Blackboard

Key challenges

› Student retention
› Effective recruiting
› Strategic enrollment management
› Performance management
› Early intervention
› Assessment
› Outcomes management
› Course optimization
› Data access and validation
› Creating a culture of evidence-based decision-making

With growing complexity, increasing cost pressures, and changing student expectations, identifying barriers to retention is more important now than ever before. Student Management for Blackboard Intelligence transforms the data you already have into actionable information that will help you to attract and retain students, improve outcomes, optimize course utilization, and increase institutional performance.

Promote success through the student lifecycle

The Student Management module for Blackboard Intelligence was developed with a clear understanding of the key institutional challenges facing today's colleges and universities. Student Management for Blackboard Intelligence provides institutional leaders with access to the information that they need to make evidence-based decisions across the student lifecycle, from recruitment through to graduation.

Student Management for Blackboard Intelligence provides self-service reporting and guided analytics, enabling executives, deans, and department heads to:

› Analyze historical admissions trends to optimize recruitment strategies
› Identify systematic barriers to student retention and graduation
› Track student progress and performance, and reach out to at-risk students based on factors such as course load, class complexity, SAT score, cumulative GPA, high school grades, etc.
› Manage course loads, class utilization, and other institutional resources
› Create a culture of data-driven decision-making

Increase reporting efficiency

A common complaint among higher education executives, deans, and department heads is that they cannot easily gain access to student information. Timely decision-making based on strong evidence is hindered by the need to engage technical resources from already overburdened IT staff. The situation is made worse by the fact that results pulled from difference sources are often contradictory. Along with problems of data accessibility, the 'crisis of confidence' forces leaders to make judgments based on intuition and anecdote alone.

As a user-friendly self-service analytics application, Student Management for Blackboard Intelligence helps institutions overcome barriers to information access and ensure that centrally-held valid data serve as a trusted single source of truth.

Student Management Data Models

› Admissions
› Student term (enrollment)
› Student programs
› Degree awards
› Registration
› Class Schedule and instruction type
› Student financials

Derived Metrics

› Student count
› Admitted & enrolled
› Course optimization %
› Returning students
› Graduation rates

Derived Dimensions

› First term, start term indicators
› Degree seeking indicator
› GPA, SAT bands
› Student term status

Delivered Reports

› Retention by start term, current term
› Course optimization by subject / course number
› Admission yields by high school / zip code
› Graduation rates by ethnicity

Improve data governance

Student Management for Blackboard Intelligence replaces your disparate (and often contradictory) reports, custom queries, and shadow systems with an easy-to-use dimensional data warehouse. Pre-built models for the most widely-used student information systems (PeopleSoft , Banner, Colleague) mean that you can be up and running fast, without the need for lengthy custom consulting engagements.

Our data warehouse uses centralized business logic to transform your SIS data into actionable information. A library of over 175 data dimensions and over 150 performance metrics, in addition to pre-defined reports and dashboards, has been carefully designed and curated to help institutions optimize every stage in the student lifecycle. Putting information directly into the hands of decision-makers means that they can be agile in understanding and responding to the changing needs of their institution.

By replacing existing "silos" of information with Blackboard Intelligence, colleges and universities realize several important benefits:

› **Improved data integrity** - data are validated and systematically checked so that inconsistencies are eliminated and standard data definitions are preserved.
› **Single source of truth** - a centralized, trustworthy, authoritative, and accessible source of institutional information improves communication and minimizes disagreements so that the right decisions can be made more quickly.
› **Increased productivity** - intuitive, self-service analytics enable timely action. Decision-makers no longer need to rely on overburdened IT departments to fulfill ad hoc reporting requests.
› **Greater insight** - the ability to easily perform longitudinal analyses, correlate measures, and filter and slice by critical dimensions make your data more meaningful than ever before.

Blackboard Intelligence 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 Intelligence instead of waiting for days to gather the information. This is the power of self-service data analytics that Blackboard Intelligence delivers. Blackboard Intelligence enables productivity, insights and results for improved institutional performance and student success.

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