










Google Cloud | **Deloitte.**

Candidate360™

Candidate360 is an AI and predictive analytics solution designed for higher education organizations to achieve recruiting and enrollment goals.

Business Challenges

Higher education institutions today are facing a growing number of challenges including:

-  **Increasing Competition**
Universities are implementing new campaigns, programs, and scholarships to attract students
-  **Changing Demographics**
Shrinking population of traditional college-going population (first time, Fall freshman)
-  **Improving Student Outcomes**
Increasing focus on retention and graduation rates to support student success outcomes
-  **Changing Consumer Behaviors**
Students/families are increasingly savvy consumers, considering cost, graduation rates, employment rates
-  **Targeting Class Composition**
University leadership focus on determining target class composition to recruit (e.g., academics, diversity)
-  **Doing More with Less**
Administrative functions undertake increasingly more complex tasks with less government funding and fewer other resources
-  **Adapting to Policies**
New policies (e.g., those from NACAC) allow institutions to continue to recruit prospects well after they deposit

Solution Overview

Candidate360 is a predictive analytics solution that combines integrated client and Deloitte proprietary PeoplePrism™ data, robust AI/ML predictive analysis, intuitive dashboards, and advice from Deloitte's experienced Higher Education Advisors to help institutions achieve recruiting and enrollment goals.

Integrated Data

Institutional data combined with Deloitte's PeoplePrism dataset to drive comprehensive and actionable insights

Actionable Analysis

Data models driven by Artificial Intelligence and Machine Learning to produce predictive and prescriptive analysis, all reviewed by our Ethics in AI framework

Interactive Tools

Interactive dashboard application streamlined for user experience and easy-to-integration with existing CRM tools

Insight Advisor






Expert strategic and tactical advice & support from Deloitte's Higher Education advisors that go beyond Help Desk support

System Integrations

Integration points with other institutional CRM and LMS systems (e.g., Slate, Salesforce, and Banner)

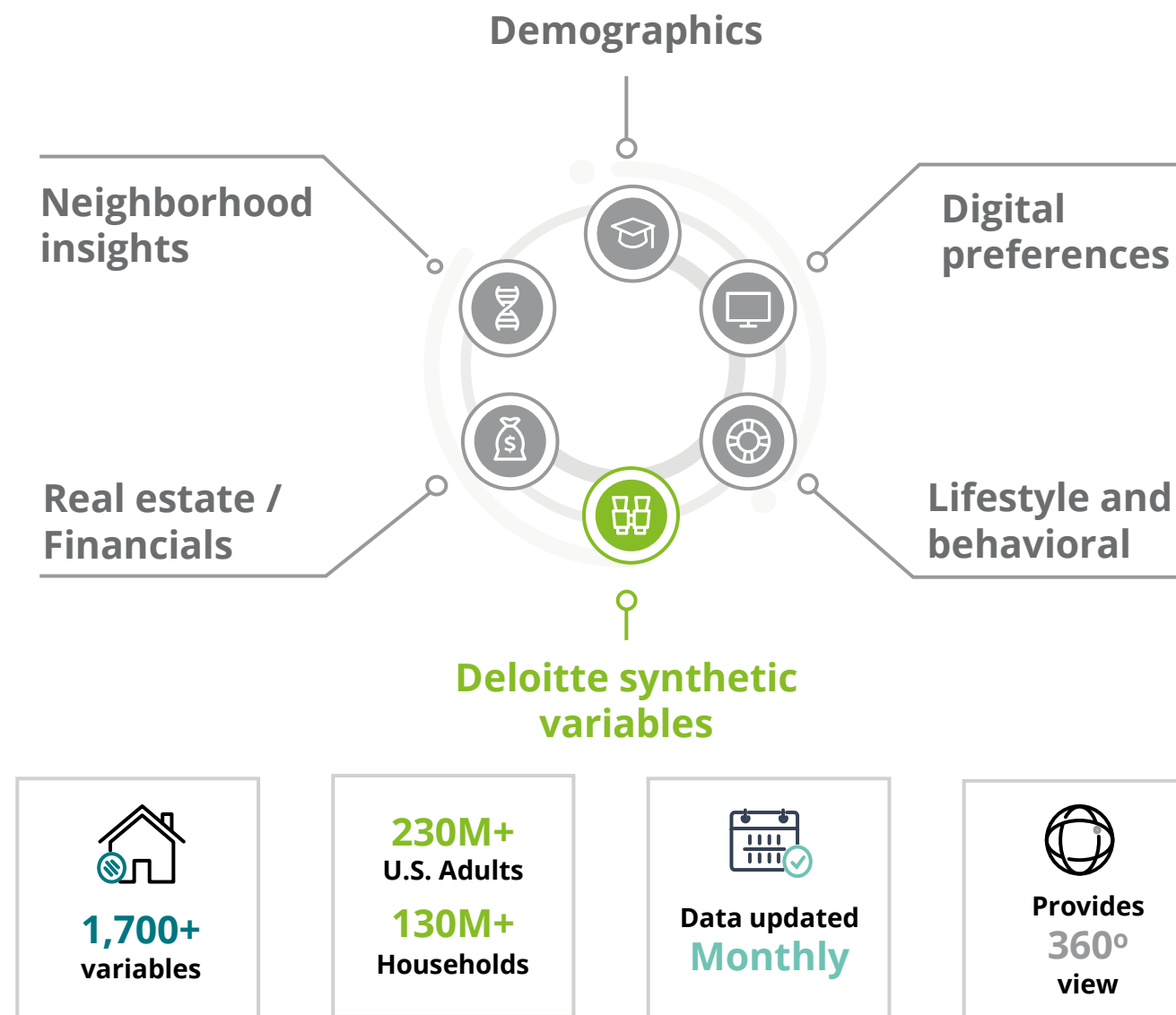
Potential Outcomes & Benefits

Candidate360 helps institutions cut through the noise, helping institutions both strategically and tactically:

-  **Identify new diverse and non-traditional candidates** to adapt to changing demographics and meet enrollment and composition targets
-  **Improve student retention and graduation rates** to appeal to savvy consumers
-  **Improve financials** by increasing net tuition revenue
-  **Improve ability to proactively plan** for – and adapt to – changing institutional needs
-  **Maximize resources** for marketing, financial aid, and recruiting to more efficiently use budget

Candidate360: Empowered by PeoplePrism

When institutional data is combined with the household behavior insights of Deloitte's PeoplePrism dataset, enhanced predictive powers bring new capabilities and provide additional, early insight on individual prospects.



Candidate360 Value

- Enhances predictive power
- Enables unique capabilities
- Provides household-level insights
- Earlier availability of information

Why Deloitte & Google Cloud

As a Premier Partner of Google Cloud and the Services Partner of the Year for four consecutive years, Deloitte helps Federal, State & Local, and Higher Education organizations support and advance their missions. We think about the complex issues facing the public sector and develop relevant, timely, and sustainable solutions that can help accelerate project impact.

Contacts

Peter Fritz

Principal, Asset Champion
pfritz@deloitte.com

Sean Conlin

Principal
sconlin@deloitte.com

Benjamin Lynch

Asset Manager
belych@deloitte.com

Vishal Kapur

Lead Alliance Partner
vkapur@deloitte.com

Marianna Jonsdottir

Channel Sales Manager
mjonsdottir@deloitte.com

Learn More

<https://www2.deloitte.com/us/candidate-360>

