Oracle Student Engagement

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Student Cloud

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.

Streamline and Personalize Communications 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 audience at the right time and via

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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- 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.

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.

- Create a variety of omni-channel campaigns, with highly personalized and targeted communications based on the recipient's interests as well as their digital profile and behaviors. Campaigns can be fully automated to include sequencing of communications, alternative modes of engagement, follow-up reminders, post-event thank you communications, and surveys.

- Leverage social media to promote and monitor student engagement and sentiment. Respond directly to prospective student inquiries that are posted on social channels.

- Create and manage digital content such as HTML landing pages, forms, and email templates to maintain a consistent and unified brand identity.

- Build comprehensive profiles of constituents and their digital activities to better understand their interests and behaviors, enabling the institution to create more targeted and personalized outreach and to anticipate and intervene with students before an issue arises.

- Qualify prospects and applicants, or potential donors, with Lead Scoring, allowing the institution to target outreach efforts to those individuals with the desired characteristics and levels of engagement with the institution.

Enhance Social Interactions

Social media has become the de facto standard for how students communicate and interact with one another and with the various organizations or entities in their lives, including educational institutions. Students are prolific users, Tweeting, posting, and blogging about all kinds of issues, both good and bad. Higher Education institutions need the ability to monitor and engage with these posts and to understand both the content and the context of them; which are real concerns and which are merely excitement over a visiting guest speaker or other event on campus? Oracle Student Engagement provides institutions with exactly this ability. Institutions can:

- 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

- Oracle Content Management
- Oracle Student Recruiting
- Oracle Student Support
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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 to 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.

Student Engagement: A Key Component of Oracle Student Cloud

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

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