




# TOGETHER WE SOLVE A TRANSFORMATIVE ERA FOR HIGHER EDUCATION

## 6 ways analytics will empower higher education to optimize the recovery from COVID-19



The disruption caused by the COVID-19 outbreak is rippling across Higher Education in ways never seen before. Short-term, the most pressing challenge has been the mass transition to online learning environments. In order to scale this transition, colleges and universities need to provision and expand their IT environments, learning management platforms, mobile capabilities, and unified communication systems at a speed and scale never seen before. Organizations now have an influx of new and expanded sources of data and will need to create insight into what is happening in a distributed learning environment.

Going beyond the academic disruption, college and universities are going to face challenges regarding retaining existing students, recruiting new students, and maintaining a sound financial footing. These challenges and others exist in normal times, but with the COVID-19 outbreak and the forthcoming recovery period, colleges and universities will need to be ready with deeper levels of actionable insight.

### SELF-SERVICE ANALYTICS TO EMPOWER AND ACCELERATE RESPONSE + RECOVERY

## 1 DISRUPT THE DISRUPTION IN ADMISSIONS AND RECRUITING WITH ADVANCED ANALYTICS

Leverage advanced analytics to transform admissions and student retention processes to account for disruption in core academic systems, travel restraints, and financial disruption with the ability to leverage new and varied sources of data.

### ACTIONABLE INSIGHTS TO ACCELERATE ADMISSIONS AND STUDENT RETENTION:

The University of Dayton is leveraging data from multiple sources to transform their admissions marketing and student retention capability. →

## 2 ELEVATE STUDENT AND FACULTY ENGAGEMENT WITH ONLINE PLATFORMS, CONTENT, AND TOOLS TO MITIGATE THE RISKS FOR ATTRITION WITH SELF SERVICE ANALYTICS

In this disrupted environment, students and faculty are being asked to learn and teach in a new environment. How do you manage the risks of attrition? Alteryx has worked with many organizations to develop workflows and dashboards that track and predict key indicators such as engagement, satisfaction levels, and attrition based on various environmental factors.

### PREDICTING WHERE THE RISKS ARE:

With data being leveraged from multiple sources, organizations like Rutgers University have been able to deploy advanced analytics, including predictive analytics, to identify risk factors for attrition. →

## 3 NAVIGATE THE DISRUPTED FINANCIAL LANDSCAPE WITH ACTIONABLE AND PREDICTIVE INSIGHTS

Managing the disruption in the financial operations of colleges and universities across the globe will be a profound challenge. Lost revenue from tuition, room and board, and sports programs, not to mention reduced fundraising, are going to play havoc on higher ed finances.

### A STRONG ANALYTICS CAPABILITY TO EMPOWER RECOVERY::

Alteryx and our partners have helped higher ed Institutions tackle some of their most pressing issues around managing net tuition revenue, fundraising, and finances. Learn more about predictive [business management](#) and [enrollment management](#).



## 4 PROACTIVELY MANAGE THE HEALTH, SAFETY AND STRESS LEVELS OF FACULTY AND STAFF WITH HUMAN CAPITAL MANAGEMENT ANALYTICS

Higher Education employees will be stressed and overworked trying to meet the demands triggered by disruption. Protecting them from stress and burnout will be key to success and the retention of your most valuable resources.

### ADVANCED ANALYTICS FOR HUMAN CAPITAL MANAGEMENT:

Intermountain Medical Group and Select Health with 22 hospitals, a broad range of clinics and services, 1,400 employed primary care and secondary care physicians and 30,00 employees at more than 185 clinics across the system created a Workforce Optimization Dashboard to track over 100 HR-related metrics that could be used to better to attract, engage, and retain employees at all levels of the organization. →

## 5 UNIFY COMMUNICATION AND RESPONSE AND OUTPUT ANALYTICS TO MULTIPLE REPORTING AND VISUALIZATION FORMATS

The ability to communicate and share actionable insight order to optimize enterprise-wide coordination and response is going to be critical to COVID-19 response and recovery. Every college or university will need the ability share insights derived from multiple sources and out to a variety of reporting and visualization platforms (e.g. Tableau).

### ANALYTICS SOLUTION TO IMPROVE COLLABORATION:

The Fifth Judicial Court in PA was able to share data and insight with multiple departments and agencies within their jurisdiction. With Alteryx, all these agencies are able to consume, parse, and analyze data elements from multiple different systems and export into multiple format and platforms depending on the need. →

## 6 MOVING TO ONLINE ACADEMICS AT SCALE WILL REQUIRE A DIGITAL TRANSFORMATION EMPOWERED BY ANALYTICS

The majority of undergraduates and academic faculty members have limited to no experience in using and leveraging online learning environments. Higher Ed IT departments and academic departments are being challenged to set, deploy, and manage massive online academic capabilities. This creates analytics pressure by needing to measure a multiple of KPIs coming from many new and expanded data sources.

### ACCELERATING DIGITAL TRANSFORMATION WITH ADVANCED ANALYTICS:

The Hong Kong Polytechnic University (PolyU) is evolving to a full university and changing its culture and administrative processes. PolyU needed a robust self-service data processing and analytics solution that wasn't reliant on highly technical and error-prone configurations. To reduce friction, streamline and elevate their analytics capability, PolyU turned to Alteryx with its intuitive user interface with simple drag-and-drop functionality, plus on-demand online training and support resources. →



### LEARN MORE

Learn more at [alteryx.com/solutions/industry/higher-education](https://alteryx.com/solutions/industry/higher-education)



### LET'S SOLVE TOGETHER

Higher education challenges are unprecedented, but not insurmountable. Start solving with Alteryx, free for one month.