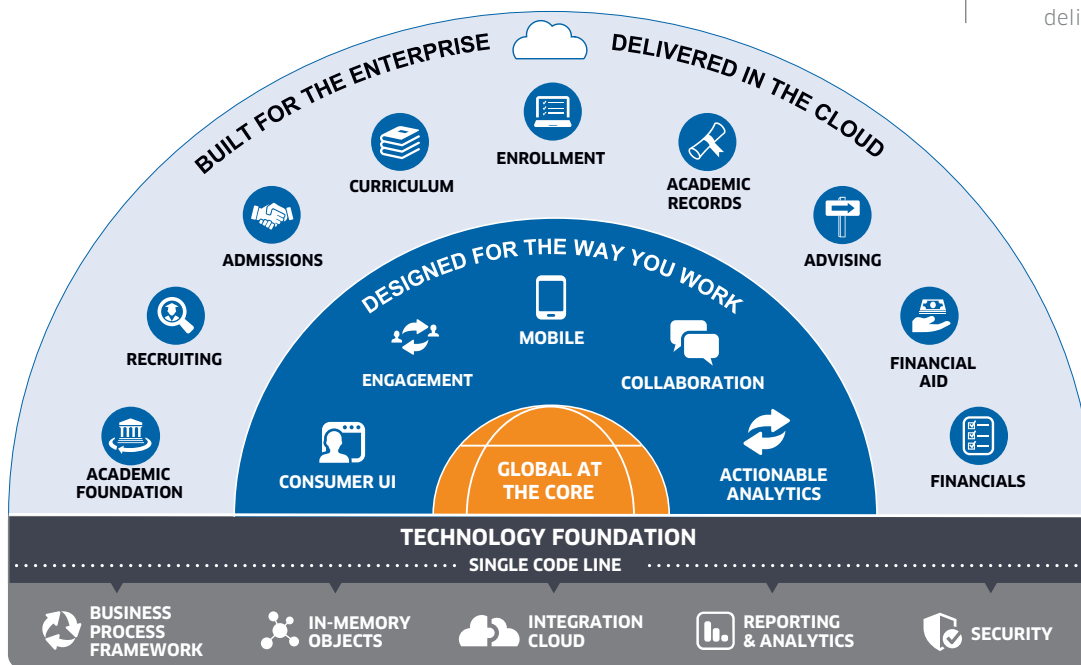# Workday Student

Higher education is at a crossroads. Decreased funding and soaring enrollment costs make it difficult for colleges and universities to help students achieve success. Decades-old, rigid administrative processes and technologies add even more challenges.

Workday has teamed up with higher education's top institutions to create Workday Student—the only higher-education-focused application built in this century and designed for today's mobile generation. Together, we have developed a superior alternative for colleges and universities still using outdated legacy technology to run their campuses.

This end-to-end student and faculty lifecycle information system is designed to work seamlessly with Workday Financial Management, Workday Human Capital Management, Workday Payroll, and Workday Grants Management. Unite your entire campus under a single configurable, easy-to-use application that is delivered in the cloud.

Key Benefits

- Locate and attract the right students for your institution

- Gain better visibility into students' needs, ensuring greater success

- Increase engagement and adoption with mobile capabilities

- Improve resource planning and minimize last-minute adjunct hiring with predictive analytics

- Support various academic time periods, objectives, and outcomes, such as badges and competencies

- Stay on top of demand planning, financial aid trends, enrollment patterns, and more

- Empower students, faculty, staff, and executives through self-service with a user-friendly interface

- Reduce costs with a true cloud-delivery model

Different by Design

Designed to support the institution's mission of teaching, learning, and research, Workday Student offers visibility, insight, and prescriptive engagement into every students' path toward fluid or defined educational objectives. It handles diverse and flexible curricula and degree programs, and brings students and institutions together with jobs and the employers who are looking to fill them. Built-in business intelligence and executive dashboards let you manage your important information using your smartphone, tablet, or desktop.

Workday Student is built to address the unique needs of higher education. Its adaptive academic foundation supports functional areas within the system to ensure institutional effectiveness and foster student success. With Workday Student, your institution can:

- Simplify the service and communications needed to recruit, admit, award, enroll, invoice, advise, and retain your students

- Define and manage program-specific units of time, such as academic date ranges

- Manage assessment, grading, and outcome models, including competency-based learning, badging, and prior learning assessments

- Reach students, faculty, and staff with timely, personalized information through the appropriate medium

- Identify at-risk students quickly before they leave your institution and help keep them on track

- Optimize course schedules to meet student demand and better anticipate appropriate resources

- Make fact-based decisions with a native analytics platform and personalized dashboards

Student Recruiting

Workday Student Recruiting helps institutions meet specific admissions objectives. Once institutional goals and recruitment strategies are defined, Workday Student Recruiting organizes the personnel and resources needed to locate and attract ideal student prospects. It also delivers marketing messages and materials to guide them through the application process.

- **Campaign and event management:** Create campaigns, strategies, and events. Coordinate recruiters, communications, activities, and other resources to target and attract key student prospects.

- **Recruiter management:** Define regions, manage recruiter assignments, and get a 360-degree view of all recruitment activities and communications.

- **Mobile recruiter:** Use your smartphone to access event schedules, maps, key prospects, and school data. Create prospect records on the go.

- **Prospect record management:** Enter and manage prospect records using a variety of methods, including self-reported information, field entry at recruiting events, and bulk data loads from third-party sources. The advanced match-and-merge technology in Workday ensures that you have quality data and analysis across the entire Workday suite.

- **Built-in dashboards and delivered reports:** Monitor the progress of campaigns, events, and other recruitment activities to ensure successful recruitment goals. Gain insight into recruitment funnels, cost per prospect, top-yielding territories and events, expenses compared to budget, and overall cost of campaigns. View email analytics to understand total delivered, open rates, and click rates.

Admissions

Workday Student allows institutions to process applications, collect and evaluate vital application documents, define collaborative file reviews, and render decisions on completed files.

- **Application processing:** Match and load admissions applications from online and manual sources. Seamlessly import a variety of test scores, including ACT, SAT, AP, GMAT, GRE, and TOEFL.

- **Applicant self-service:** Give applicants the ability to view the status of outstanding items related to their application through an external website.

- **Admissions analysis:** Analyze and report on current and historical admissions data to accurately target and admit best-fit students, assess progress, and forecast outcomes.

Curriculum Management

Workday Student uses sophisticated workflow to help you manage the courses or learning units your institution offers. Create a schedule of available course offerings complete with days, times, locations, instructor names, and other details.

- **Course inventory/offerings:** Create and maintain course data for each department, including the unique iterations of each course with course attributes and the necessary taxonomy (CIP) for IPEDS reporting.

- **Enrollment policy management:** Designate and manage eligibility, requisites, preclusions, and restrictions for course offerings.

- **Instructor scheduling/profile management:** Create and maintain information on tenured and adjunct faculty and teaching assistants to determine appropriate teaching assignments.

- **Analytics reporting:** Make informed decisions about adding or canceling course sections using real-time information on course inventory, offerings, and enrollment.

Student Records

Workday Student enables you to support enrolled and former students, faculty, and administrative units for all processes and data related to student academic records. It manages all enrollment-related activities, including various registration methods, learning assessments, and completion of educational objectives. This component of Workday Student houses all the documentation related to a student's academic history and manages the certification of program completion and conferral of related credentials.

- **Mobile-first:** Enable students to plan course enrollment, register for courses, and receive in-the-moment push notifications to ensure informed academic decisions.

- **Non-course activities:** Schedule practical learning activities such as studying abroad, internships, and orientations.

- **Enrollment status calculation/reporting:** Manage enrollment-verification data and calculate enrollment status to determine tuition, fees, and financial aid eligibility.

- **Program and academic status management:** Manage students' progress toward completion of their educational goals by tracking program and status changes and processes related to conferral of educational credentials.

Academic Advising

Workday Student enables your institution to determine the requirements for every educational objective that can be pursued by a student and assess the student's progress toward that objective. The requirement definitions, academic record, and analytics all help the advisor make recommendations and the student make decisions that will help maximize the student's time at the institution.

- **Optimized completion plans:** Create a clear path for the student toward the completion of their education by drawing from the student's academic

status reports, preferences, and "like-student" success patterns.

- **Seamless academic planning experience:** Workday combines a student's enrollment history with the academic requirements of their study program into a single view, simplifying the registration process. Students can be alerted if they are enrolling in courses out of sequence or outside of their academic plan.

Financial Aid

Workday Student assists with the administration of aid programs from federal, state, institutional, and private funding sources.

- **Mobile-first:** Empower students to manage financial aid activities and requirements immediately from the device of their choice—no more waiting in line or on hold.

- **Application processing and requirement validation:** Easily manage the application process, including eligibility requirements and validation of data.

- **Eligibility evaluation/determination:** Calculate financial need based on federal, institutional, and aid-specific eligibility rules.

- **Aid/award packaging:** Manage all aspects of automating aid awards, including general eligibility requirements, grade-level limits, and program limits for the institution's specific packaging.

- **Regulatory compliance and updates:** Workday enables schools to stay current and delivers timely updates on the complex and demanding requirements of U.S. federal student aid programs.

Student Financials

Workday Student streamlines key financial processes—including student billing for tuition and fees, payment application from a variety of payers, and data analysis using core financials—to meet your institution's accounting and finance objectives. The single system gives accounting and finance departments immediate insight and visibility into details that may have previously been difficult to access, such as calculating the profitability of a campaign or reporting the revenue associated with a specific program of study.

- **Charge assessment/management:** Calculate tuition and fees based on criteria for the student and program of study by academic time period. Update, maintain, and assess waivers and discounts.

- **Payment management:** Manage and apply payments from students, financial aid, third-party payment plans, sponsors, and guests. Create, manage, and release financial holds.

- **Refund management:** Administer refunds and rebates based on student, course, and third-party criteria, as well as requirements and regulations.