

**SERVICES**

# **Initial Review**

The Initial Review offers institutional leadership the opportunity to leverage our expertise and experience to give them a sound basis for institutional reforms and initiatives. As we successfully align leadership and other key stakeholder groups across the institution, we launch a data collection effort to construct a financial baseline and understand the institution’s organizational structure. Baseline data and leadership expectations are then used to generate a list of potential initiatives. We conclude Initial Review by prioritizing initiatives for the client based on the value of a potential opportunity and the difficulty of implementation.

**Initial Review Key Activities:**

* We conduct ***one-on-one interviews*** with leadership and key stakeholders across the institution to understand expectations and gain context.
* We lead the leadership and key stakeholders through ***a workshop*** to confirm goals and aspirations and reach consensus about “first” principles:
  + ***Strategic:*** academic aspirations, priorities, model options.
  + ***Organizational:*** Spans and layers, structure, “non-negotiables”.
  + ***Capabilities:*** Future student, stakeholder, and academic needs.
  + ***DESTEP Analysis***
  + ***5 Forces Analysis***
* We conduct a high- level review of organizational and financial data to generate a ***baseline***.
* We generate a Diagnostic report to assign a ***market- based stress test score*** to the institution.
* We use the baseline data and leadership expectations to generate a list of ***prioritized initiatives*** based on value of potential opportunity and difficulty of implementation.

**Initial Review Deliverables:**

* Leadership alignment.
* Prioritized high value initiatives

for assessment and potential solution design.

* A customized, web- based Tableau dashboard displaying key metrics and trends for the leadership.

# **Predictive Analytics Review**

Data is one of the key elements of a successful enrollment management strategy. It is enrollment management’s job to bring together the disparate functions of identifying, recruiting, offering aid, tracking, retaining, and replacing students on behalf of the college or university. Databases that integrate marketing, admissions, financial aid, registrar, and student life information can offer valuable insights to support enrollment decisions. A robust database, housing demographic, academic, and behavioral data should contain ~ 300 datum per student record. Up to one third of the datum offers insight into a student’s past or future decision-making process at any given point in the recruitment cycle. The Predictive Analytics Review will assess an institution’s collection, accessibility, and analysis of student data for the purpose of making data- driven enrollment decisions.

**Predictive Analytics Review Key Activities**

* We introduce your team to the ***power of data*** start by exploring how data can impact your enrollment and retention strategies, increase process efficiencies, and reduce recruiting costs.
* We ***audit your enrollment data*** by assessing your current goals for leveraging enrollment data, your current data collection methods, accessibility, data structure, and specific data fields available (suspect to enrolled student status).
* We review your ***data analysis, segmentation, and reporting practices*.**

**Predictive Analytics Review Deliverables**

* Current areas of strength and weakness.
* Recommendations to increase the accuracy, efficiency, and effectiveness of your data,
* New enrollment goals or key performance indicators that can be monitored through data analysis and inform enrollment strategy.
* A step-by-step plan to prepare data for modeling opportunities.
* A custom predictive model using the college or university’s historical data.

***Take advantage of the Predictive Analytics Review today:***  ***LINK TO LANDING PAGE***

# **CONTACT INFORMATION**

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