Transformative
Student Lifecycle Management
Oracle Solutions for Higher Education
Keeping Up with Changing Technology, Changing Budgets, and Changing Times
Higher education leaders continue to grapple with transformational issues, including rising costs, globalization, technology advances, and regulatory compliance. Oracle’s student lifecycle management means they always get top grades.

Higher education leaders, administrators, and researchers face a multitude of challenges that include the ongoing need to reduce costs; cope with global competition for students, faculty, and researchers; gain insight for more-informed decision-making and strategic planning; keep pace with the speed of technology advancements; link education and research programs to outcomes; and meet increasingly rigorous standards for accountability and regulatory compliance.

But many institutions are hampered by cobbled-together technology infrastructures; highly complex and fragmented networks of applications; and seemingly conflicting mandates for easier, mobile access to information and learning while providing a secure, stable environment.

Fortunately for teaching and research organizations around the world, Oracle has a long history of supporting education. Oracle is committed to simultaneously developing advanced solutions specifically designed to meet the unique requirements of education while offering immense flexibility in deployment so you can achieve the best fit for your precise needs.
FACT: One-third of all students change institutions at some time before earning a degree.
Source: “Transfer and Mobility: A National View of Pre-Degree Student Movement in Postsecondary Institutions,” National Student Clearinghouse Research Center Signature Report, February 2012

Oracle’s Solutions for Higher Education

Successful higher education institutions know they need to focus on the complete student lifecycle—from the first contact with a prospective student, through enrollment and graduation, alumni pursuits, lifelong learning, and beyond. What’s more, these colleges and universities understand that a student’s interactions with their institutions go far beyond administration and transactional systems.

Today, highly effective education and research institutions are building a framework that supports the intersection of academics, administrative processes, and long-term constituent relationships to promote student success. They need solutions that adapt quickly to diverse and changing education models. They expect operational excellence and a natural, intuitive, real-time user experience that promotes productivity and supports learning through collaboration. Finally, they want every system that supports and interacts with students to be flexible and scalable enough to keep pace with the speed of technology.

Oracle is the only vendor serving higher education that has the vision and the capability to deliver the type of solutions that institutions need today—and to “future-proof” their investments so they’ll meet the requirements of tomorrow.

Unlike other student solutions built on archaic infrastructures that support yesterday’s education processes, Oracle’s PeopleSoft Campus Solutions and other products for education have been purposefully architected to evolve with education institutions as they continue to transform learning delivery as well as institutional processes and policies. Oracle’s student solutions are also extensible. This means that your institution can build on and extend the capabilities to differentiate your institution through unique programs of study, distinctive self-service, or other features without costly customizations. And Oracle’s student solutions are built on open standards so they’ll work in complex, multiplatform environments.

Constituent Management and the Student Lifecycle

Increasingly, colleges and universities want complete, current, and accurate information about each individual who interacts with their institutions. But many times, these relationships and interactions are complex because many people end up holding multiple roles over time. What if an applicant to graduate school is also an employee of the university? What if students’ parents are also alumni? Does a change of name and address that the employee just submitted in the human resources system need to be updated in other systems’ databases? When a student applicant is accepted and enrolled but then hired for a part-time position, is the institution able to see and manage the student’s various roles or affiliations?
Oracle’s student solutions make it possible for an institution to “share” an individual’s data with all other organizational systems, saving time and resources and improving the accuracy of the information maintained.

The Student Lifecycle Begins with the First Contact

From the moment a prospective student or other individual connects with your institution—whether virtually, through a recruiting event, or via one of many possible inbound or outbound communications—your institution has an opportunity to nurture and grow that relationship over time.

But how do you communicate and share the information from this initial contact with the appropriate individuals in your institution? Can you ensure that the individual’s information is not lost, but also kept secure? And how do you tie that initial contact information to the individual’s subsequent application, enrollment, and giving history? Can you capture and track all the affiliations and relationships that an individual contact has in order for you to personalize communications and interactions? Will you be able to track that initial contact throughout the relationship lifecycle to know if the person applied for admission and enrolled and if she completed her program and graduated successfully? Finally, will you be able to measure the effectiveness of your recruiting and retention efforts from this initial contact?

PeopleSoft Campus Solutions has powerful recruiting and admissions capabilities that can be further extended when integrated with a customer relationship management (or CRM) solution from Oracle. However, because of its Web services and open standards design, PeopleSoft Campus Solutions can also be integrated with other vendor or custom-built CRM solutions already in use at your college or university.

Managing Student Finances and Funding Education

Financing a university education is becoming more challenging for students and their families. Around the globe, many governments are reducing their support for higher education and changing the mix of available funding. We see many countries introducing new student payment requirements such as student loan schemes or work and study programs. And students are looking to third-party sources of funding, such as foundations, scholarships, and corporate sponsors, as well as increasing the number of hours spent working to finance their education.
FACT: Only 57 percent of incoming freshmen to four-year programs will receive a degree or credential. For community college students, success rates are even lower.


For institutions of higher education to respond to and manage this rapidly changing environment, they need a flexible and adaptable student information system that provides a variety of options for calculating and assessing student fees and tuition as well as myriad other payment options. PeopleSoft Campus Solutions provides exactly that.

The student financials module provides a wide variety of options for configuring rules for assessing enrollment-based charges and fees as well as options for invoicing and billing students or designated third parties. In addition, PeopleSoft Campus Solutions supports a variety of funding sources, including

- Employer-funded education for working adults
- Government-sponsored programs
- Installment payment plans
- Financial aid programs such as student loans and scholarships as well as U.S.-based government financial aid programs
- Online payments such as credit cards and e-checks

Contributing to Student Success and Retention

Once a student is admitted to your institution, the opportunity for his or her continued success depends on many factors, including

- Individual goals
- Academic success
- Schedule flexibility
- Positive user experience with university systems and processes
- Communications and feedback mechanisms
- Advising resources
- Finances and funding

To support student and institutional success, colleges and universities need to be able to flexibly define programs of study to meet changing student and community needs and develop programs to define and support student success and retention.

Built on open standards, PeopleSoft Campus Solutions is the student system of record. It can interface with other systems so advisors, faculty, and administrators can gain the information and insight needed to retain students and help them achieve their goals at your institution.
“Using the software and the curricula provided by the Oracle Academy allows me to organize my lessons in a fast and effective way, taking advantage of the latest technology and the practical examples provided in the curricula. Many of my students have successfully taken the Oracle certification exams.”

Geert Vera, Head of Information and Communications Technology Department, Universiteit Antwerpen

Merge Academics and Collaboration with Student Information

Higher education is an increasingly digital, distributed, and mobile experience. Students and faculty need real-time access to online learning, collaboration tools, and resources from anywhere in the world, on any device, and enhanced by rich digital media. The PeopleSoft Student Administration Integration Pack, for example, reduces the administrative burden on faculty members and allows an institution to connect enrollment data with its learning management system (LMS) and other academic support systems. With Oracle supporting the administrative functions, institutions can focus on their education missions.

Because Oracle partners with leading LMS providers, Oracle makes it possible for institutions to integrate and access student and class information for a personalized, comprehensive view of the learning experience. And Oracle technology enables integration with an institution's content management, portals, multiple LMSs, and other systems that interface with students, faculty, and the learning environment.

Provide a Holistic View Between Your Constituents and Your Institution

An individual’s relationship with your institution is not limited to academic or administrative functions. Your constituents change roles and requirements for information and access over time. From obtaining a parking permit, to accessing research materials through the library, to purchasing books, joining a research team, becoming an employee, and so on—each role or activity requires a specific type of access to information. Because many of the systems supporting these functions have been built independently, creating a holistic campus environment requires them to be connected throughout your institution.

Oracle’s higher education solutions help colleges and universities

• Connect the entire campus community
• Integrate multiple, disparate systems throughout your institution
• Improve the user experience and access to information
• Enhance service to the campus community
• Simplify and speed up access to information that users need
• Secure access based on each individual’s role and affiliations

“Oracle provides the solutions we need to handle our rapid enrollment growth. By leveraging Oracle’s PeopleSoft Financials, PeopleSoft Campus Solutions, and PeopleSoft Human Resources, we have improved our operational efficiency, enhanced service delivery to students, and can provide timely and accurate information to key stakeholders.”

Susan Garland
Executive Director, ERP Applications, Office of Technology Services, iStar Project, Lone Star Collect System
FACT: In addition to delivering IT solutions to support the business of education, Oracle Academy’s education initiatives reach more than 1.5 million students in 95 countries with grants for teaching and learning about technology.

Source: Oracle Corporation

Cultivate Continued Opportunity for Individual Growth and Lifelong Learning

Relationships with your institution do not end when a student graduates, achieves his or her goals, or leaves for other reasons. Continuing to cultivate and grow the relationship each individual has with your institution gives you and the former student an opportunity to deepen the relationship and pursue future opportunities for learning and engagement. Oracle solutions can help you

- Define academic models to support personal and professional learning activities
- Support flexible terms and lifelong learning
- Incorporate Web 2.0 content and social networking into your ongoing relationship management

Other Oracle Capabilities and Advantages

Oracle has the resources and capabilities to support all aspects of your institutional mission and operational performance. Oracle higher education customers can leverage the substantial resources and talent of the company’s many acquisitions and more than 108,000 employees, 32,000 developers and engineers, and 20,000 partners to support all aspects of the operations of a successful institution in today’s global markets. In addition, because Oracle can offer individual application licenses for on-premises deployment, optimized and integrated hardware and software, up to and including on-demand or in the cloud, colleges and universities can choose what will work best for them, not for the vendor.

Tap the Potential of Your Donor Community

Many institutions are reaching out and building stronger relationships with their alumni, friends, community, foundations, and corporate donors to cultivate additional sources of revenue and support. Through effective relationship management, you can improve your institution’s ability to maximize the impact of your fund-raising appeals while deepening relationships with all your donors. Oracle’s PeopleSoft Campus Solutions and PeopleSoft Contributor Relations help you do the following:

“The deployment of an integrated student information system is a long-term investment and one of the large technology projects undertaken by the university in recent years. We have used PeopleSoft solutions to build a single, integrated student administration system that has streamlined the way we record and store information, improving the services we provide to students and staff.”

Tommy Hor
Director, Computer Centre, National University of Singapore
• Incorporate Web 2.0 content and social networking to personalize communications with donors and prospects
• Effectively manage and measure fund-raising events, campaigns, and annual appeals
• Continuously analyze progress to improve results
• Personalize communications and support multiple communications channels
• Enhance user experience so contributors can easily interact with your institution

Human Resources
Recruiting, managing, developing, and retaining quality staff and faculty are key to supporting the mission of your institution. While often considered a back-office solution, strategic human resource management is a critical component in enabling your institution to support the core mission of teaching, learning, and research. Only Oracle offers a complete portfolio of human resources solutions to support institutionwide and departmental-level needs from a single platform. And you can choose the deployment model that best fits your needs and resources—and make changes to your deployment without interruption of services to your constituents.

Financial Operations, Procurement, Strategic Planning, and Budgeting
Operational efficiency. Transparency. Governance. Compliance. Successfully meeting these many requirements and more is at the core of your institutional operations. Only Oracle offers a complete portfolio of financial, planning, budgeting, governance, and reporting solutions to support institutionwide and departmental-level needs from a single platform.

Supporting Grants Management and Research
As researchers and research programs have become more global and data intensive, it is increasingly challenging for higher education institutions to keep pace with the new demands. No longer are institutions able to manage discrete research projects within the confines of a department or even the institution itself. Cross-discipline and global collaboration, managing the deluge of data, securing access, and meeting the needs for data integrity and accountability are issues that research organizations face today—as well as building an infrastructure to meet future needs and expectations. Similarly, managing the financial aspects of a research project is becoming more challenging. Competition for grants and sponsored research funding is increasing, as are pressures to secure more grants and reduce costs. Principal investigators and research administrators must contend with increasingly complex program requirements, institutional review boards, conflict-of-interest requirements, and reporting requirements.

“At HWS, we are pulling in students who have the same expectations as those who go to larger institutions with bigger budgets. They are technology natives, and they expect that everything is available at their fingertips, online. They want to do what they want, when they want, not during office hours. Oracle’s PeopleSoft applications help us to make this a reality.”

Jeremy Trumble
Director, Enterprise Solutions, Hobart and William Smith Colleges
“The emerging concept of social CRM combines traditional contact points with information derived from social networks and other new media in the decision-making process. Newer CRM software releases are far more robust and flexible than their predecessors at integrating this information.”

Source: “Is Your CRM Solution Keeping Up with the Times?” IT Business Edge, 2011

End-to-End, Full Enterprise Business Intelligence and Analytics
To meet the education and research goals of the institution and be nimble enough to adapt to changing requirements, colleges and universities need access to data about the institution that is timely and accurate. Comprehensive dashboards and reports must provide immediate access to the details of all aspects of the operation. Performance indicators must create a feedback loop between decision-making and institutional operations and provide insight into how resources should be utilized for maximum results and more-accurate planning. Oracle solutions offer user-friendly analytical tools for your provosts, financial officers, program directors, and other business officers so they can easily track trends and make adjustments. Besides increasing transparency and reporting capabilities, Oracle solutions allow institutions to build performance management programs to increase productivity and improve resource allocation.

Oracle’s Commitment to Education
For nearly two decades, Oracle has worked to advance education with innovative technology programs that prepare students for life and for the workplace. Each year, Oracle Academy delivers more than US$2 billion worth of software, curriculum, hosting services, and teacher professional development to serve 1.5 million students in 95 countries. Higher education institutions can integrate these resources into computer science and business programs to help students gain industry-relevant skills that prepare them for twenty-first-century careers.

Transformative Solutions for Changing Times
Oracle solutions for higher education are purpose-built so institutions can meet the complex and changing requirements of their students, faculty, staff, alumni, governing bodies, and other constituents today and far into the future. Because of the open standards-based design principles of Oracle technology, institutions can flexibly adapt to changing needs without disruption of services or access to information—reinforcing a positive user experience. As a result, higher education institutions can more effectively manage relationships and the student lifecycle, from first contact through graduation and beyond. Oracle’s commitment to education and close partnership with leading education institutions around the world uniquely position it to deliver the solutions institutions need today.
For more information about Oracle’s student lifecycle management solutions, visit oracle.com/us/industries/education-and-research/index.html, or call +1.800.Oracle1 to speak to an Oracle representative.

OUTSIDE NORTH AMERICA
Visit oracle.com/us/corporate/contact/index.html to find the phone number for your local Oracle office.