

# Oracle Student Engagement

Higher Education institutions today are under intense pressure to enroll best-fit students, improve outcomes, ensure student success, and generally to do more with less. At the same time, today's students have changed and demand modern, consumer-like experiences and engagement with institutions. Oracle Student Engagement, part of the Oracle Student Cloud suite, empowers university administrators with a comprehensive platform to manage highly personalized and targeted multichannel communications and engagement to support student recruiting, student retention and success initiatives, alumni and donor nurturing, and other outreach efforts to constituents across the full lifecycle.

## EMBRACING STUDENT EXPECTATIONS

Students today are heavily influenced by their experiences with technology throughout their lives. They expect a modern, consumer-like experience when they interact and engage with organizations, including sharing and social interactions, more personalized and individualized services, and immediate and responsive access to information and resources. They seamlessly shift from one channel and one device to the next while engaging with your institution. They share opinions about your institution on social media – acting as advocates or dissenters – influencing each other more than your staff ever could. And they expect that your institution will know and understand who they are, what their interests and needs are, and that you will provide them a personalized and modern experience.

Modern institutions of Higher Education are responding by improving student engagement and satisfaction by implementing solutions that focus on meeting these expectations and building long-term relationships with their students and with all constituents, rather than simply managing transactions.

## PERSONALIZE COMMUNICATION AND OUTREACH

Today's students are much more technically sophisticated and have a stronger consumer-orientation than in the past. They are bombarded with communications and messages and if these communications do not address their unique interests, needs and preferences they will most likely ignore them. It therefore is critical for institutions to provide very targeted and personalized communications and outreach efforts that can be automated to deliver the right message to the right



### Key Features

- Multichannel Engagement & Outreach Campaigns
- Social Monitoring & Engagement
- Comprehensive Digital Profile
- Lead Scoring and qualification
- Content Marketing
- Real-time analytics

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audience at the right time and via the right channels. And institutions must deliver these communications with a consistent brand and voice to establish a strong, positive identification and relationship with students. Oracle Student Engagement provides Higher Education institutions with these capabilities and more.

- Monitor hundreds of thousands of social sites.
- Create multiple keyword search topics and refine those results using semantic analysis to filter out “noise” or false hits.
- Understand the sentiment, location, source, and demographics of social messages and posts and drill into the actual messages and posts to see the exact content.
- Respond to individual messages and posts via the same media and engage the submitter in a productive dialogue to resolve any issues or problems they were having.
- Enhance collaboration across campus by forwarding messages to other campus experts for follow-up with the submitter

With Oracle Student Engagement, institutions can monitor and interact with students directly via social media, meeting modern students’ expectations for engagement.

## MANAGE DIGITAL CONTENT

Institutions create and manage a lot of digital content from a variety of sources and media – everything from web pages, to blog postings and videos to meet the needs and expectations of today’s modern students. This content must be engaging, compelling, and relevant for each stage in the lifecycle and for different targeted audiences. Oracle Content Marketing works together with Oracle Student Engagement to simplify the overwhelming process of creating, distributing and promoting new content for every stage in the lifecycle.

- Plan and organize a compelling content strategy across different time periods and roles.
- Collaborate to create and manage content with built-in workflows, including notifications and approvals.
- Promote content to a website, blog, email, microsite, landing page, or internal content portal across multiple business units simply and efficiently.
- Monitor content performance and engagement results to promote the most effective content and information.

## GAIN INSIGHT INTO CAMPAIGN EFFECTIVENESS

In order to be successful today, institutions need to understand and make sense of the vast amount of data they collect and maintain. Administrators must be able to assess the success and impact of outreach and engagement campaigns and to refine those efforts quickly and easily to ensure the best possible results.

Oracle Student Engagement includes powerful and comprehensive analytic and data visualization tools to arm administrators and decision-makers with the most timely and insightful information, so they can make the best decisions to achieve their departmental and institutional goals.

## A KEY COMPONENT OF ORACLE STUDENT CLOUD

Student Cloud delivers all the engagement and SIS capabilities institutions need to support the complete student lifecycle from prospective students to enrolled student to alumni. With Oracle Student Cloud, institutions worldwide can deliver on their mission to help students achieve their educational goals.

### Key Business Benefits

- Leverage the power and reach of social media to extend your recruiting efforts and engage with prospective students.
- Collaborate across campus to provide the seamless engagement and coordinated outreach students expect.
- Improve outreach and campaign effectiveness with robust and actionable analytics

### Related Products

- Student Management
- Student Financial Planning
- Student Recruiting

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## Integrated Cloud Applications & Platform Services

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