

# 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



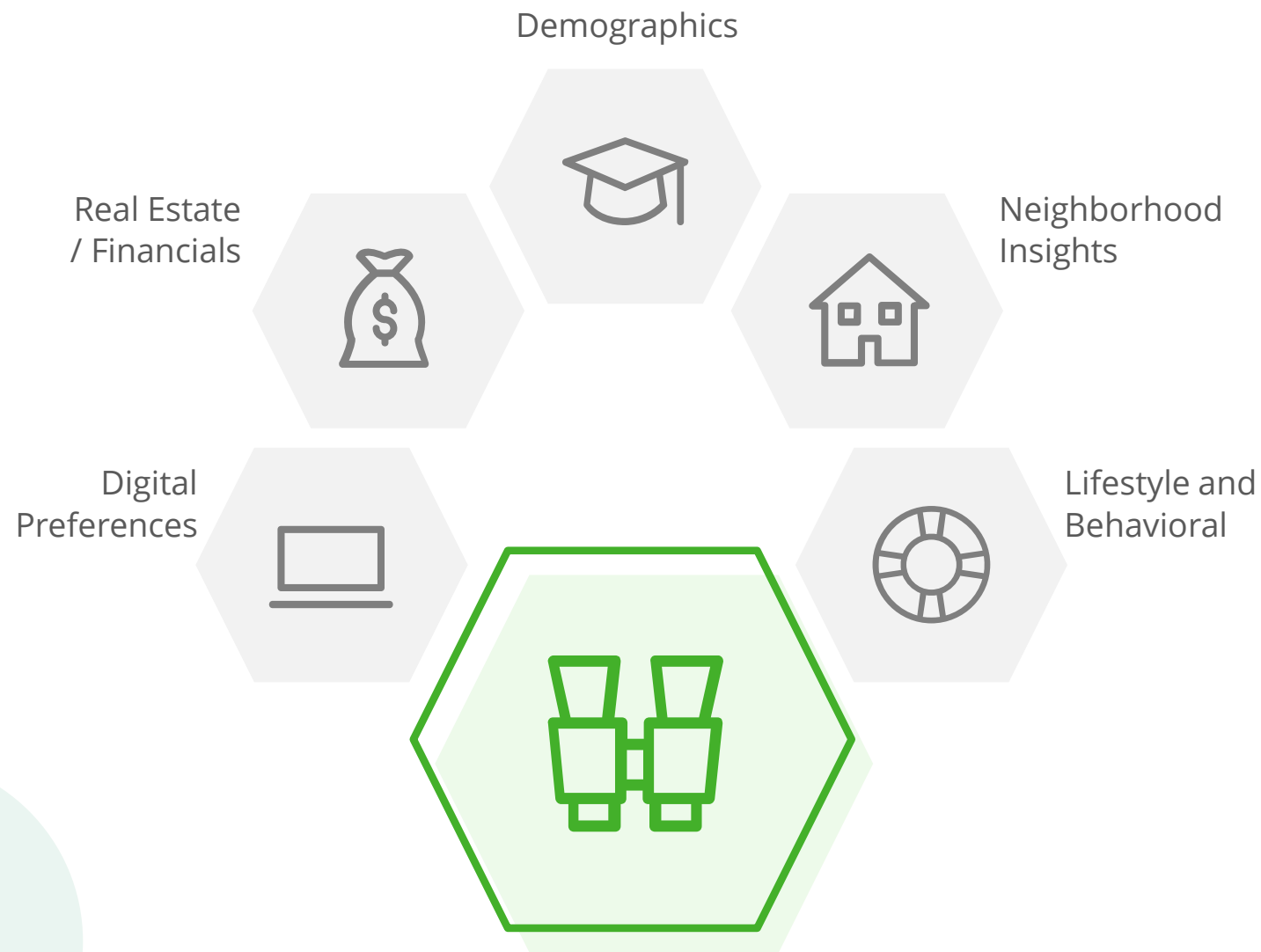
**Improve ability to proactively plan** for—and adapt to—changing institutional needs






**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.



## Deloitte Synthetic Variables

 <p><b>1,700+</b> variables</p>	<p><b>230M+</b> U.S. Adults <b>130M+</b> Households</p>	 <p>Data updated <b>Monthly</b></p>	 <p>Provides <b>360°</b> view</p>
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## Candidate360 Value



Enhances predictive power



Enables unique capabilities



Provides household-level insights



Earlier availability of information

## Why Deloitte & Google Cloud

Deloitte helps organizations advance their digital transformation efforts. In 2023, Deloitte was named the Partner of the Year for Public Sector (Global), Services (North America), Security Specialization (Global), and the Generative AI Industry Solution which is a testament to our ability to develop innovative solutions that are tailored to meet the specific needs of an organization.

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