

## Higher Education Experts

**Higher education demands that consultants know the education space and academic pedagogy as well as bringing higher education specific business and technology solutions.**

Dayhuff Group provides experienced higher education resources that have a focus on student success, financial feasibility, and best-of-breed technologies. Dayhuff Group delivers proven value to our clients and provides thought leadership within the higher education.

## Education Skills Summary

### Industry Experience

Ball State University, North Ridgeville City Schools, Summit County Children's Services and Cuyahoga Community College.

### Industry Experienced Resources

Our subject matter experts and strategists average more than 7 years in higher education including institutional research, accreditation, program review and AQPQ.

### Broad Capabilities

Dayhuff Group has significant experience from enrollment management to financial aid leveraging to student outcomes success.

### Return on Investment

Provide rapid time to value with 90-day wins synchronized with class terms.

### Outcome-Centric vs. Technology-Centric

Deliver solutions based on business and student outcome challenges; not just "cool technologies."

### Higher Education Specific Solutions

- ▶ Enrollment management dashboards
- ▶ Financial aid leveraging models and forecast dashboards
- ▶ Student retention, persistence and success reports and dashboards
- ▶ Faculty-Student advocate reports
- ▶ Program and economic impact analytical tools
- ▶ Grade distribution analysis
- ▶ Faculty and staff retirement projections
- ▶ Accreditation and AQPQ analytical support
- ▶ Voter registration integration
- ▶ Marketing and levy campaign analytical support
- ▶ Strategic plan support and enrollment projections

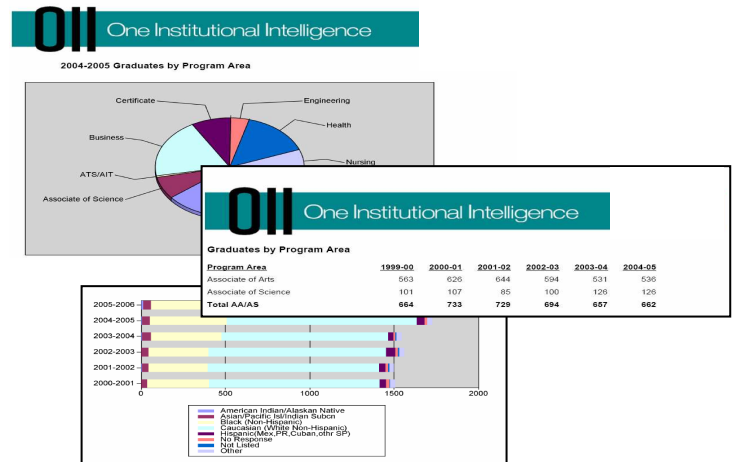
## Example Case Study

### Challenge

This College needed an analytical environment to support Institutional Research, Financial & Business Services, Enrollment Management and the Academic Departments. The solution needed to collect data from the College's main student registration system, derive time sensitive new data, and manage enrollment as well as track student success.

### Solution

- ▶ Data integrated web-based application
- ▶ Heavily dashboard driven
- ▶ Automatically derive student persistence data like new, continuing and returning student status
- ▶ Demographic and academic performance segmentation



## Applying BI to Higher Education

Dayhuff Group must respond to the key initiatives of higher education by providing high-value, rapid-return strategic solutions that directly address the institution’s challenge. These solutions require a comprehensive application of technologies to achieve superior process understanding and student outcome performance. Our formula for success is to combine the institution’s heartbeat for research with world class tools to achieve higher education focused business intelligence called “Institutional Intelligence”.



*What is it?*

*How does it work?*

*Will it meet our needs?*

- ▶ **A campus-wide BI environment**
- ▶ **Built on world class BI tools**
- ▶ **Governed by an established council**
- ▶ **Multiple Data Subject Matter**
  - Student
  - Credit and non-credit course and section
  - Faculty
  - Human Resources
  - Financial aid offers and acceptances
  - Financial and Business Services
- ▶ **Proactive Analysis**
  - Admissions headcount
  - Enrollment management in FTE, credit hours, tuition dollars, subsidy dollars and headcount
  - Persistence and retention
  - Student success measures
  - Completions

### Data Subject Matter

- ▶ Institutional intelligence solutions combine data from admissions to financial aid usage and faculty load analysis to student outcomes.
- ▶ Voter registration, job market and consumer information can be included.
- ▶ Federal IPEDS, State and grant-writing requirements are also options.

Student Transactional System				
Student	Employee	Financial	Grant	Alumni
<ul style="list-style-type: none"> <li>• Prospects and Admissions</li> <li>• Student Course Registration</li> <li>• Prospect Financial Aid</li> <li>• Student Financial Aid</li> <li>• Completions and Degrees</li> </ul>	<ul style="list-style-type: none"> <li>• Employee Foundation</li> <li>• Employee Application</li> <li>• Employee Degree</li> <li>• Employee Position</li> </ul>	<ul style="list-style-type: none"> <li>• General Ledger</li> <li>• Accounts Receivable</li> <li>• Budget Ledger</li> </ul>	<ul style="list-style-type: none"> <li>• Grant Management</li> <li>• Restricted Funds</li> </ul>	<ul style="list-style-type: none"> <li>• Gifts and Donations</li> </ul>
External			Higher Ed Compliance	
Voter	Marketing	Economy		
<ul style="list-style-type: none"> <li>• Registration Trends</li> <li>• Voter volume</li> </ul>	<ul style="list-style-type: none"> <li>• Database America</li> <li>• Social Profiles</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer Price Index</li> <li>• Job Market</li> </ul>	<ul style="list-style-type: none"> <li>• Federal IPEDS</li> <li>• Ohio HEI</li> <li>• Other state reporting</li> <li>• Others</li> </ul>	