



Powering the Student Journey: Are You Delivering an Efficient Experience?



In today's rapidly evolving higher education landscape, institutions face numerous challenges in meeting the **diverse** and **dynamics** need of students, including:



Changing Student Expectations

- Students today are more diverse, digitally focused, discerning, and demanding, seeking immersive academic experiences
- Higher education institutions struggle to meet these evolving expectations, leading to lower engagement and outcomes.

Since 2011, enrollment has decreased by **1.5%** each year¹.



Operational Inefficiencies

- Universities face challenges in streamlining administrative processes, leading to delays and errors in student services.
- The lack of integrated systems hampers the ability to provide accurate information to students in a clear and timely manner



Inadequate Personalization

- From recruitment to graduation, students expect personalized support and services tailored to meet their individual needs.
- Traditional systems often lack the capability to deliver such customized experiences, affecting student satisfaction and involvement.

66% of students cited personalized attention prior to enrollment as a factor in their decision to enroll in a university³.



Fragmented and Outdated Systems

- Many universities operate with aging and fragmented IT systems that fail to meet modern digital expectations.
- This results in inefficiencies, poor user experiences, and difficulties in managing student data effectively.



Convoluted Processes

- Students regularly grapple with complex procedures to access institution resources and services.
- The absence of seamless processes impacts student's academic experience, from applications and course selection to matriculation.

Over **30%** of students do not think the process of applying to college was simple².



Increasing Costs

- With the rising costs of higher education, universities face increased challenges in recruiting and retaining talent.
- As today's students are more debt-averse, effective cost management while maintaining quality are key to increase affordability and accessibility.

70% of students who drop out cite financial reasons as the primary factor⁴.

Sources:

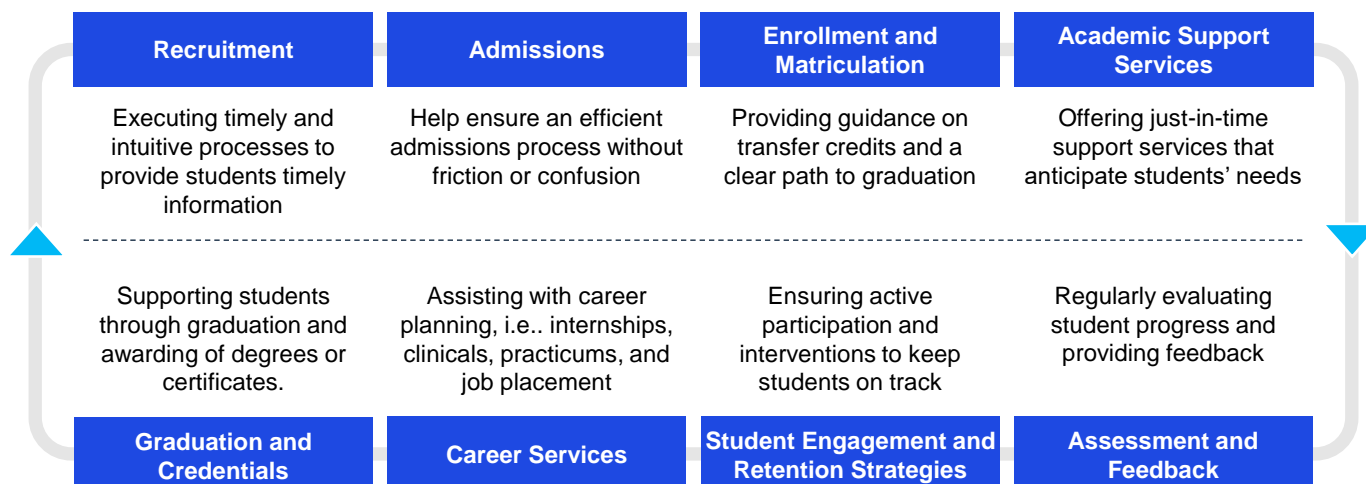
¹ National Center for Education Statistics, Total Undergraduate Enrollment in Degree-Granting Postsecondary Institutions

² College Board Advocacy & Policy Center, Research Findings of Parent and Student Perceptions of Complexity in College Admissions

³ Education Resources Information Center, 2021 National Student Satisfaction and Priorities Report

⁴ The Hechinger Report, Understanding College Retention Challenges

Creating a seamless and empowering student experience is more crucial than ever. Universities and colleges are reimagining the student journey—from the first inquiry to graduation and beyond—to ensure that every touchpoint enriches the academic and personal growth of students.



Is Your Institution Ready to Power the Student Journey?

Explore how KPMG LLP can help your institution optimize student experiences with tailored solutions and expert insights. Learn how our capabilities can enhance every stage of the student journey.

Benefits of an Optimized Student Experience

- Accelerates delivery for improved student outcomes.
- Enhances experiences for students and staff.
- Innovates for a future-ready approach.
- Simplifies tech integration with global expertise.
- Aligns strategies with missions and goals.

KPMG, Your Trusted Partner

At KPMG, we use advisory, audit, and tax expertise to help higher education institutions solve complex challenges. Supporting over 300 institutions, including American Association of Universities members, our Powered Student Management offering enhances efficiency and student experiences, aligned with your mission and guided by our values.

Designed for long-term impact, our solutions are part of your digital transformation, not quick fixes. We help you anticipate changes and optimize student management systems with human expertise and advanced technology, improving outcomes and staff satisfaction.

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