

## NorthBay JAM Sessions for Higher Education

### Unlock Data-Driven Insights to Improve University Advancement

Direct mail, email, telemarketing, and in-person have long been the primary channels for fundraising solicitations. And prospective donor lists - which are typically built using criteria such as degree, geographic location, or class year - often fail to deliver the response rates that higher education advancement teams require.

As a result, savvy leaders want to embrace a more strategic approach in order to personalize communication, improve engagement, and increase fundraising. They are looking to leverage sophisticated data analytics to identify individuals with high propensity to make a donation, and determine the best channel through which to reach them. Additionally, opportunities exist to enhance communications to other stakeholders including candidates, students, parents, and others interested in continuing education programs, athletic events and team merchandise, and more.

Success largely hinges on partnering with IT to develop and operate a sophisticated centralized data platform capable of surfacing transformative insights. However, many IT leaders struggle to get approval to move forward. Some are feeling the repercussions of previous efforts that didn't deliver a strong ROI, while others are wrestling with outdated data infrastructures, insufficient data governance systems. What's more, understaffed IT teams may not be resourced sufficiently to tackle data analytics initiatives.

## How NorthBay JAM Sessions for Operational Efficiencies Help

NorthBay JAM Sessions are immersive workshops purpose-built to help universities start unlocking the data-driven insights that can enable them to improve advancement outcomes.

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 data from multiple external data sources, IT teams can:

- Scrape data from donor lists, websites, and other sources of information
- Cleanse and standardize data, and append missing information
- Apply predictive metrics to identify individuals with a high propensity to donate

### Objective:

- Build a strawman platform that extracts data from external pre-defined sources and identifies individuals with a propensity to donate

### Attendees:

- University Alumni Relations, Communications and IT Teams
- 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

*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 operational efficiencies, NorthBay offers the following JAM Sessions purpose-built for higher education:

### Recruiting and Enrollment Pipelines

Identify more qualified candidates and improve acceptance rates with a streamlined, customized application process.

### Building Operations

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

### Student Success

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

To learn more about NorthBay Higher Education JAM Sessions for Student Success, and if your institution is eligible for funding from AWS and NorthBay to offset a portion of this investment, contact [info@northbaysolutions.com](mailto: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.



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