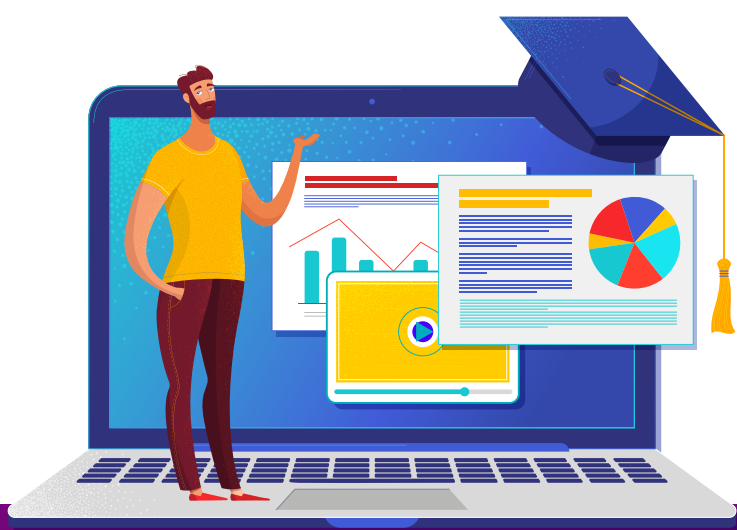


7 ways data strategy drives success

According to a survey conducted by the National Association of Student Personnel Administrators, 80% of institutions agree that they must continue to invest in student success analytics to stay competitive, but a staggering 67% fail to effectively use the data they collect.¹



01

Map the future

Empower students and staff with the information and access they need to plot paths to success.



02

Increase enrollment

Find best-fit applicants and deliver the right messages exactly when they need to hear them.



03

Save time and money

Extend existing budgets by improving value-added activity and process efficiency, while eliminating redundant manual input.



04

Build networks of support

Identify students in need of support and provide resources to help them along their academic journeys.



05

Sharpen scholarship programs and prevent fraud

Ensure compliance with all financial aid policies, while providing new ways for students to fund their education.



06

Strengthen alumni relationships

Inspire philanthropy by leveraging the priorities of previous classes.



07

Show the ROI of your efforts

Demonstrate results and iterate on campaigns to never lose momentum on growth.

Higher education faces an unprecedented need for agility, and data-informed decision-making will be at its core.

[Click here to learn more](#)

1. Amelia Parnell et al., "Institutions' Use of Data and Analytics for Student Success," NASPA, 2018, https://www.naspa.org/images/uploads/main/DATA2018_DOWNLOAD.pdf