

# Transforming Higher Education With High-Quality Data

Deliver Exceptional, Engaging Experiences Throughout the Student Lifecycle





## Reimagine Student Recruitment and Retention

In a post-pandemic world, colleges and universities must rethink how they recruit, retain, and engage with students throughout their educational lifecycle—from prospects to alumni. To meet this goal, you must provide targeted digital services for students, faculty, and staff.

Yet your ability to deliver these services can be compromised by:

### **Low-Quality Data**

To cope with an explosive growth of systems and volumes of data, institutions need a systematic approach to collecting, managing, and cleansing their data.

### **Poor Integration**

To get maximum value from their many discrete, non-integrated business systems, universities need new approaches to share data and get a complete, current, and accurate view of students.

### **Lack of Flexibility**

Because most legacy IT systems cannot easily access and integrate data, organizations need solutions that help them quickly and scalably adapt to evolving business needs and student demands.



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

“Informatica helps us give students the real-time information and flexibility they need to take the right courses wherever and whenever they’re offered within the UNC System, which may help them complete their requirements for graduation more quickly.”

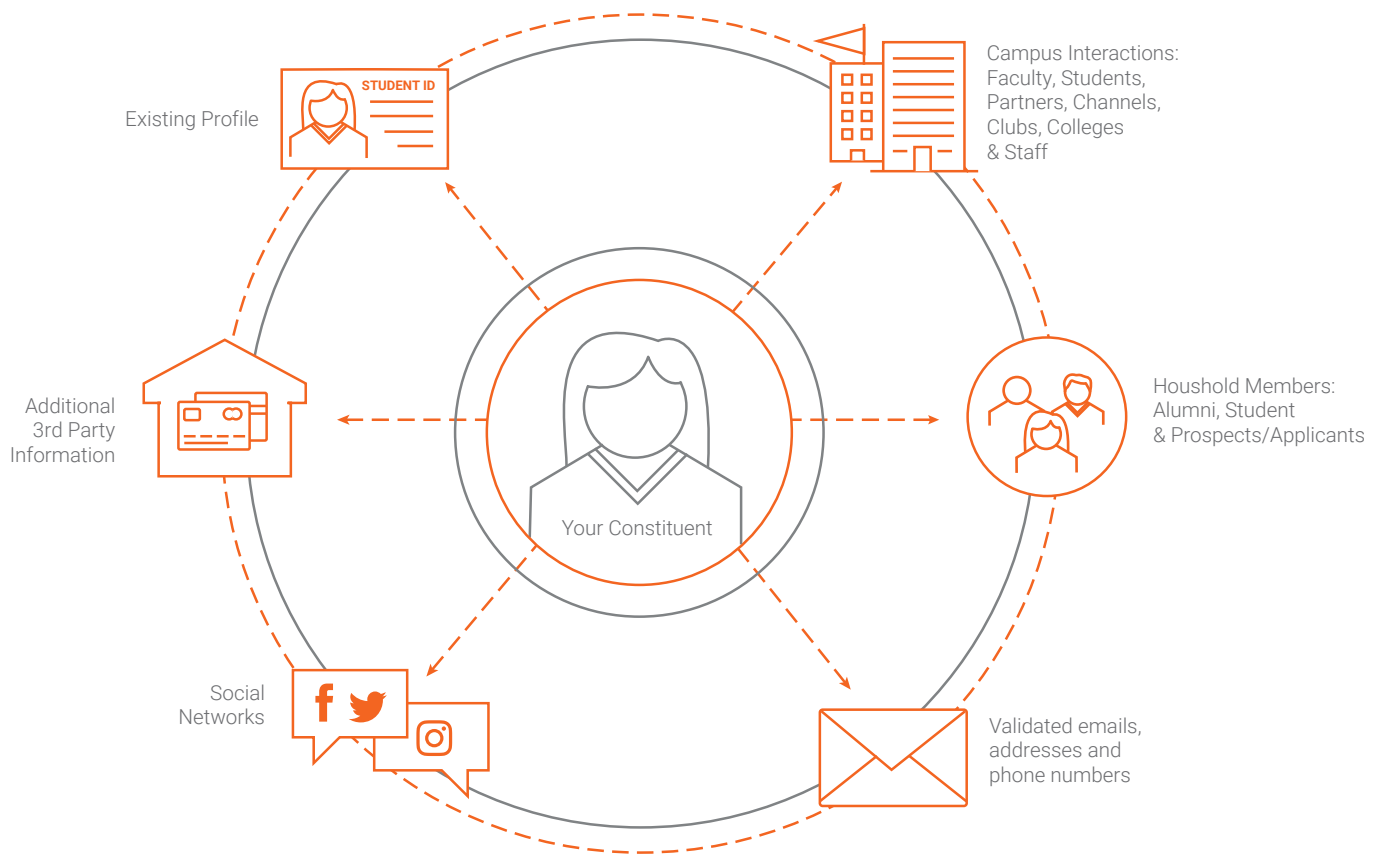
— Fran Dykstra, Associate Vice  
Chancellor for Enterprise Applications  
and Reporting, University of  
North Carolina at Chapel Hill

# Build Engagement With Data-Driven Insights

Ensuring that people get what they need is difficult unless you know them—and their requirements.

Getting a clear, complete view at every stage of the student lifecycle is challenging. With so many siloed business systems generating huge volumes of data in various formats and types (see figure), how can you sort through all of this data, share information among siloed business systems, and mine it for insight?

## Achieving a 360° View of a Student



“With Informatica Cloud Data Integration behind our education CRM initiative, we engage with students in ways that make them want to enroll and come back.”

— April Cook, Project Manager, Northern Arizona University

# Goals for Every Stage of the Student Lifecycle

Delivering the right digital services requires high-quality data that provides a 360-degree view of the educational lifecycle of each student. You need to use data across departments and functions—from recruitment to academic studies as well as on-campus and off-campus life. You also need visibility into alumni data, including degrees earned and the nature of your alumni's engagement with your institution after they leave campus.



## Personalize Student Recruitment and Admission

To ensure that you recruit a diverse student body and enroll people who will be a good fit for your institution, Informatica® solutions help you create clean, accurate, and complete data. Solutions gather data from disparate systems, including high school records, standardized test services, and social media. You can ingest, cleanse, and store data where it can be used for accurate decision-making—creating a 360-degree view of applicants and matriculated students.

Informatica solutions help you:

- Create a complete view of trusted data, helping admissions and recruiting personnel efficiently manage and track interactions with prospects
- Personalize and target communications for better results, matching the right students to the right programs
- Forge and maintain stronger connections with matriculated students, providing complete, accurate information even as attributes (such as on-campus and home addresses) change in student data profiles



## Deliver an Exceptional Student Experience

To help you optimize student communication, Informatica solutions unify and manage data from multiple sources—including systems for student information, financial accounts, academics, campus activities, badging systems, and health and safety for emergency information (such as COVID notifications or contact tracing). Master data management, data quality, and data integration solutions support mass data ingestion, capture of data changes, and storage for rapid data access.

Informatica solutions help you:

- Deliver a frictionless, consumer-grade experience that helps students access digital assets online, whether they are viewing a class schedule, contacting an academic advisor, or checking financial aid details
- Improve student satisfaction and retention by providing a holistic experience across academic, social, athletic, and extracurricular systems
- Identify potential issues and allow university staff to respond proactively, such as checking in on a student who stops badging into the cafeteria to understand the reasons for the behavior



## Boost Alumni Outreach and Engagement

Once students have graduated, Informatica solutions track a wide variety of data that helps you quickly and easily communicate with alumni. Data-driven insights help you understand alumni involvement with the university, such as service, employer donations, or attendance at sports events. By creating a centralized repository of communications, you can better engage and foster continued alumni association with the university.

Informatica solutions help you:

- Encourage expanded alumni involvement with the university and drive increased endowments
- Develop and maintain positive alumni relationships with the institution, improving the likelihood of legacy applicants and student enrollment
- Support more productive conversations with potential donors by providing advancement officials with a complete view of alumni data, including accurate contact information plus past and current activities

# Informatica Solutions for the Complete Student Lifecycle

Because students and alumni maintain numerous touchpoints with your institution, you must support a wide range of source systems that store constituent data. Tracking and aligning this data to the correct sources is essential for higher education. Informatica offers master data management, data quality, and data integration solutions that improve engagement over the total student lifecycle.



## Master Data Management

Informatica master data management solutions identify the constant at every touchpoint, presenting a profile view that captures the full lifecycle as individuals move from applicant to student to alumni. Our modular, comprehensive master data management solution helps you capture, account for, and present the correct attributes at each distinct stage of the student lifecycle. You can get clearer insights and enhanced business value from your data by using the solution to:

- Create a single view of the data from disparate, duplicate, and conflicting information sources
- Identify relationship insights within your data to create a 360-degree view of students and their connections with your institution
- Link transactions and interactions, creating a complete view of student behavior throughout their engagement with the university



## Data Quality

Informatica data quality solutions help higher-education institutions consistently improve the quality of their data, trust their results, and power data-driven digital transformation. You can ensure that data—no matter the volume or type—is of the highest quality, enabling accurate analytics, improved student experiences, and streamlined migration to the cloud or a data lake. Our data quality solutions help you:

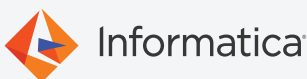
- Empower users to easily connect with students and alumni through role-based capabilities
- Profile data and perform iterative data analysis, so users can uncover relationships and better detect problems
- Manage the quality of data, whether in cloud-based or on-premises systems, for all use cases and workload types



## Data Integration

Informatica data integration tools support high-performance integration. Yet they are easy to use, whether you deploy them on-premises or in the cloud. High-productivity, zero-code tools provide intelligent, next-best recommendations for transformation—so you can scale up, see results fast, and lower your TCO. These data integration tools help you:

- Simplify data ingestion and integration by offering broad connectivity with more than 3,000 connectors and a serverless deployment
- Support high-performance, scalable analytics with advanced transformations
- Scale data integration efforts with advanced capabilities such as mass ingestion, advanced pushdown optimization, and sophisticated workload orchestrations



Informatica

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