

ADMISSIONS



Case Study: College Admissions Planning and Optimization

Client: Higher Education Institution

CLIENT RESULTS

The CTI solution replaces a manual spreadsheet driven process with a BI system and database that allows immediate benchmarking of prior year applicant and admission outcomes to construct current year goals and monitor “in flight” applicant activity. Quite simply it empowers the School to plan admission targets (and financial aid) and track progress in an entirely new way.

SUMMARY

The admissions process is a careful balancing act of enrolling the right number of the best possible students, and maximizing faculty capacity and faculty teaching space. Factors include student academics, diversity, financial aid needs, acceptance yields, and others; a perfect problem for BI analytics. Under the sponsorship of the Dean of Administration, Corporate Technologies (CTI) delivered a BI solution that significantly optimizes admission planning and forecasting, degree program and faculty scheduling, and the makeup of the admitted student population.

Industry	Higher Education
Client	Dean of Admissions and CIO
Problem	<p>This prestigious school had evolved elaborate spreadsheets to plan each admission cycle. A lot of ingenuity went into loading and preparing the spreadsheet data, benchmarking prior years, and adjusting the spreadsheets to run different admission scenarios. The Student Affairs team also had similar challenges in understanding and reporting student enrollment and demographics.</p> <p>Months of time was necessary for completing this work, and even then it was simply impractical to integrate the current admission application activity to understand trends and make adjustments to the plan.</p>
Solution	<p>The solution catalogs the student’s activity over the student lifecycle (exploring, applied, offered admission, accepted admission, enrolled into a degree program, switched programs, graduated and alumni participant) and by various characteristics of the student (demographic, grades, geography, financial, etc.). Business rules are applied to normalize prior years to enable benchmarking and directional analysis. An important side benefit was that the quality of the historical student data was improved; helping other areas of student administration.</p> <p>To accomplish this, CTI led the functional analysis, conceptualization, and implementation of an “admission lifecycle” BI system integrating student data from the cloud based admissions application system (Slate) and the internal student information system (soon to be PeopleSoft). In parallel with this, new metrics, reports and dashboards were prototyped and implemented to be used by the Admissions, Student Affairs and Financial Aid teams.</p>

Benefits	<p>The solution empowered the school to plan admission targets (and financial aid) and track progress in an entirely new way:</p> <ul style="list-style-type: none"> • Understand the changing dynamics of the admitted student body • Plan targets and set more discriminating criteria for the current admission cycle and consider different scenarios • Overlay the current admission activity against the goals • Eliminate “hidden rules” in the existing process that permeated the systems and made it difficult to know the real picture
Products	<p>CTI Professional Services Tableau Microsoft SQL Server Microsoft SQL Server Integration Services Slate (Higher education cloud based admission system) Student Information System (soon to be replaced with Peoplesoft)</p>

CONTACT US

We are a consultancy and solutions provider located in Burlington, Massachusetts serving customers in New England, Metro New York, Metro Atlanta and beyond.

Corporate Office:

78 Blanchard Road
Suite 304
Burlington, MA 01803
Tel: 781-273-4100
Info@cpotech.com



ABOUT CTI

We provide strategic guidance and technology solutions for clients wishing to solve their most complex business challenges involving data analytics, cloud applications, big data, and data discovery. We help clients achieve exceptional outcomes by our ability to successfully incorporate industry specific advanced analytics solutions, data engineering and data security technologies. Our ability to merge complex system and application structures cost effectively is a rarity in the industry. For over 25 years, we have strived to create long-term relationships with our clients and partners by delivering thoughtful recommendations and innovative, high quality, high value solutions.