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# Using a Portal Environment to Strategically Manage Enrollment: The Integration of People, Relationships, and Information

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## ABSTRACT

Colleges and universities must have easily accessible and accurate information to strategically manage enrollment. Higher education institutions often have massive amounts of information available, but if that information can't be used to personalize services, strengthen relationships, or make decisions, its value is diminished. In an effort to transform the static enrollment reporting environment at Slippery Rock University, the institution sought a business intelligence application solution to provide enrollment data through a portal environment. Constituencies across the institution access, analyze, and glean greater value from the enrollment data for improved decision-making and resource allocation.

**No paper was submitted for publication.**

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