



# QLIKVIEW FOR HIGHER EDUCATION: STUDENT RETENTION

## Enhancing The Student Experience Through Business Discovery

### CHALLENGE

A recent survey by HESA in the UK shows more than one in five undergraduates drop out of university in their first year and four out of every ten students never fully complete their course with some transferring to another university. An accurate, up-to-date view of student population data along with the ability to share, collaborate and annotate points of interest, make comparisons easily, identify areas of risk, plan strategic development and create individual student records and curriculum pathway models is essential for successful student retention.

Improving efficiencies whilst maintaining high standards is essential and requires effective strategic planning and assiduous performance monitoring. Statistical analysis and report writing traditionally lies with a small number of support service departments working to pre-defined enquiries, with sometimes incomplete data and exposure to delays. This can result in static, difficult to interrogate and out-of-date reports.

### SOLUTION

QlikView and the Education community have built a number of 'QlikView Apps' to address and demonstrate capabilities specifically focused on student retention.


*QlikView Higher Education Student Retention* apps empower users to make faster and better informed decisions by allowing them to:

- Produce benchmarking information from internal and external sources on intake, enrolments, diplomas, drop-outs, results, study duration, progress and more, with the ability to factor in demographic characteristics for accurate comparisons with other institutions' KPIs
- Build, modify and tailor solution apps collaboratively in real time, developed asynchronously using source control integration
- Intuitively explore all data types from disparate sources through 'associative search', gaining instant insights which enable further drill down into detail for a more complete, up-to-date view
- Improve people management strategies through analysis of workforce planning and effectiveness
- Gain greater insight whilst simultaneously saving man-hours

### CUSTOMER EXAMPLES

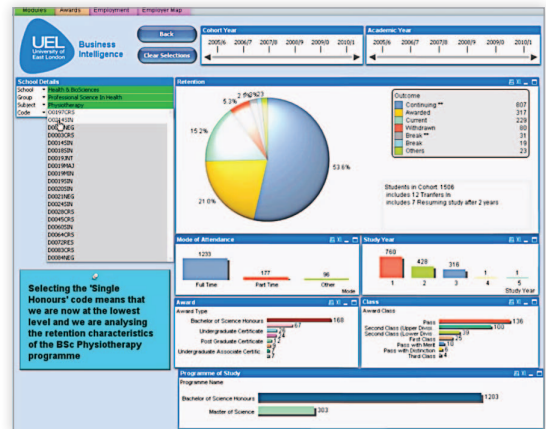
- Anglia Ruskin University – deploys QlikView as an Internet Explorer plug-in which is installed automatically the first time a user logs on to provide instant, intuitive drill down capabilities at the click of a mouse, helping drive performance management and enhance the student experience
- University of Bologna – collaborated with CINECA and QlikView to analyse staff flow and simulate personnel career-related events to optimise human resource management, helping maintain its pre-eminent position in academia

### ABOUT QLIKVIEW

 QlikView is the leading Business Discovery platform, delivering true self-service BI that empowers the business user by driving innovative decision-making.

Contact your QlikView representative to schedule a discussion and live demonstration related to this solution area.

Visit us at: <http://www.qlikview.com/uk/explore/solutions/industries/public-sector/education>



Example: University of East London Student Retention And Lifecycle App Dashboard

“ The QlikView Academic Performance Tracking Tool makes KPI monitoring and trend analysis far easier and much more flexible, and is a brilliant addition to our quality enhancement armoury.”

Brian Marshall, Associate Dean of Student Experience, Oxford Brookes University