

Personalizing Experiences with a Modernized Data Infrastructure



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Narendra Pandya
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Active Students: **197,000+**

Degrees Earned: **461,000+**

**Largest
University in
USA**

Western Governors University's (WGU) mission is to **change lives** for the better by creating **pathways to opportunity**. To be the most **student-centric university** in the world.

**Diverse,
working adult
student base**

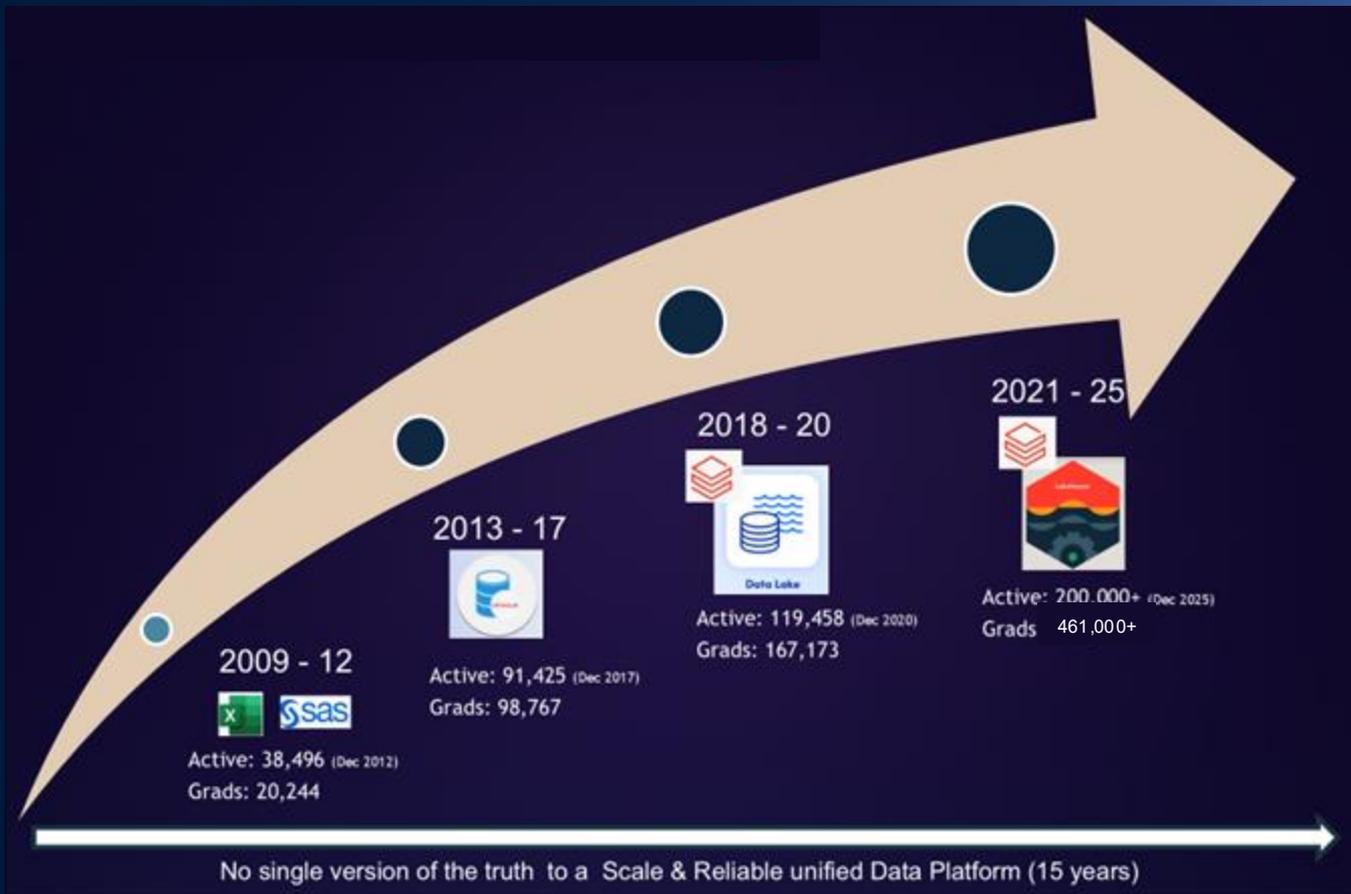
100%

Online
competency-based
nonprofit Higher
education

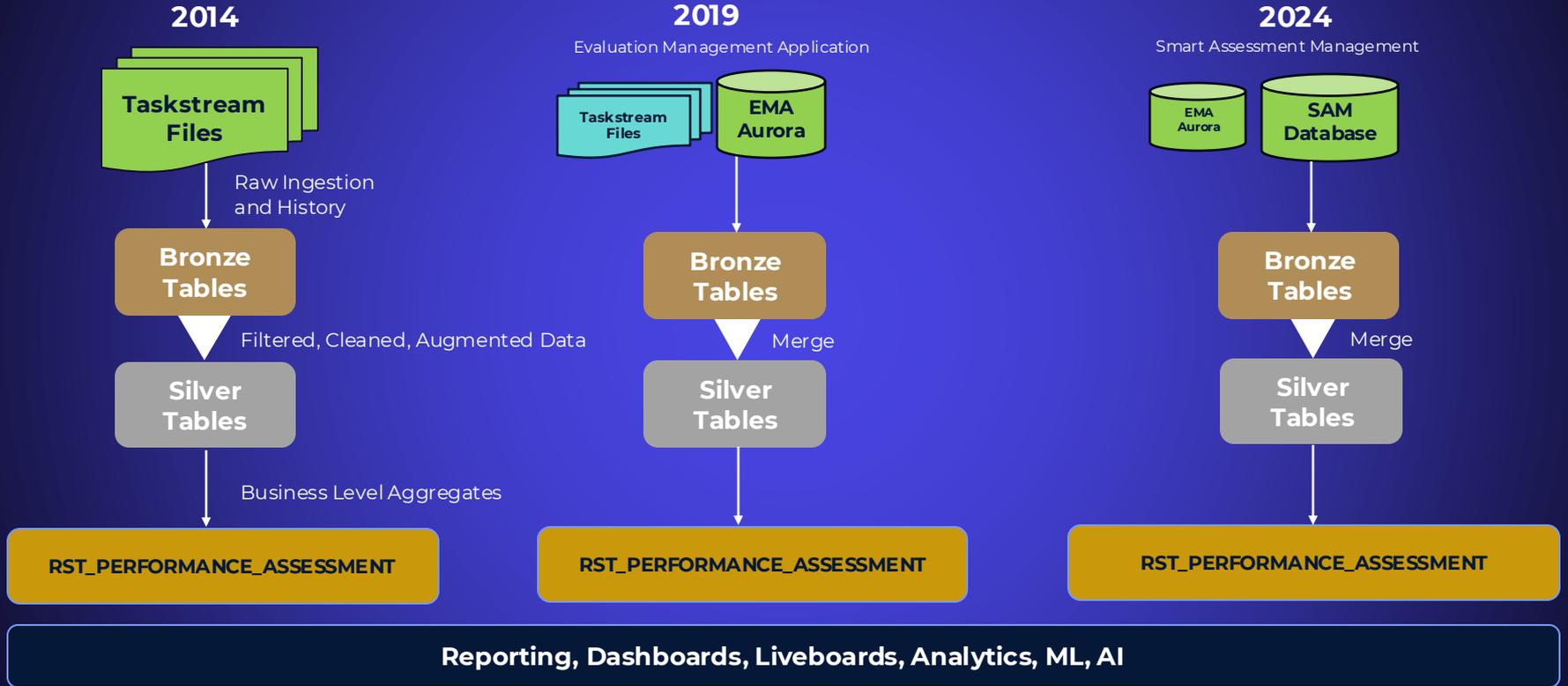
**High need for
real-time,
personalized
guidance**



WGU Data Journey



Medallion Architecture



Challenges Before Modernization



Siloed Systems



Delayed Data & Insights

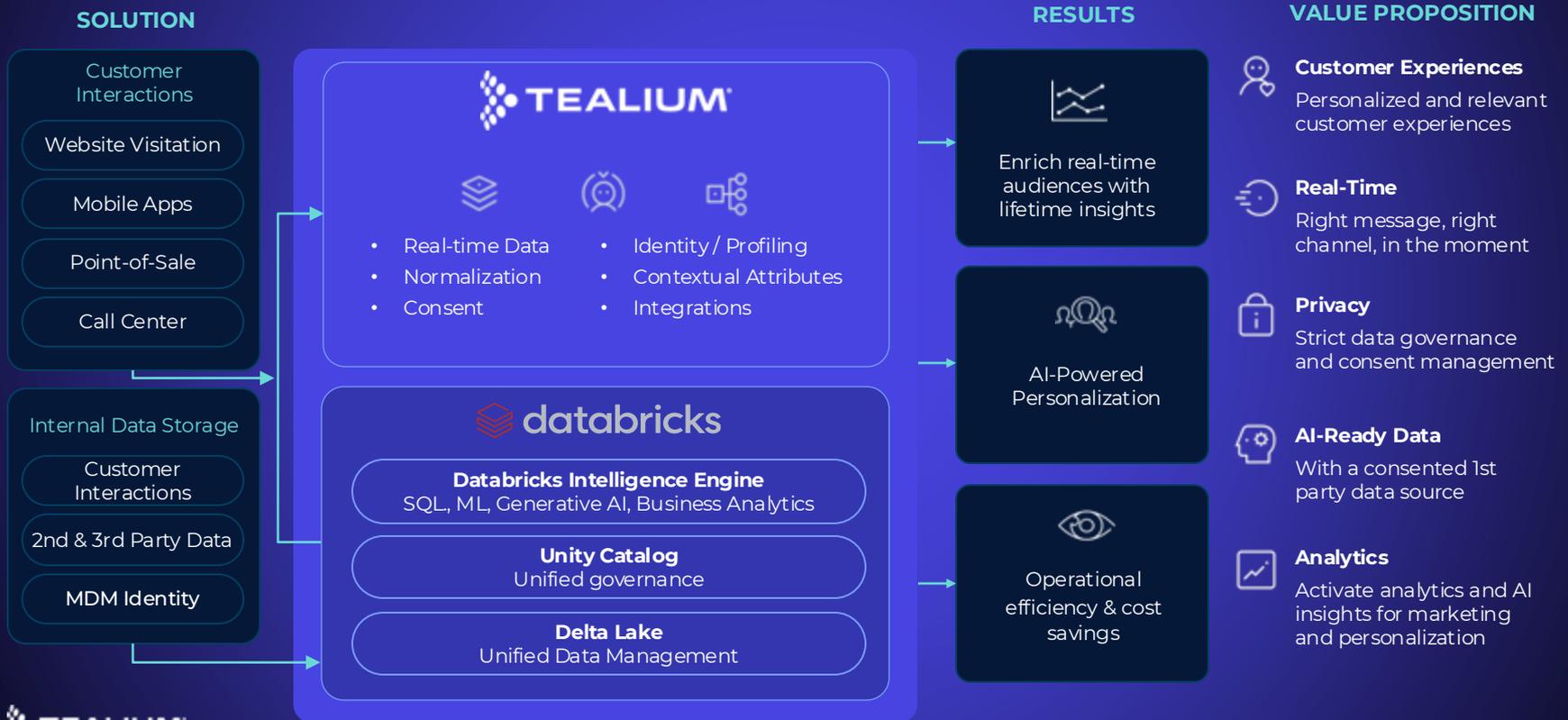


One-Size Fits All

Engagement Models

Data Architecture

Modern Stack: Tealium + Databricks





Use Case Maturity

Simple

Suppressing
paid ads from
students and
staff

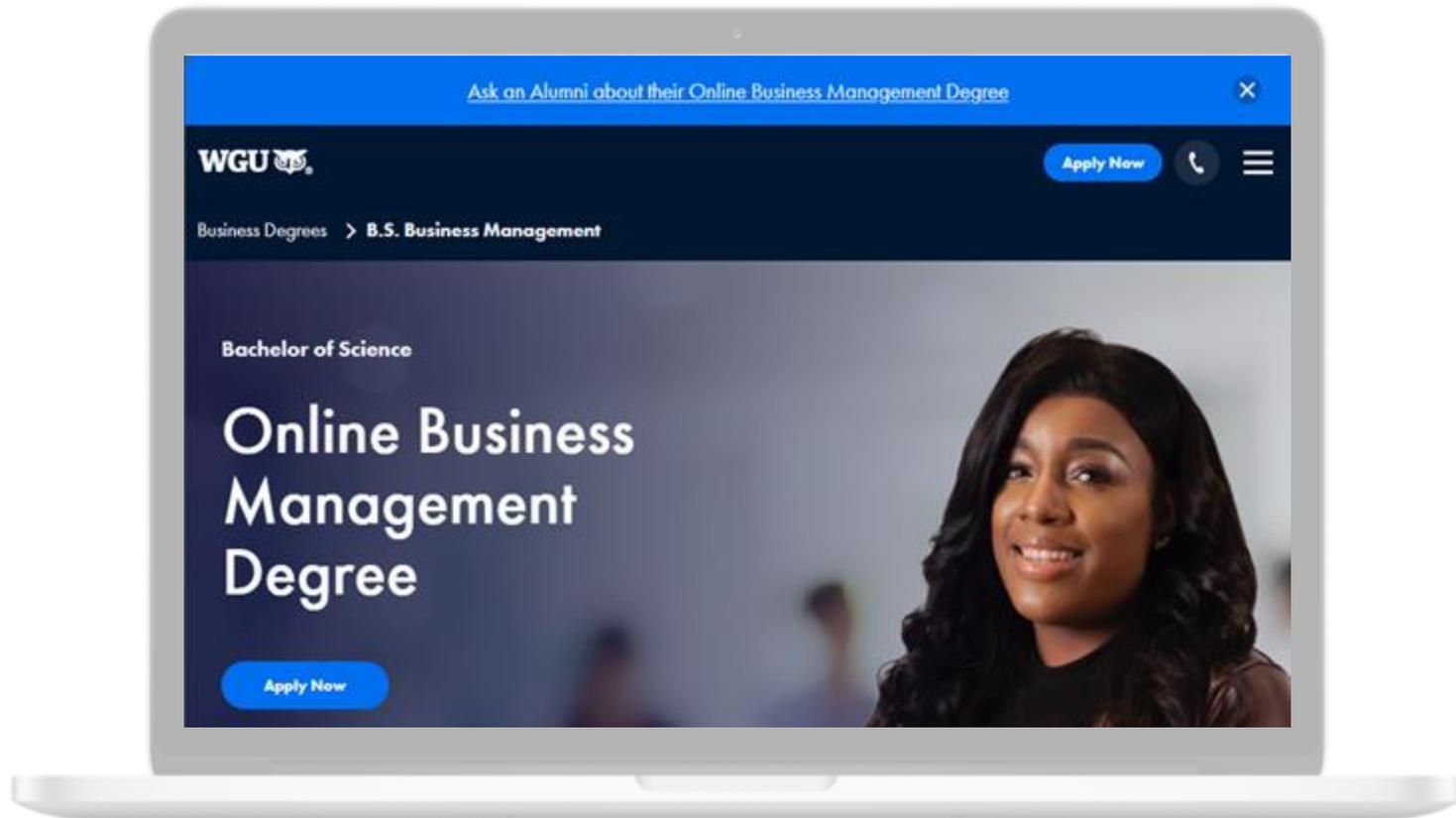
5%

Saved thru
Ad Suppression

Skilled

Optimizing
messaging
based on
student journey

Skilled: Optimizing messaging based on the student journey





Use Case Maturity

Simple

Suppressing
paid ads from
students and
staff

5%

Saved thru
Ad Suppression

Skilled

Optimizing
messaging
based on
student journey

+22%

Application
Rate

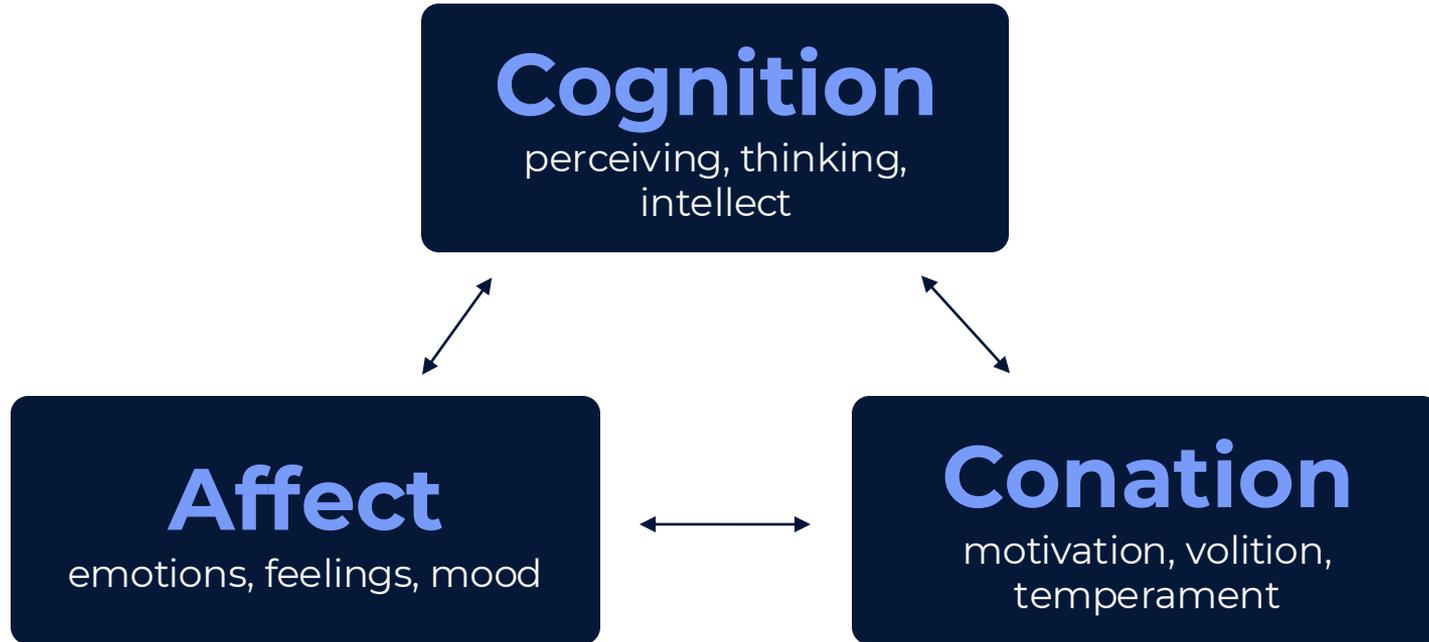
Sophisticated

Embarking
on the
Learner 360
Journey

+15%

Reduction in
Drop Rate

Learner 360





Learner 360

Status	What It Means	Triggered Intervention
	Student Momentum is at least on track for the Term	Celebration Notification, Invite to Share with Peers
	Student Momentum may hit or miss for the Term goal	Text, Email, Advisor Outreach
	Momentum likely too slow to complete the Term	Advisor Outreach, Exam Coaching, Peer Coaching Tools



Use Case Maturity

Simple

Suppressing
paid ads from
students and
staff

5%

Saved thru
Ad Suppression

Skilled

Optimizing
messaging
based on
student journey

+22%

Application
Rate

+15%

Reduction in
Drop Rate

Sophisticated

Embarking
on the
Learner 360
Journey

+5%

Increase in
Very Satisfied

Lessons Learned

Advice to Other Organizations

Do this:

- Certified single version of truth
- Data literacy and governance as shared responsibility
- Push for Data as a product
- Encourage tool agnostic thinking

Avoid that:

- Treating AI like a tool
- Fragmented data sources and reporting
- Vendor and AI lock-in
- Rigid and risk averse mindset



Thank You!

