



Despite the technology penetration, the education industry often faces challenges when it comes to improving student outcomes, retaining students, and placing them to successful careers while optimizing institution's infrastructure. The education industry has witnessed several technological trends over the years; analytics is one of the major trends that has been propelling the industry and strategically improving the quality of education. More higher educational institutes are jumping on the analytics bandwagon and reaping its benefits by making student experience better.

How Allegro uses analytics to boost student enrollment

We've seen an explosion of new technology making education more accessible and personalized for anyone, anywhere. The adoption of these technologies means that students are sharing more data about themselves than ever before, creating new opportunities for improved learning. But the challenge for colleges and universities is making sense of all this new information. While colleges and universities may embrace a more digital future, adoption of analytics technologies remains low. Compared to the industry average of 22%, adoption of business intelligence solutions remains stuck at 3-5% across higher education institutions.

How Allegro learning solutions makes the difference?

Think of us as the team behind the team running successful student enrollment and retention programs across the U.S. We help colleges and universities understand and leverage their data so that they can better attract, engage, and retain students.

To help colleges and universities analyze and take action from their data, Allegro offers:

- Enrollment management services
- Retention analytics
- Design to delivery course service

These analytics give an overview of the design, production, development, support, and optimization across the entire life of a course.

Allegro learnings fetches quick insights from various sources of student data, such as:

- Website
- Learning management systems
- Marketing campaigns
- CRM
- Student information systems
- Webinars

Allegro enables marketing, admissions and development teams of colleges and universities the ability to assess admissions and enrollment marketing campaign performance on-the-fly. Colleges and universities can ask questions to analyze their data from every student touch point.

Some of the answers Allegro can provide to colleges and universities almost real-time are about:

- **Speed to lead rate:** how quickly is a college reaching out to a potential student?
- **Inquiry to app rate:** how many inquiries are coming in and how many of those turn into applications?
- **App to start rate:** how many applications turn into starts?
- **Retention rate:** how well are we keeping students in school?
- **Inquiry map by zip code:** where - which geographic location - are our applications coming from?

- **Inquiry map by marketing channel:** where - social media (facebook, instagram, linkedin, etc), email campaigns, webinars, networking events, organic search, paid search , etc. - are our applicants coming from?

Allegro also helps colleges and universities identify new opportunities at all stages of the student lifecycle- including enrollment (marketing efficacy, enrollment management), student outcomes (online course engagement, credit load) and risk analysis (attendance, grades).

Account managers and marketing analysts at universities and colleges can simply search to analyze educational programs and marketing campaigns across student outcomes (graduation, courses taken, etc.), success measurements (employment, salary, etc.), and risk analysis (attendance, grades, etc.).

The role of analytics in student enrollment

A vital part of a student's life relies on social media. When a student enters a college, he/she is extremely thrilled about the new atmosphere and spends his/her time by interacting with the existing student folk and building relationships. Much of the college experience is about the relationships students build once they arrive on campus – in the classroom, in the dorm, and during on-campus events and organizations. Along the same vein, these experiences when shared on social media websites can attract prospective students.

Understanding the power of social media, Allegro reaches prospective students through social media rather just drawing them to the university sites. The sole aim of this approach is to engage students earlier in the recruitment process and concurrently increase enrollments. By embracing social media sites as important recruitment channels, Allegro captures data from social media interactions and performs high-level analytics.

The role of analytics in student retention

Despite high-end efforts on recruitment, colleges and universities have failed to retain many enrolled students. Predictive analytics is proving to be a silver bullet by allowing universities to

identify key drivers of early attrition and track profiles of students with high dropout risk, thereby making appropriate interventions in a timely manner to maximize retention.

Allegro identifies at-risk students and ensures that they receive relevant advice such that they are more likely to continue. Advanced predictive analytics is capable of providing accurate insights for improving retention rate.

The role of analytics in student placement

Allegro uses predictive analytics to measure how good students will perform on standardized tests. More specifically, Allegro can predict the level of proficiency a student would showcase during the placement assessments and the probability of his or her getting finally placed.

Want to get the full story? [Register here.](#)



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