

Rethink, reimagine, redefine: The changing student lifecycle

The pandemic forced higher education institutions to rely on innovative technology to facilitate student success. Digital experiences, which shape and support the student lifecycle, are here to stay, so it's time to ask — what's working?



\$74 billion

The global online degree market is estimated to double by 2025, up from \$36 billion in 2019

"\$74B Online Degree Market in 2025, up from \$36B in 2019." Holon IQ, May 1, 2020.

Rethink recruitment

Recruitment is the lifeblood for any college or university. Use data to track where students are in the funnel and understand how they're feeling in the moment. Don't just attract best-fit students. Set them up for success.



75%

of institutions say the pandemic has changed their approach to using tech to support enrollment or recruitment

"Strategic Tech Decisions During the Pandemic." The Chronicle of Higher Education, 2021.



258% increase

in participation at virtual college tours during COVID

Bamforth, Emily. "Virtual Campus Tours Are Catching on in Higher Education." EdScoop, July 8, 2021.



Reimagine student success

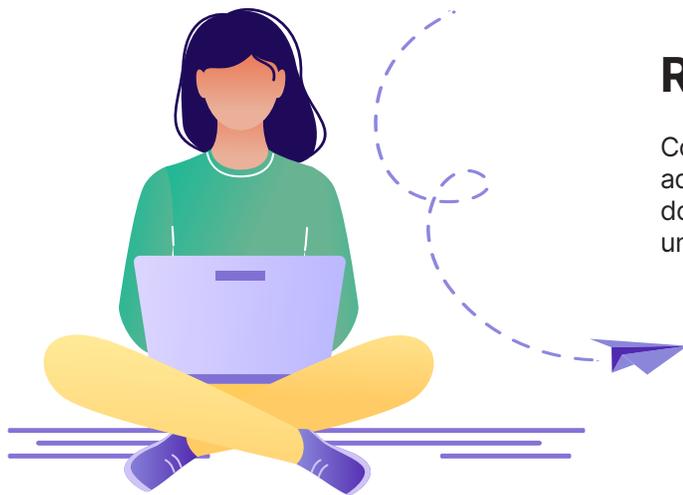
Growing up with unlimited access to information has made students expect more from institutions. They believe institutions should meet them where they are using AI, chatbots, and HyFlex options.

HyFlex: when institutions allow students to participate in the classroom and virtually

What academic technologies do institutions plan to invest in?



"Strategic Tech Decisions During the Pandemic."
The Chronicle of Higher Education, 2021.



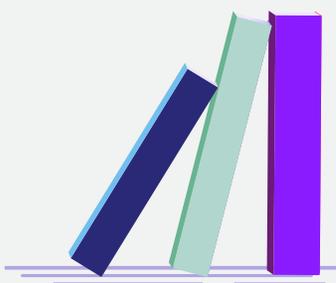
Redefine advancement

Connections serve as the foundation of higher education advancement offices. Data can be used to engage with donors in a personalized and meaningful way that allows universities to build and maintain critical relationships.



Colleges and universities in the U.S. raised an estimated \$49.5 billion during the 2020 academic fiscal year

"Voluntary Support of Education Key Findings, 2019-20." CASE. February 9, 2021.



Reimagining the student lifecycle

Higher education institutions are headed toward a "new traditional" world that recognizes the strategic role of technology. It allows institutions to automate and streamline processes, improve student experiences, and make smarter decisions using data and analytics. Now is the time to rethink, reimagine, and redefine.

[Learn more](#)



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