## Optimizing the Education **Pathway**

Bring value and foster lifelong support by connecting to students, faculty and alumni during the application process, while on campus and after graduation.

complete education journey

Supporting and adding value for a

**Application** Admission On premises courses classrooms Personal or campus life Alumni Faculty projects Events and presentations Professional training Partnerships Enterprise Fund raising

**Student Centric Services** drives

Follow-up. progress monitoring

constant contact

#### **Engage the applicant:** Technology makes the application process easy

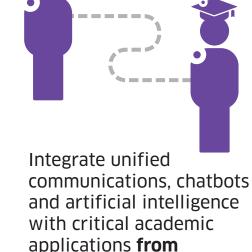
**Prospective students** 

### • Engagement converts visitors to applicants

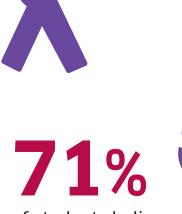
- **Connect with visitors and guests:**
- Cognitive communications provide a virtual concierge

application process and send event updates

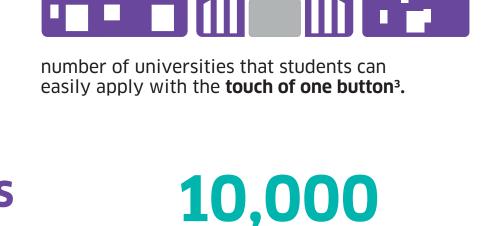
- Location based services help navigate the campus • Unified communications help you stay in touch through the



prospective student to active alumni. of **incoming students** have access to both a laptop and a smart phone<sup>1</sup>.







#### communications channel - quickly find services and locations - connect with professors and advisors

CPaaS enhances collaboration using a single

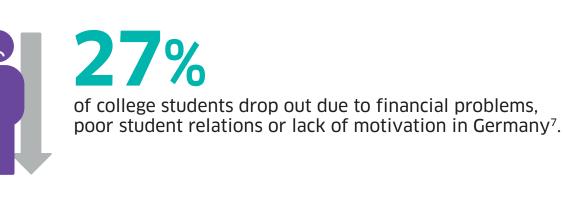
Engage students on campus and online:

#### - manage non-academic interactions - personalize the education journey

- Accommodate disabled students with voice activated chatbots
- Interaction improves student retention - removes de-personalized learning environments - communicate with drop-outs to help plan their return

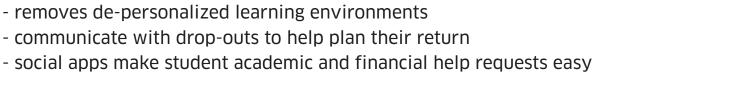
of college students obtain their degree at least restrictive public universities<sup>6</sup>.

Foster active alumni:



course deployment<sup>4</sup>.

queries the average faculty member deals with for a large



of students have an "Excellent"

overall technology experience

in college⁵.

## Creates brand ambassadors

Post graduation

**Connectivity engages graduate students:** 

Provides an unobtrusive communications path

Promotes campus activities, events, visits and opportunities

• Retains contact with connections to admissions and departments

# \*\*\*\*\*

of alumni do not feel emotionally connected to their alma mater<sup>8</sup>.

experience

Cultivates emotional and financial involvement

Deliver a personalized connected

of alumni that remain

Mater are donors<sup>9</sup>.

connected to their Alma

Cognitive communications is your key to building a digital connection to your students. You can use Alcatel-Lucent Enterprise student centric services to communicate and create a life time of support.

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I NEED TO BETTER ENGAGE MY STUDENTS AND ALUMNI

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