

12

Building Blocks for Modern Campuses



The latest digital tools give colleges and universities the power of pragmatic innovation, leading to the ultimate goal—transformation to 21st Century education

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Flipped learning is an aptly named trend—it’s turning higher education on its head by doing away with traditional lecture formats. It’s just one of the ways digital innovations are disrupting colleges and universities. The latest technologies are causing institutions to rethink everything they do, from branding and recruitment to instruction and student engagement to administrative operations and alumni outreach.

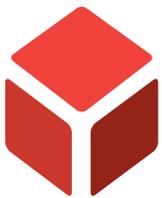
But disruption isn’t the whole story. Flip *that* idea on its head, and administrators will uncover many new opportunities along with the challenges. Because digital is changing everything, it’s also becoming the benchmark for success in a highly competitive world—institutions that devise pragmatic game-plans for modernization position themselves to improve student outcomes and thrive in the years ahead.

The pace of change may seem out of control, but the reality is institutions have the power to innovate on their own schedules to meet the demands of modern students, faculty, and staff. The key is focusing on 12 building blocks to create a foundation for 21st Century learning.



Personalize the Student Experience

It's no secret that "personalizing the student experience" has become a catch phrase of 21st Century education. But the real question is, how do colleges and universities make this happen? The first three building blocks address the core capabilities that modern students expect and that institutions can use to make personalization a reality.



Building Block #1: Omni-Channel Engagement

Problem: As colleges and universities grew, different departments and business systems evolved on their own paths and schedules. Behind the scenes, this led to a lack of integration among areas such as recruiting, registration, financial services, housing, and other departments that touch students' lives almost daily. This creates disjointed experiences for students and risks making them feel more like cogs in a large system than active members of a dynamic community. The result: overall student satisfaction declines, along with the institution's retention and completion rates.

Solution: Modern campus solutions build closer student relationships with the institution by centrally managing and coordinating interactions across departments, communications



channels, and even the devices students choose to use when reaching out to the institution. The best platforms monitor digital body language to help administrators and faculty know when to deliver timely information that's relevant to each student, thereby enhancing engagement.

The Payoff: Colleges and universities shift their focus from simply managing transactions to building stronger student relationships so students feel that their institution knows and cares about their success. Engaged students are more likely to stay enrolled and remain on track to reach their goals, which in turn improves recruiting, retention, and student satisfaction rates.



Building Block #2: **Recruiting Excellence**

Problem: Filling classes is becoming more challenging than ever, thanks to growing competition from other traditional institutions, as well as from MOOCs, virtual schools, and vocational colleges. This creates ripple effects beyond just maintaining headcount. Administrators struggle to forecast enrollment levels for upcoming semesters or to craft recruiting messages that successfully articulate why their institution is the best choice for its target student population.

Solution: A modern, mobile-enabled recruiting platform bolstered by sophisticated analytics tools. These solutions deliver a competitive edge by helping institutions gather authorized student information to understand how best to engage with high-value prospects across all digital channels. In addition to helping recruiters create highly relevant content for students, these tools help staff members focus their time and energy for the greatest impact.

The Payoff: By monitoring the digital body language of prospects, recruiters can provide the right engagement at the right time throughout the recruiting cycle. By creating more personalized interactions with key prospects, institutions increase the effectiveness of enrollment activities and improve the accuracy of enrollment forecasts.

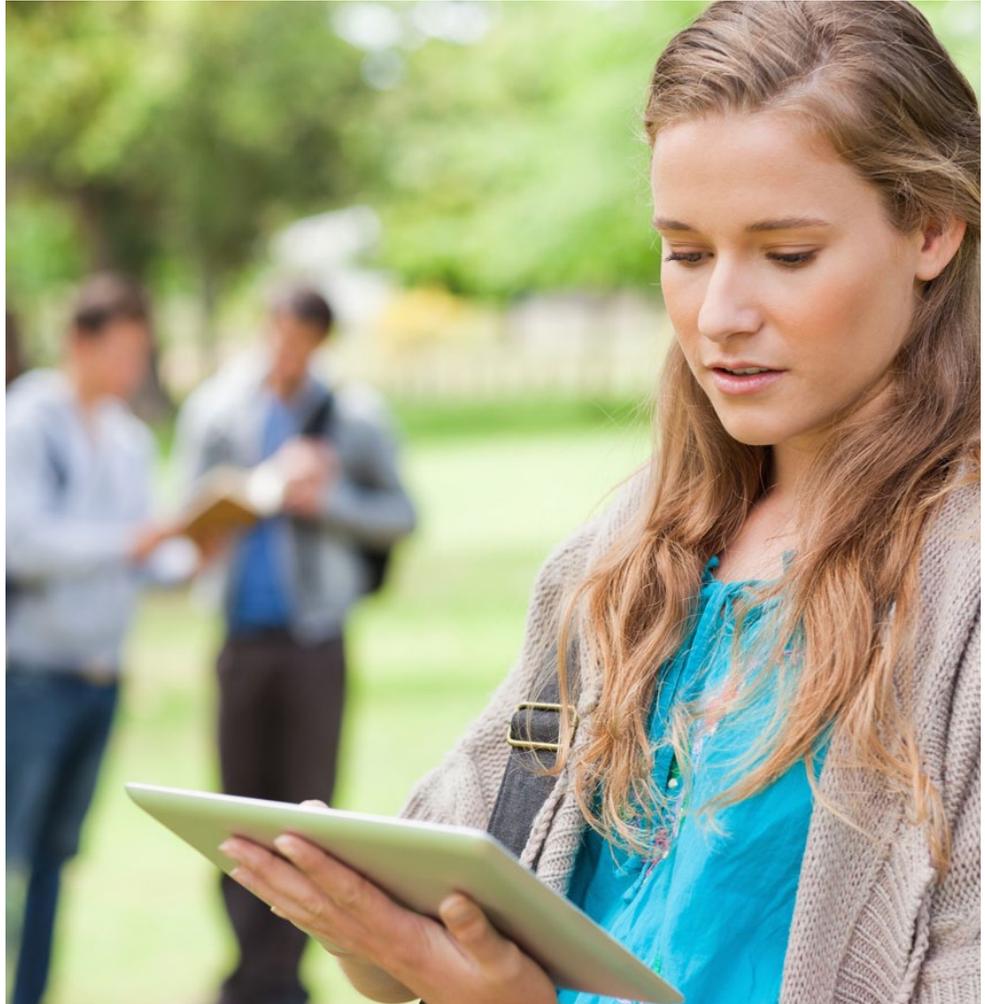
“By monitoring the digital body language of prospects, recruiters can provide the right engagement at the right time.”



Building Block #3: **Seamless Student Experiences**

Problem: Disconnected departments and business systems mean institutions can't develop a coherent profile of students once they arrive on campus. So if a student stops attending classes and no longer participates in extracurricular activities, administrators can't connect these dots to intervene before the student drops out of the institution.

Solution: A digital solution tailored for higher education that unifies student experiences across offices, departments, and channels.



The Payoff: Administrators and faculty see complete views of students and their campus activities. This helps institutions identify at-risk students by making connections between cross-office incidents and cases. The staff can focus its efforts on the highest priority issues at any particular time. As a result, early interventions can keep students enrolled and on track to achieving their academic goals.

Promote Student Success

Dropout rates are growing and students are taking longer to attain their educational goals. Industry studies show that about 30% of first-year students don't make it to the second year, and only 19% of full-time students at state universities complete their degree within four years¹.

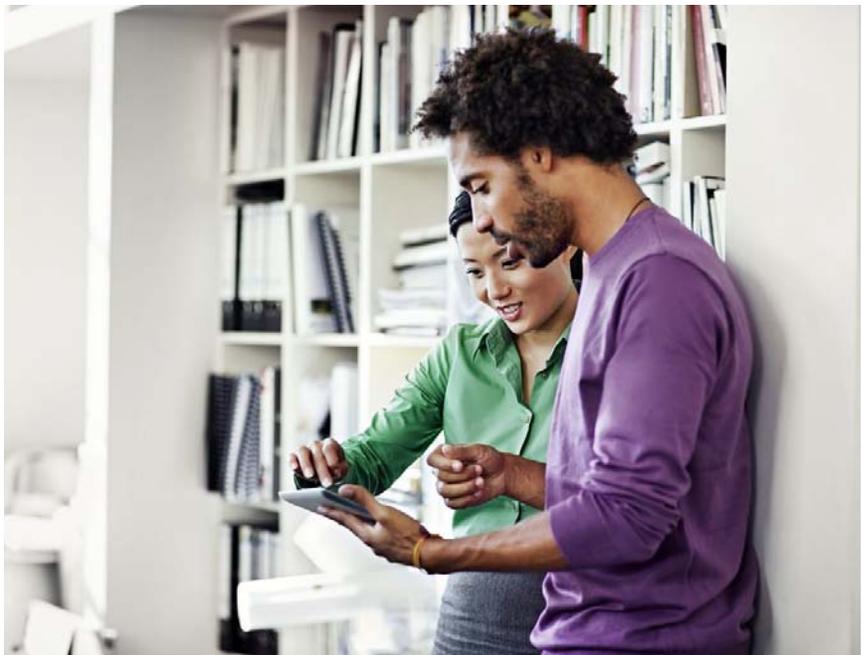
Realities like these put new pressure on institutions to promote student success. While colleges and universities face numerous challenges in this quest, modern digital solutions offer help.



Building Block #4: Data-Driven Cultures

Problem: It's no secret that data is everywhere. But the challenge is managing and making sense of it all. That's difficult when information resides in disparate applications, repositories, and formats. Add to that a lack of comprehensive data-management policies that increases risks because of poor governance and access controls. Finally, when data is siloed, administrators must elicit the help of IT experts to run analyses and produce reports, which causes delays that force executives to base decisions on hunches rather than hard data.

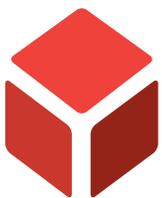
Solution: Modern analytics applications help institutions create a data-driven culture, where faculty and administrators use self-



^[1] [Complete College America](#)

service tools to access the data they need when they need it. In addition, the best data-management resources promote business processes for effectively securing and governing sensitive data.

The Payoff: Tools that help non-technical users quickly extract meaning from mounds of information enable more-informed decision making and assist campus leaders in spotting patterns that predict at-risk students. A bonus: The best platforms protect sensitive information by enforcing policies for sharing information only on a need-to-know basis.



Building Block #5: **Strategies for Keeping Students On Track**

Problem: When students require extra time and more credits than anticipated to earn degrees, their budgets get blown and academic goals fall off track. This creates new pressures on institutions that are impacted by performance-based funding, which ties financial support to student outcomes.

Solution: Modern campus innovations let students compare their current status to their ultimate academic goals. The same platforms help higher-education leaders work with students to create detailed action plans to avoid graduation roadblocks.

The Payoff: Student outcomes improve as institutions promote ways to accelerate the time it takes for students to earn a credential or degree. In turn, students stay on track, stay enrolled, and keep to their budgets, while colleges and universities reap increased revenue opportunities from performance-based funding.





Building Block #6: **Personalized Retention**

Problem: Strategies for improving student retention rates are often fragmented and disorganized. Without a central management authority with a Big Picture perspective, institutions often focus on students at the highest risk of leaving without helping even larger numbers of learners who may not be at a crisis point yet but show signs of veering off track.

Solution: Data analysis tools provide the underlying insights for crafting personalized content for students. This means learners receive the information they need most when problems arise. These systems also track interventions so officials can monitor their effectiveness and plot additional steps.

The Payoff: Colleges and universities increase retention and completion rates, while also keeping completion times as short as possible. This puts in motion a variety of related benefits, including increased student satisfaction, heightened competitiveness, and more loyal alumni.



Foster Institutional Excellence

Student success is the prime goal of colleges and universities, but it takes more than just student-centered strategies to achieve results. Institutions must manage resources more effectively than ever by fostering operational excellence.



Building Block #7: **A Focus on Strategic Initiatives**

Problem: Today's multi-generational workforce means there's a significant "graying" of faculty and staff at many institutions, which may also struggle with inadequate succession planning and leadership development. As a result, there's increased competition to recruit and retain the top talent needed to provide high-quality student experiences.

Solution: Modern solutions for human capital management (HCM) enable colleges and universities to shift from manual processes to online services. Leading HCM options also offer social, mobile, and collaboration tools to help managers find, grow, and retain the best people for the institution.

The Payoff: Institutions shift their focus from tactical to strategic activities and make the human resources (HR) department a central player in finding and



retaining premium talent. Just-in-time, actionable insights developed from sophisticated analytics tools help HR leaders anticipate and address personnel issues before significant problems occur.

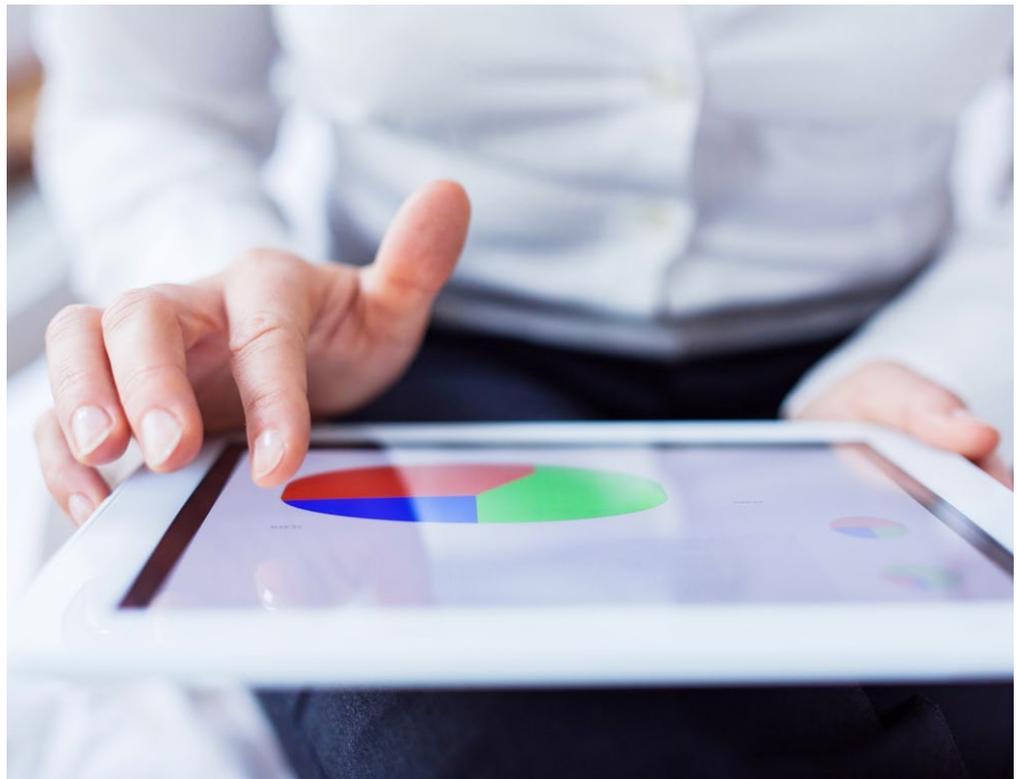


Building Block #8: **Enhanced Operational Efficiency**

Problem: In an era of decreasing funding, institutions are under pressure to optimize people, financial, and physical resources. They also must find new sources of revenue while reducing operational costs. Yet, many administrators must make decisions without even knowing the true costs of running their programs. Tough questions revolve around how to better balance faculty workloads, the best ways to use physical resources, and whether the organization is fully optimizing contractual relationships.

Solution: A modern analytics and planning solution gives colleges and universities deeper insights into operations. In addition, critical administrative solutions, including enterprise resource planning (ERP) and HCM systems, help administrators manage precious campus resources and adopt industry best practices.

The Payoff: Institutions gain greater insights into their operations so they can continuously refine processes and use strategic resources most effectively. These insights can also unlock new sources of revenue and empower academic units to innovate while closely managing costs.



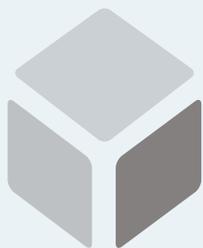


Building Block #9: Optimized Resources

Problem: Many institutions lack clear insights into how best to allocate and use their resources. This makes it difficult for colleges and universities to reap the most value from four important areas: physical space, talent and available skill sets, financial assets, and academic portfolios.

Solution: Leading analytics and planning solutions help planners slice and dice data for new ways to optimize resources and turn these insights into practical action plans.

The Payoff: These sophisticated tools provide greater transparency and traceability for data-driven innovation. By layering modern capabilities on top of existing ERP and HCM applications, institutions easily extend the value and life of these platforms. The best analytics and planning solutions also extend their view across the entire organization, so leaders can achieve enterprise-wide optimizations, rather than bringing value only to select departments.



Resources

[Modern Best Practices for Higher Education](#)

[Map the Journey to a Modern Campus](#)

Empower Life-Long Learning

Modern administrators understand they're responsible for serving a broader population than the traditional cohort of students coming immediately out of high school. Growing numbers of learners today are older than their late teens and early twenties, and many in this group juggle jobs and families in addition to college careers. This means institutions play a vital role in life-long learning, which requires them to focus on three essential areas.



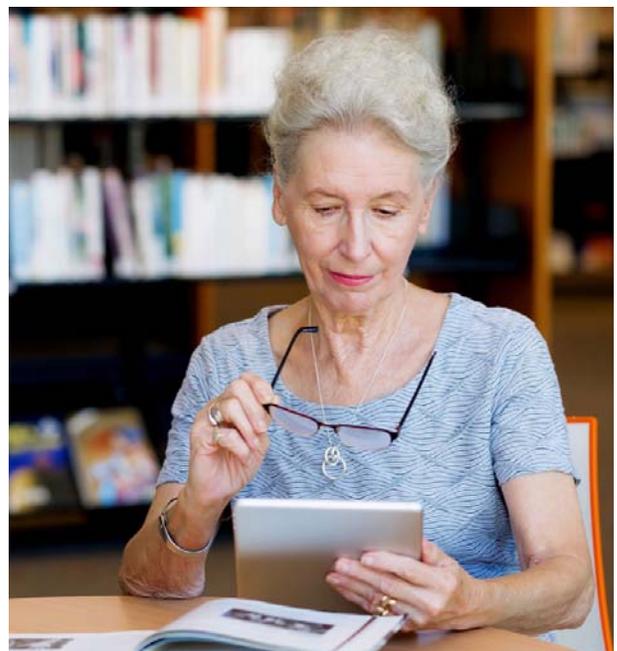
Building Block #10:

Learning Services Tailored for Each Student

Problem: Students expect highly personalized, mobile, and digitally rich content as standard parts of their learning experiences. But traditional institutions are challenged to quickly roll out these capabilities, especially as competitive pressures mount from online schools and non-traditional learning options.

Solution: Capitalize on an online-learning marketplace that augments classroom-based learning and enables customized curriculums for each type of student. Look for learner-centric solutions that support institutionally branded rich media and learning resources sourced within and outside of the institution.

The Payoff: Higher education staff tailor learning for individual needs based on analyses of academic data that show what's working—and what's not—for higher levels of engagement and outcomes. Online-learning marketplaces also give students greater control of their personal academic journeys, fostering more satisfying higher-education experiences.





Building Block #11: **Educational Content in Context**

Problem: As the cost of education increases, students are tempted to seek alternatives to traditional institutions, including online-only degree programs and MOOCs.

Solution: Highly tailored services and resources, presented via an online learning exchange. These important portals enable institutions to deliver materials within a context that's right for each individual, which increases student engagement and satisfaction and ultimately drives improved retention and completion rates.

The Payoff: Traditional institutions become more competitive by demonstrating the unique value of physical classrooms combined with the latest digital innovations. In addition to providing personalized learning, colleges and universities look beyond graduation by using these tools to guide students down the right career paths.

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A Rubric for Identifying a Secure and Modern Cloud

- Enables institutions to stay connected with one mobile, social, cloud strategy
- Avoids data silos and fragile point-to-point integrations by delivering one standards-based, secure, connected platform
- Offers complete, out-of-the-box modern processes to connect business processes
- Combines a SaaS suite that works with existing, on-premises systems
- Becomes part of a wider cloud solution that grows with and unifies the institution over time





Building Block #12: **Learning Analytics for Greater Insights**

Problem: Individual students respond differently to various learning styles, but matching the right model with a student can be challenging. In turn, that makes it difficult to personalize learning experiences and set students on the right course for their career goals.

Solution: Data-driven learning, fueled by analyses that glean meaning from massive amounts of untapped data, informs instruction, and guides learners.



The Payoff: By gaining insight into the learning path, institutions better understand what works best for each student. The staff can then customize learning services, resulting in a more engaged, successful student.

Modern Clouds Provide the Foundation for Ongoing Innovation

Disruption is the new reality at colleges and universities throughout the world. But along with change comes opportunities. Institutions can evolve, grow, and innovate using modern, cloud-based campus systems combined with valuable on-premises resources. The result: higher rates of student engagement and success, and along with it, a way for colleges and universities to thrive in a highly competitive learning marketplace. ■

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