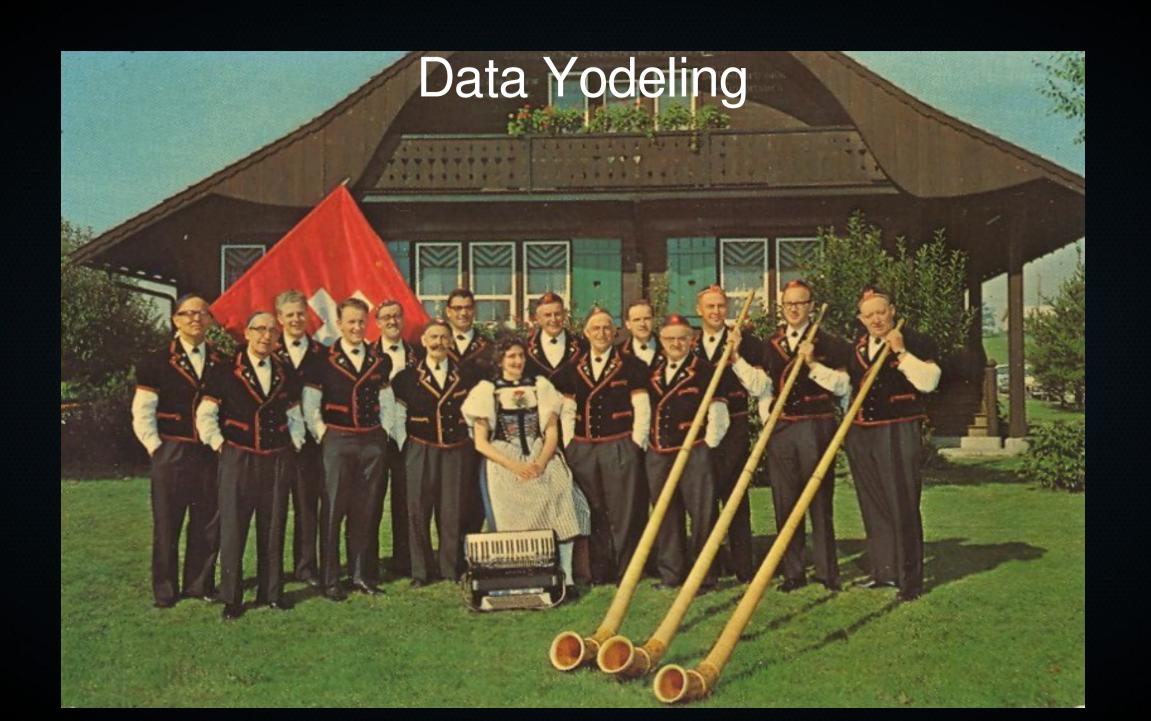
Deven Edward Pitcher







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 =

Simple!

Utilize Your Tools

Rapid Prototyping -Expand understanding of the datamodel

Cascade Server -Organize data, convert into content

HighCharts JS -Some nice visualizations

Rapid Prototyping

Things Learned

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

Oppurtunity for data collection.

Everyone wants to get 'something'.

Evaluating scholarship elligibility 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.