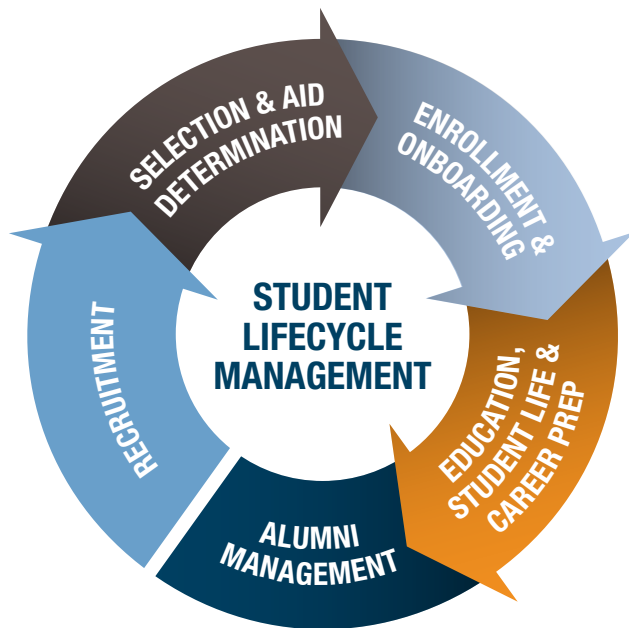




## Student Lifecycle Management

*How can your institution best allocate its resources to attract, retain and graduate successful students? Ensuring student success is your institution's mission and the only sure route to its sustainability.*

Student Lifecycle Management (SLM) is an approach that looks at a student's whole journey – from admissions to becoming an alumnus. It's a holistic and data-informed approach that measures and improves student success across every function, serving and supporting students in areas that include admissions, academic advising, curricular planning, campus life, career advising, and alumni engagement.



### Our differentiated approach

With a focus on data and a proven methodology, Huron partners with key stakeholders across your institution to understand its unique conditions, crafting a distinctive and integrated solution to remove barriers to student success.

Student success is everyone's business. Consider the following questions:

- Do you know what kinds of students succeed with you, why they choose you, and where to find more of them?
- Can you accurately define what programs and experiences set you apart from and above competitors in ensuring student success?
- Do you know who your competitors are and what you can learn from them in attracting and retaining students?
- Do you know where students currently experience challenges on their path at your institution?
- Do you know how to best engage your alumni in building a strong institution where all students succeed?

We use institutional and market data, our experience across the higher education landscape, as well as your own insights to address the most critical questions for your institution. In an era of constrained resources, we know that they must be spent in ways that will best serve students. We help you align your resources to focus on services and offerings that best serve your students.

## Our areas of expertise

After we diagnose specific institutional pain points, we develop a range of options to enhance outcomes, including:

### Recruitment

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- targeted recruiting strategy
- brand positioning
- relationship building
- guidance counselor outreach
- prospective student and market research

### Selection & Aid Determination

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- selection strategy
- aid & merit packaging
- financial aid leveraging
- yield strategy

### Enrollment and Onboarding

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- anti-melt strategy outreach
- orientation development
- summer curriculum assessment
- instituting hand-offs to academic units
- summer development programming

### Education, Student Life & Career Prep

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- success strategy development
- retention assessment & programming
- functional assessments in academic advising
- registrar/academic planning
- financial aid
- bursar's office
- housing
- student life
- career guidance

### Alumni Management

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- assessment of alumni needs
- alumni engagement
- donor cultivation and stewardship

Contact Huron's Higher Education team to begin a focus on student success at your institution today.

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