

Student Management

Today, colleges and universities have fewer budget resources, yet still must effectively attract and retain students, improve student outcomes, manage course utilization, implement best practices in strategic enrollment management and much more. Blackboard Analytics™ helps institutions meet these challenges by enabling data-informed strategic decision making.

KEY CHALLENGES:

- ▶ Student Retention
- ▶ Effective Recruiting
- ▶ Strategic Enrollment Management
- ▶ Performance Management
- ▶ Early Intervention
- ▶ Assessment
- ▶ Outcomes Management
- ▶ Course Optimization
- ▶ Information delivery bottlenecks; no self-service information access

Given the potential for academic analytics to improve student retention, enrollment and fundraising, institutions will likely succeed in making the case for investment.

Academic Analytics ECAR Study

The Blackboard Analytics Student Management module was developed with a clear understanding of the key institutional challenges requiring actionable student information. Our design provides the key metrics essential for effective, data-informed management of student enrollment, retention and much more. Our objective is to provide easy access to information that institutional leaders need to make better informed decisions. The information content of our pre-built, extensible data models span the entire student information lifecycle, from recruiting through graduation.

The Blackboard Analytics Student Management module provides self-service reporting and guided analytics, enabling executives, department heads and deans to:

- ▶ **Analyze past and present student trends for optimal recruiting strategies, planning and performance measurement.**
- ▶ **Track student progress, including the identification of potential at-risk students through correlations of student class load, class complexity, SAT, GPA, high school, etc., facilitating timely intervention for student advising.**
- ▶ **Manage course loads, class utilization and effective resource allocation while streamlining the registration process.**
- ▶ **Help enable a culture of data-driven decision making throughout the institution.**

Blackboard Analytics Resolves Reporting Frustrations

A common theme from higher education executives and department heads is they cannot get easy access to student information, or they have to engage a technical resource from an overburdened IT staff. Meanwhile, data results between different reports and database queries are often contradictory, creating a data integrity “crisis of confidence.”

Student Information Lifecycle



Data-Informed Decisions / Improved Results

As a result, decision makers resort to creating their own “shadow systems;” separate, unmonitored “silos” of information. This can lead to even more data inconsistencies and even more “versions of the truth.”

Blackboard Analytics resolves reporting frustrations while helping to enable new strategic data insights.

Replace Information Silos with a Single Version of the Truth

Blackboard Analytics replaces your disparate (and often contradictory) reports, custom database queries and shadow systems with a pre-packaged, easy to use dimensional data warehouse, complete with data models with pre-built data integration with leading ERP systems, including solutions from Oracle (PeopleSoft), Datatel, Inc. and SunGard Higher Education.

The Blackboard data warehouse uses centralized business logic to transform your ERP data into actionable information, including a library of over 175 data dimensions, and over 150 performance metrics, pre-defined reports and dashboards. Blackboard Analytics is designed to help you achieve best practices in all aspects of strategic enrollment management and throughout the entire student lifecycle. End users can access and analyze student information on their own in self-service fashion, reducing dependency on the IT department.

By replacing existing “silos” of information with Blackboard Analytics, our customers realize a number of benefits:

- ▶ **Improved data integrity, consistency and accuracy based on a single, centralized business logic base, establishing a single version of the truth.**
- ▶ **Improved productivity, as intuitive, self-service data analytics enables timely action. There is no need to wait for help from an often overburdened IT department to fulfill requests for customized reports or complex database queries.**

- ▶ **Improved analytic capability including performing longitudinal analysis; mixing and matching data dimensions and metrics; viewing different levels of data; drilling back to individual transactions comprising a value; etc.**
- ▶ **Improved informational insight due to less time spent on the often frustrating report production process, allowing more time to be spent actually using your value-added data analytics to make data-driven strategic decisions.**

Blackboard Analytics empowers executives, department heads and deans to explore information on their own. They can ask questions about the data by simply clicking on a performance metric and one or more dimensional attributes of student information. Similarly, if questions arise during a cabinet or department meeting, answers can be obtained immediately using Blackboard Analytics instead of waiting for days to gather the information.

This is the power of self-service data analytics that Blackboard Analytics delivers. Blackboard Analytics enables productivity, insights and results for improved institutional performance.

The Blackboard Analytics Suite

The Blackboard Analytics Suite is a packaged data warehouse and analytic reporting application including product modules for Student Management, Financial Aid, Financials, Human Resources and Advancement.

Blackboard Analytics also includes data integration with leading ERP systems, enabling the building of a robust dimensional data warehouse in weeks instead of years. We challenge you to find a solution that can be implemented and deployed as quickly as Blackboard Analytics.

Student Management Data Models:

- ▶ Admissions
- ▶ Student Term (Enrollment)
- ▶ Student Programs
- ▶ Degree Awards
- ▶ Registration
- ▶ Class Schedule and Instruction
- ▶ Student Financials

Selected Derived Metrics:

- ▶ Student Count: Admitted & Enrolled
- ▶ Course Optimization %
- ▶ Returning Students
- ▶ Graduation Rates

Selected Derived Dimensions:

- ▶ First Term, Start Term Indicators
- ▶ Degree Seeking Indicator
- ▶ GPA, SAT Bands
- ▶ Student Term Status

Selected Derived Reports:

- ▶ Retention by Start Term, Current Term
- ▶ Course Optimization by Subject/Course Number
- ▶ Admission Yields by High School/Zip Code
- ▶ Graduation Rates by Ethnicity

Blackboard Analytics Application

