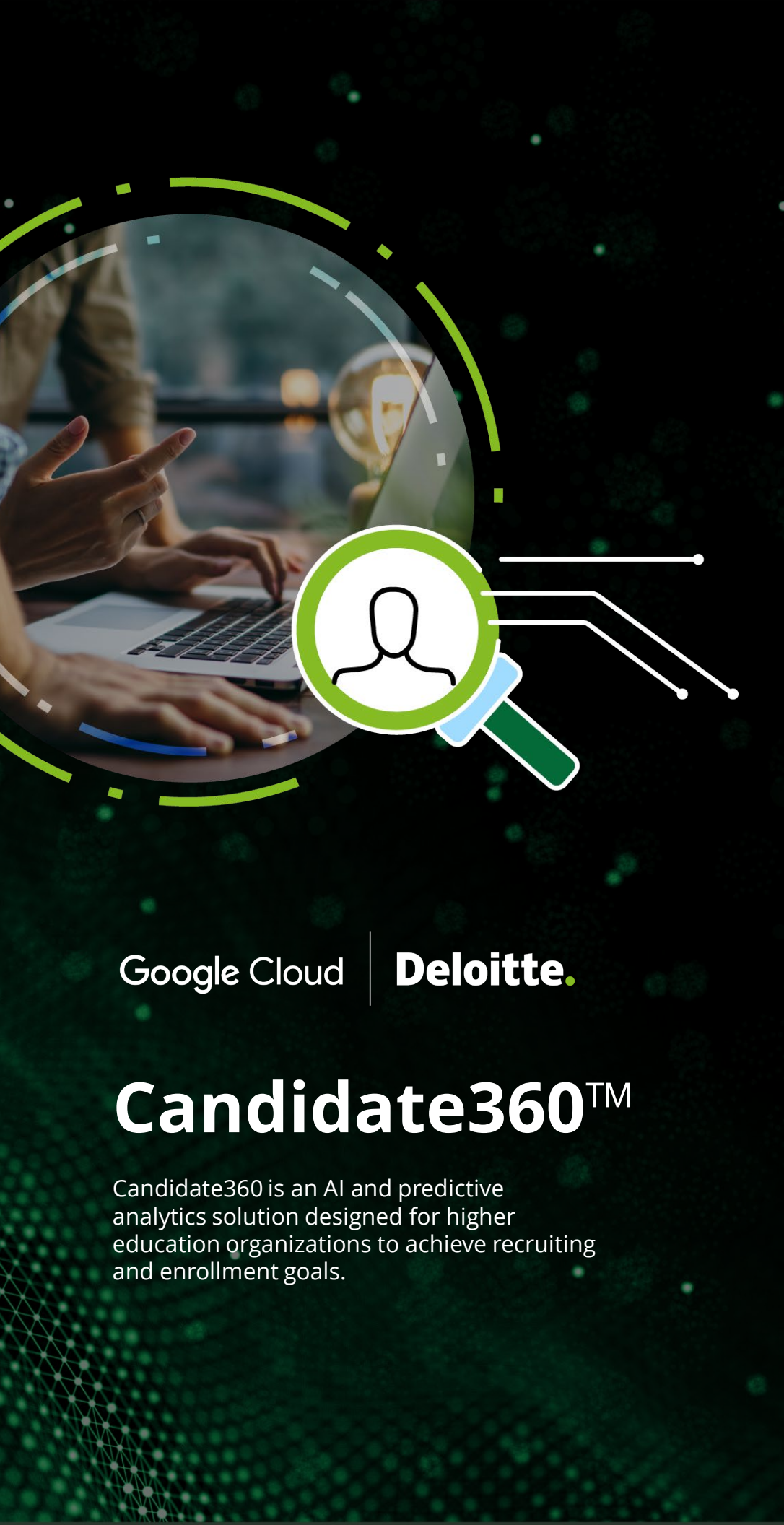




Google Cloud | **Deloitte.**

Candidate360™

Candidate360 is an AI and predictive analytics solution designed for higher education organizations to achieve recruiting and enrollment goals.

Business Challenges

Higher education institutions today are facing a growing number of challenges including:

- **Increasing Competition**
Universities are implementing new campaigns, programs, and scholarships to attract students
- **Improving Student Outcomes**
Increasing focus on retention and graduation rates to support student success outcomes
- **Targeting Class Composition**
University leadership focus on determining target class composition to recruit (e.g., academics, diversity)
- **Adapting to Policies**
New policies (e.g., those from NACAC) allow institutions to continue to recruit prospects well after they deposit
- **Changing Demographics**
Shrinking population of traditional college-going population (first time, Fall freshman)
- **Changing Consumer Behaviors**
Students/families are increasingly savvy consumers, considering cost, graduation rates, employment rates
- **Doing More with Less**
Administrative functions undertake increasingly more complex tasks with less government funding and fewer other resources

Solution Overview

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

Integrated Data	Actionable Analysis	Interactive Tools	Insight Advisor	System Integrations
Institutional data combined with Deloitte's PeoplePrism dataset to drive comprehensive and actionable insights	Data models driven by Artificial Intelligence and Machine Learning to produce predictive and prescriptive analysis, all reviewed by our Ethics in AI framework	Interactive dashboard application streamlined for user experience and easy-to-integration with existing CRM tools	Expert strategic and tactical advice & support from Deloitte's Higher Education advisors that go beyond Help Desk support	Integration points with other institutional CRM and LMS systems (e.g., Slate, Salesforce, and Banner)

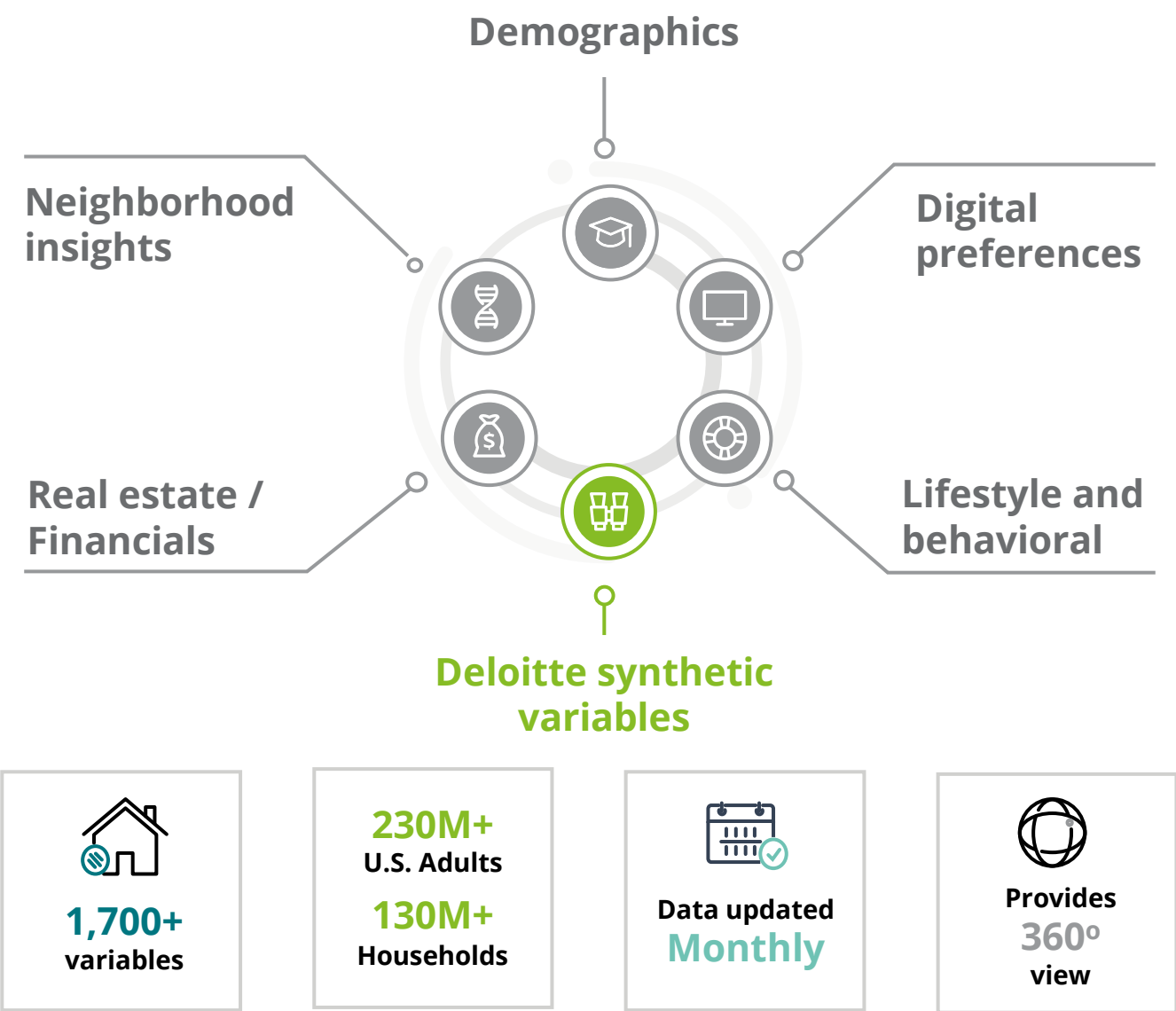
Potential Outcomes & Benefits

Candidate360 helps institutions cut through the noise, helping institutions 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 appeal to savvy consumers
- **Improve financials** by increasing net tuition revenue
- **Improve ability to proactively plan** for – and adapt to – changing institutional needs
- **Maximize resources** for marketing, financial aid, and recruiting to more efficiently use budget

Candidate360: Empowered by PeoplePrism

When institutional data is combined with the household behavior insights of Deloitte’s PeoplePrism dataset, enhanced predictive powers bring new capabilities and provide additional, early insight on individual prospects.



Candidate360 Value

- Enhances predictive power
- Enables unique capabilities
- Provides household-level insights
- Earlier availability of information

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Learn More

<https://www2.deloitte.com/us/candidate-360>



Why Deloitte & Google Cloud

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