



# HelioCampus Student Lifecycle

Competition for students, increasing costs, evolving student demographics, and the need for relevant program offerings has left many institutions with room to improve their admissions and enrollment performance, as well as retention and graduation rates.

HelioCampus Student Lifecycle helps institutions address a range of use cases including optimizing admissions and financial aid, targeting enrollment and tuition revenue, achieving academic and course success and advancing retention.



## Objectives

Increase visibility into admissions, enrollment, financial aid, and retention data to drive student success and grow revenue.



## Key Questions

**Student Success:** How can you break down students into sub-populations to better serve them?

**DEI:** Are you tracking to hit your diversity, equity and inclusion goals?

**Test Optional:** How can we use data to evaluate the impact of test optional admissions policies?

**Enrollment Management:** How effectively is the institution meeting its enrollment goals by department, program, and degree? What is the probability of hitting our desired enrollment target? How will increasing admissions selectivity affect our student population?

**Yield Modeling:** Where are the opportunities to improve student yield & persistence? What are the opportunities to increase enrollment yield?

**Financial Aid Optimization:** Is the institution's financial aid award strategy optimized for both admissions and retention? Which aid package will most improve admissions yield and year-over-year retention? Which aid amounts and unmet need correlate with enrollment and retention?

**Risk Modeling:** How can you identify students at-risk for early intervention?

**Course Success:** How does course success and sequence of course completion correlate to retention, persistence, and graduation success?



## Key Outcomes

- Identify which courses are the most important for student success to optimize course success and persistence.
- Manage enrollment to shape incoming classes to best promote student & institutional success
- Optimize financial aid awards to maximize yield and retention.
- Understand student segmentation and risk scoring to increase retention and refine intervention strategies.

## Core Product Components

Student Lifecycle, the foundation of the HelioCampus data platform, is a sophisticated solution that includes a deep-dive analysis of your institution's data conducted by an experienced HelioCampus data analyst, a set of dashboards for on-going analysis and tracking, data models combining the analyses' disparate data sources, and a cloud data infrastructure designed for extensibility and security. Also included is a comprehensive implementation, the technical architecture, and ongoing services to build additional dashboards, complete deep dive analyses or build predictive models. Details below:

**Implementation:** Our implementation process limits risk and ensures your institution will be successful with your analytics initiatives. We support institutional data governance initiatives and allow institutions to get up and running relatively quickly, guided by former higher education practitioners with the appropriate skillsets and experience. We have an iterative implementation process that includes data validation to ensure data quality and integrity at the outset and through the duration of the partnership.

The primary tasks are generating and validating the Student Lifecycle data extracts and populating the standard dashboards in Tableau. These can be significantly configured to meet each institution's needs. Institutional users are then trained on dashboard use. Additional trainings can be scheduled as need.

The following components will be set-up and implemented as part of this process:

- Data lake
- Data warehouse
- Reporting models
- Dashboards
- Analysis Agenda and Project Plan
- Data validation workbooks
- Training materials
- Data dictionary

**Technical Architecture:** Student Lifecycle includes one single-tenant AWS data architecture which is used to populate Tableau dashboards. Our secure, extensive, high performance data platform provides an open and extensible environment to leverage existing and future investments. Student Lifecycle starts with the integration of data from the Student Information System, as well as third party data sources. In order to be as flexible as possible, institutions can include data from any source into the platform. Depending on your teams' level of expertise, you can bring in data sources yourself or work with a member of the HelioCampus team. This approach ensures an institutions success with our platform, either through their own expertise or by partnering with our team.

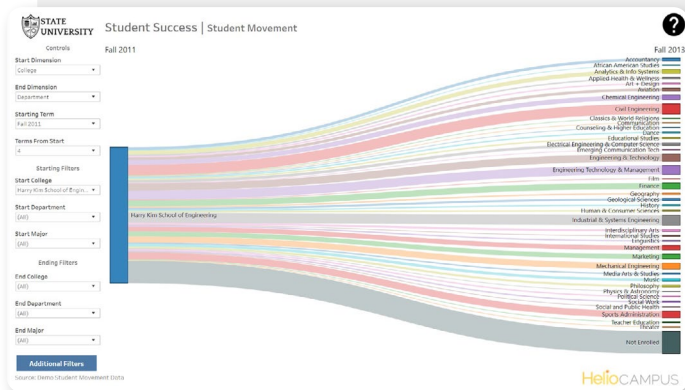
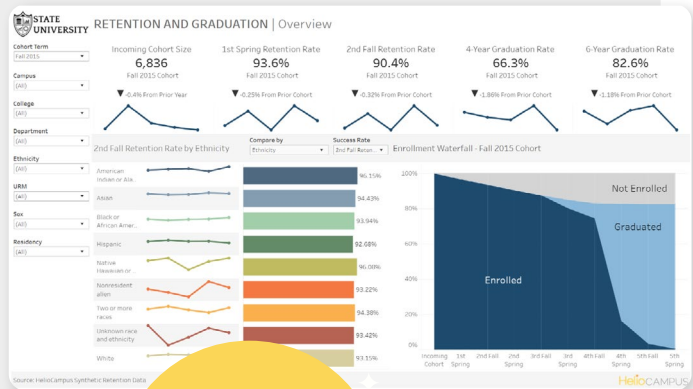
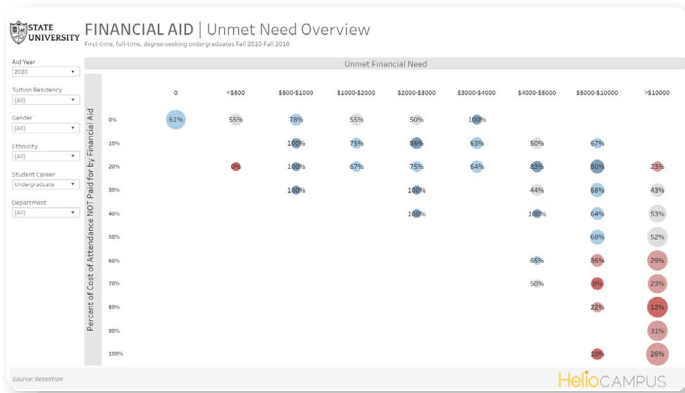
- Single Tenant Virtual Private Cloud (AWS)
- High Performance Computing
- Data Infrastructure

**On Going Services:** Post implementation, ongoing data science services help tackle critical institutional challenges. These services include assisting with deep dive analysis, building predictive models, conducting user training, or integrating additional data sources into the platform. Basic technical and user support, including security and platform maintenance, will be available on an ongoing basis and training sessions can be added as needed.



**We are getting even more granular with the data, looking at levels of unmet need and getting our financial aid office's input. It is an iterative process. But we were working with anecdotal and incomplete information. Now, working with HelioCampus, we have some what-ifs and modeling that is helping us move forward."**

- RONALD NOWACZYK, President, Frostburg State University



If you would like more information on HelioCampus solutions, email [info@heliocampus.com](mailto:info@heliocampus.com).

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