The Student Success Collaborative
Introducing Our Work
The Education Advisory Board (EAB)

Launched in 2007, EAB strives to provide unique insight, collaboration opportunities, and expert advice to help make higher education smarter

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<th>WHO WE ARE</th>
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<td><strong>650+</strong> researchers, consultants, and technologists on staff</td>
<td><strong>1,000+</strong> colleges and universities across North America</td>
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<td><strong>26,000+</strong> academic and administrator leaders supported</td>
<td><strong>78%</strong> of US research universities hold an EAB membership</td>
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<th>WHAT WE DO</th>
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### RESEARCH AND INSIGHTS

**Our Research Forums:**
- Academic Affairs Forum
- Business Affairs Forum
- Student Affairs Forum
- Continuing and Online Education Forum
- Enrollment Mgmt Forum
- Advancement Forum
- IT Forum
- Facilities Forum
- Community College Executive Forum
- University Systems Forum

### TECHNOLOGY COLLABORATIVES

**Our Areas of Focus:**
- Academic and career advising
- Student retention and graduation
- Student registration and course planning
- University procurement

### DATA AND ANALYTICS

**Our Areas of Focus:**
- Academic costs and efficiency
- Faculty workload and time allocation
- Academic program performance
- Enrollment capacity and growth
- University supply costs and pricing

### MANAGED SERVICES

**Our Areas of Focus:**
- Undergraduate recruitment
- Graduate recruitment
- Financial aid optimization
- Alumni participation

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Introducing the Student Success Collaborative

Bringing Universities Together to Create a Shared Best Practice Solution

Diversity of Schools Working Together

- AAU Members
- Hispanic-Serving Institutions
- Historically Black Colleges & Universities
- Institutes of Technology
- Liberal Arts Colleges
- Private Research Universities
- Public Flagships
- Religious Affiliates
- State Systems
- Urban Universities

150+ Member Institutions
38 States Represented
5,900 Total End Users
6M+ Student Records
250M+ Course Records
Unpacking the SSC Technology
Data and Analytics to Enable Better Decision Making, Smarter Advising

Four Key Components

1. Historical Analytics
2. 360-Degree Student View
3. Major and Career Guidance
4. Targeted Communications
SSC Member Stories
Three Paths to Value

Multiple Approaches to Generating Results from the Collaborative

Resources in the Student Success Collaborative

- Historical Student Analytics
- Current Student Analytics
- Advising Platform
- Dedicated Consulting
- Student Success Research & Best Practices

Impacting Student Success in Three Ways

1. **Empowering Student Success Specialists**
   Equipping advisors and other change agents with the data, tools, and strategies to inflect success in each individual student interaction

2. **Targeting Students for Strategic Intervention**
   Identifying student populations with the greatest need or the highest potential impact and intervening with those students to maximize results

3. **Making Data-Driven Systemic Changes**
   Changing the environment in which students operate to eliminate barriers and facilitate success
# Data-Driven Systemic Changes

## Mining Historical Data at the University of Northern Colorado

### College of Performing & Visual Arts

**Predictive Gen Ed**  
Liberal Arts Core (LAC) courses are highly-predictive, but faculty lack familiarity

**Transfer Success**  
Transfer students outperform native students

**Actions:**
- Hired a student services coordinator to help students with LAC and train faculty
- Introducing native student required advising
- Developing a relationship with a community college to encourage transfer enrollment

### English Department

**Predictive Intro Courses**  
Three introductory English core courses are highly-predictive of graduation both in the major and at the university

**Actions:**
- Faculty formed a First Year Writing Committee to develop a common syllabus and improve faculty support
- One faculty member submitted a grant proposal to implement a social-psychological intervention in sections of ENG122

### University College

**Exploratory Struggles**  
Exploratory majors have lower rates than average

**Suspension Decisions**  
The Academic Review Committee could use SSC data for appeals decisions

**Actions:**
- Initiated a targeted campaign for low-performing freshman and sophomores
- Developing guidelines for how SSC data can be used in evaluating suspension appeals
Re-Enrollment Campaigns at **Middle Tennessee State University**

**Basic Re-Enrollment Campaigns**
Units used phone and email outreach to engage stop outs in re-enrollment conversations

**Registration Hold Campaign**
As the largest college, prioritized contacting students with simple hold barriers to registration

**High-Risk Freshmen Campaign**
Based on SSC historical insights, contacted new freshman whose Fall GPA was <2.0 to offer specialized early-return advising and activities

**‘Close To Completion’ Campaign**
A department targeted likely returners: Low and Medium risk students with few credits left for graduation

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**Improving Campaign Scale and Effectiveness**

- **Work Lists and Filtering** to quickly identify 2,500+ stop outs
- **Robust Student Data** to prioritize and target unique, high-impact populations
- **Campaign Toolkit** to provide resources and a framework for campaign management
Impressive Results in Just Three Months

MTSU Using SSC to Make an Immediate Impact on Enrollment Revenue

**Fall to Spring Persistence**

*Up Across All Colleges*

![Bar chart showing persistence rates for different colleges.]

- **Basic & Applied Sciences**: Spring 2014: 88.2%, Spring 2015: 89.9%
- **Behavioral & Health Sciences**: Spring 2014: 87.8%, Spring 2015: 90.2%
- **Business**: Spring 2014: 89.5%, Spring 2015: 90.3%
- **Education**: Spring 2014: 92.0%, Spring 2015: 92.4%
- **Liberal Arts**: Spring 2014: 88.1%, Spring 2015: 91.3%
- **Mass. Comm.**: Spring 2014: 83.0%, Spring 2015: 84.3%
- **University College**: Spring 2014: 88.1%, Spring 2015: 90.8%

**Overall Results**

- **Increase in Overall Fall to Spring UG Persistence**: +1.5% Points
- **Additional UG Students Enrolled in Spring 2015**: 390
- **Estimated Spring Tuition and Fees Revenue**: $1.5+ Million

**FTFT Freshman**: +2.2%

**New Transfers**: +4.5%

**Sophomores**: +2.1%
The Murky Middle Project
Missing Most of the Story

Student Success Metrics Poorly Aligned to Real Attrition Patterns

Timing of Dropout
SSC National Data Set

- **22.7%** 1st Year Attrition
- **8.5%** 2nd Year Attrition
- **4.7%** 3rd Year Attrition
- **4.2%** 4th Year Attrition
- **3.0%** 5th Year Attrition
- **4.5%** 6th Year Attrition
- **22.7%** Total Students

Over half of all attrition goes untracked until as much as five years later

- **24.9%** First-year dropouts
- **4.0%** 2nd – 6th year dropouts
- **4.0%** >6 years, outcome unknown
- **48.4%** Six-year graduates

Official Metric:
First-to-Second Year Retention of FT/FT Students

The Dark Times
No widespread collection or reporting of interim attrition rates

Official Metric:
Graduation Rate of FT/FT Students Within Six Years

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What’s Measured Is What Matters

Current Practices Reflect Required Metrics, Not Actual Attrition Patterns

Prevalence of Retention Practices Targeted to Specific Students

- Percent of Private Universities with Retention Practice
- Percent of Public Universities with Retention Practice

Just 9% of privates and 7% of publics report that their second-year retention practices are “Very Effective”

First-year students: 94%
Second-year students: 29%
Third-year students: Not reported
Fourth-year students: Not reported
Students close to completion: 76%

Large Numbers of Murky Middle Students Leaving After the First Year

Histogram of All Students by First-Year GPA
SSC National Data Set

- Graduates within 6 Years (357,405 students)
- Continued Enrollees Past 6 Years (29,826 students)
- 2nd to 6th Year Departures (183,827 students)
- 1st Year Departures (167,697 students)

The Murky Middle

An Untapped Opportunity
The Central Dilemma of the Murky Middle

Very Difficult to Target Who Will and Won’t Graduate

A Tale of Two Students

Billy
- Biology Major
- 2.5 First-Year GPA
- 30 Earned Credits
- **Eventual Graduate**

Bobby
- Biology Major
- 2.5 First-Year GPA
- 30 Earned Credits
- **Eventual Dropout**
Analytics Key to Addressing the Murky Middle

Academic Metrics Foreshadow Departure Several Terms in Advance

**Surprise finding:**
Academic probation policies won’t catch many dropouts until it’s too late.
More on the Murky Middle

Whitepaper and Infographic Available Upon Request

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