

PROJECT BACKGROUND

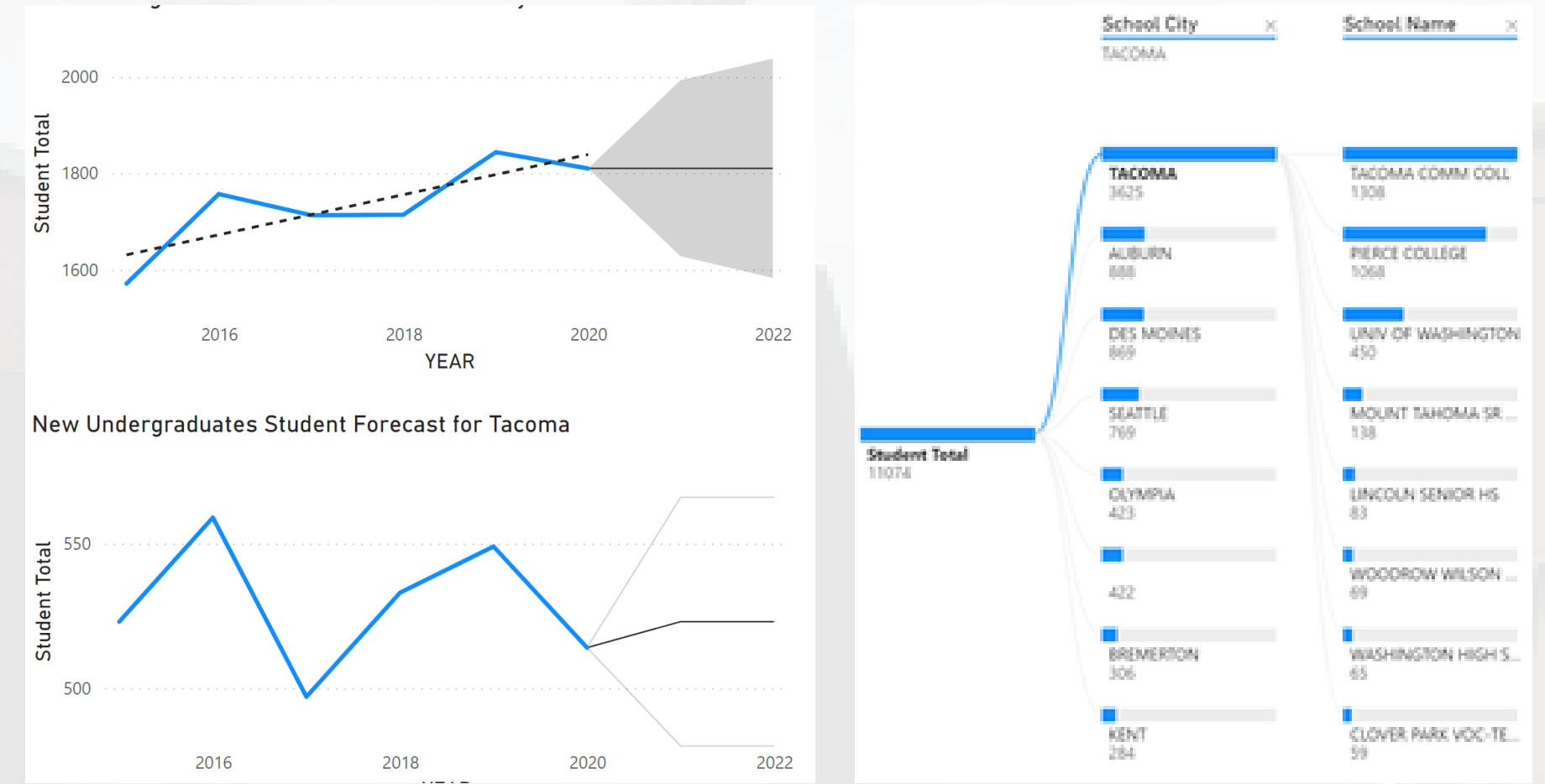
The University of Washington Tacoma (UWT) has been growing exponentially since they were founded in 1990. However, in the fall of 2019, UWT experienced their first decrease in enrollment and an increasing number of students leaving the university. UWT needs to quickly and strategically adapt to draw students to their university and retain existing ones.

PURPOSE

The purpose of this project is to understand the current UWT audience and make recommendations on how to improve student recruiting and retention at UWT and increasing market appeal; helping shape the future of the UWT experience.

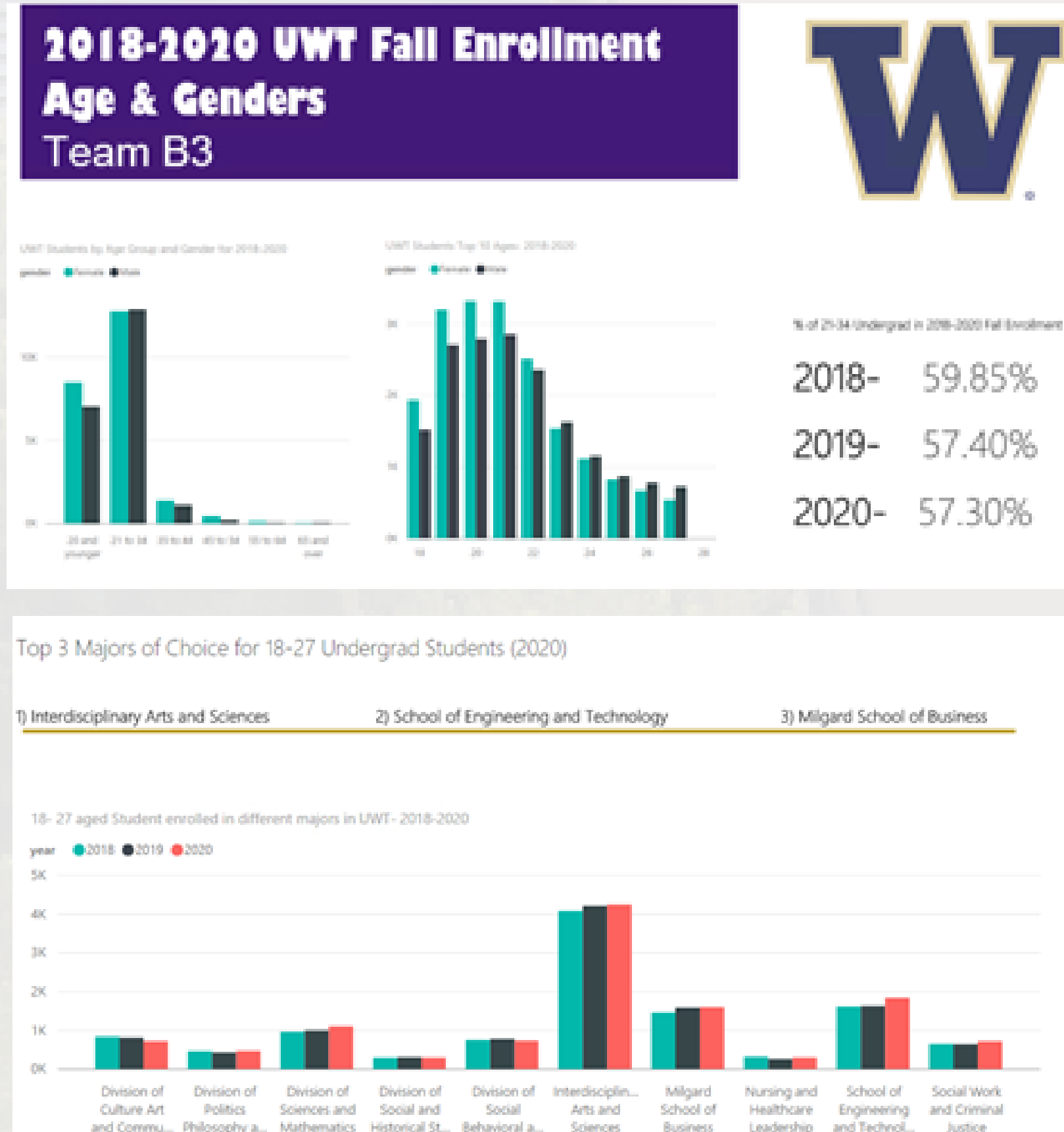
UWT UNDERGRADUATE STUDENT RECRUITING INSIGHTS

FUTURE UNDERGRADUATE GROWTH



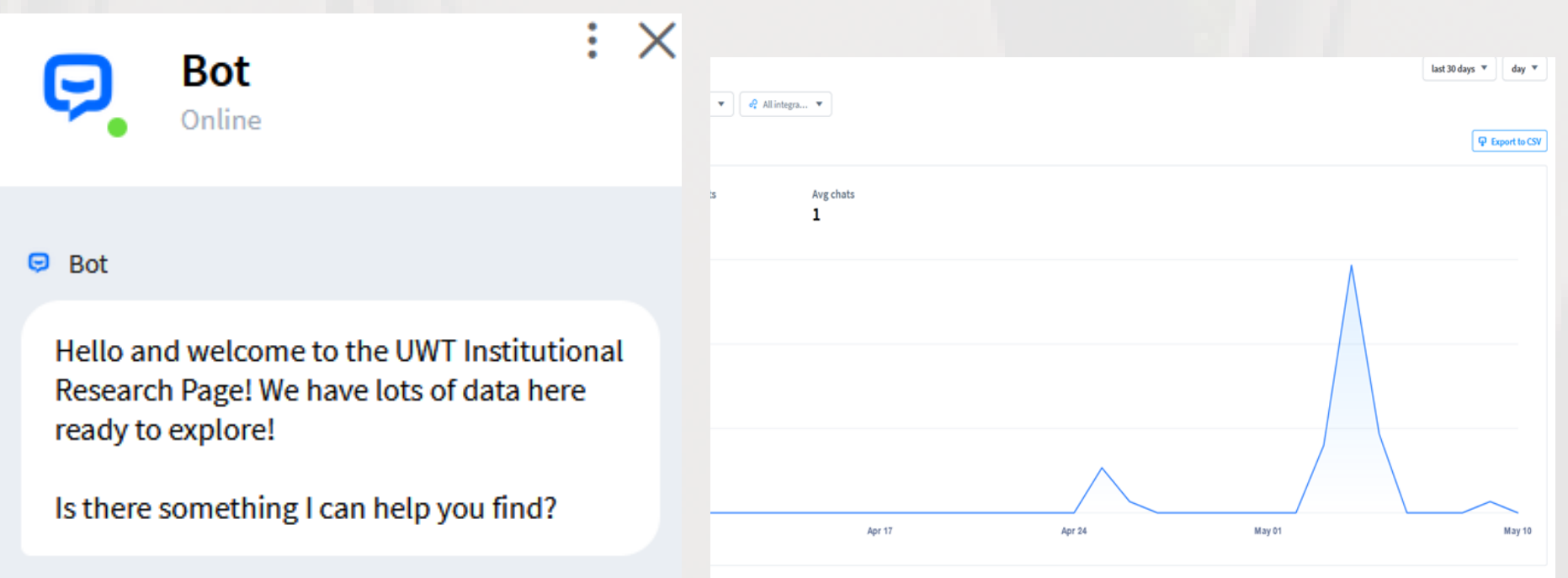
Utilizing PowerBI and Azure Machine Learning for predictive and prescriptive analytics, we analyzed key features and future undergraduate growth. We found that based on historical data, UWT can expect to see stagnant or slight growth over the next two years for new undergraduate students. Our dashboards in PowerBI indicate that UWT should continue to focus on schools in Tacoma and community colleges to continue to drive growth.

CURRENT STUDENT DEMOGRAPHICS



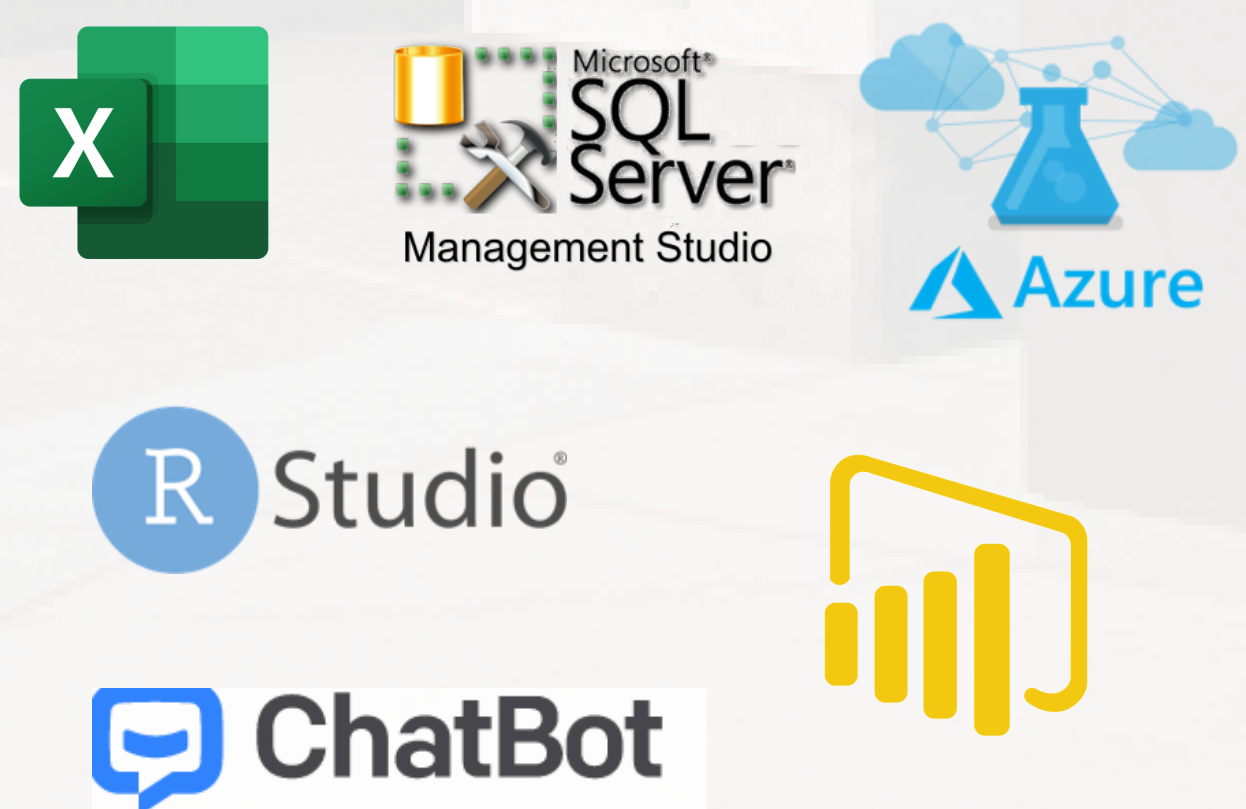
We developed a PowerBI dashboard to visualize descriptive and diagnostic analytics. The dashboard focuses on new undergraduate student demographics including age, gender, and majors of choice for 2018-2020 fall enrollments. This gave us insights into the current strength and opportunities for target demographics. The age representation falls primarily in the 21-34 bucket and a larger female representation. The top schools of choice are Interdisciplinary Arts and Sciences, School of Engineering and Technology, and Milgard School of Business. The dashboard allows users to see both areas of strength and opportunity.

ENABLING DATA DRIVEN CHATS



We developed a chatbot through chatbot.com for the UWT IR home page to help answer questions that faculty or executives may have on UWT IR data. This cognitive analytical tool will be robust, answer various common questions and has the ability to quickly adapt with training. Users can ask questions on the chatbot to help guide them to the data they seek. This helps automate UWT IR processes and allows them to track the types of questions they may be getting.

TOOLS AND APPS USED



ANALYTICAL DRIVEN RECOMMENDATIONS

- Emphasis and expansion on Inter. Arts and Sciences, School of Engineering, and Milgard School of Business.
- Continue recruiting from schools in Tacoma and focus on Community colleges
- Utilize Chatbot features to understand what questions are being asked or what visualizations can be added to UWT IR site.

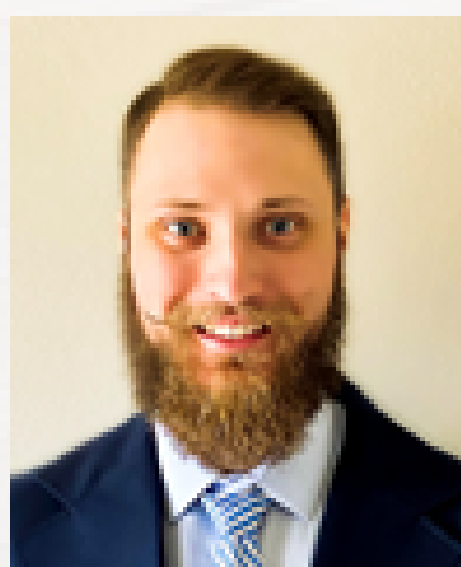
UTILIZATION IMPACTS

- Future Undergraduate Growth:
 - Predictions can be used for determining faculty count for upcoming years.
 - Focus targeted marketing strategies based on key locations and demographics.
- Current Student Demographics:
 - Determine budgets and investments for schools within UWT based on demand.
- Enabling Data Driven Chats:
 - Enabling faculty to make data driven solutions by adding support via chatbot so people can access data.

THE TEAM



Breanna Harris
Project Manager



Kohle Ferenchak
Business Strategist



Laura Truong
Technical Engineer



Prathi Prasad
System Analyst



Ray Lee
Financial Analyst