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Data Yodeling



Data Modeling with Cascade Server and HighCharts JS



Data Modeling

Data modeling is a process used to define and analyze data requirements needed to support the business processes within the scope of corresponding information systems in organizations.

Organizational Goal

Enroll students who are:

- Intelligent
- Achieving
- Able to pay

Cost of Attendance Calculator

Potential Students and Parents will utilize this tool to make enrollment decisions.

Cost of attendance is a big selling point.

Cost of Attendance Calculator

It's really a Marketing Tool and an Enrollment Asset.

It should be part of your recruitment strategy and sales pitch.

Our Data Model

Cost of Attendance:

- Tuition
- Housing
- Meals
- Books
- Supplies
- Fees
- Transportation

Student Savings:

- Scholarships
- Grants
- Work Study
- Financial Awards

Student Model

Attributes:

Geography

GPA

Test Scores

Family Income

Life Milestones

Major / Concentration

Extra Curriculars

Aspirations

How many data points are you collecting on your potential students?

Award Model

Attributes:

Type

Ammount

Requirements:

GPA

Test Score

Demographics

How do you organize financial awards?

Connect the Pieces

Cost of Attendance – Student Awards =

The Price Point \$
\$
\$

\$
\$

Simple!

Utilize Your Tools

Rapid Prototyping -Expand understanding of the data-model

Cascade Server -Organize data, convert into content

HighCharts JS -Some nice visualizations

Rapid Prototyping

Things Learned

Break Awards into a separate data definition, then we can index them and create individual award pages.

Opportunity for data collection.

Everyone wants to get 'something'.

Evaluating scholarship eligibility for less tangible requirements is non-trivial.

Another calculator for already enrolled students.

Analysis

This is only one component of recruitment strategy.

This tells students how much of their money college will cost them.

You still need to make the case that what you're offering is worth it.