

AstrumU ReadySet™

Customer Advisory Board #CAB21

Promote your credentials with the best **‘return-on-education’** story. When you partner with AstrumU® to translate your educational content you leverage your existing data to articulate the true value of your credentials with AstrumU ReadySet™. AstrumU® **quantifies** the impact your education has on prospective learners and displays it in captivating visuals as an interactive **career boost**. Set your school apart with data-driven transparency.

- Integrate seamlessly with existing marketing stream
- Differentiate through predictive focus on career outcomes

Partner with us to drive the evolution of AstrumU®’s innovative enrollment solutions on our Customer Advisory Board, with limited spots remaining, we would love to count you a part of this important ‘CAB21’ group. You will be joining other graduate business programs and higher education experts to shape the future of enrollment innovation.



Results Focus

Enrollment Lift

Boost conversion across your enrollment funnel and lead with your best **'Return-on-Education'** story in a clear and engaging format while your competitors continue to rely on anecdotes.

Elevated Integration

Implementing new tools can be complex, but we're here to make it easy. ReadySet™ allows for **full personalization** to maximize consistency and impact. Our team is easy to reach and focused on supporting you.

Increased ROI

Harness the power of our low cost software-as-a-service solution to continuously **drive revenue** from all leads in all enrollment cycles over the next 12-months.

Security

Any shared data is protected by third-party **verified data security** practices as evidence by SOC 2, Type 2 and 3 compliance. Our multi-tiered, application aware firewalling system is kept up to date and redundant at all times and across all areas of the application.

Education #Partners





LIVE,
WORK,
CREATE.

Power of AI: Impacting individuals at scale

ReadySet™ produces **personalized career boost** and recommendation metrics resulting in increased enrollment.

Product Features

- Personalized career success ‘boost’ from your credentials
- Simulate impact for multiple job roles
- Outline alumni pathways from start to finish
- Individual user sessions track student engagement
- Login wall available to drive further engagement
- Custom white-labeling and marketing copy
- Easy, embedded call-to-action for enrollment contact or direct to application

Differentiating Your #Alumni

ReadySet™ provides statistics of all alumni from any university, unlike any other software program. Learners can see detailed history of the paths alumni chose and where they are now. This gives insight to learners who are navigating their career path.

- Alumni stories outlined
- Detailed paths alumni have taken
- Statistics and tracking of alumni in real time
- Advanced networking system with accessible engagement



Customer Case Study

CREDENTIAL: Online MBA

PROGRAM: 200 students

POPULATION: Working professionals/military

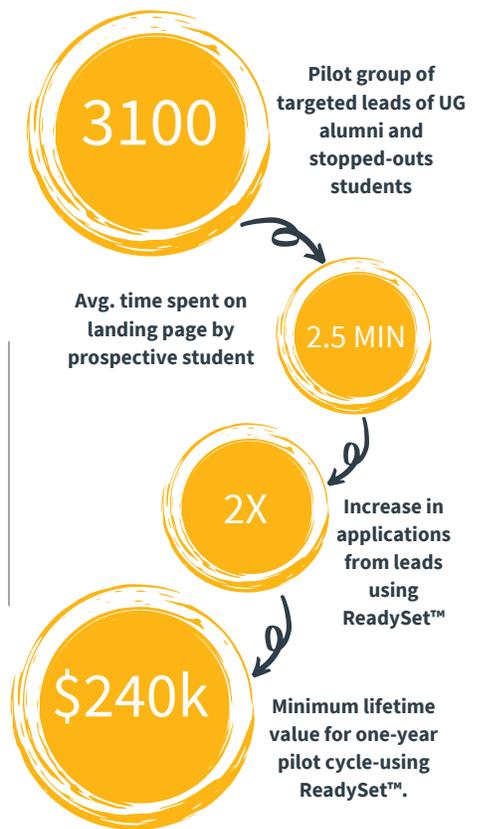
CALENDAR: Quarterly start/four per year

LIFETIME VALUE: \$20,000 per student

Pilot project using data-driven alumni stories and quantified program impact on career outcomes to:

- Increase **yield of lead-to-application**
- Independent verification of professional-promotion-focused marketing campaign
- Provide **personalized outcomes** content for enrollment advisor conversations
- Targeted email campaigns were sent to existing Online MBA leads with graphic display of alumni who demonstrated success in career advancement and salary increase.
- Learners can click-through to calculate their own **'career boost'** and contact an enrollment advisor or apply directly.

#Data Driven Numbers





Marketing Deliverables

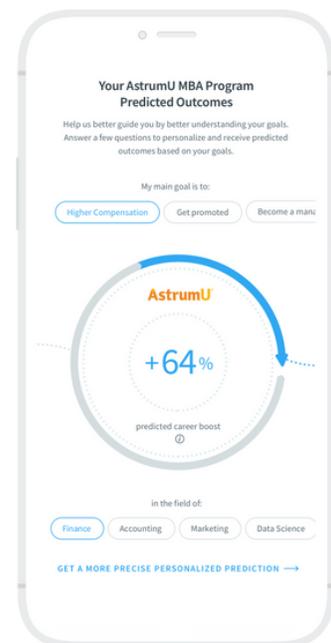
Seamlessly **integrate** current marketing streams with our enhancements to increase prospective and current student engagement across the **enrollment funnel**.

Leverage existing channels through your website, social media, email and personal outreach to make the **career outcomes** case for your degrees and credentials.

Optimize your enrollment marketing with:

- Purpose-built email campaigns
- Marketing feed from CRM
- Ads on social media
- Program website widget
- Admissions visit/event presentation
- Enrollment advisor 1-on-1 yield
- Retention conversation for at-risk students

Personalized #Marketing CRM Integration



Program Use Cases

Every MBA, whether online or in-person, will benefit from the sophisticated **prediction model for prospective learners**. Other graduate business credentials are able to tap into a diverse funnel of prospective learners looking to make a **smart investment** in education to advance their careers. ReadySet™ can also leverage **career simulation** of undergraduate business credentials for learners deciding what to study.

#Bundle & Save

Combine multiple programs you want to showcase for prospective students.

Programs Include:

- MBA
 - Full Time, Professional or Online
- MS Finance
- MS Data/Business Analytics
- MS Computer Science



CONTACT

Reach out to our staff to set up a demo and learn how AstrumU ReadySet™ can transform your 'Return-on-Education' story.

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