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BRIDGING GAPS IN ENROLMENT MANAGEMENT FOR STUDENT SUCCESS

Langara College leadership sought to renew and strengthen their student success initiatives but struggled to create a holistic vision that aligned enrolment planning, academic advising, and data use with institutional goals. Existing processes lacked consistency and there was disparate strategies used for data collection, access, and decision-making. The College sought out Plaid's expertise and experience in supporting higher education institutions to build internal capacity and create a more data-informed, strategic institutional approach to planning and student success.

DRIVING STRATEGIC CHANGE

1 Business Analysis, Processes and Practices Review

Plaid conducted a comprehensive review and analysis of the Colleges current business processes, policies, systems, and researched sector best practices and frameworks for implementing a coordinated approach to student success planning, and strategic decision-making.

2 Evidence and Experienced-based Advice

Plaid provided research, experience- and evidence-based recommendations for maturing current enrolment target setting and priority registration practices, their academic advising model and use of communications data to improve recruitment, retention and the student experience.

3 Comprehensive Tailored Insights and Solutions

Plaid developed a suite of adaptable and actionable deliverables including detailed processes, research reports, organizational frameworks and recommendations that reflected Langara's unique context, values and mission.

CLARIFYING GOALS, ENABLING EXECUTION

As Langara leadership evolved their vision of student success, enrolment management, and clarified their data needs and goals, Plaid adjusted the scope and focus of our research and recommendations to ensure deliverables were aligned with the arising executive priorities and provided practical, actionable and timely insights to support holistic future-focused decision-making.

KEY TAKEAWAYS

- 1 Plaid helps institutions make sense of unclear and emerging priorities by translating fragmented information into clear, actionable insights for high-level planning.
- 2 Plaid delivers strategic tools and frameworks tailored to where institutions are in their SEM journey, whether just getting started or looking to mature their approach, ensuring solutions remain relevant as priorities shift.
- 3 Plaid supports leaders in aligning policies, systems, and people across departments to coordinate a data-driven approach to enrolment planning and student success.

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“We hired Plaid to work with us on the initiation of specific goals under our new Student Success Plan. Specifically, this involved supporting discussions and identifying recommendations and strategies for our SEM Plan. In addition, Plaid contributed to the development of our new academic advising model with both research into models and best practices, and in contributing advice and expertise based on the consultant's own experience. These contributions helped to set the positive tone for change and to ensure we achieved our outcomes. It was a pleasure working with the team of experts at Plaid.”

Dr. Debbie Schachter

Associate Vice-President, Students
Langara College, 2024

ABOUT PLAID

Plaid Analytics empowers Strategic Enrolment Management with enrolment & tuition forecasting, automated data pipelines, and data governance to ensure your staff can access decision support data accurately and securely.

What we do is based on creating data insight, but how we do it begins with first understanding what you want to achieve, how you are currently working with your information, and the people behind the data. We then work to bridge the gaps with customized solutions specific to your needs, providing you with the tools and techniques you need to achieve your goals.

Discover Smarter Data Solutions – Request a Demo Now!

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