PLAID
ANALYTICS

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STRATEGIZING ENROLMENT GROWTH

The University of Alberta sought support to create an evidence-based, actionable plan to achieve the ambitious goal of 60,000 students by 2033. The plan needed to reflect best practices in data analysis, enrolment management and forecasting, and address program development timelines, infrastructure and instructional capacity limits. They trusted Plaid as experts in enrolment planning, forecasting, and data analytics to lead their strategy development.

THE PATH TO PROJECTIONS

1 **SEM Needs & Readiness Assessment**
Plaid audited the University's current Strategic Enrolment Management structure and practices, data accessibility, sources, processes, and dashboards, and provided recommendations on improving their SEM tools and modernizing their enrolment forecasts.

2 **Data Strategy for Enrolment Management Insights**
Plaid identified opportunities for data integration and analytics to support enrolment management, and provided a data strategy and roadmap to expand their analytics program to include course-level data and visualizations tailored to meet the needs of executives, leadership, and decision-makers for strategic planning.

3 **Developing Scenarios for Program & Course Growth**
Plaid guided the University to identify four approaches to growth based on current program sizing, peer institution comparisons, and labour market projections. Plaid led the data analysis, scenario and forecast development that resulted in growth paths for each program and a cohesive institutional plan to achieve this enrolment goal.

POWERING COLLABORATIVE GROWTH

With Plaid's expert advice, data analysis, and scenario projections, the University created a coordinated, evidence-based ten-year growth plan aligned with its strategic vision, grounded in the unique context and challenges of each faculty, with an expanded analytics program to support future decision-making.

KEY TAKEAWAYS

1 Demonstrated expertise in data analysis, enrolment management and forecasting, in the post-secondary sector for strategic planning implementation.

2 Successfully understood the history, structure, needs and vision of a large university to provide actionable recommendations tailored to their unique context.

3 Delivered a suite of detailed reports, analytics, and recommendations to support integrated and collaborative institutional planning and data use.

> "Partnering with Plaid Analytics was instrumental in shaping our strategic enrolment plan....Plaid led comprehensive analytics strategy review, scenario building, and forecasting processes; they delivered concrete, actionable recommendations that have already enhanced our SEM tools and brought clarity, insight, and enthusiasm to our planning activities....With Plaid's guidance, we now have a strong and comprehensive SEM data strategy to support our long-term enrolment growth plan that addresses the whole institution....Plaid Analytics has been an invaluable partner in powering our collaborative growth."

Melissa Padfield
Deputy Provost (Students and Enrolment)
University of Alberta

ABOUT PLAID

Plaid Analytics empowers Strategic Enrolment Management with enrolment & tuition forecasting, automated data pipelines, and data governance to ensure your staff can access decision support data accurately and securely.

What we do is based on creating data insight, but how we do it begins with first understanding what you want to achieve, how you are currently working with your information, and the people behind the data. We then work to bridge the gaps with customized solutions specific to your needs, providing you with the tools and techniques you need to achieve your goals.

Discover Smarter Data Solutions - Request a Demo Now!

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