Data Analytics for Higher Education

STUDENT FOR LIFE

Colleges and universities around the country collect an immense amount of information, from student application and enrollment data to classroom and professor performance metrics. These organizations are challenged with leveraging information from many different sources into one platform for advanced data analysis, with the end goal of successful students on campus.

Student for Life: Data Analytics for Higher Education

- **APPLICATIONS** – drill down into thousands of applications to find the right candidates

- **ENROLLMENT** – understand characteristics of enrolled students

- **RETENTION** – ensure students are successful and engaged on campus

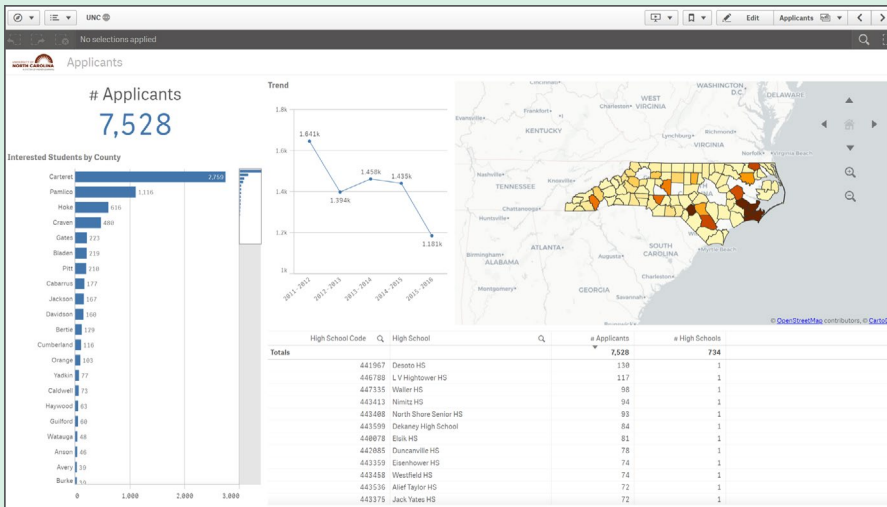- **ALUMNI** – establish strong relationships with alumni audience

FIGURE 2
Student Application Data Dashboard

Application

Phase 1 of the program revolves around applicant information. With Qlik analytics, higher education can track applicants' academic background, number of applications received, and demographic trends of the applicants. In Figure 2, the data shows applications dropping year after year.

From there, Qlik analytics can drill down to an individual student or applicant for a holistic view. Dashboards present various metrics of the applicant as well as student transcripts right in the Qlik environment.
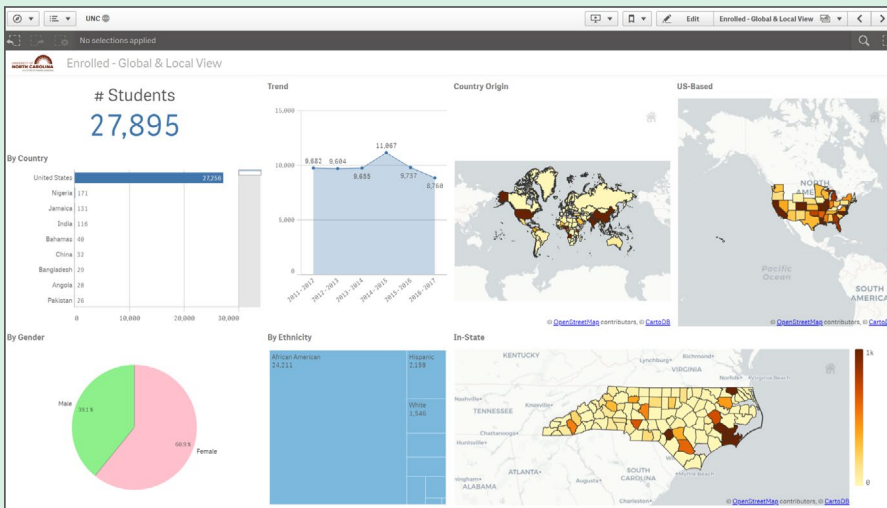

FIGURE 3
Enrollment Dashboard

Enrollment

In the Enrollment phase, colleges and universities can understand the matriculation process. Administrative personnel can see where students are from, the gender and ethnicity break down of students and how enrollment is trending.

Complementing student data is faculty information, which may be stored in a separate database or environment. The Qlik application can pull from multiple data sources and unify these datasets into one compete and comprehensive analysis.

Business analysts can quickly see instructor profiles, including compensation models, tenure status, and professional backgrounds. Understanding the faculty breakdown is critical for future planning to facilitate higher education growth.

Student and instructor performance across the university ecosystem can be measured and analyzed to provide valuable information on curriculum, student satisfaction, and teaching performance.
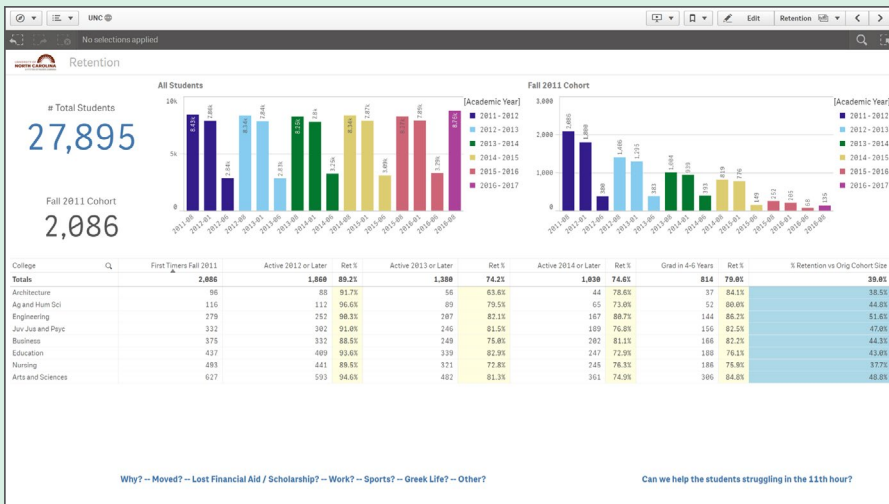
Higher Education
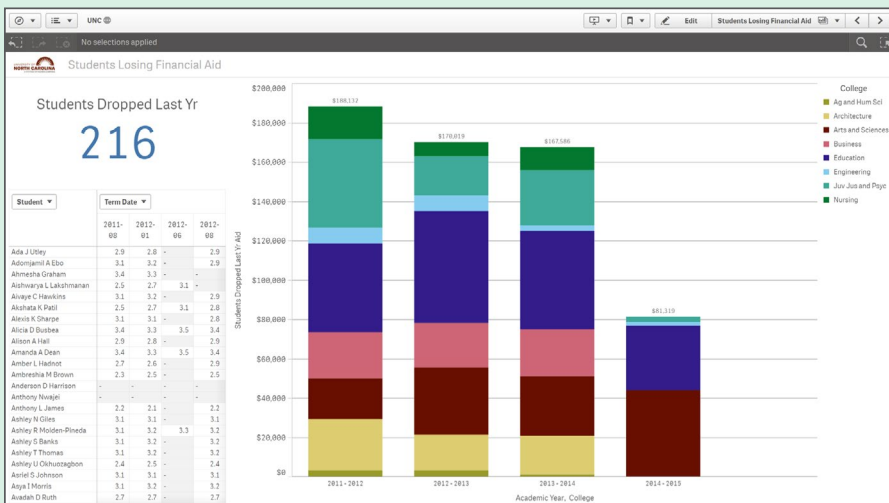
FIGURE 4
Retention Dashboard

FIGURE 5
Student Dropout Dashboard

Retention

After enrollment, the next phase of the lifecycle is Retention, ensuring that students ultimately become alumni of the university.

Figure 4 depicts a dashboard showing how many total students attend the university. Based upon the table, Architecture and Nursing areas of study ultimately have the lowest retention when compared to original class sizes.

Staff can drill into the discipline of nursing and, as shown in Figure 5, begin to understand which students dropped out of which programs and why. Did they move? Did they lose financial aid or a scholarship and could no longer pay for school? Did work get in the way? Universities can then use this data to detect patterns and predict when a student might be close to leaving the institution.

Alumni

Once students graduate, how does the university ensure they remain engaged with the college? Alumni are a critical source of support for many schools and data can quickly show which past students are financially contributing, participating in alumni activities, or even attending athletic events. Drawing upon this information, colleges increase and enhance the value of alumni relationships.

To find out more about Qlik Analytics or to schedule a demo contact us at Qlik@copleycg.com.

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