

Anthology Reach:

Unveiling Comprehensive
Value for Higher Education
Institutions



It's no secret that higher education is experiencing myriad challenges right now. From lower enrollment to increasing IT costs to digital security concerns, there is much that colleges and universities need to contend with and prepare for, all while continuing to provide a high-quality experience to students.

Anthology stands ready to help with these challenges and more. With our award-winning CRM, Anthology® Reach, you can provide your institution with the tools to tackle roadblocks and inefficiencies at every stage of the learner lifecycle, all while centralizing data in one place.

We've created this resource to show you how Reach can be invaluable at every stage of the learner journey, from recruitment to graduation and beyond. Read on to see how this solution, designed for higher education, can be of use to your specific role, as well as how it can be leveraged across the institution. Get ready to go beyond the traditional CRM with Anthology Reach!

Strategic Insights for Key Stakeholders

University Leadership	4
Student Support and Staff Leadership	7
IT Leadership	11
Policy Leadership	14
References	19



Universities Face a Difficult Future

Universities compete for fewer prospective learners. University enrollment has declined 1.6% per year since 2010 **(1)**. The trend worsened further during the pandemic, with more than one million fewer undergraduates enrolled in 2023 than in 2020 **(2)**.

Universities struggle to keep current students. The undergraduate dropout rate in America is 40% **(3)**. Almost a third of freshman do not stick around to become sophomores.

Small- and medium-sized universities face shrinking alumni donations. Over 30% of these universities limp along with negative operating margins. In 2018, more than 150 institutions of higher education, both public and private, closed their doors for good **(4)**.

“The Reach solution talks to the student, using high-relevance content throughout the admissions process. They get the sense that the university is keeping up with them, telling them to take action at important points and nudging them along the admissions process. This is so important considering the challenges we have around recruitment, enrollment, and retention.”



University Leaders Struggle to Drive Growth

University leaders roll out new programs every year to drive growth, but they fail to address the underlying problems at each stage of the learner lifecycle:

Prospective learners weigh the responsibility of choosing the right future and figuring out a manageable way to pay for it. They need reassurance that they are making the right life decisions and to feel confident that they can accomplish their goals.

Current students balance challenging coursework with academic, athletic, and social activities. They are often



Anthology Reach Powers All Stages of the Learner Lifecycle

consumed with finding the right employment upon graduation. As such, they need support throughout their journey and to feel that success awaits them at the end.

Alumni and friends of the institution manage busy lives full of family and career obligations. They don't prioritize check-ins with their alma mater. They need help staying up to date with the institution's activities and to feel that they belong to an elite, meaningful group.

No matter what expansion programs universities pursue—executive education, remote learning, satellite campuses, or corporate partnerships—all of them face the same challenges to attract prospects, support overwhelmed students, and retain distracted alumni.

To grow the institution, universities must remove obstacles to engagement with all three constituencies: prospective learners, current students, and alumni/supporters of the institution.

Anthology Reach drives university growth by powering all stages of the learner lifecycle in a single CRM purpose-built for higher education.

- **For prospective students, Anthology Reach** brings automation and personal engagement to marketing outreach. Your institution builds interest, excitement, and confidence by communicating across multiple channels such as online student portals, emails, SMS, and phone conversations. Your team streamlines the admissions process while coordinating teams across campus to keep the pipeline full, from application to enrollment.
- **For current students, Anthology Reach** helps the university's departments work collaboratively on personalized plans to support student success. Organized workflows benefit students by clearly guiding their own academic journey, helping bolster their engagement.

- **For alumni and supporters, Anthology Reach** enables curated relationships with donors and constituents that foster involvement and giving to contribute to the institution’s ongoing activities and advancement. Leveraging built-in analytics to automate custom communications and donor stewardship, universities can tailor strategies to build deeper connections and regular engagement.

Anthology Reach Unleashes Strategic Growth Potential

Anthology Reach removes obstacles to engagement across the learner lifecycle. It provides your departments with the tools to effectively meet the challenges of the difficult higher education environment and stand out with all constituents at every stage.

Implementing Anthology Reach across all stages of the learner lifecycle generates measurable results for higher education institutions:

5% growth	30% reduction	10% increase
in enrollment rate	in non-financial related dropout rate	in donations from middle-class alumni

Anthology Advantage

Anthology Reach powers all stages of the learner lifecycle. Universities don’t need separate systems for marketing and outreach, admissions and enrollment, academic advising, and alumni affairs and giving. It’s all available on one platform. This single platform enables university leaders to support their most ambitious growth programs and achieve their strategic growth targets.

Staff is Burning Out

Staff require long onboarding times. Northwestern University plans for new hire onboarding to take up to a year. Colorado State University outlines a six-month minimum in its plans (5). Manual onboarding times across institutions are wildly divergent.

Advisors are responsible for too many students. Advisors regularly complain on social media that they manage 500 students or more. They feel the weight of that responsibility, but not the capability to effectively do the job and serve learners (6).

Staff turnover is incredibly high. Advisors across specialties experience burnout from the tumultuous, underequipped environment. That leads to high employee turnover. A NACADA study found that 41.7% of student affairs practitioners leave within five years, with almost two-thirds leaving after 10 years (7).

“With Reach, we have a modern advancement CRM that has opened up a whole new world. Everyone has their own view of the information, making us all more efficient. There are myriad things that you can do to make life easier, and we have so much more control over our daily processes.”



Student Advising and Support Leaders Constantly Rebuild Teams

With new hire onboarding taking so long and turnover rates so high, student support leaders find themselves stuck on a constant treadmill of rebuilding their teams in every department. Until they address the underlying causes, they won't get ahead. Specifically:

Marketing and admissions suffer with disconnected departments and systems from outreach communications to student applications to enrollment. They need to see the entire process and know the prospective learner's status at every step to stay on target to hit admission goals.

Advisors and faculty struggle with silos of information between degree programs, academic performance, student life, on-campus organizations, and the co-curricular experience. Advisors need to know that they have access to the knowledge and the tools to be proactive in ensuring the success of students in their charge.

Alumni and advancement affairs campaign for the attention and dollars of alumni and constituents all over the world. They need new ways to connect tens of thousands of alumni with the institution over the long term.

No matter what departmental coordination efforts universities pursue, all face the same challenges to attract prospects, support overwhelmed students, and retain distracted constituents.

Addressing these concerns in a holistic manner will go a long way to alleviating burnout and reducing turnover. **Anthology Reach improves automation, visibility, and transparency for all departments that touch the learner lifecycle.** Each department can expand their capabilities when they are ready to further accelerate revenue growth, allowing them to stay aligned while moving at their own speed.



Anthology Reach CRM Expands to Accelerate Growth

- **For marketing and admissions, Anthology Reach** brings breadth and flexibility to streamline shared processes in managing prospective learners.
- **For advisors, Anthology Reach** connects and coordinates the efforts of faculty, academic counselors, and student advisors in proactively identifying and assisting current students.
- **For alumni and advancement affairs, Anthology Reach** simplifies customized, recurring outreach programs for alumni associations, events, development, and giving departments.

“By selecting a modern, cloud-based CRM, we are providing our staff and faculty access to analytics and enhanced student journey insights that will enable data-driven decision making and timely communications.”



Anthology Reach Empowers Accelerated Growth

Anthology Reach removes obstacles that drive burnout and turnover in every department. It provides your team with the tools to effectively meet the challenges of the current higher education environment and expand when they are ready.

Implementing Anthology Reach across all departments that touch the learner lifecycle generates measurable results for higher education institutions:

30% reduction

in advisor
onboarding time

20% decrease

in staff
turnover

10% increase

in staff
productivity
without overtime

Anthology Advantage

Anthology Reach assists at all stages of the learner lifecycle. Student support leaders don't need yet another point solution that's separate from the rest. Their departments can readily expand from this one platform, working together, but transforming at their own pace. This extensible platform enables advisors and staff leaders to keep their teams productive while avoiding burnout, supporting learners at every stage, and achieving their accelerated growth targets.



University Costs Drive Tuition Increases

Tuition costs are unbounded. Accounting for inflation, average tuition at four-year institutions rose 165% between 1963 and 2021 **(8)**.

Universities deliver less bang for the buck. Between 1988 and 2004, faculty teaching loads at research universities dropped 42% **(9)**. In 2009, Tennessee had 24 Ph.D. programs with three graduates **(10)**.

Administration costs have ballooned. Universities are spending more on administration and less on instruction. At public four-year universities, instruction accounted for 32.1% of expenses in 2010, but only 27.4% in 2021. Student support services dropped from 23.7% to 22.9% in that same time frame **(11)**.

“We were able to go from six servers to two, with four virtual servers now managed by [Anthology]. As importantly, four ERP functional analysts who used to be database programmers are now physically located in frontline business offices during the implementation.”



University IT Leaders Need to Expand Services While Reducing Expenses

University IT leaders operate with shrinking budgets while supporting more staff and students every year. Building their own tools and assembling custom systems has not addressed the fundamental issues driving increasing IT expenses. These issues include:

Escalating costs of expansion. Physical and digital infrastructure continues to grow. More servers and laptops, more applications, and more databases are implemented every year. This leads to increases in the next two categories.

Continual upgrades and integrations. Infrastructure isn't static. Once built, it must be maintained. University



Anthology Reach Reduces Current Operational Expenses

IT departments are always planning for upgrades that require coordination across applications, databases, and operating systems. And if that's not enough, there are often customizations to migrate that over-contribute to the total cost.

Monitoring and support staff. Infrastructure can't manage itself. As such, universities field teams to support end users, maintain the applications, and manage operational availability, resilience, and security on a daily basis.

Universities are often unable to contain these costs without sacrificing quality of service.

IT leaders are prime targets for cost cutting, no matter what expansion programs universities pursue. To meet their service and cost targets, they must implement both near-term and long-term strategies to reduce the costs of infrastructure, upgrades, and support.

Anthology Reach CRM combines the power of cloud delivery, academic department-specific functionality, and an organization solely dedicated to meeting the needs of higher education.

Anthology Reach best positions universities to reduce recurring IT costs of expansion, upgrades, and support.

- **To reduce infrastructure costs, Anthology Reach** takes full advantage of cloud delivery to expand (or reduce) capacity as needed. This curtails the need for large capital expenditures.
- **To decrease upgrade costs, Anthology Reach** rapidly rolls out new updates and upgrades without the need for widespread, manual coordination. This minimizes the disruptions and costs of upgrades and integrations.
- **To slash support costs, Anthology Reach** leverages a cloud infrastructure that is monitored, maintained, and secured 24/7. Furthermore, all levels of end user support are available by contract through Anthology professional services.

Anthology Reach Enables Cost- Effective Future Growth

Anthology Reach positions universities to reduce IT costs today and far into the future.

To accelerate the institution's growth, universities must build a cost-effective, future-proof technology foundation. As the only multi-platform provider dedicated to serving higher education, Anthology will drive higher benefits for universities through the continued development and convergence of CRM, SIS, and LMS platforms.

Implementing Anthology Reach across all stages of the learner lifecycle generates measurable results for higher education institutions:

15% decrease

in ongoing
infrastructure
purchases

80% drop

in upgrade and
integration costs
and delays

25% reduction

in maintenance
and support
costs

Anthology Advantage

Anthology delivers SaaS tools for all components of the learner lifecycle. Anthology Reach is the cost-effective CRM choice for higher education IT leaders. Anthology is committed to growing its LMS and SIS solutions alongside Anthology Reach. In future releases, these aligned platforms will share more program components and data, lowering overall costs even further.



Universities Face Increased Compliance Risks

Interruptions in service delivery are not tolerated. The largest cloud providers promise 99.95% uptime for critical services. That's less than four and a half hours of unplanned downtime per year **(12)**.

Security breaches, ransomware, and identity theft are constant threats. In 2022, ransomware attacks increased 13% **(13)**. In 2021, 57% of data breaches resulted in identity theft for the purpose of stealing financial resources **(14)**.

Organizational policy compliance is crucial as ever. Universities require proof of compliance at every level as policies become stricter, regulations more complex, and laws change quickly.

“We had people from across departments on our procurement team. We wanted to make sure that only the people that needed to see information were able to see it. That's ultimately why we choose [Anthology Reach].”

OBERLIN
COLLEGE & CONSERVATORY

University Policy Leaders Contend with a Triple Compliance Threat

University policy leaders operate in a constantly transforming environment at high risk of reputational and financial penalties. They need tools that build operational resilience and reduce the risk of their most pressing service issues:

Unplanned downtime against service policies. Unplanned downtime broadly impacts costs across all university departments. When work stops, damage to the university's reputation with prospective learners, current students, and alumni can cause permanent loss.

Breaches and ransomware against security policies. Protecting the university's faculty, staff, and students from attacks that seek to steal their personal information is an increasing struggle. Once that loss occurs, there's little that can be done to correct the problem.



Anthology Reach Helps University Policy Leaders Reduce Operational Risk and Increase Institutional Compliance

Consistent and fair treatment under legal policies.

Universities have long led the way in the fair and ethical treatment of their constituents. As regulation enforcement catches up with employment laws, institutions need ways to prove that they follow the letter of the law.

University policy leaders walk a difficult tightrope. They ensure that the institution follows the strictest measures of compliance while also endeavoring not to stand in the way of productivity and growth.

Anthology Reach serves the needs of multiple policy and compliance leaders at the same time. By delivering both operational resilience and policy enforcement, **Anthology Reach helps universities meet their highest goals of service uptime, information security, and policy compliance.**

- To maximize service uptime, Anthology Reach is delivered by high-availability, distributed infrastructure. Anthology and our partners monitor the infrastructure, databases, and applications on a 24x7 basis. This minimizes downtime risk and alleviates the institution's need to design for availability.
- To maximize information security, Anthology Reach enacts an inside-outside approach. Internally, security permissions protect against insiders looking to steal information to which they should not have access. Externally, immediate security updates, application testing, and active intrusion detection reduce system vulnerabilities and avoid violations as the total managed information grows.
- To maximize operational compliance, Anthology Reach enforces the university's data governance and procedural guidelines as employees across departments work with learner information and collaborate with each other. This ensures that policies are followed and provides a documentable audit trail.

Anthology Reach Supports Risk- Averse Growth

Anthology Reach removes obstacles to policy compliance and enables information security across the learner lifecycle. IT, human resources, and legal affairs are provided with the tools they need to walk the tightrope of enforcing compliance and enabling growth.

Implementing Anthology Reach across all stages of the learner lifecycle generates measurable results for higher education institutions:

50% decrease

in unplanned
downtime risk

75% drop

in security
breach risk

95% reduction

in out-of-
compliance risk

Anthology Advantage

Anthology delivers operational resilience and policy compliance for all stages of the learner lifecycle. Anthology Reach is the cost-effective choice for higher education policy leaders. Anthology's platforms of higher education solutions make instituting and meeting university policies for service delivery, information security, and policy compliance straightforward. Anthology is solely dedicated to developing higher-education solutions. Partner with Anthology to best balance the university's drive for growth and need to maintain compliance.



Higher education may be facing many challenges right now, but no challenge is insurmountable, especially when you have the right partner. By breaking down data silos and aligning processes across all areas of the institution, Anthology Reach allows colleges and universities to be more efficient, agile, and resilient. With our holistic EdTech ecosystem, we're here to empower you to create better outcomes for you and your learners.

Ready to learn more?

Explore further resources or reach out to us today!



Methodology

Employing an expert consultant, Anthology modeled the learner lifecycle to identify a university's opportunities for operational improvements. The learner lifecycle categorizes the inefficiencies that degree candidates face as they move from prospective student to registered student to alumni and the scope of improvements that are possible with the skillful application of enabling technology. This methodology allowed Anthology to estimate the range of financial benefits that CRM technology could achieve for university customers across four categories including expense reduction, risk reduction, revenue growth, and strategic growth. The benefit ranges and customer quotes in this document were validated against third-party sources using aggregate data with the assistance of an industry expert.

About Gregg Nichols

Anthology employed Gregg Nichols to author value selling tools and collateral for Anthology Reach CRM. Mr. Nichols designs and implements revenue transformation programs for B2B software companies.

In his last corporate leadership role, Mr. Nichols deployed a "tiger team" of value advisors that rapidly applied their expertise across the revenue funnel to assist the marketing, sales, and customer success organizations. Together, they tripled the win rate of cloud software subscriptions, turning around three years of steady decline in just six months.

Mr. Nichols began his career deploying product development technology around the world for Fortune 100 companies, helping them save billions of dollars. Building on that experience, he created business value frameworks for B2B software sales teams. These frameworks documented the real-world financial value of software and helped hundreds of customers realize the full potential of their technology investments.

Currently, Mr. Nichols is building AI sales coaches for B2B software companies. He holds degrees in engineering and business.

©2024 Anthology Inc. and its affiliates. All rights reserved.

References

1. BestColleges. (n.d.). "College Enrollment Decline: A Closer Look". BestColleges.com <https://www.bestcolleges.com/research/college-enrollment-decline/>
2. *The Chronicle of Higher Education*. (May 2023). "Undergraduate Enrollment Stayed Steady This Spring. It's Still 1 Million Students Below Pre-Pandemic Levels". Chronicle.com. <https://www.chronicle.com/article/undergraduate-enrollment-stayed-steady-this-spring-its-still-1-million-students-below-pre-pandemic-levels>
3. EducationData.org. (n.d.). College Dropout Rates. Retrieved from <https://educationdata.org/college-dropout-rates#:~:text=College%20dropout%20rates%20indicate%20that,up%20to%2040%25%20drop%20out.>
4. James G. Martin Center. (September 2022). "Did You Know College Closures Are on the Rise?" Retrieved from <https://www.jamesgmartin.center/2022/09/did-you-know-college-closures-are-on-the-rise/#:~:text=607%20colleges%20either%20closed%20or,year%20alone%2C%20236%20colleges%20closed.>
5. Colorado State University Advising. (March 2022). Advisor Onboarding Checklist. Retrieved from <https://advising.colostate.edu/wp-content/uploads/sites/35/2022/03/advisor-onboarding-checklist.pdf>
6. NimblyWise. (n.d.). "Rethinking Academic Advising in Higher Education". Retrieved from <https://nimblywise.com/blog/rethinking-academic-advising-in-higher-education/>
7. Sarah M. Marshall, Megan Moore Gardner, Carole Hughes & Ute Lowery (2016). "Attrition from Student Affairs: Perspectives from Those Who Exited the Profession", *Journal of Student Affairs Research and Practice*, 53:2, 146-159, DOI: 10.1080/19496591.2016.1147359 <https://ammamarfo.com/wp-content/uploads/2016/06/attrition-from-student-affairs-perspectives-from-those-who-exited-the-profession.pdf>
8. National Center for Education Statistics. (n.d.). Table 330.10. Enrollment, staff, and degrees conferred in postsecondary institutions participating in Title IV programs, by control and level of institution, sex of student, type of staff, and type of degree: Selected years, fall 1970 through fall 2029. Retrieved from https://nces.ed.gov/programs/digest/d21/tables/dt21_330.10.asp
9. CBS News. (n.d.). "Why don't professors like to teach?" Retrieved from <https://www.cbsnews.com/news/why-dont-professors-like-to-teach/>
10. Tennessee Higher Education Commission. (2011, January). THEC academic degree program review agenda item. Retrieved from https://www.tn.gov/content/dam/tn/thec/cm/2011/CMWinter2011_THEC%20Acad%20Degree%20Program%20Review%20Agenda%20Item%20Jan%202011.pdf
11. U.S. News & World Report. (n.d.). "One Culprit in Rising College Costs". Retrieved from <https://www.usnews.com/education/articles/one-culprit-in-rising-college-costs>
12. Digital Edge. (n.d.). "Amazon Outage: The Reality of 99.95% Uptime". Retrieved from <https://www.digitaledge.net/knowledge/newsletters/amazon-outage-the-reality-of-99-95-uptime/>
13. Varonis. (n.d.). Ransomware Statistics. Retrieved from <https://www.varonis.com/blog/ransomware-statistics>
14. Identity Theft Resource Center. (January 2022). Identity Theft Resource Center 2021 Annual Data Breach Report Sets New Record for Number of Compromises. Retrieved from <https://www.idtheftcenter.org/post/identity-theft-resource-center-2021-annual-data-breach-report-sets-new-record-for-number-of-compromises/>