Qlik Q

Analytics for Higher Education

Data discovery improves student engagement

Higher education institutions have a challenging charter. Meet their mission by improving student performance and teacher and curriculum effectiveness; closing achievement gaps; and eliminating chronic low performance. Simultaneously they must improve profitability around recruitment, better target fundraising efforts and reduce operating costs. Qlik can help accomplish these seemingly conflicting agendas.

Student Recruitment

With increased competition, applications and inquiries flowing in from a variety of sources, and the need to analyze marketing effectiveness and sentiment, student recruitment has never been more challenging. The ability to accurately measure the effectiveness of recruitment fairs, advertising, digital marketing and other promotional tools is critical to ensuring effective future investment.

Qlik helps target and streamline recruitment efforts to attract the right applicants, which increases student retention levels while reducing faculty turnover and hiring costs. Qlik empowers colleges and universities to:

- Map applications to zip code to spot geographic trends
- Increase ROI on student recruitment activity
- Monitor faculty and department performance related to recruitment
- Increase efficiency and decrease application-related processing costs
- Improve rate of conversion from offer to enrollment

Student Analysis

Institutions must understand the student body, and take appropriate action to keep students engaged. An increase in student numbers has been matched by an expansion in study programs, modules, levels of entry, and sources of student applications. This information comes from disparate sources in different formats and must be collated accurately to give an up-to-date view of the student population and permit effective strategic planning.

Qlik® unlocks the power of information

Find your "aha" moment

Uncover hidden insights or anomalies by viewing all your data. You'll be able to see and explore not only what data is associated to your selected query, but also what's unrelated, which can provide unexpected insights.

Search data like you do the web

Searching the web is easy. Why should your data be any different? Find what you're looking for quickly, so you can move on to the next question.

Be empowered, everywhere

Don't wait to get to the office. Get answers to your questions anywhere, on any device, with an intuitive interface designed for mobility.

Share your story

Save time and keep your presentations on track. Create and publish findings in one place, so you can shift seamlessly from discovery mode to presentation mode and back.

Receive answers immediately

Get up and running in a matter of days, not months. 44% of Qlik® customers are live within a month; 77% are live in fewer than 3 months.

Minimize purchasing headaches

Software buying should be easy. We work with you throughout the procurement process, offering flexible and scalable license models to deliver outstanding performance and low TCO to user communities consisting of 1 to 50,000+ people.

Qlik empowers users to make faster and better informed decisions by allowing them to:

- Create one view of student records, marketing and finance data
- Obtain an accurate record of the student population at any given point in time
- Analyze student populations by age, gender, nationality, ethnicity, course, performance, etc.
- Spot correlations between student attendance, extracurricular activities, and performance
- Predict future enrollment levels to inform workforce and succession planning

Student Retention

The U.S. Department of Education recently stated that almost 41 percent of students who begin college won't finish. And according to a recent study by the National Student Clearinghouse Research Center, 37.2 percent of students transfer at least once. When a student leaves, institutions lose more than just tuition—they also lose additional fees and future alumni contributions.

A comprehensive approach to student success increases retention rates. Analytics provides an accurate, up-to-date view of student population data, identifies areas of risk, and helps create individual student records and curriculum pathway models.

Qlik improves student retention by empowering users to make faster and better informed decisions, allowing them to:

- Create benchmarks on intake, enrollment, diplomas, drop-outs, performance and study duration
- Incorporate demographic characteristics into benchmarking for comparisons with other institutions' KPIs
- Improve student retention strategies through proactive analysis of workforce planning and effectiveness

About Qlik®

Qlik® is a leader in data discovery, delivering intuitive solutions for self-service data visualization and guided analytics. Qlik® empowers the organization with a flexible analytics tool that not only answers queries, but also helps uncover additional questions to ask of the data. Qlik's® products deploy rapidly and customers realize rapid time to value, often in less than 45 days. Contact **us at 1-866-616-4960** to schedule a discussion and live demonstration, or visit us at **www.qlik.com**.