



Discover  
where  
higher ed  
can go **next.**



ANTHOLOGY SOLUTIONS

Admissions & Enrollment Management

Institutional & Learning Effectiveness

Student Success, Engagement & Retention

Enterprise Applications

Alumni & Advancement



# Start crafting a new strategy for your institution.

At Anthology, we collaborate with you to make sure our inventive solutions, global higher education expertise and curated selection of industry-leading products advance your mission, your goals and your success. Anthology strives to support your institution today while being a step ahead of the needs of tomorrow.

They're **your goals**—we want to help **you achieve them.**





We could talk about the years of experience, the solution areas and the innovative products all day long, but Anthology is ultimately about people because higher education is about people.

We value the trust that's been built over the years and we plan to keep that trust by working directly alongside our customers. We will plan strategies, meet goals and help build the future together.

Rob Sparks  
Senior Vice President, Corporate Development and Partnerships  
Anthology



# It's time to start a whole new conversation in higher education.

The world is constantly evolving and higher education is no exception. While there are a lot of companies claiming to have powerful products and state-of-the-art technologies, what we're doing is igniting positive change

in your campus processes. We're not just committed to putting out great products and technologies, we want to evolve the way we make decisions so institutions and higher education can all move forward together.



Our companies have joined together as Anthology not just to create a new conversation in higher education, but to give you a new voice in it.



**2,000**

Unique Colleges & Universities

**30**

Countries



# Connecting the campus

## How far can you go with Anthology?

Improve your student experience and employment outcomes

Increase retention and persistence rates

Expand levels of alumni engagement

Raise fundraising power and increase donations

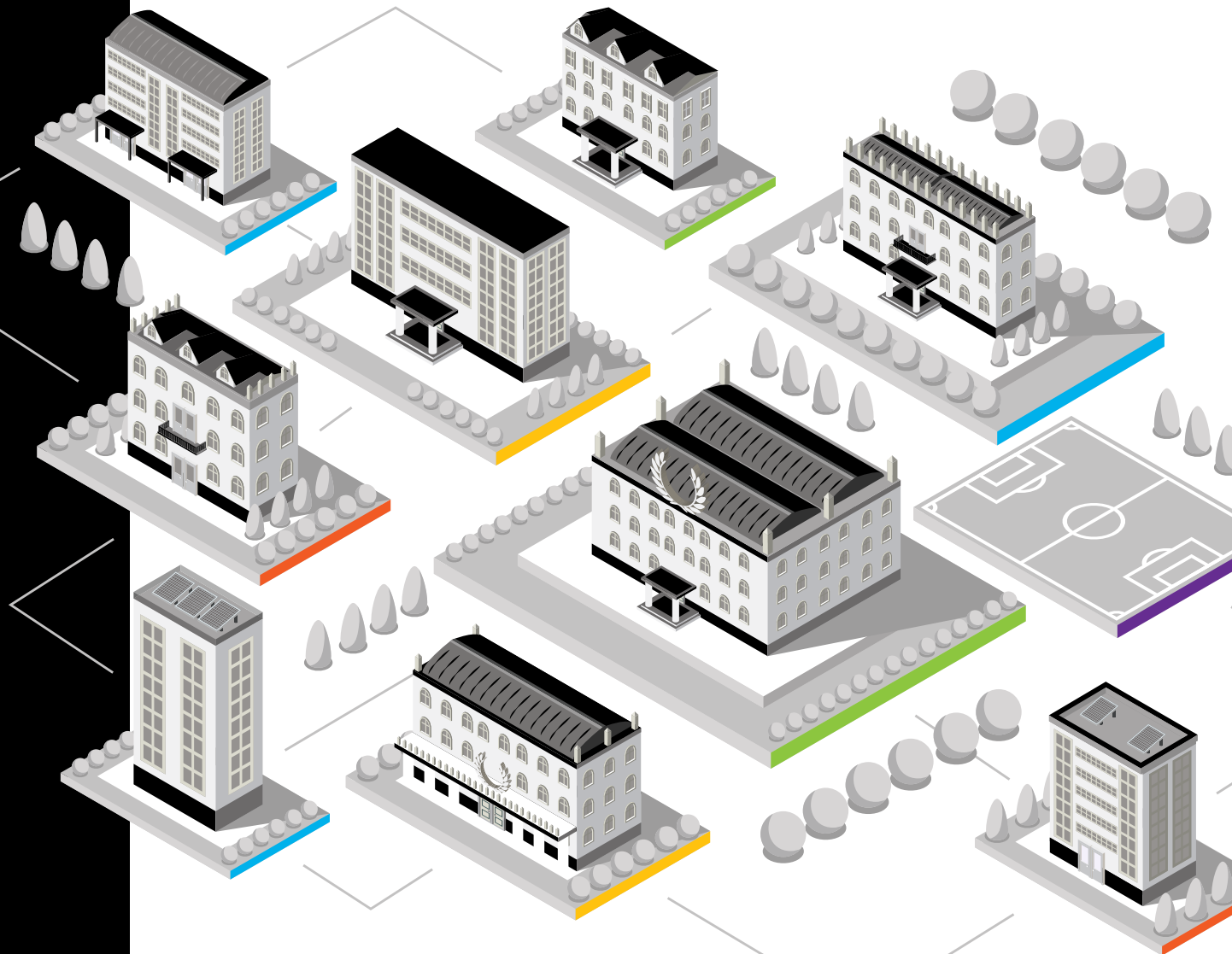
Effectively manage your academic operations, finances and financial aid

Build a professional network for discourse and insight

Create effective assessment and compliance for accreditation

Gain confidence and make informed decisions

Cultivate a successful enrollment funnel



# Discover where you can go next

Building your own route to success requires tailored products specific to your needs. Anthology's core solution areas enhance your strategic planning, improve student-centric focus, break down data silos and unify campus operations.

## ANTHOLOGY SOLUTION AREAS

Admissions & Enrollment Management

Institutional & Learning Effectiveness

Student Success, Engagement & Retention

Enterprise Applications

Alumni & Advancement

# Admissions & Enrollment Management

Proactively identify the needs of incoming students to establish success from day one. Help your institution gain insights that drive desired behavior across recruitment, admissions and enrollment decisions.



## This solution area helps you:



Recruit more efficiently  
and effectively



Cultivate deeper relationships  
with applicants, students and  
other stakeholders



Identify opportunities for  
class diversity and growth

# Institutional & Learning Effectiveness

Go beyond data collection and tracking to break down departmental silos, improve your data fluency and better perform campus-wide analyses to make data-informed decisions.



## This solution area helps you:



Improve cross-campus  
communication



Enhance stakeholder buy-in



Support accreditation  
efforts beyond compliance



# Student Success, Engagement & Retention

Create and foster success by meaningfully engaging students, strengthening their academic and co-curricular success and supporting their aspirations for post-graduation.



## This solution area helps you:



Empower student leaders, organizations and co-curricular engagement



Align courses with skill development and badging to enable career conversations



Assign a personalized student plan for success

# Enterprise Applications

Reduce student friction with practical administrative solutions for course registration, financial aid, advising and more. Maintain financial health with institution-wide transparency and coordinate personalized interactions through a single communications engine.



## This solution area helps you:



Inform decisions through robust, cross-campus analytics and visualizations



Manage growth with an integrated Student Information, Finance and CRM solution



Trust world-class cloud infrastructure

# Alumni & Advancement

When your students graduate, do they remain integral to your institution?

Develop more personalized, meaningful alumni engagement through enhanced fundraising, event management and stronger donor stewardship.

Alumni who engaged as students were **300%** more likely to participate in alumni events and nearly **10X** more likely to make a gift to the institution within three years of graduation than alumni who weren't involved.



**This solution area helps you:**



Build comprehensive networking directories



Increase alumni engagement



Elevate fundraising campaigns

# Our commitment to you

Anthology helps advance your mission through powerful insights that guide student and institutional success.



## **Maintain trust**

Whether you've been with us for years or you're just about to start a new relationship, the key thing is trust. It's not just the promise of expertise, but the collaboration between us that keeps building a stronger bond each day.

## **Focus on experience**

And it's not all about us. We focus on your varied experience to lead the way for new product features, implementations and provide the spark that helps us think a little further outside the box.

## **Commit to innovation**

Transformation and innovation go hand in hand, so we're always creating strategies, taking projects in a new direction and making sure your outlook is always on the horizon. The next great thing is just around the corner and we want to get there together.

## **Prioritize higher education**

Our platforms were crafted by higher ed professionals—professionals with years of experience who really understand the ins and outs of the industry. The value of our solutions, the worth of our collective integrations and the community we continue to build isn't just going to benefit your campus and your students—it's going to enhance all of higher education.

**We're excited to get  
started with you.**

**you**

[anthology.com](https://anthology.com)