One of our highest fundraising priorities is undergraduate financial aid and the new Online Giving site will, in part, help to support that priority to give students from all economic backgrounds an opportunity to attend a prestigious University like Penn.

Anne Marie del Rossi, Senior Director of Data Services, University of Pennsylvania

Simplifying fundraising to increase diversity and access to higher education

The University of Pennsylvania (commonly known as Penn or UPenn) is a private Ivy League research university. Founded in 1740, the university is the fourth-oldest institution of higher education in the United States, as well as the first university in the United States with both undergraduate and graduate studies. Benjamin Franklin is Penn's founder. Penn was one of the first academic institutions to follow a multidisciplinary model pioneered by several European universities, concentrating multiple “faculties” (such as theology, classics, medicine) into one institution. Over its history, the university has produced many distinguished alumni. These include 14 heads of state (including two U.S. Presidents), and 25 billionaires—the most of any university in the world at the undergraduate level.

Penn's long-term vision is encapsulated in its Compact 2020 plan, which articulates three institutional priorities: Inclusion, Innovation and Impact. The vision for Inclusion focuses on making premier-quality higher education—which costs around $60,000 per year at Penn—available and accessible to all admitted applicants, regardless of financial need. Penn accomplishes this by a no-loan financial aid policy, which requires a disciplined and creative fundraising strategy.

Why Talend?

The Information Systems and Computing (ISC) group at Penn has been pursuing a cloud-first strategy intended to provide flexibility, scalability and efficiency in technology processes, and therefore greater value to the community it supports. “Our cloud-first strategy started with the AWS platform,” says Tom Murphy, University CIO and Vice President for Information Technology at Penn. “Cloud enables us to develop scalable, robust, timely apps. One of our first cloud-native projects was developing the app for Online Giving.”

Anne Marie del Rossi, Senior Director of Data Services at the University of Pennsylvania

“Simplify and streamline online philanthropy

Penn’s Office of Development and Alumni Relations and Department of Information Systems & Computing

INDUSTRY
• Healthcare (Health & Fitness)

INFORMATION
• HQ: USA
• 501-1,000 employees

USE CASE
• Customer experience

CHALLENGE
• Keeping pace with data growth

TALEND PRODUCTS USED
• Talend Real-time Big Data
• Talend Data Preparation

PARTNER
• Hortonworks

RESULTS
• Data acquisition 5 times faster
• Core data ingested in less than 6 months
• Better conversion rate for campaigns & more efficient marketing spends

www.talend.com
Systems and Computing re-created its Online Giving application in the cloud, taking advantage of the availability and scalability benefits of the AWS platform, and using Talend Studio and Talend Cloud to manage integrations in a hybrid deployment. “We selected Talend Cloud as a key part of our cloud strategy, because it allows us to easily integrate our cloud-native applications and our back-end, legacy on-premise customer relationship management environment,” says Murphy. “This has worked exceptionally well.”

“We have a big usage peak at the end of December, the close of the U.S. tax year. We’re moving data in both directions, from Oracle on-premise to the cloud and back,” says Katie Staley Faucett, Data Warehouse Architect at Penn. “We’re also moving Web images into S3 buckets on AWS. We’re able to do that in days, where I think it would have taken weeks with a different integration solution.”

Fundraising for a noble vision

The high cost of higher education in the U.S. often prevents qualified students from attending schools like Penn, thereby perpetuating a lack of diversity on university campuses and the disparity of opportunities available to lower-income applicants. “The challenge for many of our students would be the cost of education at a premier institution like Penn,” says Janet Lind, Director of Integration Services at Penn. “Many students aren’t able to afford that, and paying off their loans could take them 10 to 20 years.”

Del Rossi goes on: “With this program, accepted students with demonstrated financial need do not have to take out loans—their financial aid is distributed in the form of non-loan grants. We certainly have educated many leaders in industry, research and world affairs, and we encourage them strongly to give back, and many of them do.”

“As long as you’re a qualified applicant, you can go to UPenn almost for free. That is honestly amazing, because not a lot of schools offer that.”