

HIGHER EDUCATION

Unlock Endless Possibilities

Enabling a resilient and modern institution for the journey ahead



Higher education

Higher education institutions today face serious challenges. They have to deal with budget cuts, political uncertainty, rising costs of tuition and loans, insufficient and dissatisfied staff, and changing student expectations. Several have had to close their doors or dramatically alter their approach. Confidence and accessibility are at all-time lows.

Key imperatives for higher education

- 1** Simplify to reduce complexity
- 2** Develop secure, scalable, and automated systems to support innovation
- 3** Drive sustainability and increase reliability while equitably serving all communities

Forces shaping higher education

INDUSTRY CHALLENGES

Changing student expectations

The pool of traditionally aged students has declined, requiring institutions to use innovative recruitment and retention strategies to meet enrollment goals.

Affordability and access

With the cost of a higher education now averaging \$36K per year, college increasingly seems inaccessible, irrelevant, and out of reach.

Retaining staff and faculty

Low wages and difficult work environments created a hiring crisis for administrative staff, while recruiting faculty—and their research grants—is a top priority.

Fragmented systems and spiraling costs

Outdated legacy systems make it difficult to access insights and implement process improvements required to effectively navigate change.

Capitalizing on research opportunities

Missed opportunities to increase funding and enhance institutional reputation through research contributions.

VISION OF SUCCESS

Click on a section to learn more.



1: Hyperpersonalize student interaction

Engage learners throughout the student lifecycle with personalized experiences and proactive intervention services to improve recruitment, retention, and graduation outcomes.

Recommended actions:

- Work toward hyperpersonalization using generative AI for student communications
- Segment customers more deeply, including adult learners, part-time students, and other groups of learners
- Recruit and support students while managing costs in line with your goals

How to get started:

- Connect student data sources
- Learn how AI can help you automate a hyperpersonalized experience
- Set up analytics to detect student engagement issues

Oracle capabilities enabling strategic goals



2: Optimize financial aid

Optimize the financial aid process through greater process transparency and responsible borrowing, while diversifying academic programs and offerings to attract nontraditional learners.

Recommended actions:

- Improve accuracy of financial analysis by collating all relevant data sources
- Identify and target the right students
- Automate the financial aid process and enhance with AI for greater transparency

How to get started:

- Analyze existing student financial aid data versus results and costs
- Learn how AI and advanced analytics can help you make better, faster decisions
- Use automation and generative AI to create more efficiency and reduce costs to allocate more money to student support

Oracle capabilities enabling strategic goals



3: Attract and retain staff

Attract and retain a modern workforce of faculty and staff, enabled with advanced technologies that automate routine tasks, freeing up employees to focus on more strategic work.

Recommended actions:

- Start experimenting with AI and automation to learn how it can benefit and enhance your workforce
- Understand how drones and digital twins will continue to change your business
- Determine existing skill sets and training gaps

How to get started:

- Learn about modern workforce management technology
- Understand your current employee experience and areas for improvement
- Analyze your existing workforce and identify risks, such as hiring or retiring risks

Oracle capabilities enabling strategic goals

Human capital management

Optimized talent retention and growth



4: Control costs

Do more with less by investing strategically in unified, connected, and intelligent technologies that provide a consistent view across operations—auxiliary services, athletics, on-campus security, and more.

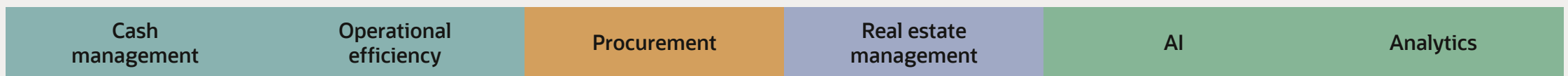
Recommended actions:

- Get more-accurate insights into real costs by integrating key data sources, such as employee data, facilities data, supplier data, and more
- Make data-driven decisions to optimize overall financial results—without sacrificing student experience

How to get started:

- Identify the key data sources that drive costs
- Look to advanced performance analysis to deepen insights
- Use AI and automation to flag and recommend areas for improvement

Oracle capabilities enabling strategic goals



5: Improve research quality and support

Increase research contributions and discovery and pursue grants and funding that also enhance the institution's reputation and attract talented faculty and students.

Recommended actions:

- Use AI and advanced analytics to improve research results and maximize return on investment
- Highlight research results in campaigns to enhance reputation and ability to attract talent
- Use generative AI to make research, grant management, and marketing more efficient

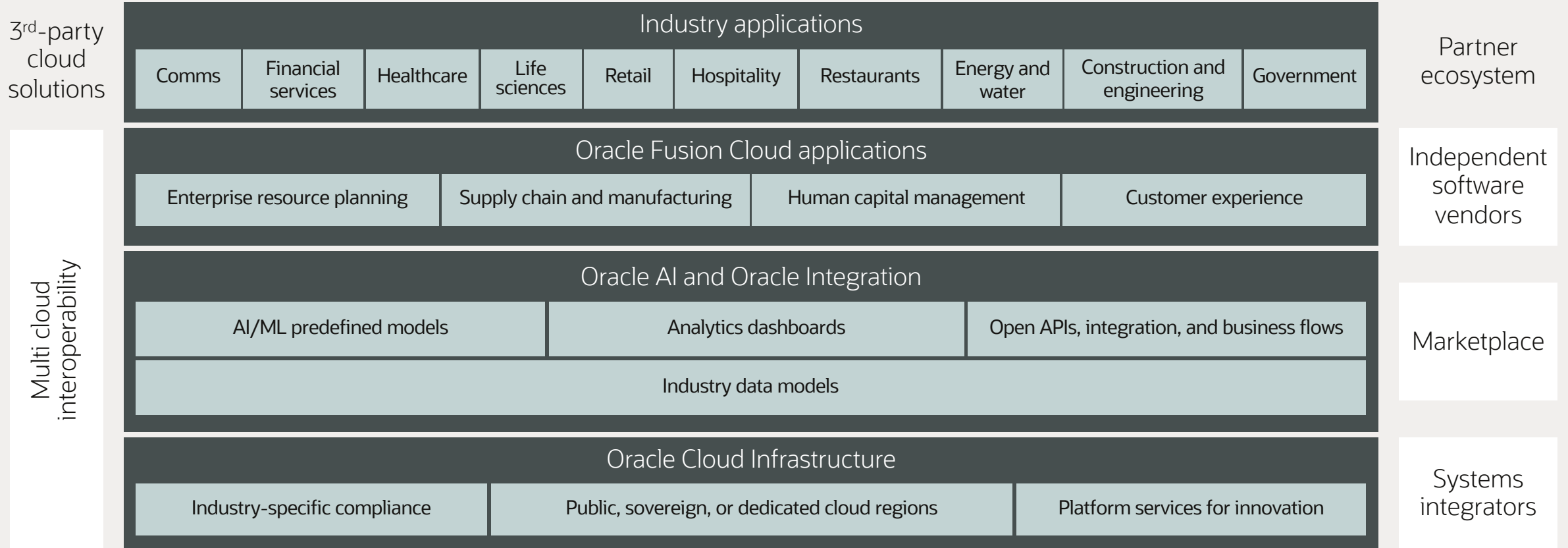
How to get started:

- Automate the tracking and management of academic research, patents, and more
- Discover what data you need to collate to get an accurate picture of results
- Measure marketing campaign performance related to your research projects

Oracle capabilities enabling strategic goals



Oracle solutions for every industry



Why Oracle?

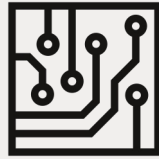


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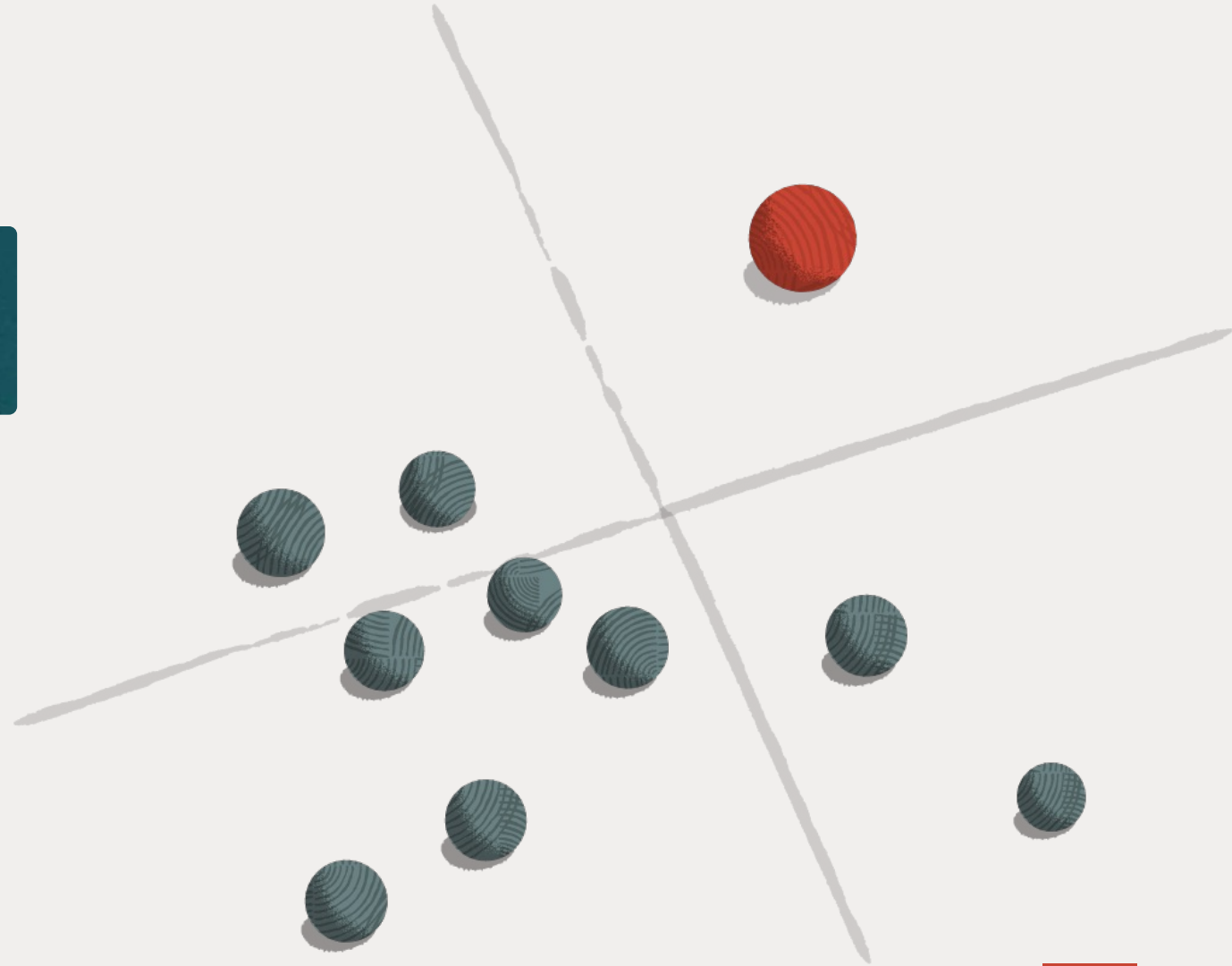

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