

EMPOWER A MORE EDUCATED FUTURE



Educators can utilize digital tools to transform the success of a student.

The future of our society is brighter when everyone has access to education. Mesa Community College (MCC) understands the importance of providing everyone with a great education, and is committed to helping students succeed. Connecting with as many “at-risk” students as possible, and providing assistance from enrollment throughout their college experience, rate among the administration’s highest priorities.

Replace outdated processes to provide better service. In the past, MCC’s efforts at outreach and support were hampered by its reliance on manual, paper-driven processes to identify, admit, track, and manage 10,000+ new students each year.

“We wanted to **unify the way we connect with our students.**”

Sasan Pouretezadi, Vice President of Information Technology, Mesa Community College

Using the right tools “leads to greater retention,” according to the Vice President of Student Affairs at MCC, Dr. Sonya Pearson. “We can achieve higher matriculation rates by closing the gaps in our enrollment procedures, identifying more prospective students in the pipeline and securing more registrations.”

Microsoft Dynamics empowers educators with automated, digitized processes. Regardless of whether information or service requests are made by phone or email, via a website or in person, without an automated system, they could not manage student data systematically.¹ According to Sasan Pouretezadi, “With our ability to more effectively manage and track data, we are now connecting with more students to make sure they have the information and the resources they need to achieve success.”

Consider the opportunities Microsoft Dynamics can bring YOUR educational organization...

¹ <https://customers.microsoft.com/Pages/CustomerStory>

Achieve your goals and make a real impact on efficiency and quality of student experience. Integrated solutions built on Microsoft Dynamics can help schools gain insights into student data and analytics so educators can help students improve learning. Student relationship management brings the power of customer relationship management (CRM) to educational institutions.²

Microsoft Dynamics for Education can bridge the gap. Our ability to connect with and track students is changing while students' expectations around communication are changing. Dynamics give you the tools to take advantage of these changes and connect information, people, and processes across the educational ecosystem.

Healthy, happy students. Connected and productive educational teams. A better bottom line. It's what you're striving for. Dynamics for Education can help you get there.

Improve Educational Outcomes with Microsoft Dynamics:

Our solution provides a secure, scalable, and cost effective option that takes full advantage of a secure cloud. This includes use of mobile devices and applications.

Provide the best student experience throughout a student's entire educational lifecycle: Better serve alumni, faculty/staff and students to help create amazing customer experiences with real-time answers to questions when they have intelligent and guided self-service that is accessible 24/7. Using CRM tools, track student progress, problems and successes, for a better end result.

Make sure everyone has access to education: Studies show that dropouts make up nearly half the heads of households on welfare, and make up nearly half the prison population. Educators know it is critical for the future of our country to do whatever is necessary to keep kids in school, and help them graduate. The future of our society depends on it. With Microsoft Dynamics CRM, can help you gain deeper insight into student performance, and maintain critical files around individual students. We give you the tools to help guide your students toward success.

It is Cost effective: We understand that many organizations are up against pressures to increase services with decreasing resources. Many also operate within organizations that use antiquated, unintegrated processes and systems. Pay-as-you-go pricing enables cost predictability and allows you to change capital expenditures into predictable operating expenses.

Globally, **79% of young people** in G20 economies are expected to complete Secondary Education (2013)—OECD.org

75% of Student Information Systems in higher education globally will be **SaaS or Cloud** Based by 2017 -- Gartner

² McKinsey, Citizen Centric Government Services 2015

<http://www.edelman.com/2015-edelman-trust-barometer-2/trust-and-innovation-edelman-trust-barometer/global-results/>

An Education Story, reimagined with Dynamics

“Don't let your life confine you. Create it,” urges the headline on the homepage of the **Waikato Institute of Technology** (Wintec)³. A leading institute of technology in New Zealand, Wintec has taken that mantra seriously by creating an empowered sales staff. Using Microsoft cloud-based Dynamics CRM and Power BI, these employees can now interrogate customer data in almost limitless ways. As a result, they can more fully nurture prospective students and close more deals with potential industry customers.

Create an amazing future for your educational organization when you see it as a business.

Improve Sales Leads and Forecasting. Wintec continues to attract students, partly due to its sales team's enhanced ability to access and analyze data through Microsoft Dynamics CRM and Power BI. Now, staff can more effectively nurture prospective customers, both individual and corporate. They can also forecast sales and spot trends more effectively. Wintec envisions pushing the boundaries of Microsoft's cloud-based software to create an empowered community, knowing how to analyze information for future success.

Power to the People” with Microsoft Power BI and Dynamics CRM. “We're all knowledge workers, so why don't we use that knowledge to make our own decisions? We should be able to slice and dice the data in any way we think can yield useful results.” Says Bradley Vines, Director of IT at Waikato Institute of Technology. “Microsoft has a great roadmap regarding dashboard capability through mobile devices. This capability will enable our executives, plus members of our sales team, and those in student support services.”

The feedback? Students and workers love Dynamics. “It's never been so easy for our sales staff to get into the real data and the real statistics,” enthuses Mr. Vines. Wintec's BI users now have access to a dashboard that vividly shows the organization's

entire sales pipeline. Managers can ensure that Wintec stays ahead of the competition by being able to forecast sales and spot trends.

Wintec has found a secure solution that will meet their needs: Microsoft Dynamics.



Manage more than just university students.

Embrace Technology to give Alumni the experience they are looking for. Alumni are critical for funding and support of higher education institutions. Imagine the possibilities of giving Alumni the ability to connect and communicate with your school 24/7. Did you just win the big rivalry game? Send out a tweet and encourage Alumni to “donate now”, when emotions are high and donors are motivated. Track the donation history supporters for more success.

Manage At-Risk K12 Students. Think of the power that information can provide for our nation's at-risk or homeless youth. Many of these young children have high mobility resulting in lack of school stability and educational continuity. Instead of starting over each time, educators and leaders can easily pass on information and manage these at risk children through the entire K-12 experience.

Let's see what Microsoft could do for you.

³ <https://customers.microsoft.com/Pages/CustomerStory.aspx?recid=23178>

Microsoft Dynamics

Our solution provides a secure, scalable, and cost effective option that takes full advantage of a secure cloud.

It's all about you. What does your educational organization need right now? Do you want to focus on student management? Modern communication tools with 24/7 access? Alumni and donor management? Microsoft and our vast network of partners is here to help you create a personalized solution.

It's about your students, alumni and staff. Provide multiple, modern channels for students and alumni to interact with your organization. More efficiently manage high volume interactions, especially during critical times of the education lifecycle, while safeguarding student and organizational data.

It's about Empower Educational Institutions. Integrated solutions built on Microsoft Dynamics can help you gain deeper insight into corporate and alumni relations, admissions and enrollment, facilities and asset management, recruiting and staffing, student and teacher performance, and more. As a result, you can use this insight to adjust business processes and to modernize legacy systems to help lower costs and improve productivity for better measurement and outcomes. Solutions for education built on Microsoft Dynamics provide the flexibility of deployment choice—on-premises or in the cloud—to transform the future.

Microsoft Dynamics works with the systems you already have in place. We know you've made big investments in student learning and management software. Both Student Information Systems (SIS) and Learning management systems (LMS) can be used in conjunction with Microsoft Dynamics to provide a better overall picture of individual students.

Get started today.

With Microsoft's cost-effective Dynamics CRM platform, you can reimagine citizen management, become more mobile, gain greater agility, and drive the innovation that helps create a positive experience for your citizens.

[Discover](#) more about Microsoft Dynamics for Education.

[Learn](#) about our partner solutions, and find a Microsoft Dynamics for Government partner:

[Explore](#) how other educational institutions are using Microsoft Dynamics.

www.microsoft.com/dynamics