Workday Delivers Student Admissions

Second Workday Student Application Enables Colleges and Universities to Use Data-Driven Approach to Student Admissions Process

PLEASANTON, CA--(Marketwired - Sep 29, 2015) -Workday, Inc. (NYSE: WDAY), a leader in enterprise cloud applications for finance and human resources, today announced Workday Student Admissions, a new application that helps higher education institutions meet targeted enrollment goals through data-driven insights related to a potential student's academic success at their institution.

Seamlessly unified with Workday Human Capital Management (HCM) and Workday Financial Management, Workday Student Admissions is the second application available in the full Workday Student system. Incorporating feedback from more than 20 higher education institutions, Workday Student is a mobile-first system that provides end-to-end student and faculty lifecycle information to help colleges and universities advance their institutions and enable student success.

A Data-Driven Approach to Student Admissions

The growing popularity and ease of submitting applications online combined with the ongoing use of paper-based submissions has resulted in students applying to more colleges and universities. As a result, the task of processing and evaluating individual applications to ensure student fit has become increasingly labor-intensive, time consuming, and prone to errors. Colleges and universities need a more effective way to address the changing landscape of application processing and admissions.

Workday Student Admissions extends the benefits of Workday Student Recruiting, enabling colleges and universities to:

- **Easily Establish Admissions Requirements:** An eligibility framework allows higher education institutions to easily define a set of application requirements that can be further configured for various academic divisions, departments, and programs of study. For example, an engineering school within a university system could easily set up a requirement for students to have taken additional math or science courses in order to qualify for a science, technology, engineering, and mathematics (STEM) program.

- **Streamline Application Processing:** Higher education institutions can create applicant pools based on categories such as program, region, and standardized test scores, enabling counselors to analyze the data and identify admissions trends. Additionally, because Workday Student Admissions is unified with Workday HCM, applicant pools can be assigned to admission counselors. Counselor workloads can then be managed through real-time insight into applicant pool assignments, helping ensure an efficient review process. For example, a student applying to a specialized program could be put in an applicant pool based on the program and eligibility requirements. Admissions counselors can then communicate with and track the students as a group throughout the application process.

- **Quickly Evaluate Student Eligibility:** Colleges and universities are able to automatically assign applicant rating values based on different categories including readiness, demonstrated interest, and applicant interviews. For example, an applicant could be evaluated and given a score based on grades in prerequisite coursework, standardized test scores, and interactions with the school that were documented early in the process through Workday Student Recruiting.

- **Accurately Communicate and Convey Admissions Updates:** Higher education institutions can communicate ongoing admissions updates and decisions individually or in a group. Institutions can set multiple safeguards to help ensure every applicant is notified of the correct admission decision electronically or via mail. Additionally, applicants can leverage an external website to view the status of outstanding items related to their application. For example, an applicant could be admitted with conditions and notified of additional coursework that must be completed in order to be admitted.

- **Better Align Admissions Goals to Performance:** Unified with Workday HCM, Workday Student Admissions helps establish and assess organizational goals in the system, and track admission counselor performance appraisals against admissions goals. For example, a director of admissions can determine admissions targets for a team in Workday HCM and track against those goals -- all in one system.

Availability

Workday Student Admissions is available as part of the company's latest release, Workday 25, which also includes new features for Workday Financial Management, Workday HCM, and Workday Student.

Following Workday Student Recruiting and Workday Student Admissions, future components of Workday Student are planned to focus on curriculum management, student records, academic advising, financial aid, and student financials. The full suite of Workday Student is expected to be completed by the end of calendar year 2016.

Comments on the News

"A record number of student applications combined with outdated systems are making it challenging for higher education

institutions to effectively and efficiently meet their enrollment goals in an increasingly competitive academic world," said Liz Dietz, vice president, student strategy and product management, Workday. "Workday Student Admissions builds on our Workday Student Recruiting application to provide a complete view into applicant data so colleges and universities can make quicker, smarter decisions regarding applicant fit to help ensure their admissions' strategy aligns with academic goals."

"Student success is at the core of what we do. We take that responsibility seriously, with more than 12,000 students selecting our college each year with the goal of transferring to a university or moving directly towards a career," said Shanna Autry, director, student success and retention, Tallahassee Community College. "It's invaluable to be part of the design process for Workday Student, because it helps us ensure that we have a system that supports future efforts, and enables our faculty and staff to efficiently and effectively recruit and admit the best students for our program."

"Our academic curriculum is extensive -- we have more than 60 undergraduate programs, accelerated bachelor programs, and 50 graduate programs across nine different schools. This -- combined with rolling admissions and a growing number of applicants -- makes our recruiting and admissions processes very complex," said Yvette Brown, vice president, technology and chief information officer, Barry University. "Workday Student Admissions helps us manage this complexity. We have a unified system that helps automate our admissions process, and provides real-time insight into trends, applicant fit, and admissions goals, so we can track our success at any given time."

Additional Information
Please visit the Workday blog for additional perspective about Workday Student Admissions:

- Workday Student Admissions: Gaining Control of the College Application Delugefrom Liz Dietz, vice president, student strategy and product management, Workday

About Workday
Workday is a leading provider of enterprise cloud applications forfinance and human resources. Founded in 2005, Workday delivers human capital management, financial management, and analytics applications designed for the world's largest companies, educational institutions, and government agencies. More than 1,000 organizations, ranging from medium-sized businesses to Fortune 50 enterprises, have selected Workday.

Forward-Looking Statements
This press release contains forward-looking statements including, among other things, statements regarding the expected performance and benefits of Workday's offerings. The words "believe," "may," "will," "plan," "expect," and similar expressions are intended to identify forward-looking statements. These forward-looking statements are subject to risks, uncertainties, and assumptions. If the risks materialize or assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. Risks include, but are not limited to, risks described in our filings with the Securities and Exchange Commission (SEC), including our Form 10-Q for the quarter ended July 31, 2015 and our future reports that we may file with the SEC from time to time, which could cause actual results to vary from expectations. Workday assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this release.

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