Cloud Technologies for Higher Education:

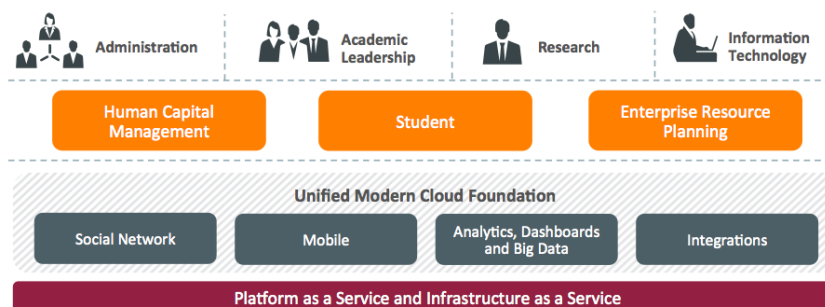## Complete, Data-Driven, Personalized, Connected, Secure

The rise of mobile, social, and analytic technologies has forced colleges and universities to rethink their business models. All higher education institutions must improve student outcomes and increase engagement—but, unfortunately, traditional information systems can no longer keep up. Oracle provides a modern technology platform that spans *all* layers of the cloud, enabling a data-driven environment that delivers maximum value to faculty, students, and staff.

Evolution of the Modern Campus

Today's students want to achieve a tangible return on their educational investments, with a growing emphasis on obtaining practical knowledge. Leading institutions strive to create digital experiences that not only improve their curricula, but also streamline its delivery.

Education has steadily evolved, from traditional campus learning to internet learning to ubiquitous mobility for online instruction. What are the characteristics of an industry-leading learning environment that presents relevant information in the context of familiar mobile and social apps? Oracle has the answer with a complete cloud solution for the modern campus, giving everyone access to technology to support their goals.

Oracle Solutions for the Modern Campus

Oracle provides leading CRM, multichannel marketing, and social listening capabilities as part of the student recruiting and student engagement application suite, along with modern back-office applications for finance and HR. Many colleges and universities rely on these flexible cloud applications to do the following:

ORACLE CLOUD

"Within two years we've increased our retention rate from 66 to 70 percent. That's a huge increase that translates to millions of dollars over time."

BRIAN HAUGABROOK
CIO, VALDOSTA STATE UNIVERSITY

"Currently we can serve 2,000 students, but by leveraging the cloud, that number can grow to more than 12,000."

TATIANE LEAL
CIO, UNISOL

INCREASE OPERATIONAL EXCELLENCE

- **Boost efficiency** with unified HCM and ERP processes in the cloud
- **Reduce TCO** by avoiding costly upgrades and utilizing new features on a regular basis
- **Attract talent and engage employees** throughout the entire HR lifecycle, from recruit to retire

- Increase admissions yield by personalizing outreach and engagement to prospective students

- Engage current students on schedules, degree paths, and more

- Manage the student lifecycle for key transactions such as applying to the school, enrollment, financial aid, and graduation

- Create personalized mobile apps to engage with students and offer individualized service

Oracle Cloud platform services are easy to use and fast to provision. Subscription-based pricing simplifies software licenses and support, while an adherence to open standards prevents lock-in and simplifies integration with on-premises assets.

Cloud Technology in Action

Until recently, **Vanderbilt University** depended on an aging on-premises solution that lacked many of the best practices available in a cloud-based system. HR and finance professionals lacked a strategic view of university operations. The staff was frustrated with the university's disconnected applications and inefficient business processes. To improve the situation, Vanderbilt implemented Oracle Cloud solutions for enterprise resource planning, human capital management, and enterprise performance management, replacing 15 on-premises systems with a flexible cloud platform. Now, enterprise data is securely stored in the cloud, and Vanderbilt has a modern IT environment that allows faculty and staff to spend less time on paperwork and more time furthering the university's mission.

Valdosta State University (VSU) is using Oracle Business Intelligence Cloud Service to identify students at risk of failing or dropping out as part of an ongoing effort to increase student retention and help students succeed. For example, VSU discovered that it had an 85 percent retention rate with freshmen who worked on campus, compared with a 55 percent retention rate with the general freshman population. Armed with that information, the university promoted campus jobs for students, an initiative that the university estimates will save about US$2 million in retention costs over the course of four years. The next step is to create academic dashboards that provide student metrics to university advisors.

Universidade do Sul de Santa Catarina (Unisul) plans to grow its enrollment by as much as 60 percent in the coming years, from 30,000 to 50,000 students. To enable this level of growth, Unisul turned to Oracle for help transforming its IT environment. Oracle Java Cloud Service and Oracle Database Cloud Service now power the university's innovation centers, and Unisul plans to leverage these Oracle Cloud Platform services for internal development and testing as well, empowering the IT team to innovate more quickly and at significantly lower cost. By adopting a single set of integrated technologies, the IT department has improved scalability and reliability, even with a limited IT team.

These and other higher education institutions rely on Oracle Cloud services to plan for the future, improve student retention, boost student outcomes, and raise the standing of the institution. Contact Oracle to learn more about these advanced cloud platform solutions, or visit oracle.com/cloud and oracle.com/industries/higher-education for more information.

TAKE DATA-DRIVEN ACTION

- Intervene in time to **retain students** by tying data into campus processes
- **Optimize your workforce** with information on positions and talent
- **Maximize funding** with a holistic view of grants, donations, and tuition revenue
- **Improve outcomes** with better insight into the path to graduation

ACCELERATE INNOVATION

- **Innovate faster** with rapid development and scale with cloud platform and infrastructure services
- **Integrate easily** with existing systems to standardize and improve processes
- **Collaborate and share** by hosting content and documents in the cloud

PROMOTE STUDENT SUCCESS

- **Increase admissions yield** with targeted campaigns, CRM, and mobile recruiting apps
- **Collaborate with students** on schedules, degree paths, and more
- **Personalize student transactions** from application to graduation
- **Create personalized mobile apps** with mobile platform services