



# Blackboard Intelligence Financial Aid Extension

*for Student Management*

## Key Challenges

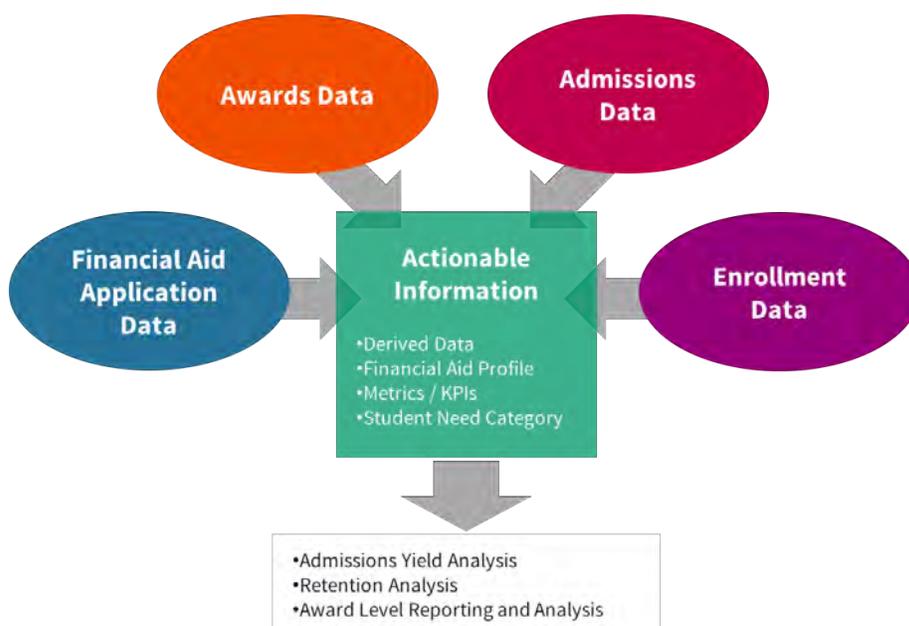
- Integrating financial aid, enrollment, and admissions data
- Efficient use of financial aid to achieve admissions yield objectives
- Manage discount rates
- Optimize net tuition
- Financial aid retention analysis
- Award-level reporting and analysis from ERP systems
- Efficiently producing common dataset reporting
- Information delivery bottlenecks

In the constantly changing higher education landscape, financial aid and enrollment management offices play an important role in balancing the needs of the institution, students, government, and society. When assessing tradeoffs between need and merit, access and choice, access to actionable information is imperative. Blackboard Intelligence offers a packaged analytics solution to help you improve your decision-making and improve your performance.

## Turning Financial Aid Data into Actionable Information

The Financial Aid extension for Blackboard Intelligence’s Student Management module was developed with Colleges and Universities in mind. Our design provides the key metrics essential for effective, data-informed management of financial aid. Our objective is to provide easy access to information that institutional leaders need to make informed decisions. The information content of our pre-built, extensible data models spans the entire financial aid process, integrating enrollment and admissions data for targeted analysis.

The Financial Aid extension for Student Management provides user-friendly and interactive data analytics, enabling executives and department heads to:



- Determine which combinations of student need and academic credential achieve the best admission yield
- Better allocate financial aid to achieve optimal yields
- Track the status of financial aid workflows
- Understand how retention varies based on financial aid award patterns
- Align offer strategies with retention objectives
- Access detailed reports on awards offered, accepted, and dispersed

## KEY FINANCIAL AID DATA

### Selected Financial Aid Metrics

- Unfunded vs. Funded Institutional Aid
- Cumulative Loans
- Full Pay Students
- Students w/Need
- Students w/No-Need & Merit
- Students w/ Fully Met Need
- Students w/Unmet Need
- Net Cost
- Unmet Need
- Net Tuition
- Discount Rate

### Key Dimensions

- Award Bands (e.g., Gift Aid, Gifts & Loans, Institutional Unfunded)
- Financial Bands (e.g., RFC, Need, Unmet Need)
- Award Custom Cohort
- Aid Group (Full Pay, Need-Based, No-Need w/ Merit, Tuition Waiver, Athletic)

### Selected Delivered Reports

- Common Data Set Reports
- Yield by Scholarship Type
- Admission Yields by Financial Aid Award and EFC Bands
- Aid Awarded vs/ Available Pool

## Self-Service Access to Reliable Information

A common theme from higher education executives and department heads is that they cannot get easy access to student information. If they have access to information at all, it is often only possible by engaging 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.”

Blackboard Intelligence replaces your disparate (and often contradictory) reports, custom database queries and shadow systems with a complete, packaged analytics application. End users can now access and analyze information on their own in a self- service fashion that increases efficiency and agility to the constantly changing student and institutional demands.

Blackboard Intelligence empowers executives and department heads 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. 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 improved informational insight creates the foundation for a culture of strategic, data-driven decision making.

## Rapid Deployment

Blackboard Intelligence supports out-of- the-box integration with leading ERP systems (PeopleSoft, Banner, Colleague). Our pre-built data models allow us to stand up a robust dimensional data warehouse in weeks instead of years.

In addition, we have developed and utilize a proven implementation methodology. We deliver clear and structured documentation providing customers with visibility into the design and data customization process. We challenge you to find a solution that can be implemented and deployed as quickly and efficiently as Blackboard Intelligence.

## Customizable Data Definitions and Metrics

Like the Student Management module for Blackboard intelligence, the Financial aid extension uses centralized business logic to transform ERP data into actionable information, including a library of over 200 data dimensions, and over 250 performance metrics, pre-defined reports and dashboards. Our implementation experts walk you through a streamlined process for customizing select data definitions and metrics for your institution. Our data transformation process results in improved data integrity, consistency and accuracy and establishes a single version of the truth.

## Blackboard Intelligence

Blackboard Intelligence is a set of packaged data warehouse, analytics, and reporting applications including modules for Blackboard Learn (Analytics for Learn), Student Management, Finance, HR, and Advancement.

Blackboard Intelligence integrates with leading ERP systems, enabling institutions of higher education to stand up a robust dimensional data warehouse in a matter of months, not years. It improves institutional performance through increased information quality, productivity, insights and results.

**For more information, visit [blackboard.com/analytics](https://blackboard.com/analytics)**

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