Candidate360™

Candidate360 is an Artificial Intelligence (AI) and predictive analytics solution—built on Google Cloud—that is designed for higher education organizations to achieve recruiting and enrollment goals.

Business Challenges

Higher education institutions today face dynamic changes on multiple fronts.

Increasing Competition
More colleges, universities, and non-traditional institutions continue recruiting among a shrinking population.

Improving Student Outcomes
The importance on student outcomes has increased with new performance-funding laws.

Adapting to Policies
New policies (e.g., those from NACAC) allow institutions to continue to recruit prospects well after they deposit.

Doing More with Less
Administrative functions undertake increasingly more complex tasks with less government funding, more accountability, and fewer other resources.

Targeting Class Composition
Institutional leadership creating additional focus on delivering a unique student experience with a diverse class composition.

Rising Costs
Universities have an increasing reliance on tuition to fund operations due to decreases in government funding.

Changing Consumer Behaviors
New focus on an individualized experience and a clear return on investment from a college degree.

Solution Overview

Candidate360 is a predictive analytics solution that combines integrated client and Deloitte proprietary data, robust AI/Machine Learning (ML) predictive analysis, intuitive dashboards, and advice from Deloitte's experienced Higher Education Advisors to help institutions achieve recruiting and enrollment goals.

Integrated Data
Institutional data combined with Deloitte's proprietary data to drive comprehensive and actionable insights.

Actionable Analysis
Data models driven by Artificial Intelligence and Machine Learning to produce predictive and prescriptive analysis, all reviewed by Deloitte's Ethics in AI framework.

Interactive Tools
Interactive dashboard application streamlined for user experience and easy-to-integration with existing CRM tools.

System Integrations
Integration points with other institutional CRM and LMS systems (e.g., Slate, Salesforce, and Banner).

Insight Advisor
Strategic and tactical advice and support from Deloitte's experienced Higher Education advisors that go beyond Help Desk support.

Potential Outcomes & Benefits

Candidate360 assists institutions with cutting through the noise, helping them both strategically and tactically:

Identify new diverse and non-traditional candidates to adapt to changing demographics and meet enrollment and composition targets

Improve student retention and graduation rates to deliver the institution's mission

Improve financials by increasing net tuition revenue
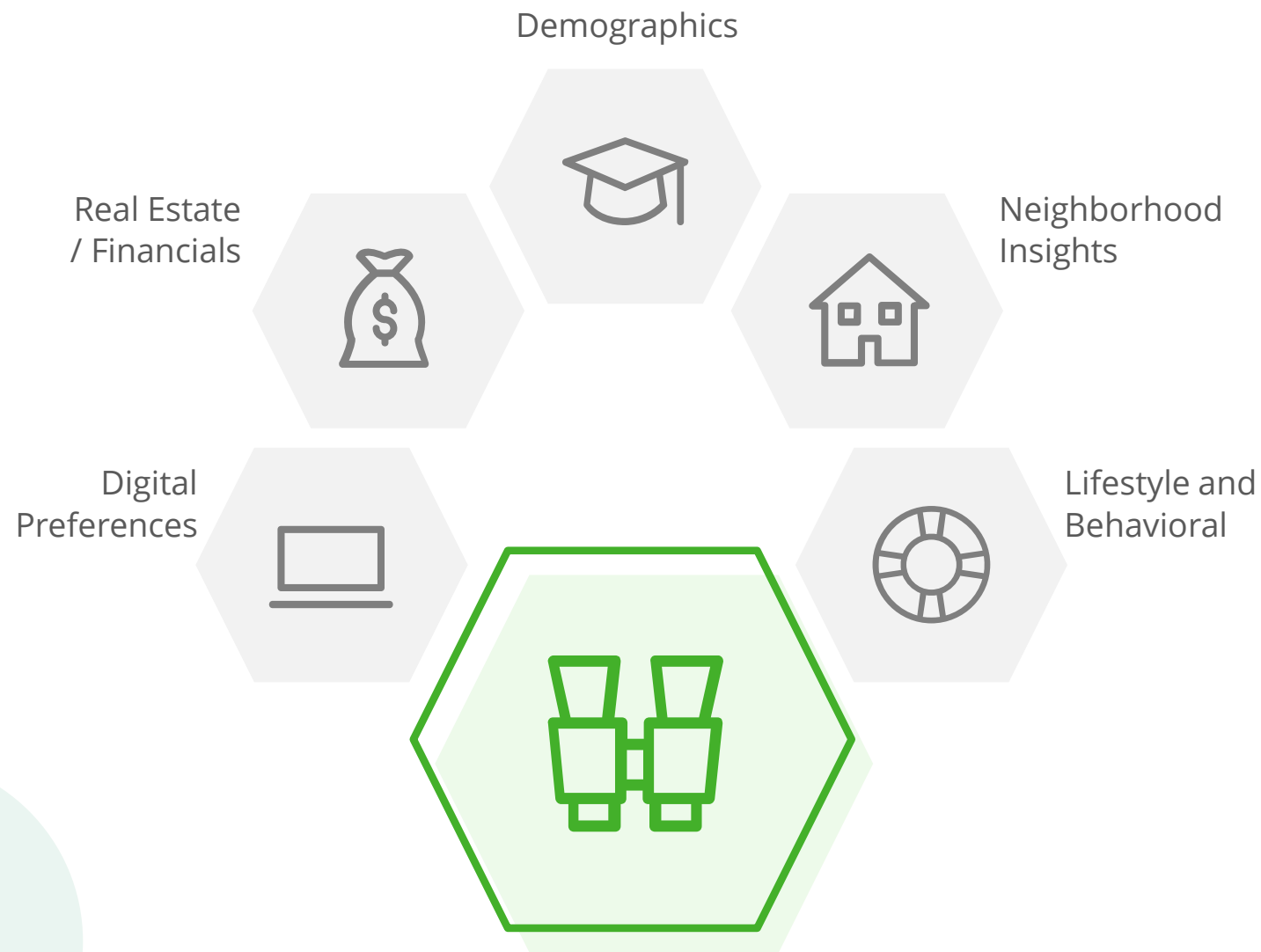
Improve ability to proactively plan for—and adapt to—changing institutional needs

Optimize resources for marketing, financial aid, and recruiting to more efficiently use budget

Candidate360: The Power is in the Data

When institutional data is combined with the household behavior insights of Deloitte's proprietary population datasets, enhanced predictive powers can bring new capabilities and provide additional, early insight on individual prospects.

Demographics

Real Estate / Financials

Neighborhood Insights

Digital Preferences

Lifestyle and Behavioral

Deloitte Synthetic Variables

1,700+ variables

230M+ U.S. Adults
130M+ Households

Data updated **Monthly**

Provides **360º** view

Candidate360 Value

Enhances predictive power

Enables unique capabilities

Provides household-level insights

Earlier availability of information

Why Deloitte & Google Cloud

Deloitte helps Federal, State & Local, and Higher Education organizations advance their missions. As a Premier Partner of Google Cloud and Partner of the Year for five consecutive years, we think about the complex issues facing the public sector and develop relevant, timely, and sustainable solutions that can help accelerate project impact.

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