

WHY SMART DATA IS BETTER THAN BIG DATA FOR YOUR INSTITUTION



collegiseducation.com

July 16, 2015



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conversation
on Twitter:
[#smartdata](https://twitter.com/collegis)

OUR SPEAKERS TODAY



JANYCE FADDEN
Executive in Residence
College of Business
University of North
Alabama
jfadden@una.edu



SUSAN HAMMERSTROM
Senior Vice President
Collegis Education
Susan.Hammerstrom@CollegisEducation.com



DAN ANTONSON
Senior Digital Analyst
Collegis Education
Dan.Antonson@CollegisEducation.com

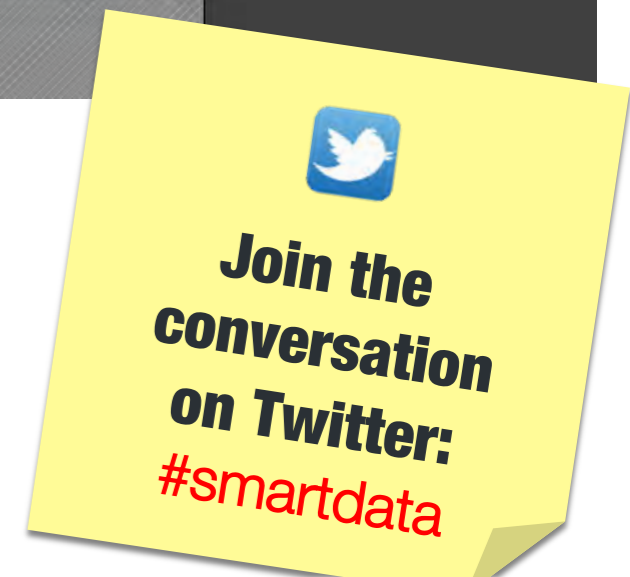


BEFORE WE BEGIN

- We are using Adobe Connect. Please enter questions in the text field at the bottom of the Q&A window.
- We are monitoring the discussion and will try to bring the Q&A comments into the conversation.
- We will not use the “raise your hand” feature.
- We are recording the webinar; the webinar archive and slides will be available later today.



The screenshot displays an Adobe Connect meeting window. The main content area shows a presentation slide with the following text: "WHY SMART DATA IS BETTER THAN BIG DATA FOR YOUR INSTITUTION". Below the slide is the Collegis Education logo and website address, "collegiseducation.com", along with the date "July 16, 2015". A yellow sticky note graphic in the bottom right of the slide area reads "Join the conversation on Twitter: #smartdata". On the right side of the meeting window, there is a "Q & A" panel. The top of this panel contains a captioning notice from KATHLENE COLLINS. Below the notice is a text input field for questions, which is circled in yellow. The "Q & A" label at the bottom of the panel is also circled in yellow.



COLLEGIS EDUCATION

WWW.COLLEGISEEDUCATION.COM

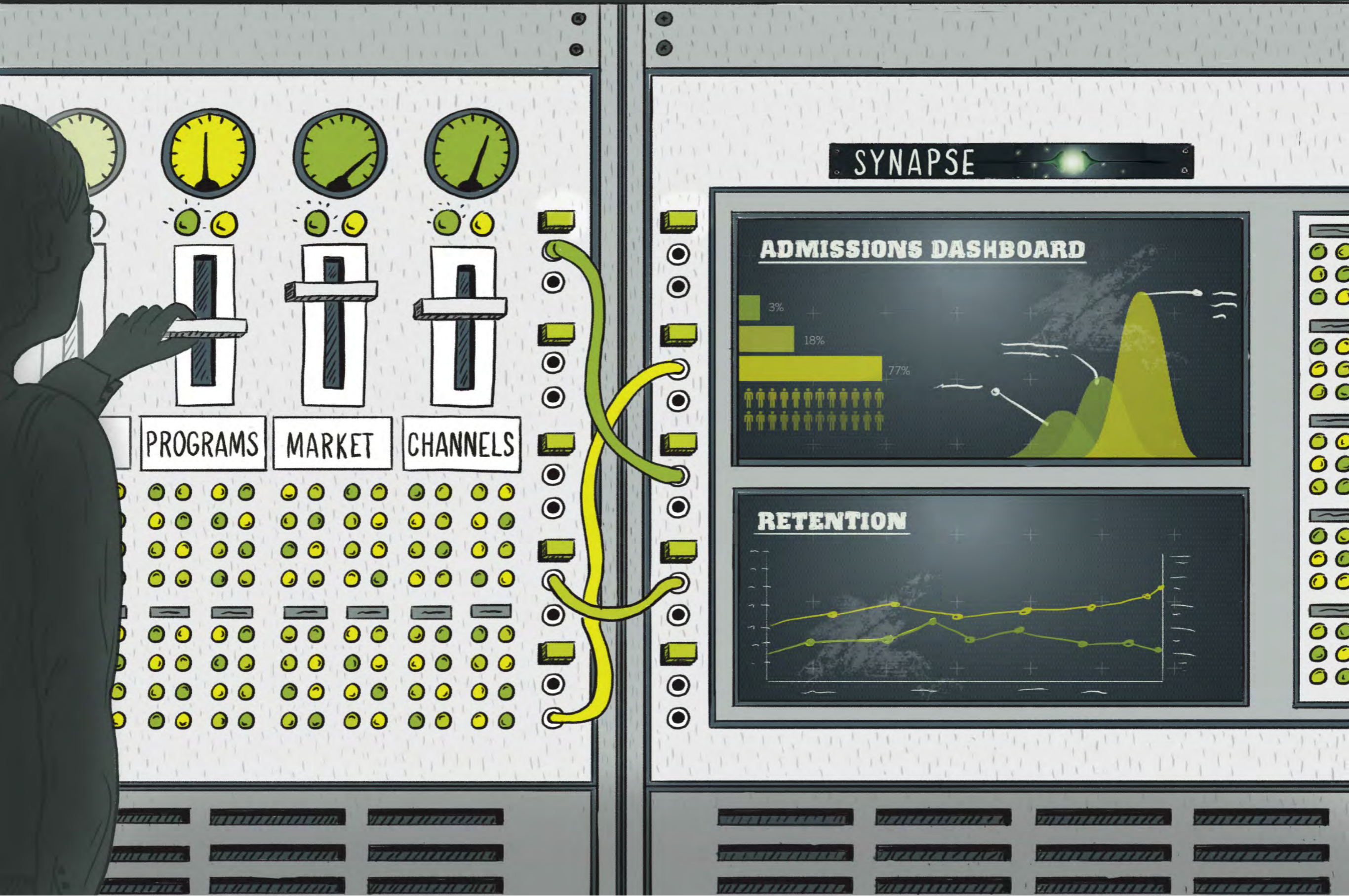
Where technology, data and experience converge.

Utilizing a digital-first approach and our higher education know-how, we help colleges and universities make smarter decisions based on data to maximize their enrollment investment.

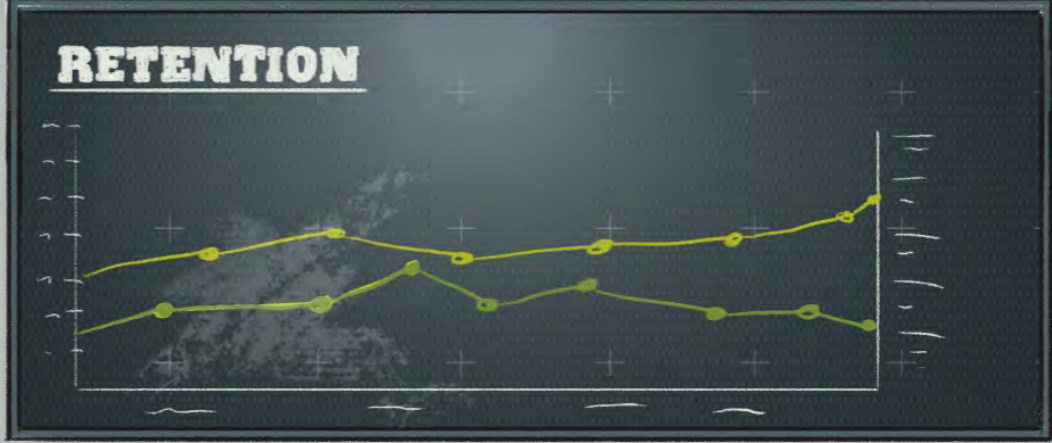
Our patent-pending Synapse platform connects valuable data across the student lifecycle to uncover actionable insights and strategies for growth.



DATA-DRIVEN ENROLLMENT SOLUTIONS



SYNAPSE



POLL QUESTION:

- **How would you categorize your institution's data environment?**
 - A. Data...what data? We know it is important, we just don't have any way of collecting it.
 - B. Data, yeah we collect it. But, our lack of systems make it difficult to use.
 - C. Data, we have it everywhere! But, we don't know what to do with it.
 - D. Data...we have it and we know how to use it.



IT'S A DATA-DRIVEN WORLD



40 ZETTABYTES

[43 TRILLION GIGABYTES]
of data will be created by 2020, an increase of 300 times from 2005



It's estimated that 2.5 QUINTILLION BYTES

[2.3 TRILLION GIGABYTES]
of data are created each day



Most companies in the U.S. have at least **100 TERABYTES** [100,000 GIGABYTES] of data stored

The FOUR V's of Big Data

From traffic patterns and music downloads to web history and medical records, data is recorded, stored, and analyzed to enable the technology and services that the world relies on every day. But what exactly is big data, and how can these massive amounts of data be used?

As a leader in the sector, IBM data scientists break big data into four dimensions: **Volume, Velocity, Variety and Veracity**

Depending on the industry and organization, big data encompasses information from multiple internal and external sources such as transactions, social media, enterprise content, sensors and mobile devices. Companies can leverage data to adapt their products and services to better meet customer needs, optimize operations and infrastructure, and find new sources of revenue.

By 2015 **4.4 MILLION IT JOBS** will be created globally to support big data, with 1.9 million in the United States



As of 2011, the global size of data in healthcare was estimated to be

150 EXABYTES
[161 BILLION GIGABYTES]



30 BILLION PIECES OF CONTENT are shared on Facebook every month



By 2014, it's anticipated there will be **420 MILLION WEARABLE, WIRELESS HEALTH MONITORS**

4 BILLION+ HOURS OF VIDEO are watched on YouTube each month



400 MILLION TWEETS are sent per day by about 200 million monthly active users

Variety

DIFFERENT FORMS OF DATA



The New York Stock Exchange captures **1 TB OF TRADE INFORMATION** during each trading session



By 2016, it is projected there will be

18.9 BILLION NETWORK CONNECTIONS

— almost 2.5 connections per person on earth



Velocity

ANALYSIS OF STREAMING DATA



Modern cars have close to **100 SENSORS** that monitor items such as fuel level and tire pressure

1 IN 3 BUSINESS LEADERS don't trust the information they use to make decisions

27% OF RESPONDENTS

in one survey were unsure of how much of their data was inaccurate



Poor data quality costs the US economy around **\$3.1 TRILLION A YEAR**



Veracity

UNCERTAINTY OF DATA

Sources: McKinsey Global Institute, Twitter, Cisco, Gartner, EMC, SAS, IBM, MEPEEC, QAS

Source: [IBM Big Data & Analytics Hub](#)



DATA PLAYS A BIG ROLE IN OUR DAILY LIVES

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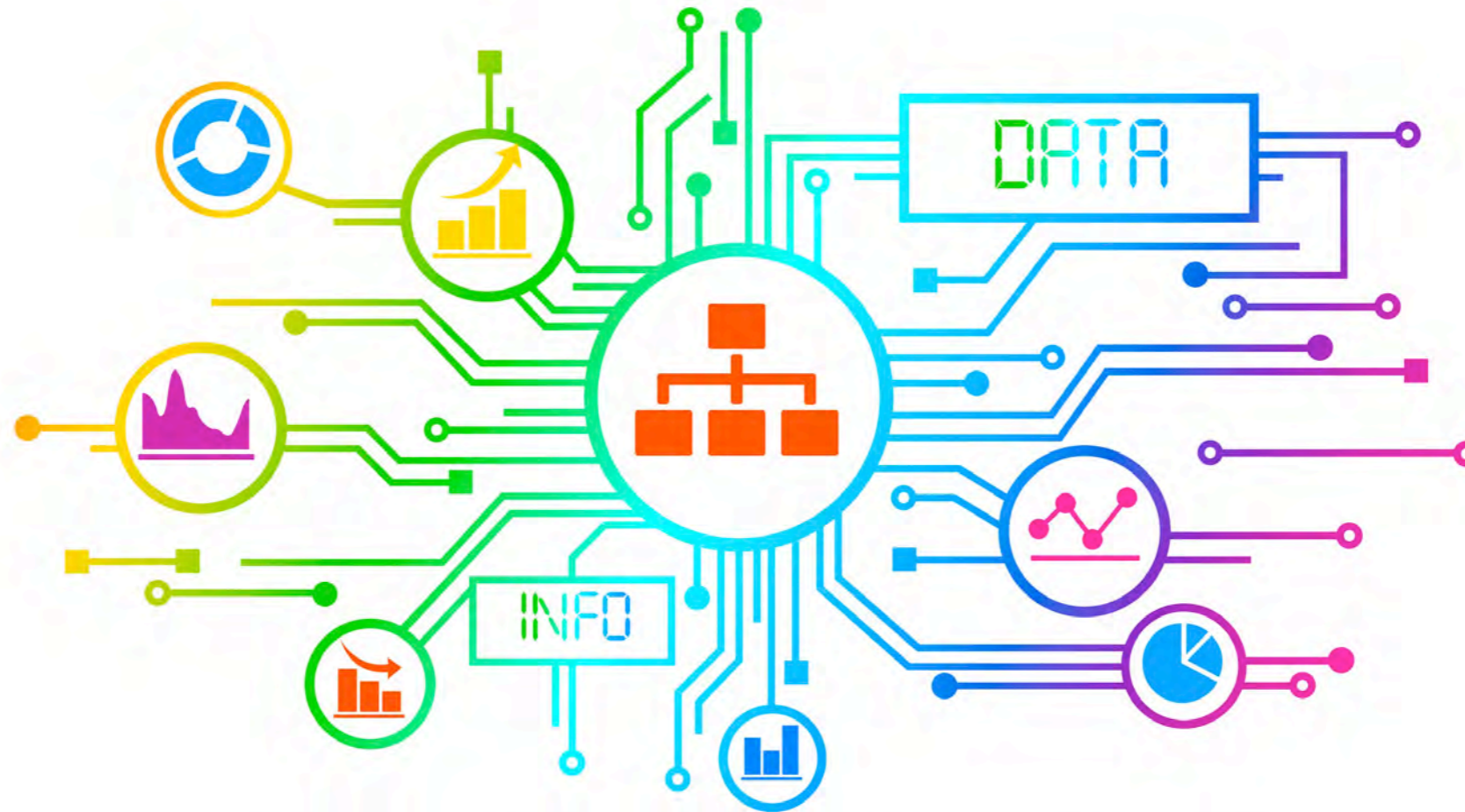


TARGET

NETFLIX



WE BELIEVE DATA DOES NOT HAVE TO BE DAUNTING



DATA ANSWERS YOUR QUESTIONS & HELPS YOU IDENTIFY NEW ONES



WATCH OUT FOR DUMB DATA



WE NEED TO GET SMART DATA

1. Easy to find and use
2. Helps you make better, more informed decisions
3. Identify and respond quickly to emerging trends



SMART DATA IN ACTION



SMART DATA #1: ENGAGEMENT RATE TELLS A BIG STORY



Engage students in a conversation.

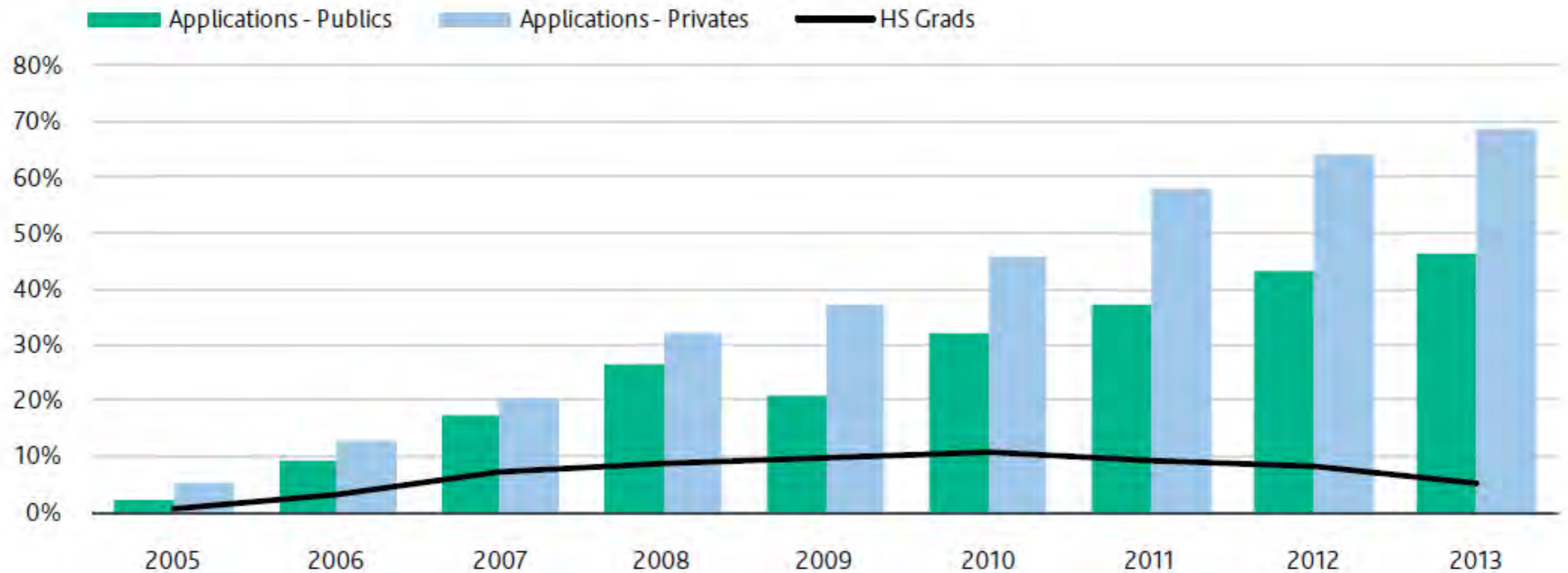


STUDENTS ARE APPLYING TO MORE AND MORE INSTITUTIONS

EXHIBIT 1

New Applications Far Outpace New Students

Cumulative % Growth in Applications versus Cumulative % Growth in High School Graduates



Source: Moody's Investors Service; Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates*



**SO, WHAT DOES THIS MEAN FOR
YOUR INSTITUTION?**



QUICK ENGAGEMENT MATTERS...

In an annual review of 30,000+ prospective student inquiries, we found:

24% *for inquiries contacted within the 24 hours*
enrollment rate

4% *for inquiries contacted after 24 hours*
enrollment rate



SMART DATA #2: DATA TO DRIVE PROCESS IMPROVEMENT— UNIVERSITY OF NORTH ALABAMA CASE STUDY

Janyce Fadden,
Executive in Residence, University of North Alabama



POLL QUESTION:

How streamlined is your application and enrollment experience for students?

- A. We're all about the student — it's a quick and simple self-service process.
- B. Our experience is pretty good — it's relatively short with a few documents and steps.
- C. We have room to improve — our process is not overly complicated but it's long with lots of steps and documents.
- D. Our process is a beast — multiple steps and documents, significant wait times, and cumbersome systems.



THE OPPORTUNITY

- The University of North Alabama MBA program identified an opportunity to differentiate by improving the recruiting and admissions process
- **The Goal:** Create an efficient, student-centered process inspired by the Amazon customer service model by utilizing data to find opportunity areas for improvement





“In America today we have good working people working in poor processes. What we want is good people working in great processes.”

Michael Hammer

One of the founders of the management theory of Business Process Reengineering



THE VALUE STREAM PROCESS

- Defines value from the **customer's perspective**
- All of the actions and tasks, both **value added and non-value added or waste**, required to bring an item (an idea, information, product or service) from its inception through delivery
- These include actions to process **information** the customer and **actions** to transform the product/service on its way to the customer



FINDINGS AND ACTIONS

INITIAL FINDINGS

- No map of the current state process
- Did not utilize an enrollment funnel to define and track prospective students by stage
- Lack of measurement tools
- Inability to forecast
- Measurements were only defined by outcomes

PROCESS IMPROVEMENTS

- Developed a VSM map
- Regular VSM meetings to assess data results and seek areas to improve
- Weekly production meetings to assess workload and set goals
- Implemented a Customer Relationship Platform (CRM) to capture actions and control relationship
- Expand data captured during process to continue learning and find new opportunities

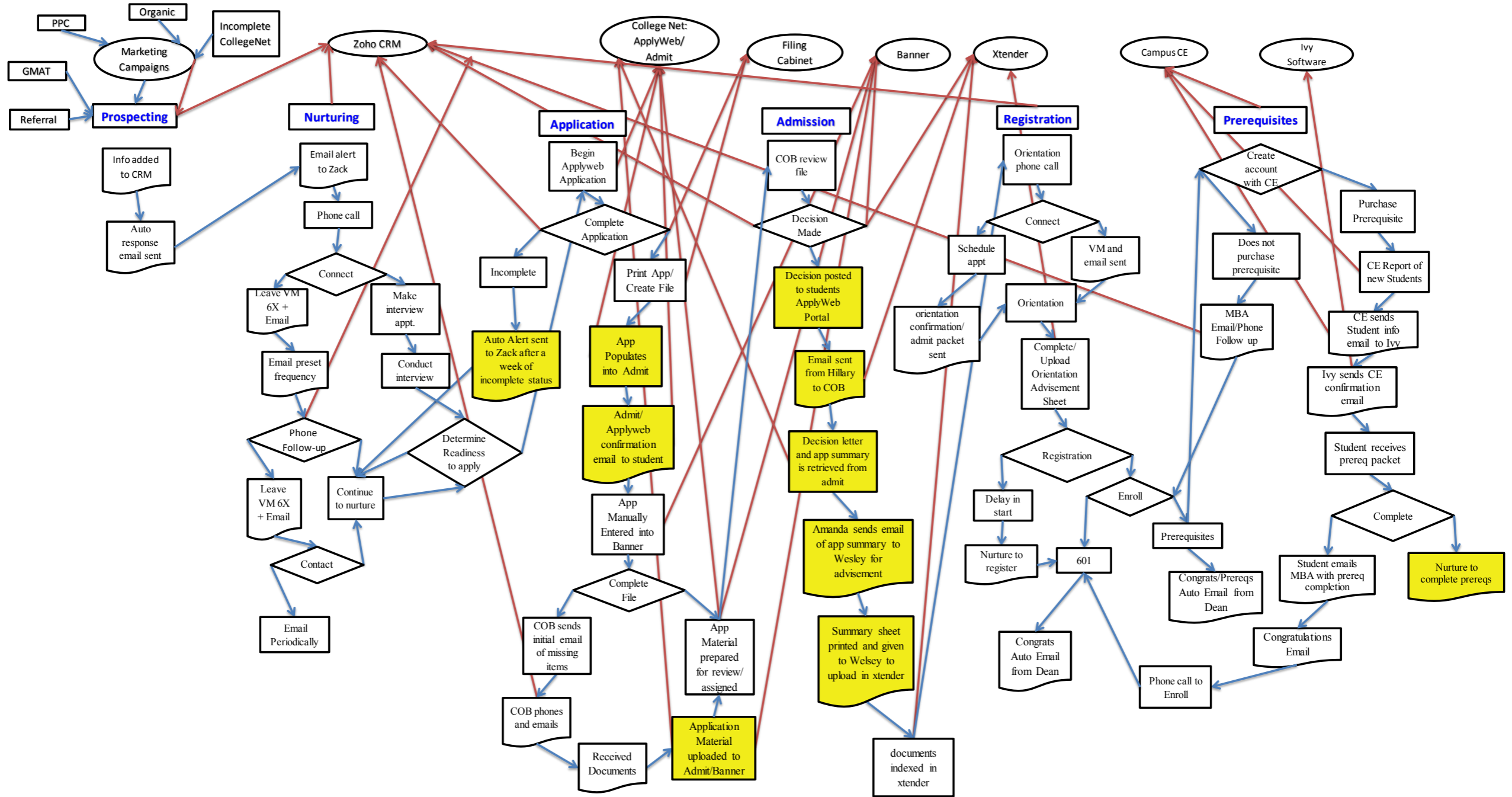


SMART DATA AT UNA

- Throughout the process, we capture data points to help answer key questions and unlock new opportunities for improvement. These include:
 - **Enrollment Stages:** Gain a view into where prospects are in the funnel to better forecast new enrollments and create benchmarks. Enrollment stages include:
 - Prospecting
 - Nurturing
 - Application
 - Admission
 - Registration
 - **Process Cycle Efficiency:** Track time between each enrollment stage to gain visibility to wait times in the process
 - **Academic Background:** Capture student's undergraduate degree (business vs. non-business) and institution to understand steps needed to enroll and better forecast future results



THE IMPROVED PROCESS



SMALL CHANGES HAVE LED TO SIGNIFICANT IMPROVEMENTS

- MBA new enrollments at or above prior year over the past three semesters
- Pipeline analysis determines historical yield and allows for more accurate forecasting and planning
- Clear visibility to the MBA enrollment process and the ability to use to data to pinpoint future opportunities for improvement
- Incremental gains in process efficiency times but utilization of data has allowed for a clearer understanding of the future opportunity areas



SMART DATA #3: SMART DATA IS HAVING THE RIGHT DATA

Dan Antonson,
Senior Digital Analyst, Collegis Education



IDENTIFYING IF YOU HAVE THE RIGHT DATA...

Segment	Traffic
PPC Traffic	60,000
Organic Traffic	150,000
Direct Traffic	85,000



IDENTIFYING IF YOU HAVE THE RIGHT DATA...

Segment	Traffic
PPC Traffic	60,000
Organic Traffic	150,000
Direct Traffic	85,000
Homepage	225,000
Program Pages	50,000
Admissions Pages	10,000
Campus Pages	15,000



IDENTIFYING IF YOU HAVE THE RIGHT DATA...

Segment	Traffic	Goal Completions
PPC Traffic	60,000	3,600
Organic Traffic	150,000	6,000
Direct Traffic	85,000	2,550
Homepage	225,000	2,250
Program Pages	50,000	3,000
Admissions Pages	10,000	1,000
Campus Pages	15,000	750



IDENTIFYING IF YOU HAVE THE RIGHT DATA...

Segment	Traffic	CR(%)	Goal Completions
PPC Traffic	60,000	6%	3,600
Organic Traffic	150,000	4%	6,000
Direct Traffic	85,000	3%	2,550
Homepage	225,000	1%	2,250
Program Pages	50,000	6%	3,000
Admissions Pages	10,000	10%	1,000
Campus Pages	15,000	5%	750



**SMART DATA IS BEING ABLE TO
ANSWER THE RIGHT QUESTIONS**





***Conversion testing allows us to ask:
"Does this version work better than what is on our
current website?"***



84.5%

THE RESULTS

For one of our partner institutions, some simple changes to the Request for Information form resulted in 380 additional form submissions per month



SMART DATA IS CONNECTING THE RIGHT DATA



SOLICIT FEEDBACK FROM YOUR STUDENTS

We'd Love Your Feedback

Hi Josh,

Thank you for confirming your schedule for the new quarter. As you continue your education at _____ we would love to hear your feedback. How are things going? Please take a moment to rate your student experience (on a scale of 1-10).

1 2 3 4 5 6 7 8 9 10

Your rating will be kept confidential and will not be shared with faculty or staff unless you request a follow-up.

[PRIVACY POLICY](#)

We're Sorry

Thank you for your participation. We're sorry you have had a poor experience at _____.

Please share your concerns and, if you prefer, we will follow up with you to help address your feedback and improve your experience.

Your rating will be kept confidential and will not be shared with faculty or staff unless you request a follow-up.

My feedback is primarily related to:

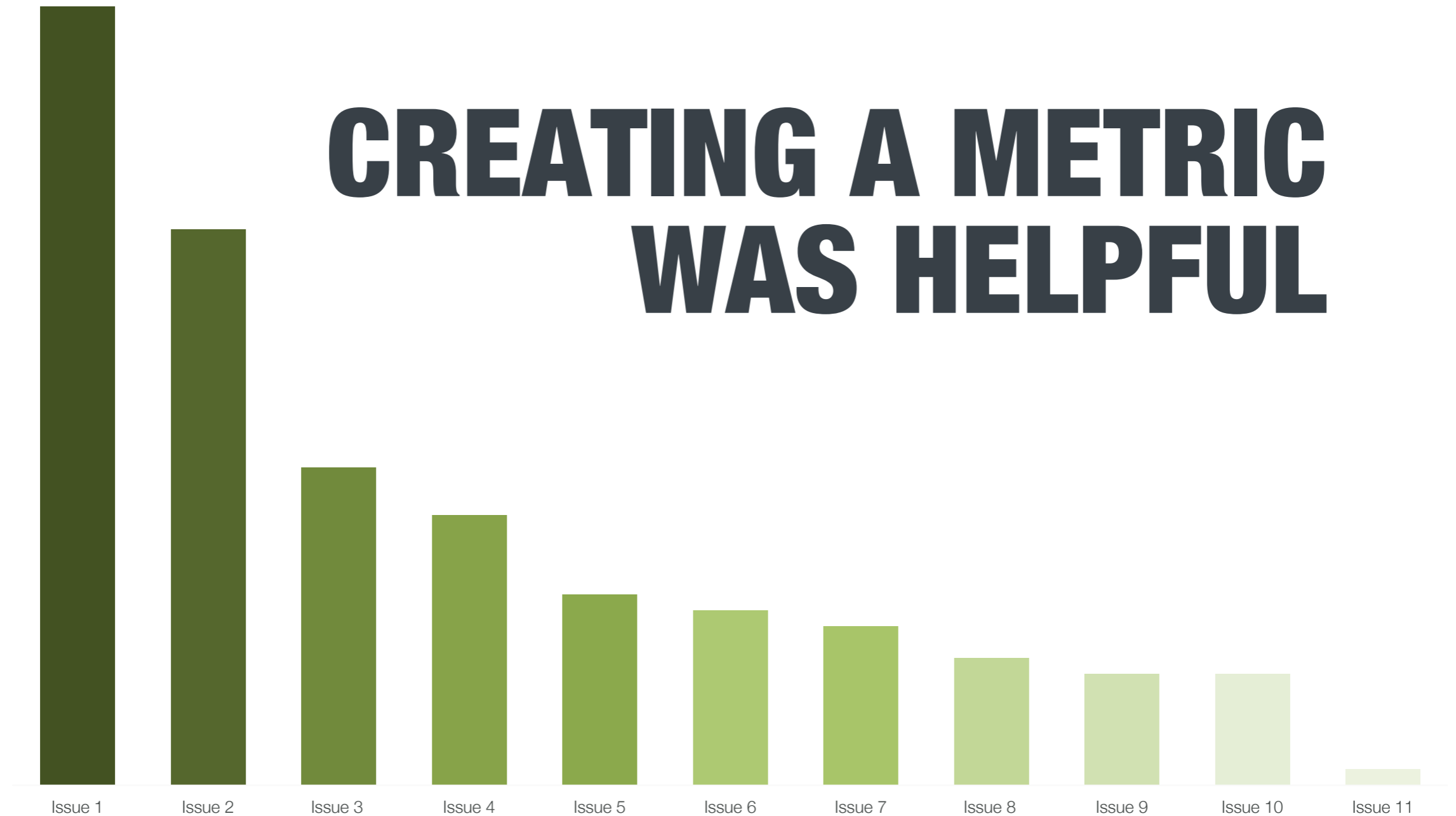
General Concerns

Contact me regarding my concerns.

SUBMIT MY FEEDBACK



CREATING A METRIC WAS HELPFUL



Issues Reported by Students



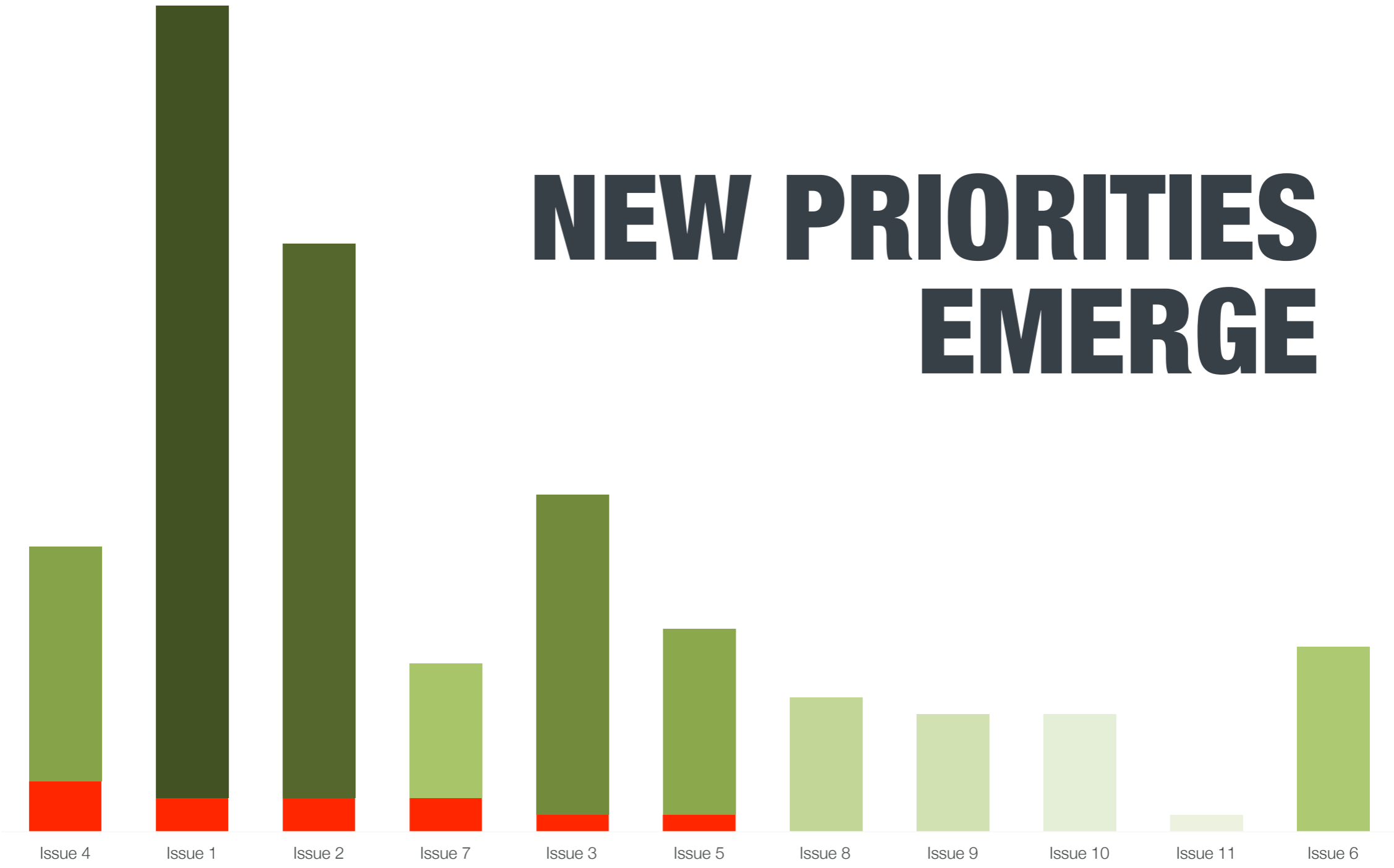
OPPORTUNITIES TO IMPROVE LOOK DIFFERENT



Issues Reported by Students with Drops



NEW PRIORITIES EMERGE



Issues Reported by Students with Drops



IN SUMMARY



RECAP: 3 PLACES WHERE SMART DATA SHOULD DRIVE DECISIONS

Engagement

Understand how quickly your team engages with prospective students.

Implement tools and technology to respond quicker to student inquiries.

Process

Map your current processes to identify opportunities to improve.

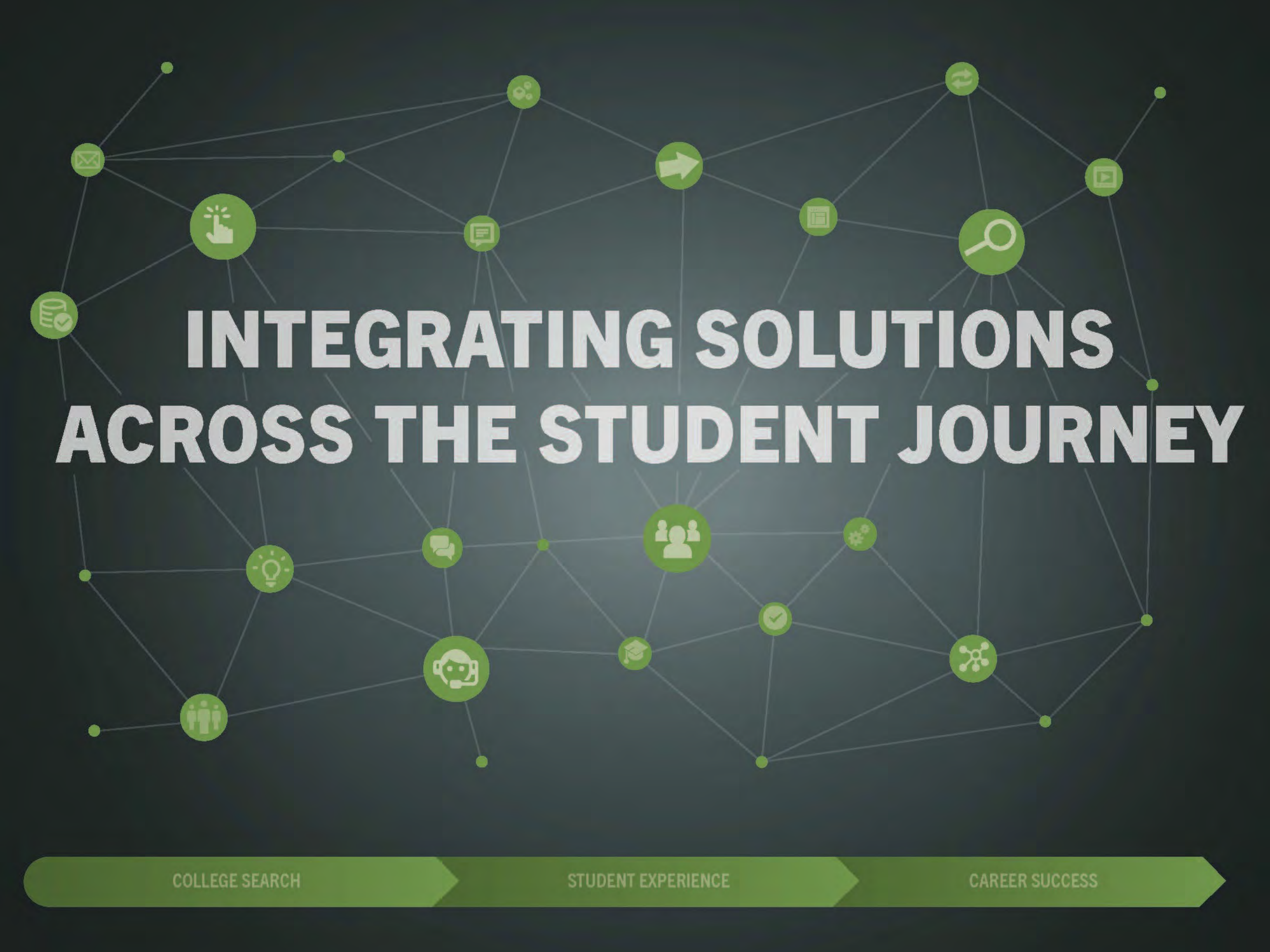
Use data to discover additional opportunity areas.

Identification

Find the right data in order to answer the right questions.

As your institution becomes more data-driven, there is a significant opportunity to connect your data sources to answer even more impactful questions.





INTEGRATING SOLUTIONS ACROSS THE STUDENT JOURNEY

COLLEGE SEARCH

STUDENT EXPERIENCE

CAREER SUCCESS

REFERENCES & RESOURCES

- To learn more about Collegis Education, please visit CollegisEducation.com or check out the links below to see how we partner with institutions and leverage data to drive results.
- **Improving conversions through forward-thinking testing.** Read how we worked with one institution to maximize existing website traffic and generate new enrollments through sophisticated Conversion Rate Optimization (CRO) testing.
- **Using automation to improve student retention and outreach efforts.** A first-hand account of how automated retention, leveraging real-time analytics, improved a school's student persistence rates and optimized communication outreach.
- **Increasing prospect engagement by bridging the communication divide.** See how our strategic partnership helped development of a campaign to increase quality contacts between prospective students and admissions.



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