NorthBay JAM Sessions for Higher Education

Unlock Data-Driven Insights to Improve Applicant Engagement and Increase Enrollment

Cultural shifts, current events, and changing student preferences have contributed to declining enrollment in four-year colleges and universities. According to the National Student Clearinghouse, the undergraduate student body is estimated to be 1.4 million students smaller today than it was before the pandemic began.

With more would-be students questioning the value and ROI of high-priced college degrees, finding and enrolling the right candidates is more challenging than ever. As a result, higher education institutions are looking to IT teams to help improve applicant engagement and increase enrollment by:

- Building a robust applicant funnel
- Improving the impact of financial assistance offers on acceptance rates
- Optimizing the digital application process

In order to uncover timely insights, IT leaders need to build a sophisticated, centralized data platform. Too often, data infrastructures are outdated, data governance systems are insufficient, and stakeholders who are used to autonomy can be reluctant to participate or share their data. However, many leaders struggle to get the approval they need to move forward. What's more, understaffed IT teams may not be resourced sufficiently to tackle data analytics initiatives.

How NorthBay JAM Sessions for Enrollment Help

NorthBay JAM Sessions are immersive workshops purpose-built to help universities start unlocking data-driven insights in order to improve applicant engagement and increase enrollment.

University teams work side-by-side with NorthBay's AWS experts to build a strawman data platform in just 10 days. With a technology solution capable of ingesting real-time user behavior and demographic data sets and unlocking insights, IT teams can:

- Identify and nurture candidates who are most likely to enroll and graduate
- Capture online application user-session data to identify the behaviors and characteristics that are most indicative of application submission
- Personalize the application process with highly relevant messages and offers

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Objective:

- Customize the enrollment process with personalized communication and engagement

Attendees:

- The University Admin Team and IT Team
- NorthBay Data Platform Team

Overview:

- Participate in 10 days of immersive collaboration with the NorthBay team
- Use your data to learn quickly, conduct POCs, and identify and mitigate potential blockers
- Execute against a high-level architecture
- Develop a business case
- Set daily goals and conduct end-of-day retrospectives to measure progress

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Qualified institutions are eligible for funding from AWS and NorthBay to offset a portion of this investment.

NorthBay and AWS: Better, Together

NorthBay and AWS help higher education institutions navigate functional and operational challenges while accelerating time to value and removing major risks along the way. In addition to JAM Sessions, we provide a full set of Data Platform Accelerators, which are unique and proven processes and best practices to help university IT leaders:

- Gain approval to get the project approved
- Showcase the value centralized data to stakeholders
- Become confident that your people can be successful in the AWS cloud
- Know that your existing team can run the platform at scale

NorthBay Higher Education JAM Sessions

In addition to applicant engagement and enrollment, NorthBay offers the following JAM Sessions purpose-built for higher education:

Student Success

Enable advisors and faculty members to detect at-risk students and proactively reach out to them.

Advancement

Provide more personalized experiences for active alumni, donors, and other key stakeholders.

Building

Rely on temperature, lighting and utility use to maximize space usage and increase campus sustainability measures.

To learn more about NorthBay Higher Education JAM Sessions for improving applicant engagement and increasing enrollment, and see if your institution is eligible for funding from AWS and NorthBay to offset a portion of this investment, contact info@northbaysolutions.com

Why JAM Sessions with NorthBay

As cloud adoption continues to become a primary focus and a necessity for most companies, IT teams can feel the pressure of change. From a need to up-skill and add new cloud competencies, to the unknown risks lurking around the corners, IT leaders are looking for ways to quickly move forward. NorthBay's world-famous JAM Sessions will arm your team with the ability to understand the concepts, organize the strategy, and define the practical steps to remove risk and improve the overall success for your organization.