



IBM Student Relationship Management

Increasing student success rates through creating individual and tailored learning experiences

Highlights:

- IBM predictive analytics looks at the mix of very different metrics on students and from this data can predict to 80 percent accuracy their potential for failure or success
- By analysing Facebook and social media Seton Hall University increased conversion of new students by 18 percent increase in admissions, a 25 percent increase in tuition deposit and resulting in an additional \$29m in revenue
- Through this innovation, Hamilton County Schools achieved the best 'No Child Left Behind' results in its history, reducing its annual dropout rate by 25 percent and an eight percent increase in success rates
- Integrate profiles, analytics and tools to increase targeting and messaging and maximise ROI of marketing activity and increase the quantity and quality of admissions across the institute, especially in a competitive market

Student Relationship Management (SRM) is one of the solutions that, along with Classroom in the Cloud, form the Exceptional Student Experience pillar in the IBM Smarter Educational Framework.

Students are demanding a tailored learning journey in an education market that is more commercialised than ever. Institutions need to become more efficient, provide a better quality service to deliver exceptional student experience and to remain competitive.

Student Relationship Management

When data is scattered across an institution, in different departments and with various file formats, maximising the information available and gaining insights can be near to impossible.

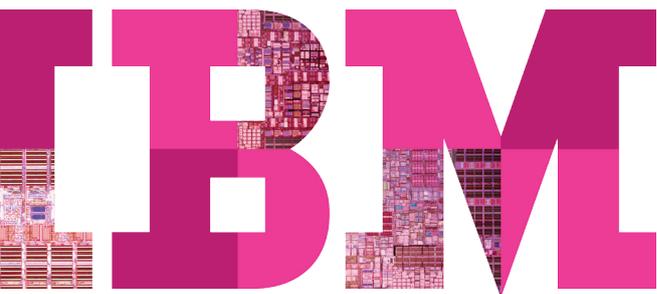
Student Relationship Management is about proactive management as it brings together different elements of data from various sources to create a single, holistic view of each student across departments, student services and independent systems such as finance and accommodation. It is designed to impact on every connection in the student lifecycle and seamlessly integrates with an institute's current projects and systems, avoiding duplication and ensuring a fluid, step-change in student management.

Smarter student management is predictive analytics that look at the mix of very different metrics on students and from this data can predict with confidence their potential for failure or success, enabling action to bring proactive support to the learner and reduce attrition.

Attract, retain, maintain

It is vital to attract the right students into the institute, retain and support them during their studies, and maintain their advocacy after course completion. IBM's SRM solution automates information, enabling institutes to create personalised student communication at every touch-point and at every stage of the student experience. It uses next generation predictive analytics to support student success and give education leaders the right insight, at the right time, to make solid decisions.

Attract: By deploying powerful social analytics, an institute can rapidly improve marketing efficiency through highly personalised, targeted and relevant messages and media including email, advertising, search, website navigation, mobile and social media.



For example, a prospective student may visit the institution website looking at the history undergraduate course, rugby team and student accommodation facilities. When they next visit, the homepage will reflect their interests and provide opportunities to explore these in more detail or to talk directly with the course lecturer or the rugby captain to gain true insight and answer their individual questions. It creates a highly individual and tailored journey into the institution.

This is achieved through accurate profiling of desired candidates and sophisticated web behaviour analytics, not only raising brand awareness but also, perhaps more significantly, increasing admission conversion success rates.

Using this solution to analyse Facebook and social media Seton Hall University increased conversion of new students in admissions by 18 percent, resulting in an additional \$29m in revenue, a 25 percent increase in tuition deposits and improved agility in marketing and enrolment forecasts.¹

Sustain: By using next generation predictive analytics and through in-depth analysis of both internal and geo-demographical data, institutes can better predict and target at-risk students and significantly reduce the potential for dropout or failure. Maximising support service resources and allocating them proactively to the students who need their guidance most. In addition, this analysis and forecasting can be used to optimise course popularity, costing and viability, in order to strengthen strategic planning.

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Retain: Automating alumni relationships with predictive profiling and building social collaboration tools can deliver highly relevant communications and create a rich community. These better facilitate mentoring and coaching to current students and provide an eco-system of transferred learning and more proactive links with industry. This is SRM in its purest form – analysing which alumni are more likely to be involved or engaged, and finding the mutually beneficial trigger points to form an on-going relationship.

This is of particular importance with institutes under increasing pressure to make courses and learning more real-world and work-based related.

Why IBM?

Having a global partner like IBM can bring significant benefits as they tap into its global reach and 100 years of experience in making the world work better through the use of technology. With a depth of knowledge and experience in real-world education and government projects, IBM is committed to creative research collaboration with education communities worldwide through lifelong learning and alignment to economic development and education goals.



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1. IBM case study "Seton Hall University: Social media marketing analytics helps engage incoming prospects and increase enrollment yield", June 2011
2. IBM case study "Hamilton County Department of Education: Improving student performance and school effectiveness with predictive analytics", May 2010



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