

Estudias Enterprise for IR

The Vital Role of IR

Institutional Research (IR) plays a vital role in institutions of higher education. Retention and recruitment efforts depend on information from the IR office. However, existing technology often makes it difficult to provide this information. ZogoTech's *Estudias Enterprise* gives schools quick, easy access to accurate information for informed decision-making.

Estudias Enterprise

Estudias Enterprise is a data warehouse with all of the advanced analytics such as data mining and prediction that institutional researchers need, in addition to a suite of server-based student tracking and reporting software to consolidate silos of information.

Users can create their own ad-hoc queries and reports in a secure, central location – all designed from the ground up for colleges and universities.

Estudias Enterprise Research

With *Estudias Enterprise*, researchers will:

- **Save time** with tools for in-depth, IR-specific reporting such as longitudinal cohort tracking.
- **Improve quality assessment** by creating Key Performance Indicators for institutional goals such as retention, recruitment or group-specific metrics such as the number, time and type of contacts that a student had with any department in the institution.
- **Improve data integrity** by automatically notifying those responsible when discrepancies occur. Data is cleaner over time.
- **Increase retention and recruitment** through the use of advanced data mining and prediction designed for higher education from the ground up.

- **Curb renegade reporting** by controlling information available for report download.
- **Create a standard reporting base** by automatically labeling reports indicating whether they were generated from snapshots (ex. 12th class day) or live data and allowing recreation of the report.
- **Reduce burden on researchers** by allowing other groups and executives to easily run their own reports.

Estudias Enterprise Security

- **Consolidate information silos** to a centralized, secure location that is closely monitored, maintained and analyzed.
- **Perform detailed auditing** and establish fine-grained permissions restricting access to student-level detail, for example.

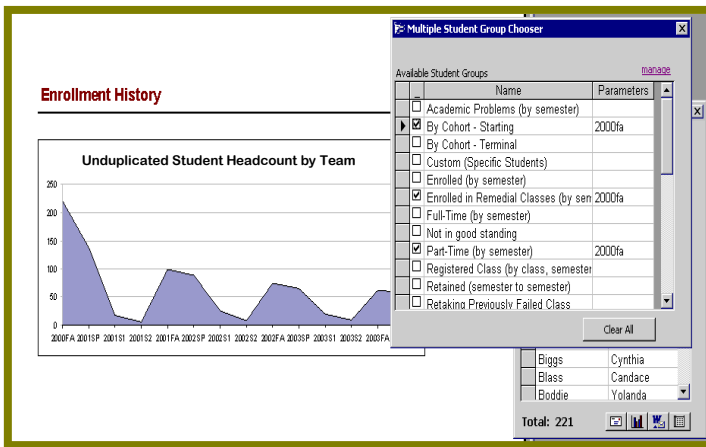
Estudias Enterprise Usability

- **Provide access to student data** downloaded from current student information system (Datatel, Colleague, SCT Banner, etc.) via a user-friendly interface allowing for high-level reports or detailed drill-down.
- **Empower end users** to create ad-hoc queries and reports on their own students, mail merge and/or sending email to any group of students with a few clicks.



“Estudias Enterprise puts information at your fingertips in a timely and effective way.”

Darline Morris, Ph.D. Director, Institutional Effectiveness, Research & Planning.
Texas State Technical College - Waco



The example above shows the ease of creating sophisticated ad-hoc queries with the highly acclaimed user interface of *Estudias Enterprise*. In just a few clicks a user can pull up a list of students who started in the fall semester of 2000, were enrolled in remedial classes and were part-time that semester. With a couple more clicks, the user can obtain a graphical chart showing their retention through time.

Scenarios

Here are just a few questions *Estudias Enterprise* answers:

- What are the characteristics of students who are successful versus those who are not?
- Do some cohorts have a higher retention rate than others? Why? What are the levels of retention?
- Which support programs on campus are doing the best job of retaining students per dollar spent and per contact hour?
- Which students are at risk of dropping out this semester? Which intervention programs have been the most effective in preventing these types of students from dropping out?

Integration

Given its power, many institutional researchers use *Estudias Enterprise* as their primary data analysis software. However, others look to *Estudias Enterprise* for the data cleansing, ad-hoc reporting, data silo consolidation and a system for monitoring institution-wide KPIs. *Estudias Enterprise* does not prevent one from using other tools. In fact, if currently using these tools with text files, they will run much faster when connected to *Estudias Enterprise*.

Action

While a data warehouse, or platform, will allow institutional researchers to run reports and make predictions, this is just the first step. *Estudias Enterprise* goes far beyond simple decision support tools. *Estudias Enterprise* creates a cycle of continuous improvement: researchers use the advanced data warehouse features of *Estudias Enterprise* such as data mining to analyze data (i.e., identifying at-risk students). Student services groups use this information to implement intervention programs (i.e., by contacting students). The results are fed back into *Estudias Enterprise* where they can be analyzed again, beginning another cycle of analysis-implementation-assessment.

"We see Estudias as an important tool for better advisement and quicker response ... because it's so user friendly, there is not a steep learning curve."

Blaine Bennett, Ph.D.
Dean of Institutional Advancement and Technology
Southwest Texas Junior College

Success

Estudias Enterprise is successfully being used in all types of institutions from two-year colleges to small private universities to multi-campus community college districts.

Researchers are regaining control of their data. IT administrators are consolidating insecure silos of information and reducing maintenance costs. Student groups are serving students better. *Estudias Enterprise* links all of these groups together to help institutions improve retention, recruitment and assessment.

About ZogoTech

The aims of ZogoTech are nothing short of revolutionizing the way that educators and administrators use technology. Our *Estudias Enterprise* student tracking software empowers educators and administrators with the data they need to more effectively serve students.

Combining an interface that is incredibly easy to use and customize, automated generation of campus and federal reports, integration with your student information system and the highest security standards in the industry, *Estudias Enterprise* can help organizations serve students more effectively with fewer resources.

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