

# CANDIDATE360™



## BUSINESS CHALLENGES

Higher education institutions today face dynamic changes on multiple fronts.

### Increasing competition

More colleges, universities, and non-traditional institutions continue recruiting among a shrinking population.

### Doing more with less

Administrative functions undertake increasingly more complex tasks with less government funding, more accountability, and fewer other resources.

### Improving student outcomes

The importance of student outcomes has increased with new performance-funding laws.

### Rising costs

Universities increasingly rely on tuition to fund operations due to decreases in government funding.

### Changing student behaviors

Prospective students now expect an individualized experience and a clear return on investment from a college degree.

### Adapting to policies

New policies (e.g., those from NACAC) allow institutions to continue to recruit prospects well after they deposit.

### Targeting class composition

Institutional leadership continues to focus on delivering a unique student experience to their distinct class cohorts.

## SOLUTION OVERVIEW

Candidate360 is a predictive analytics solution that combines integrated client and Deloitte proprietary data, robust artificial intelligence (AI)/machine learning (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 proprietary data to drive comprehensive and actionable insights.

### Actionable analysis

Data models designed to produce predictive and prescriptive analysis to help practitioners anticipate and guide student decisions at each step of the enrollment cycle.

### Interactive tools

Interactive dashboard application streamlined for user experience and easy integration with existing institutional customer relationship management and learning management system tools.

### System integrations

Avoid the "black box" with transparently-built predictive analytics models powered by AI/ML, all reviewed by Deloitte's Ethics in AI framework.

### Insight advisor

Strategic and tactical advice and support from Deloitte's experienced higher education advisors that goes beyond help desk support.

## POTENTIAL OUTCOMES AND BENEFITS

Candidate360 assists institutions with cutting through the noise, helping them both strategically and tactically:



**Increase student headcount and success rates** to deliver the institution's mission



**Optimize resources** for marketing, financial aid, and recruiting to more efficiently use budget



**Identify new and non-traditional candidates** to adapt to changing demographics and meet enrollment and composition targets



**Boost financials** by increasing net tuition revenue



**Strengthen ability to proactively plan** for—and adapt to—changing institutional needs

# Candidate360: Empowering institutions with data

When institutional data is combined with the household environmental insights of Deloitte’s proprietary datasets, enhanced predictive powers can bring new capabilities and provide additional, early insight on individual prospects.



## DELOITTE SYNTHETIC VARIABLES

**1,700+**  
variables

**270M+**  
U.S. Adults  
**130M+**  
Households

Data updated  
**MONTHLY**

Provides  
**360°**  
view

**50**  
States  
**8+**  
years

## CANDIDATE360 VALUE



Enhances  
predictive power



Enables unique  
capabilities



Provides household-  
level insights



Ensures timely  
availability of  
information

## Why Deloitte and Google Cloud

Deloitte helps federal, state & local, and higher education organizations advance their missions. As a Premier Partner of Google Cloud and Partner of the Year for five consecutive years, we think about the complex issues facing the public sector and develop relevant, timely, and sustainable solutions that can help accelerate project impact.

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