Student Success Collaborative
Campus
Colleges and Universities Face Increasing Pressure to Improve on Key Success Metrics

Following a decade of stagnant graduation rates and rising student loan debt, institutions are facing unprecedented pressure to improve degree completion and graduate employment outcomes. Furthermore, as enrollment growth continues to slow, schools are becoming increasingly dependent on improving year-over-year persistence to protect tuition revenue streams. In response, progressive institutions are looking beyond first-year retention and adopting comprehensive strategies to better support students from day one to graduation and beyond. These institutions are leveraging historical data to uncover insight into the individual and systemic factors driving student attrition, enabling institutional transformation to improve student outcomes.

The Student Success Collaborative: A Comprehensive Solution for Scaling the Student Success Enterprise

EAB’s Student Success Collaborative (SSC) combines technology, consulting, and best practice research to help colleges and universities use data to improve retention and graduation rates. With SSC, institutions can identify, advise and monitor key student segments at scale while leveraging real-time data to measure and optimize intervention effectiveness. At the center of SSC is a proprietary predictive model that identifies at-risk students as well as an analytics engine that isolates systemic barriers to degree completion. To extend the reach and impact of these analytics, SSC wires the entire campus with a coordinated retention care management system that helps institutions manage student risk from identification to resolution, thereby closing the loop on support interactions. SSC enables institutions to transform insight into impact, and provides administrators with customized change management strategies to support institutional transformation.

Existing Capability

- **Illuminate 360 Degrees of Student Risk:** With real time, in-semester data on student behavior complementing core academic analytics, SSC provides institutions with an unmatched view of student risk

New and Enhanced Capabilities

- **Scale the Student Success Enterprise:** With sophisticated analytics and best in class case management powering targeted campaigns, SSC helps institutions reach and support key student segments at scale
- **Orchestrate Coordinated Care:** With a cross-campus referral system and real-time student engagement data, SSC enables personalized care pathways and closed-loop support recommendations
- **Measure Intervention Effectiveness:** With visibility into student behavior and outcomes, SSC can help you measure and optimize existing student success investments

Answering Tough Questions for Leadership

1. How can technology help advisors be more efficient and strategic?
2. How do we implement a culture of accountability as we track advising efforts?
3. How can we better coordinate and communicate to maximize student support resources across campus?
4. How can data support our efforts to help students make more informed academic decisions on their path to degree?
5. How can we be more effective and efficient in our work and communication with students?
6. How can we use all possible—yet relevant—data points to better diagnose the root-causes of programmatic barriers to completion?
7. Are we on track to hit our tactical and strategic student success goals?
The Student Success Collaborative Campus in Brief

Research and Insight Powering a Transformative Student Success Strategy

The Student Success Collaborative

Best Practice Research, Insights and Resources

- 50+ Published student success best practices and toolkits
- Hardwiring Student Success
- Promoting Student Self-Direction
- Next-Generation Advising
- Policies for Persistence

Provost Network and Resources

- National Summits
- Expert Consultations
- Onsite Presentations

Student Success Care Coordination Platform

- 140+ Colleges and university members active or in implementation
- Student records analyzed for predictive models and opportunity assessments

Dedicated Consulting and Integration Support

- 6M+ Student records analyzed for predictive models and opportunity assessments
- EAB will continue to deliver hands-on support to elevate intuitional effectiveness through data insights and best practices

- Ongoing Consulting
- Integration Support
- Kickoff
- Continued Strategy Formation

Continued Strategy Formation

- Opportunity assessments, reports on predictive courses, department and college success factors, and impact evaluation

EAB-facilitated integration planning, campus working groups, and onsite training sessions

EAB-facilitated integration kickoff, leadership planning sessions, and data validation

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Risk Analytics Just the First Step to Building a Continuously Improving Student Support Infrastructure

Three Feedback Loops to Ensure Every At-Risk Student is Identified and Connected with High-Quality Support

1. Advisors use risk analytics and alerts to identify and triage struggling students, refer them to appropriate support service, and collect results.

2. Administrators view utilization reports and outcomes data to assess support service effectiveness and make continuous improvements.

3. Institutions and EAB partner to improve risk identification, drive systemic change and elevate the impact of the entire system.

Comprehensive Student Risk Data
Proactive Outreach and Interventions
Campus-Wide Case Management
Central Reporting and Evaluation

Predictive Analytics to Drive Student Prioritization
Student Referral Network
Advisors
More precise identification of risk
Better targeted advice and support
Greater return on retention investments

Academic Support
Financial Aid
Tutoring

Leadership
Systemic Improvement

Utilization reports
Effectiveness Feedback Loop
Impact analyses
**Existing: Visibility Into Risk Across Colleges and Programs**

Dashboards Deliver Focused Intelligence on Potential Areas for Targeted Improvement

- A predictive analytics engine calculates the likelihood of graduation for every student on campus based on their academic history as compared to past students.
- Students are sorted by college to provide administrators with a snapshot overview of which academic units have the greatest pockets of risk and may benefit from the most focus and support.
- Results provide provosts and vice presidents with the tools necessary to make data-driven decisions about new investments in student success efforts.

**Student Risk Dashboard**

- Charts and graphs show associate deans, department chairs, and advising directors how current students in each academic program are performing against predictive risk factors such as GPA thresholds, completed courses, and earned grades.
- Allows executives to surface actionable insights into sources of attrition and monitor improvement on key success metrics across the institution.

**Institutional Reports**
Enhanced: Support for Proactive Interventions with High Priority Students

Improved Analytics to Define and Track Advising Campaigns

More Advanced Filtering

- At-risk students are organized and prioritized for advisor follow-up in the form of customized lists
- Flexible filters provide each advisor with the ability to build lists to match the specifications of the students they work with or to create campaigns targeting specific populations
- Sophisticated search functions allow advisors to find and group students based on risk, course grades, and more

Campaign Management

- Campaign features allow users to lead advising teams and student success specialists in organized outreach efforts directing resources to specific groups of at-risk students
- Charts and graphs monitor progress to goal for each campaign: tracking which students scheduled and attended appointments, and highlighting the most active contributors
Enhanced: More Comprehensive View of Key Student Information

Prioritized, Actionable Intelligence Enables Better Advising Conversations

Updated Student Overview

- A “smart view” of academic factors allows advisors to assess a student’s risk within seconds, and leverage this insight during meetings and outreach
- A page for each student reveals rich detail into his or her performance against a range of course completions, grades, and GPA levels predictive of success in his or her chosen major
- Advisors can view and add student tags, such as first generation, athlete, or work study status

Shared Notes and Reporting

- Centralized student documentation, including appointments, meeting notes, and student schedules, is available to all advisors, faculty, and student success specialists with appropriate permissions
- Reporting on student engagement allows advisors to track whether and how students follow through with recommended support resources

Progress Indicators and Alerts

- Existing: Customized “Success Markers” indicate when a student has failed to attempt or missed the grade threshold for a course determined to be critical to his or her major
- New: Faculty, tutors, and other support staff can submit one-click alerts on student risk, including class attendance and academic performance
Existing: Major and Career Guidance Tailored to Each Student

Personalized Insight Into the Academic Paths Best Suited to Demonstrated Abilities

Predictive Guidance on Major Selection
- "Major Explorer" interface provides advisors with guidance on a student’s likelihood to graduate in a wide range of majors around campus
- Predictions are personalized for each student and based on how academically similar students have performed in each major in the past
- The predictive algorithm returns personalized guidance on the relative difficulty of many upcoming courses associated with each major, allowing students to compare and plan for navigating potential "landmine" courses
- Advisors deploy this guidance alongside (but not in replacement of) traditional major selection guidelines such as academic interest and degree requirements for both major switchers and undeclared students

Real-Time Career Trend Data
- The platform integrates with a leading career insights firm that "scrapes" thousands of job boards, resumes, and databases to pull in real-time trend data
- Advisors can search for careers commonly associated with any major of interest to the student and access detailed information about specific jobs, including job descriptions and foundational skills
- With these data, students can make more informed major choices and begin planning for life after graduation much earlier in their college careers
- For each career, the platform displays recent hiring demand, starting salaries, and education and experience requirements
New: Campus-Wide Case Management

Centralized Communication, Scheduling, and Documentation to Close the Loop on Support Interactions

Scheduling and Appointment Management

- Appointment management allows advisors to schedule and manage appointments with Outlook and Google calendar integration. Advisors also have the option to send reminders for upcoming appointments.
- Students can view available times for advisors and tutors and request appointments.

Multi-Modal Conversations

- Advisors and specialists can have two-way conversations with students through email, text or phone. The platform supports communications routing (e.g. email to text) and captures all conversations automatically.

Case Management Tools

- Cross-campus referral system allows advisors to open cases for at-risk students right from the platform. Advisors can see a complete history of each case, closing the loop.
New: Central Reporting to Enable Continuous Improvement

Executive Tools Report on Utilization and Effectiveness of Campus Support Services

Usage Tracking

- The platform tracks advising session data, including student demand for scheduled appointments, walk-ins, and no-shows based on time of day and time during the semester
- Users have visibility into when and how students engage with specific academic support resources

Effectiveness Analysis

- Scheduling and kiosks track student demand for services. Data is centralized and collected automatically for easy analysis.
- Effectiveness reports assess and reveal the impact of support services on student outcomes, allowing administrators to make continuous improvements to services
Continuing to Serve Our Members Every Step of the Way

Working Together From Integration to Cross-Institution Collaboration

- Dedicated resource provides analytic support and strategic guidance, and are charged with identifying proactive opportunities for improvement across campus
- Close collaboration with member team, deep knowledge of organization yields highly customized actions plan targeted toward member’s goals, priorities, and constraints
- Rigorous framework for driving (and tracking) ROI and overall value supports ongoing accountability for member success

How Will Your Consultant Continue to Deliver Value?

- Meets with university leaders to understand unique aspects of institutional culture and goals
- Guides members through the integration process and design of integration rollout strategy
- Makes a plan for how the integrated platform will be configured to best suit each institution’s needs

Customizing Your Integration Approach

- Conducts detailed assessments providing granular insight into additional areas for improvement and how the integrated platform and data will augment efforts
- Deploys a multi-faceted training strategy to onboard new users and engage existing users—getting them converted over to the integrated platform quickly and effectively

Enfranchising the Institution

- Connects members with relevant best practices to meet specific institutional priorities
- Fosters networking opportunities between Collaborative members
- Tracks progress against goals and ensures value for member
- Provides benchmarking insight from database of millions of student records

Driving Ongoing Member Impact