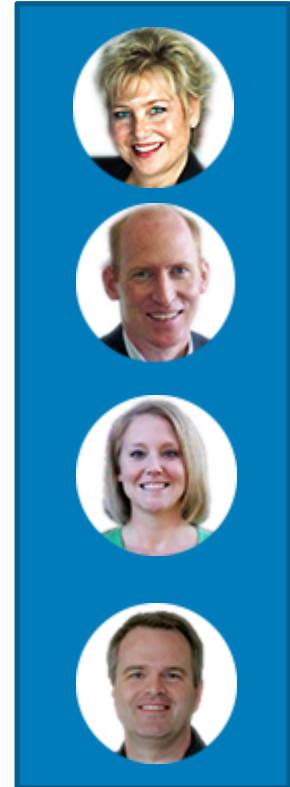




Meet Your Admission Goals with Modern Technology

Agenda

- Liz Dietz, Workday
- Shane Topping, Stevens Institute of Technology
- Lourena Maxwell, Tallahassee Community College
- Michael Bisson, Workday





Workday Student - Built for the Future

Liz Dietz

Vice President, Workday Student
Product Management

A Personal Commitment to Higher Education



Information
Associates
1968

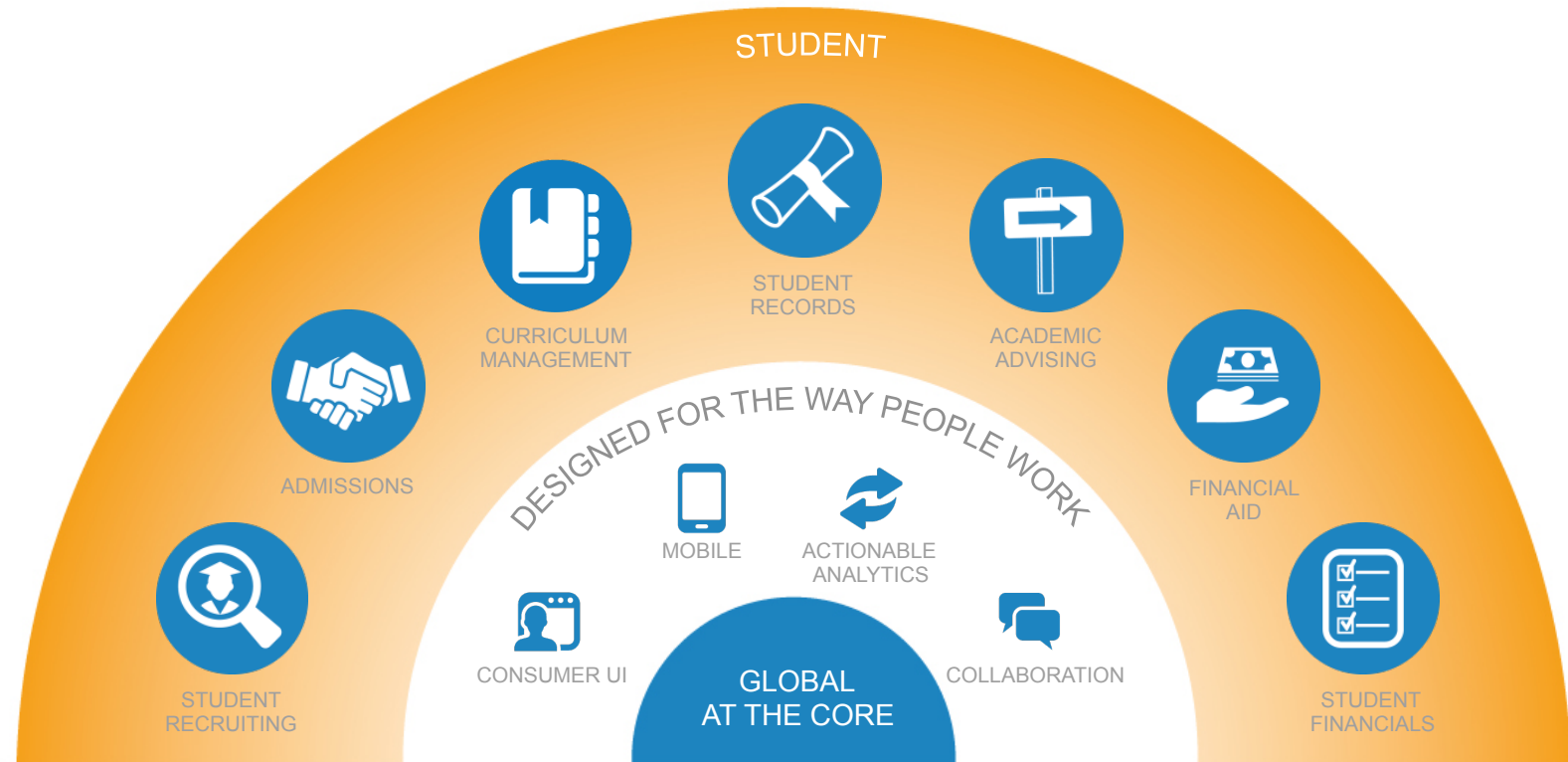
Integral
1972

PeopleSoft
1987


workday®
2005

Unified Solution





ADAPTIVE FOUNDATION • CAMPUS ENGAGEMENT • STUDENT SUCCESS • INSTITUTIONAL EFFECTIVENESS

TECHNOLOGY FOUNDATION

MULTI-TENANT IN MEMORY INTEGRATION CLOUD
 OBJECT ORIENTED SECURITY

EMBEDDED SERVICES

CONFIGURABLE BUSINESS PROCESSES SETTLEMENT ENGINE
 REPORTING & WORKTAGS GOVERNANCE & COMPLIANCE

System of Record



Recruit, admit, award, enroll, bill, advise
and retain your students

- Attract and manage prospective students to meet specific admissions objectives
- Easily support various term periods and learning styles, such as badges and competencies
- Simplify processes related to academic records for students, faculty, and administrative units
- Support and administer aid programs from federal, state, institutional, and private fund sources

System of Engagement

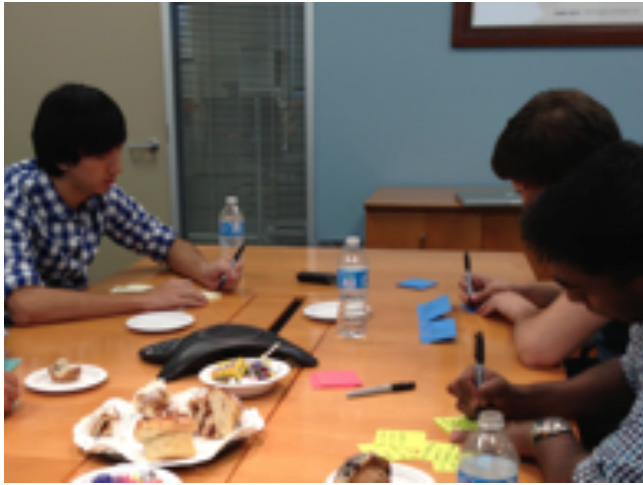


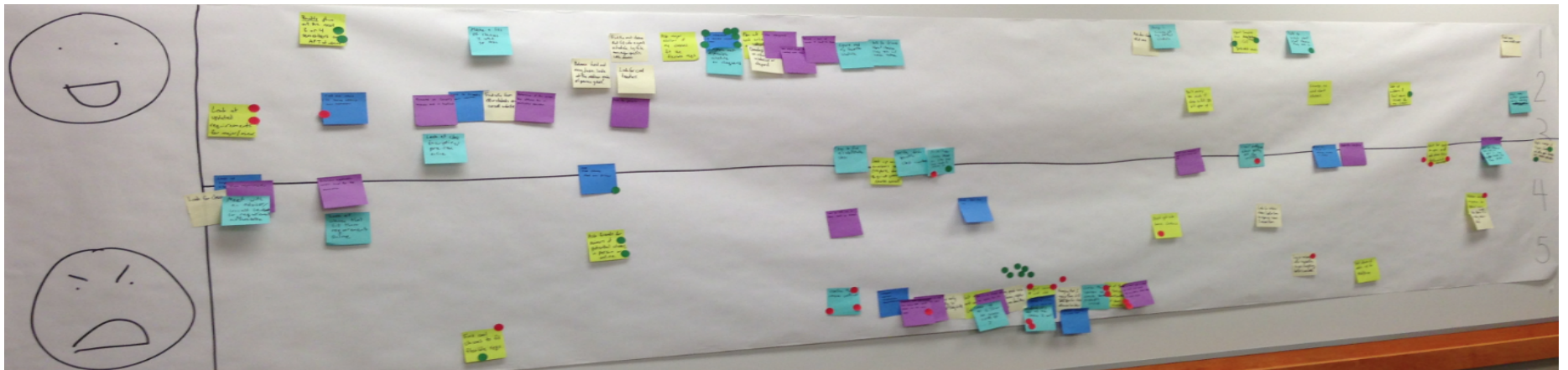
- Engage students, faculty, and staff at the right time and through the appropriate medium.
- Satisfy constituents with a full complement of mobile self-service capabilities
- Quickly identify at-risk students before they leave your institution and provide assistance to keep them on track
- Get a 360-degree view of students and faculty through profiles and portfolios



Analytic Foundation

- Make fact-based decisions to meet strategic goals
- Personalized Dashboards for all constituents
- Accurate analysis and reporting across the institution
- Optimize course schedules to meet student demand and better anticipate appropriate resources
- Analyze patterns for future enrollment and at-risk students
- Stay on top of demand planning, financial aid needs, receivables, and more





guide to be
classes register
one class, then
rt

Input course
and add

add one
course at a time
add → check out

Individually
add all the
classes I want

Annoying that I
need to have diff
windows
tabs open for classes
otherwise too slow

Adjust schedule
if class full

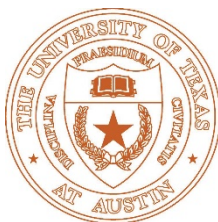
Curse the
heavens and
Oracle because
people soft +
crashed

look at the
Design
eventCenter
at shows
classes.

if I didn't get a class
go back and check
for another class that
I could take

Workday Student Design Partners

The
University
of Texas



University
of Rochester



Stevens
Institute of
Technology



Yale
University



Broward
College



Barry
University



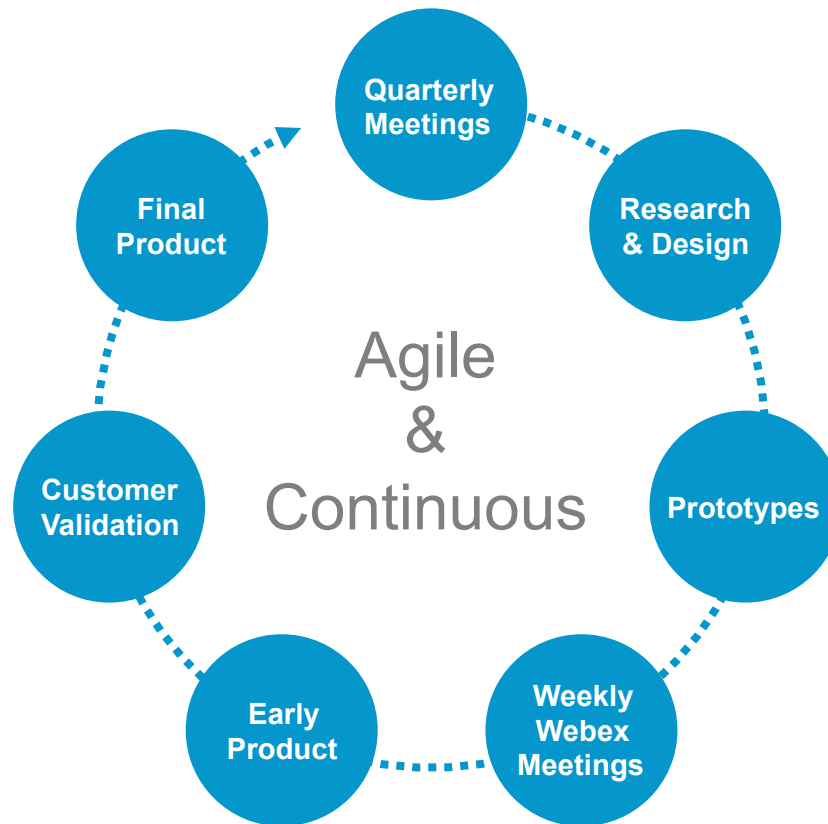
Tallahassee
Community
College



Southern New
Hampshire
University



Reinventing the Modern Student System



Workday Student

SUBJECT TO CHANGE

General Availability

- Campus Engagement
- Flexible Academic Foundation
- Student Recruiting
- Mobile Recruiter-on-the-Go

2 Customers Live!

- Broward College
- Tallahassee Community College

23

Curriculum Management

- Course Inventory/Offerings
- Instructor Eligibility
- Activities/Achievements
- Learning Outcomes
- Competencies

Admissions & Recruiting

- Establish Admission Requirements
- Manage Applicant Records
- Evaluate Applicants
- Process Admission Decision

Early Availability for 3 Customers

- Barry University
- Broward College
- Tallahassee CC

24

Clean Slate





Stevens Institute of Technology: Workday- Student Design Partner

Shane Topping
Director of Admissions

Why Workday-Student?

- Current legacy SIS built 30+ years ago
- Mobile capabilities
- Student Success
- A system of engagement and record
- Flexibility of Integration
- Agility in the Cloud



Workday Student – Design Partner Experience

- Subject Matter Experts
- Frequency of Meetings
- Who are the contributing design partners:

The
University
of Texas



University
of Rochester



Stevens
Institute of
Technology



Tallahassee
Community
College



Yale
University



Broward
College



Barry
University



Southern New
Hampshire
University



Benefits of being a design partner

- New Technology created on clean slate
- Best Practices shared, vetted, and iterated
- Big Idea generation with disruptive capabilities
- Predicting the next set of challenges on our campuses
- Forecasting higher education delivery modes – badges, portfolios, profiles
- Hyper focused on producing a Student-Centric and User-Centric platform





Tallahassee Community College: Recruitment

Lourena Maxwell

Director of Admissions and Enrollment Services,
Tallahassee Community College

Deployment

- Student Recruiting
 - October 20th
- TCC is an early adopter of the Student Recruiting product.
- HCM & Financials will go live April 1, 2015
- Admissions will be the next module to go live following Student Recruiting



Student Recruiting Importance



- Deployment of the Student Recruiting system is important to TCC because we currently do not have an adequate way to track and record student prospects
- Access to Intuitive tools and data insight which will enable us to reach our target population
- Ability to Automate the Student Recruiting process
- Enable the transformation for the way we serve student, faculty and staff



Benefits for TCC



- Early adopter & design partner
- Automation and cutting-edge technology
- Streamlining processing and communication throughout the student life cycle
- Direct access to Workday Student development team
- Mobile capability on a variety of devices





Workday Student

Michael Bisson

Sr. Product Manager; Student Recruiting and Admissions
Workday


Home

Provide Feedback

- Dashboards
- Personal Information
- Student Recruiting
- Favorites
- Pay
- Expenses
- My Team
- Spend Management
- Purchases
- Directory
- Anniversaries
- Benefits
- Time Off
- Birthdays

© 2015 Workday, Inc. All rights reserved. - Proprietary and Confidential - For Workday internal use only



workday Karen Bateman 

Criteria View by: Select a Field... and then by: Select a Field... Refresh

5 Items

Student Recruiting Event	Event Owner	Event Start Date	Event Type	Location	Attendance Limit	Budget	Total Cost	Cost Per Prospect
August 16th Campus Day (Summer 2014)	Alonzo Brown	08/16/2014	Campus Event	Klass Student Center	15	620.00	0.00	0.00
August 2nd Campus Day (Summer 2014)	John Harris	08/02/2014	Campus Event	Klass Student Center	15	620.00	609.95	55.45
August 9th Campus Day (Summer 2014)	Nathan Sundberg	08/09/2014	Campus Event	Klass Student Center	15	620.00	624.80	56.80
July 19th Campus Day (Summer 2014)	Nathan Sundberg	07/19/2014	Campus Event	Klass Student Center	15	620.00	661.54	60.14
July 26th Campus Day (Summer 2014)	Alonzo Brown	07/26/2014	Campus Event	Klass Student Center	15	620.00	596.35	49.70

Recruiting Event Budget Analysis

Event Cost \$2,492.64 Total for Event Budget: \$3,100

Prospect Source Analysis

Web Inqu...	15
Email	12
Event	10

Event Attendance Analysis

Student Prospects by Geography

workday

Karen Bateman

Student Recruiting

Criteria View by: and then by: Refresh

6 Items

Academic Discipline	Student Prospect	Academic Level	Academic Curricular Division	Stage	Assigned Recruiters	Student Prospect Primary Region	Educational Interest
Biology	John Jenkins	Undergraduate	AMU - Alma Mater University	Applicant	Alanna	New Hampshire	Biological Sciences
Biology	Melissa Ericsson						
Biology	Austin Stevens						
Biology	Hua Chen						
Biology	Bill Thompson						
Biology	Victoria Young						

Available Actions

Phone: +1 (603) 310-9907 (Mobile)

Email: jjenkins@workday.net

Recruitments

Active	Stage	Academic Level	Academic Curricular Division	Anticipated Start
Yes	Applicant	Undergraduate	AMU - Alma Mater University	2014 Fall Semester (09/01/2014-12/19/2014)

Engagement Items 3 Total 209

Count 77 \$3,100

Prospect Source Analysis


Web Inqu...

Event Attendance Analysis

20

Student Prospects by Geography

workday

Karen Bateman  3

Home Student Recruiting

Actions

- Academic Person Reconciliation Work A...
- Create Student Recruiting Cycle
- Create Recruiting Region
- Create Student Prospect
- Create Student Recruiter
- Create Student Recruiting Campaign
- Create Student Recruiting Event
- Manage Student Prospects for Recruitin...

Less (3)

View

- Find Educational Institution
- Find Student Prospects
- Find Student Recruiters
- Find Student Recruiting Campaigns
- Find Student Recruiting Cycles
- Find Student Recruiting Events
- View Recruiting Region

Less (2)

© 2015 Workday, Inc. All rights reserved. - Proprietary and Confidential - For Workday internal use only

workday

Karen Bateman

Nathan Sundberg

+1 (617) 354-4851 (Landline)

nathan.sundberg@workday.net

Contact Recruitment Campaigns Events Prospects

Contact

Phone 3 items

Phone Number	Phone Type	Usage	Visibility
+1 (617) 354-4851	Landline	Work (Primary)	Public
+1 (781) 290-7028	Landline	Home (Primary)	
+1 (781) 386-4794	Mobile	Home	

Address

Address	Usage	Visibility	Effective Date
65 Woburn Street Waltham, MA 02452 United States of America	Home (Primary) Mailing Street Address		07/01/2005

workday

Karen Bateman

Find Student Prospects

search

1-50 of 209

Clear All | Open | Save

- Academic Level
 - Undergraduate (209)
- Anticipated Start
 - 2014 Fall Semester (09/01/... (130)
 - 2015 Fall Semester (09/07/... (79)
- Recruiter
 - Nathan Sundberg (73)
 - Alonzo Brown (58)
 - John Harris (43)
 - Rebecca LaChance (34)
 - Randy Flores (1)
- Region
 - Massachusetts- Greater Bo... (34)
 - New Hampshire Recruiting ... (29)
 - Rhode Island Recruiting Re... (27)
 - Massachusetts- Central an... (14)

Adam Schneider
AMU - Alma Mater University | Undergraduate | 2015 Fall Semester (09/07/2015-12/18/2015)

Amber Karlsson
AMU - Alma Mater University | Undergraduate | 2015 Fall Semester (09/07/2015-12/18/2015)

Andrea Lucier
AMU - Alma Mater University | Undergraduate | 2014 Fall Semester (09/01/2014-12/19/2014)

Anita Morales
AMU - Alma Mater University | Undergraduate | 2015 Fall Semester (09/07/2015-12/18/2015)

Anna Davies
AMU - Alma Mater University | Undergraduate | 2015 Fall Semester (09/07/2015-12/18/2015)

Anne Roberts
AMU - Alma Mater University | Undergraduate | 2014 Fall Semester (09/01/2014-12/19/2014)

Anthony Valdez
AMU - Alma Mater University | Undergraduate | 2015 Fall Semester (09/07/2015-12/18/2015)

Becky Berkshaw
AMU - Alma Mater University | Undergraduate | 2014 Fall Semester (09/01/2014-12/19/2014)

Brad Jones
AMU - Alma Mater University | Undergraduate | 2015 Fall Semester (09/07/2015-12/18/2015)

Home | search | workday | Karen Bateman

George Delgado

+1 (603) 337-7047 (Mobile)
 TestEmail@workday.com

Contact | Admissions | Personal | Education | History

Contact | Student Proxies | Social

[Edit](#)

Phone


Phone Number	Phone Type	Usage	Visibility
+1 (603) 337-7047	Mobile	Home (Primary)	Public

Address

Address	Usage	Visibility	Effective Date
45 Dexter Dr Hinsdale, NH 03451 United States of America	Home (Primary) Mailing Street Address		01/01/2013

Email

Email Address	Usage	Visibility
TestEmail@workday.com	Home (Primary)	Public

Home | Search: george delgado | workday | Karen Bateman  3

View Student Recruitment **George Delgado** ...

[Edit](#)

Stage	Inquirer	Student Prospect Type	First Year
Academic Level	Undergraduate	Source	Event
Academic Curricular Division	AMU - Alma Mater University	Source Detail	August 3rd Campus Day (Summer 2013)
Academic Period Type	Fixed	Preferred Location	Main Campus
Anticipated Start	2015 Fall Semester (09/07/2015-12/18/2015)	Student Tags	Lacrosse
Educational Interest	History Major		
Active	Yes		


Recruiters ...


Name	System Assigned	Manually Assigned
Alonzo Brown	Yes	No

Regions ...

Recruiting Region	System Assigned	Manually Assigned
New Hampshire Recruiting Region	Yes	No

Activity (1)

 Post

 **Karen Bateman** 0 seconds ago

Alonzo Brown I met with George and parents on a recent visit to campus. He is a top candidate, I've waived his application fee.

workday Karen Bateman

George Delgado

+1 (603) 337-7047 (Mobile)
TestEmail@workday.com

Contact Admissions Personal Education **History**

Student History

11 items

Date	Category	Item	Action	Record Detail
01/23/2015 06:46 PM	Application	Undergraduate - AMU - Alma Mater University	Stage Progression - Applicant	View
01/23/2015 06:35 PM	Engagement	Conversation	Conversation Outbound	View
01/23/2015 06:23 PM	Engagement	Day on Campus Event	Event Attendance - Received	View
01/23/2015 06:02 PM	Engagement	Day on Campus Event	Event Registration - Received	View
01/23/2015 06:01 PM	Recruitment	Undergraduate - AMU - Alma Mater University	Added Recruiters: Nathan Sundberg	View
01/23/2015 05:58 PM	Recruitment	Undergraduate - AMU - Alma Mater University	Removed Recruiters: Alonzo Brown	View
01/19/2015 10:59 PM	Recruitment	Undergraduate - AMU - Alma Mater University	Added Recruiters: Alonzo Brown	View
01/18/2015 10:33 PM	Recruitment	Undergraduate - AMU - Alma Mater University	Added Region: New Hampshire Recruiting Region	View
01/18/2015 10:33 PM	Recruitment	Undergraduate - AMU - Alma Mater University	Created Recruitment	View
01/18/2015 10:33 PM	Person	George Delgado	Created	View

Home search workday Karen Bateman

Student Recruiting Event Calendar

Student Recruiting Event Calendar

January 2015 Day Week Month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23 Day on Campus Event	24
25	26	27	28	29	30	31

