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## DATA NEEDS OUTPACE CURRENT SYSTEMS

Northern Lights College is a rural, multi-campus community college that serves a vast but sparsely populated region of northern British Columbia. This poses a significant challenge for recruitment, conversion, and strategic enrolment management (SEM). The College sought to implement updated processes to support leadership's planning activities and growing interest in student data and enrolment metrics. The College sought Plaid's expertise to design a scalable data warehouse, develop an automated data pipeline, enrolment reporting visualizations, and data strategy advice that would enable and empower leadership to make timely, evidence-based decisions.

## STRATEGIC DATA TRANSFORMATION

1

### An Integrated Approach to Data Warehousing

The College used Entrinsik Informer to extract data from Colleague. Leveraging Informer's API and Safe Software's FME data integration tools, Plaid built automated ETL processes to populate a data warehouse.

2

### Custom Reporting and Analytics

Plaid developed a suite of Power BI reports, delivering daily visual insights into the enrolment funnel and supporting data-driven enrolment management decision-making.

3

### Sustainable Knowledge Transfer

Plaid equipped the College's internal teams with the skills and documentation needed to maintain and evolve the data solutions independently for long-term success.

## AUTOMATED DATA INSIGHTS

Plaid's solution gave the College an automated data warehouse and dynamic dashboard reports, enabling timely enrolment insights, empowering evidence-based decision-making for strategic enrolment management.

## KEY TAKEAWAYS

1

Plaid seamlessly connects student systems to automated data warehouses, delivering reliable insights.

2

Plaid provides clients with executive-ready, interactive, and accessible reporting dashboards, supporting leaderships strategic enrolment management decisions and planning activities.

3

Plaid ensures our client's teams can independently manage and evolve their data solutions as their teams and reporting needs grow.

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“Plaid Analytics provided much-needed expertise and developed the tools that launched our Strategic Enrolment Management initiatives. The data warehouse and reporting has brought us to a new level of data-informed decision-making that is critical for our College to thrive.”

### Dr. Tara Hyland-Russell

Vice President Academic and Research, Northern Lights College

## ABOUT THE COMPANY

Plaid Analytics empowers Strategic Enrolment Management with enrolment & tuition forecasting, automated data pipelines, and data governance to ensure your staff can access decision support data accurately and securely.

What we do is based on creating data insight, but how we do it begins with first understanding what you want to achieve, how you are currently working with your information, and the people behind the data. We work to bridge the gaps with solutions customized to your needs, providing you with the tools and techniques you need to achieve your goals.

Discover Smarter Data Solutions - Contact Us  
Today to Learn More!

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