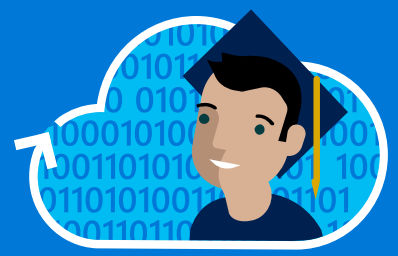


DRIVE SUCCESS THROUGHOUT THE STUDENT LIFECYCLE



Higher education institutions face mounting pressures to effectively engage students and alumni



34% of colleges in the US did not meet their fall enrollment goals in 2017.¹



Currently, **only 11.6%** of alumni donate to their alma mater.²

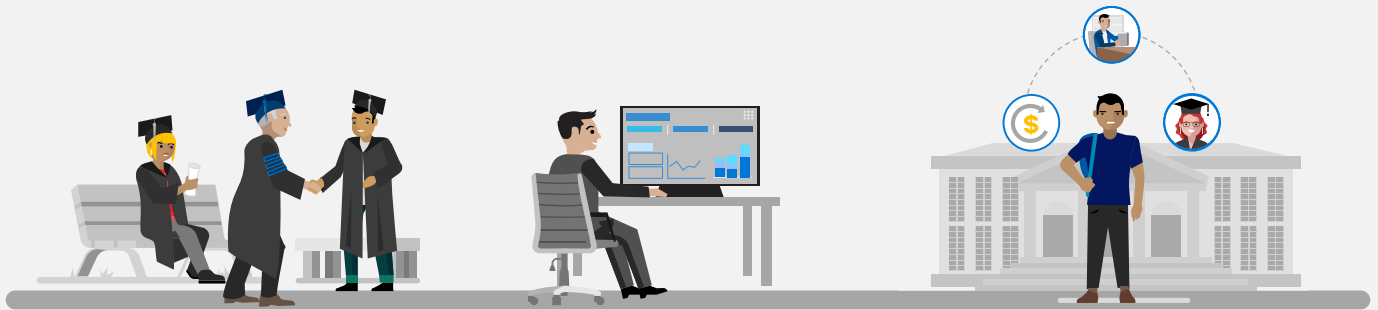


After six years, **22%** of students will have dropped out of school and **12%** will have failed to graduate.³



Only 24% of Chief Academic Officers rated their investments in analytics as "very effective."⁴

Engage students intelligently with Microsoft Student Success and Lifecycle Management



Foster lifelong relationships by offering personalized experiences across the student journey

Ensure the best outcomes for students by helping them succeed through proactive, insight-driven engagement

Increase efficiency and improve decision-making with a 360-degree view of students and their activities

Why Microsoft?

Microsoft helps institutions gain the insights needed to improve student engagement, trust, and outcomes across the entire lifecycle



Transform institutional effectiveness and student outcomes with powerful advanced analytics and artificial intelligence



Leverage department-specific solutions on a connected, extensible platform backed by the experience of a robust partner ecosystem



Accelerate user adoption with an easy-to-use cloud platform that seamlessly integrates with familiar tools and technologies

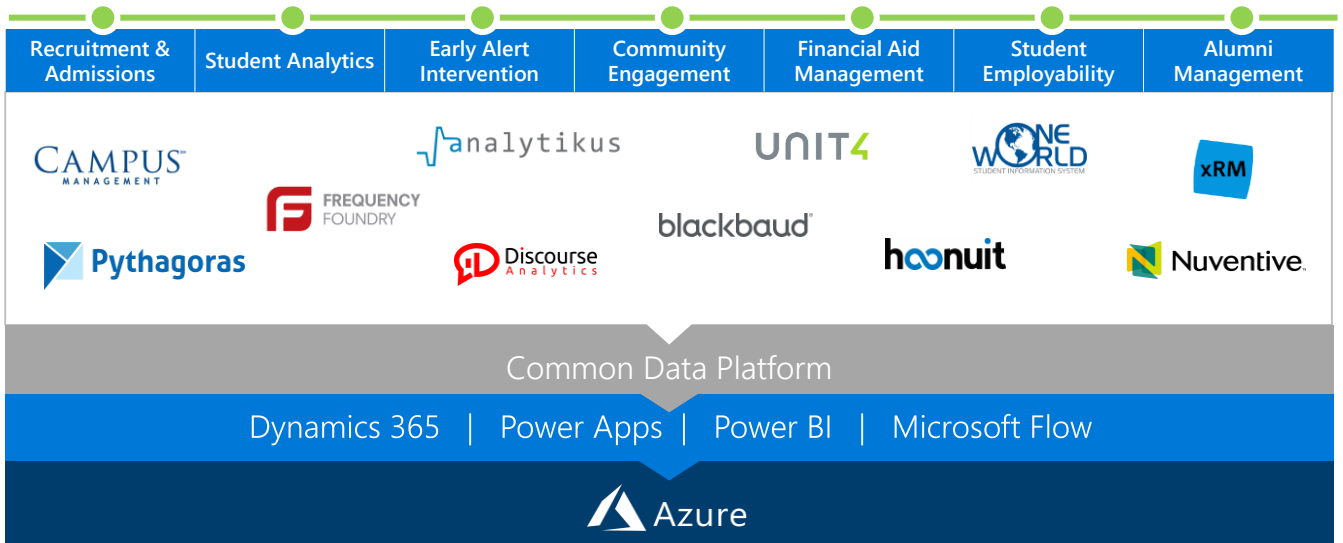
1. EAB, *Four lessons for transformative enrollment results*, 2018. 2. US News *10 Universities Where the Most Alumni Donate*, 2018. 3. EAB *What happens to 100 students who start a bachelor's degree?* 2017. 4. Campus Computing Project, *The 2016 Campus Computing Survey*, 2016.

Streamline enrollment, acceptance, and orientation processes

Provide students with the tools and support to succeed



Help your students succeed with a flexible, extensible solution—backed by an experienced partner ecosystem and cutting-edge Microsoft technology



STETSON UNIVERSITY

“Microsoft has allowed us to leverage our data and finally start looking at it in a comprehensive way.”

Dr. RESCHE HINES, Stetson University

Start engaging intelligently today at aka.ms/EngageSSLM or learn more at aka.ms/LearnSSLM

