



Financial Analytics Capabilities

As universities are increasingly using data to drive decision making, understanding the business of higher education is becoming more critical. Do you have access to the data, technology and services you need to ask and answer questions geared towards institutional sustainability? A sampling of questions and considerations that should be top of mind are listed below.¹



Financial Aid

- › What is the relationship between financial aid and the tuition discount rate?
- › How does endowment spending relate to financial aid?
- › How is financial aid being utilized by various student demographics and programs?



Revenue

- › What programs drive an institutions revenue, and by what means?
- › How do we track revenue by individual student?
- › How does tuition discount and financial aid impact revenues, by program?
- › Apart from tuition, what are the other major sources of revenue?



Expenses

- › What does it cost to educate a student by program?
- › Is the institution operating within available resources?
- › If so/if not what are the current and forecasted overages or shortages?
- › Does asset performance and management support the strategic direction?
- › How much is the remaining budget of a department, project or grant by expenditure category?
- › What is included in overhead and where is it found on the financial statements?
- › Who are the top vendors we do business with?

If you would like more information on how HelioCampus can help you address all these critical questions, **email info@heliocampus.com to schedule a needs assessment.**