months or years on the implementation, the technology may already be outdated. You also have to be careful that you don't build analytics systems too rigidly. You need a tool that tracks the metrics you need today, and can also adapt to measure the data points you need tomorrow.

Most analytics tools aren't built to be type-agnostic and adaptive. They don't integrate with many data sources, and they certainly don't work on a 4-inch screen or a smartwatch.

OUR VISION

salesforce analytics cloud

WAVE ANALYTICS: DATA FOR THE CONNECTED CAMPUS

Wave Analytics is designed to help you succeed where traditional BI tools have failed.

Because Wave is 100% cloud, users can be up and running in weeks, not months. There's no on-premise hardware to install, no maintenance costs and no complex schemas required. Wave integrates seamlessly with your student information system, CRM data in Salesforce, back-end systems, external big data sources, and even spreadsheets. Finally, you can visualize all of your school's information in one place.

But it's about more than just being able to see data. Wave empowers users to turn that data into smart decisions. It helps you understand what your metrics are right now, but also what they should be, what they were last year, and what they mean in the context of national trends. Wave gives you the tools you need to turn rows and columns into insights and actions.

WAVE IS DATA DEMOCRATIZED

Wave Analytics puts data back into the hands of your staff members that need it most. Now managers and directors can bring up real-time dashboards in meetings. Recruiters know where to spend time in their territory. Advisors understand which strategies are helping students succeed. Advancement officers can measure the ROI of outreach and campaigns. Presidents, provosts, and deans have an at-a-glance overview of departments and key initiatives, right from their mobile phones.

Wave helps your staff work smarter, which translates into a better experience for your students, prospects, alumni, and other constituents.

Let's see how one university is using Wave.

	TRADITIONAL BI	VS.	WAVE ANALYTICS
Time to value	Months or years		Days (pilot), weeks (full implementation)
Integration	Closed-type		Type-agnostic, open API
Data sources	Usually limited to one		Hundreds
User experience	Difficult; restricted to analysts and IT		Friendly and intuitive (search-based indexing)
Speed	Variable		Billions of rows in seconds
Device	Desktop only		Desktop, mobile, smartwatch
Maintenance	Costly updates (on premise)		Automated updates (100% cloud)

CASE STUDY: UNIVERSITY OF OKLAHOMA

Like many institutions, OU struggled to manage data. As a large university, spread across several campuses, they had many disconnected and disparate data sources. Their teams were limited by a range of inaccessible analytics tools, which were often inaccurate and required support from IT to use and maintain. Department heads were frustrated by the lack of access to their own data. If they wanted to track student dropout ratios or understand instructor utilization rates, they had to make IT requests and wait for them to be fulfilled. OU's IT staff turned their Wave pilot into a learning experience by including a group of students, who were able to get up and running easily and gather some eye-opening analytics in just 30 days!

With Wave Analytics, OU found the solution they needed. It is allowing the school to integrate siloed data sources from across campus and provide a unified analytics tool. Wave is helping to relieve the data bottleneck and reduce the burden on their IT and institutional research departments. Now everyone from deans to student advisors has access to real-time data.

An early innovator in the new age of higher ed analytics, OU is piloting Wave in a number of exciting ways:

- Facility traffic and usage: compile wifi usage data from libraries and other buildings to create heat maps showing where students spend time on campus on different days and at different times of day, down to specific rooms and floors. This helps the university make decisions about facilities investments and identify the best areas to place announcements and advertisements.
- Wellness and fitness: aggregate data from students' wearable fitness devices to assess correlations between class attendance/performance and exercise/sleep patterns
- Technology trends and behaviors: analyze data from student usage in computer labs and technology purchases at the campus store to track tech preferences of students in different majors and demographics

These are just a few of the ways OU plans to use Wave to improve processes, create more personalized student experiences, and make smarter decisions across campus.

Learn more by watching **OU's presentation on Wave Analytics** from Dreamforce '15

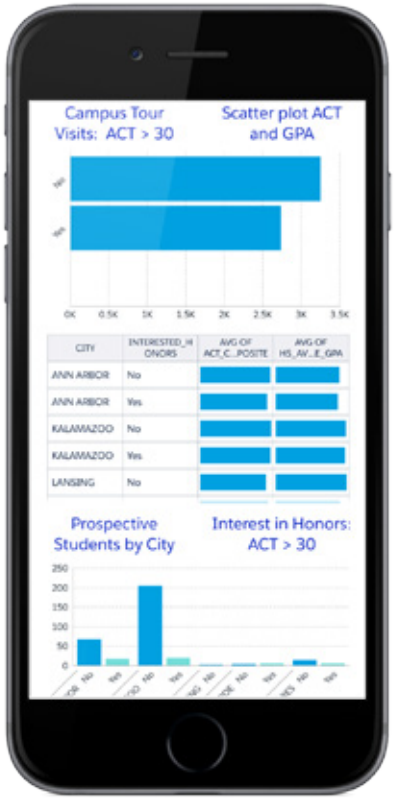
ANALYTICS ACROSS THE

STUDENT LIFECYCLE

Wave enables you to achieve the big-picture vision of unifying data across campus, which is a top-level initiative for many higher education CIOs. But it's not just for staff with a 'C' in their title. It's also for the recruiter at a high school event, the advisor in a meeting with a student, and the advancement officer on the phone with an alumni donor.

Everyone benefits when everyone works in a more data-driven way. Once your staff get their hands on Wave, it will be hard for them to imagine life before it.

Let's take a look at how Wave can help you increase performance across the student lifecycle.



MOBILE-FIRST DESIGN

Wave Analytics is optimized across every device, giving recruiters and on-the-go staff access to the analytics they need anywhere on campus and anywhere in the world.

ANALYTICS FOR ADMISSIONS AND RECRUITING

Colleges and universities are spending more than ever to recruit students, between the costs of developing and mailing printed materials, online marketing on your website and around the web, recruiting at events, and various types of campus visits and open houses. Wave helps you understand which activities are most effective at converting suspects to prospects, prospects to applicants, and applicants to admits.

Then, you're able to visualize that data based on various factors, like geography, ethnicity, first contact source, GPA, and intended major. With those robust analytics, you can be confident when making strategic decisions about where to focus your efforts and resources.

Common analytics use cases in admissions and recruiting include:

- Know which high schools have the highest number of likely applicants, so you can schedule more visits to those schools.
- Measure the ROI of marketing campaigns, so you can elevate high-performing content and adjust tactics on the fly.
- Track recruiter performance in real time, so you know where a course correction is needed.

DATA-DRIVEN RECRUITING

By analyzing your historical admissions data in Wave, you can start to paint a picture of the ideal student profiles for your school. As Wave continues to collect information, that picture comes more and more into focus, and you can continue to hone your strategies to target the right prospects.

On the front lines of these efforts are your recruiters. One of the most exciting aspects of Wave for recruiters on the road is that it's built for mobile from the ground up. Any dashboard you've created on a desktop is instantly available and optimized for viewing on a smartphone or even a smartwatch.

Using the simple drag-and-drop interface, recruiters can slice and dice data in Wave to get answers instantly. They can see the zoomed-out view of their territory, or they can drill down to an individual prospect. In just a few taps, recruiters can determine which prospects to engage with and what channels to best engage them on. Now they can spend less time shuffling paper and more time connecting with prospects.

From your high-level strategies to your recruiters in the field, Wave Analytics gives you insights and intelligence to supercharge your admissions office.

ANALYTICS FOR STUDENT SUCCESS AND RETENTION

The earlier you can identify factors that contribute to student success, the earlier you can invest in driving those behaviors. The faster you can pinpoint factors causing students to fail, the faster you can intervene.

That's why analytics is a game-changer for student success and retention.

Completion rates have fallen consecutively in recent years. Only 52.9% of first-year students go on to complete their college degrees in six years or fewer. Every student lost comes at a tremendous cost to institutions. Nationally, revenue lost to student attrition is estimated at $16.5 billion.

Wave Analytics enables you to aggregate all student data from the disparate silos they reside in today, so you can tailor your retention programs around the factors affecting student success right now.

With **WAVE ACTIONS**, staff can quickly take action right from a dashboard. Once they find an answer or insight, they can immediately create a task, update a record, share a snapshot, or open a case. Wave Actions make it easy to turn insights into results.

Analytics use cases in student success include:

- Integrate Wave with your online student service center to uncover trends and patterns in student inquiries and logged cases.
- Deliver a more data-driven career services program with robust analytics on training, placement, and alumni success.
- Aggregate siloed student data in one mobile dashboard, so that presidents, provosts and deans always have a real-time snapshot of student trends across campus.

DATA-DRIVEN STUDENT SUCCESS

It's become clear that many traditional approaches to success and services aren't working for the growing population of nontraditional students. But how do you go from knowing the old way isn't working to inventing the new way?

Actionable data is the answer. Once you link Wave Analytics to your SIS, LMS, financial aid, and other systems, you can achieve a 360-degree view of student life and start to draw strategic insights. Then Wave allows you to grant full or limited access to that complete view to faculty and staff based on their role.

Advisors, for example, are empowered with analytics on their students' behavior and performance. They can set up automated triggers to be alerted when one of their students fall into at-risk territory based on their class attendance or other behaviors. Then they can immediately create a case or send a snapshot of the data to the right faculty and staff to get students the help they need fast.

As the landscape of higher education evolves, student success analytics become more and more valuable. Wave is flexible and adaptive, which can help you stay agile as your institution expands to include a wider variety of students, diverse educational goals, and new ways of consuming learning.

ANALYTICS FOR ADVANCEMENT

When it comes to alumni engagement, quality always trumps quantity. Time and time again, advancement campaigns have proven that you can't raise more money just by sending more emails, printing more letters, or making more calls.

Over the past few years donor counts have been down and annual giving programs have faced significant challenges. Although stabilizing, the rate of participation for alumni donors was just 9% in 2014. Retention, reactivation, and acquisition rates also remained stead, but stagnant compared to pre-2009 growth.

Donors are growing more and more selective in their giving, and they're inundated with messages on every channel of engagement. The only way a capital campaign can succeed is by delivering highly personalized messages.

Wave Analytics can help you make sense of your advancement data in a way no database can. Analyze trends and pinpoint the perfect donor prospects for your school, so you can optimize targeting and maximize the ROI of every communication.

Analytics use cases in advancement include:

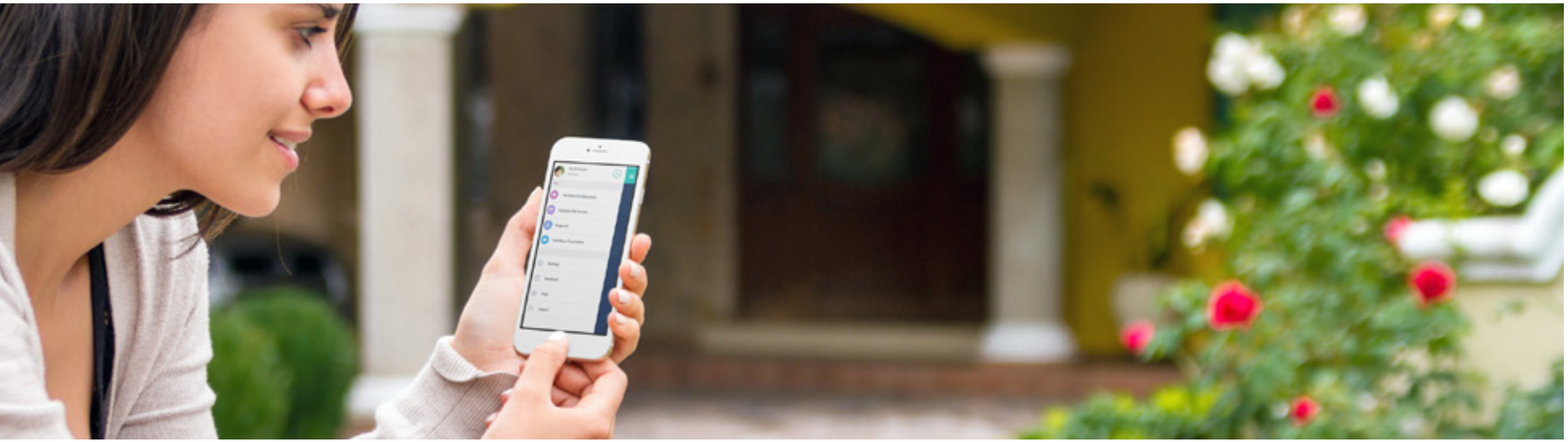
- Analyze historical giving data to understand which types of alumni are most likely to give, when is the best time to reach out, and which channels different demographics prefer.
- Measure the ROI of marketing activities from the campaign level down to individual pieces of content, so you can invest more in the activities that are converting the most donors.
- Empower individual advancement officers to analyze their own pipelines, so they always know which prospects to spend time with and how they're performing against their goals

DATA-DRIVEN ADVANCEMENT

When you use Wave to bring in data on alumni like the activities they participated in as a student, their courses of study, and the financial aid and scholarships they received, you can design and measure your campaigns in a whole new way. Then you can combine that data from across campus with external data sources like purchased lists, demographics, giving history, and wealth research. With all of that data on a single Wave dashboard you can easily slice and dice, you're able to isolate the highest-value prospect segments for each campaign.

With Wave, it's easier than ever to understand who your alumni and donors are and how to best engage them. Now you can stretch your resources by making every message more personal and every campaign more successful.

Wave isn't just a program – it's a platform. It's designed to be customized and extended to support every department's analytics needs. Now every member of your advancement team can have a customized dashboard that allows them to see data and metrics the way they like to see them.



You've seen how Wave can revolutionize decision-making and drive success across the student lifecycle. It's faster, more powerful, and more accessible than any BI tool to come before it. And it allows you to understand your constituents like never before.

It's time to turn your disparate data into insights, actions, and results. It's time for your institution to join the data revolution. Let's talk about how Wave Analytics can help you become a Connected Campus.

Special pricing on Wave is available exclusively to higher ed institutions through Salesforce.org.

Contact us to learn more

See Wave in action in the

Analytics Playground

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