MicroStrategy helps academic institutions maintain enrollment levels by using historic data to identify students at risk of dropping out. Once identified, schools can provide these students with additional support to help reduce dropout rates and boost long-term student satisfaction.

Faced with serving such large student populations, advisors can use MicroStrategy mobile applications to access insightful reports and dashboards on student performance. Empowered with these tools, advisors can instantly view information on attendance, grade trends, and degree progress and easily keep tabs on their advisees.

MicroStrategy can replace campus keycards with Usher digital badges on smartphones, allowing students and staff to access both logical systems and physical entrances. This further enables administrators to boost campus security by providing real-time location data for any student or staff member who may be in distress, as well as send alerts to the campus community during emergencies.

MicroStrategy gives colleges the financial analysis tools they need to effectively track funding and total spend. They can also leverage predictive analytics to forecast future financials and proactively manage their financial assets.

MicroStrategy helps institutions maximize alumni giving by identifying top contributors, locating potential new donors, and analyzing the effectiveness of different fundraising campaigns and techniques.

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**Tasks**

- Enrollment Optimization
- Academic Advising
- Campus Access and Safety
- Financial Analysis
- Alumni Engagement

**Problems**

- 70% of Americans will study at a 4-year college
- The student-advisor ratio for U.S. four-year public institutions is 300:1
- 1 in 5 women and 1 in 16 men are sexually assaulted while in college
- Between 2008 and 2013, states cut a total of $16 billion and adjusted for inflation, from their higher education budgets, even as enrollments rose more than 11%.

**Solutions**

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Dozens of leading institutions of higher learning rely on MicroStrategy Analytics. Learn more at microstrategy.com/solutions/higher-education