The Student Success Collaborative
University of Wisconsin Oshkosh
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.

- **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
- **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
- **Orchestrates 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

- Which colleges and majors have the most students at risk for not graduating?
- Where do we focus our efforts to achieve the greatest return on investment? (Schools, departments, cohorts, sub-populations of students?)
- How can technology help advisors be more efficient and strategic? How do we implement a culture of accountability as we track advising efforts?
- Which interventions and programs are making the greatest impact? How can we better coordinate to maximize support resources?
- How can data support our efforts to help students make more informed academic decisions on their path to degree?
- Can we use data to better diagnose the root-causes of programmatic barriers to completion?
- Are we on track to hit our tactical and strategic student success goals?
The Student Success Collaborative In Brief

Research and Insight Powering a Transformative Student Success Strategy

The Student Success Collaborative

Best Practice Research (Academic Affairs Forum)

- 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

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

- Ongoing Consulting

Dedicated Change Management Consulting

- Kickoff: EAB facilitated onsite kickoff, leadership planning sessions, and data integration
- Strategy Formation: Opportunity assessments, reports on predictive courses, department and college success factors
- Implementation Support: Facilitated campus working groups, training sessions, and implementation pilots
- Ongoing Consulting: Data insights integrated with best practice to continuously elevate institutional effectiveness

50+

149+

6M+
Unprecedented 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.

Executive Analytics

Program Dashboards

- 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.
Support for Proactive Interventions Addressing High Priority Students

Analytics to Define and Track Advising Campaigns

**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 on a daily basis or to create campaigns targeting specific populations

**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
Comprehensive View of Key Student Information

Prioritized, Actionable Intelligence Enables Better Advising Conversations

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 determined to be predictive of success in his or her program of choice.

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

- 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.
- Faculty, tutors, and other support staff can submit one-click alerts on student risk, including class attendance and academic performance.

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Campus-Wide Case Management

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

Case Management Tools

- Appointment management allows advisors and students to schedule sessions based on both parties’ availability, with the option to send reminders for upcoming appointments.

- With multi-modal communication, 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.

- 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.
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, students and advisors can see recent hiring demand, starting salaries, and education and experience requirements

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Central Reporting to Enable Continuous Improvement

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.
Intensive Support from Dedicated Student Success Consultants

A Team of EAB Experts Working in Close Collaboration with Each Member to Ensure All Goals Are Met

- 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 Do Our Consultants Deliver Value for Members?

Customizing a Plan to Implement the Platform
- Meets with university leaders to understand unique aspects of institutional culture and goals
- Develops an implementation plan that enfranchises all stakeholders
- Leads user training sessions and resolves data quality issues

Drilling into Data to Identify Opportunities
- Runs quantitative assessments providing granular insight into the specific factors driving attrition
- Conducts detailed assessments to surface areas for improvement
- Works with key stakeholders to prioritize and address opportunities

Driving Ongoing Member Impact
- Connects members with relevant best practice research to meet specific institutional priorities
- Fosters networking opportunities between Collaborative members
- Tracks progress against goals and ensures value delivery for member
Beyond Technology: How SSC Serves Members Every Step of the Way

Working Together From Implementation to Cross-Institution Collaboration

I. Launching Your Platform

- **Streamlined Data Extracts**
  EAB specialists pull files directly from your institution’s SIS nightly, validating data to ensure quality

- **Customized Predictive Analytics**
  EAB’s in-house data scientists develop an algorithm customized to your institution’s historical data

- **Online Platform**
  Delivered through the Web and accessible to authorized persons from every desktop on campus

- **Continuous Updates**
  Updates pushed more frequently than traditional software; new releases driven by your feedback

II. Enfranchising the Institution

- **Dedicated Consultants**
  Dedicated staff work directly with your institution to coach users and identify solutions to systemic challenges

- **Training and Coaching**
  Onsite orientation, guided training, and ongoing support sharing best practices and super-user tips to optimize value

- **Change Management Plans**
  Customized support and strategies to launch the project, followed by ongoing monitoring of utilization and effectiveness

- **Executive Analytics**
  Surface actionable insights and monitor improvement on key metrics to support institutional transformation

III. Working as a Collaborative

- **Annual Summit**
  National meeting fostering networking and collaboration among cohort institutions

- **Cohort Best Practices**
  Publications sharing the most innovative student success ideas from around the Collaborative

- **Webconferences**
  Best practices, innovations, and training helping your staff to get the most out of the platform

- **National Dataset**
  Database of millions of student records reveals high-level insight and allows for benchmarking
Delivering Actionable Insights to Stakeholders Across Campus

**Advisors and Student Success Specialists**
- **Identify and prioritize** intervention with at risk and off path students, providing earlier and more proactive support
- **Deliver** more strategic, higher value advising with advanced analytics and best practice interventions
- **Coordinate** personalized student support with a cross-campus referral system and real-time student engagement data

**Provos and Senior Academic Affairs Administrators**
- **Surface** actionable insights into the real sources of graduation risk at your institution
- **Monitor** improvements in key student success metrics and optimize existing student success investments with executive dashboards
- **Collaborate** with other progressive institutions through national summits and webinars to better understand best-practice strategies for improving student success

**Advising Leaders, Department Chairs, Deans**
- **Leverage** historical data to identify and eliminate systemic obstacles to completion within individual departments and majors
- **Achieve** stronger ROI from advising efforts at scale with sophisticated analytics and best in class case management powering targeted campaigns

**Institutional Research**
- **Access** a best-in-class platform that complements existing IR efforts and helps distribute real-time insights and analysis across campus

**Students**
- **Increase** the likelihood of graduating on time with a degree that suits interest and aptitude
- **Improve** academic decisions at every step of the academic lifecycle with access to targeted support and recommendations powered by analytics

**What Key Questions Does SSC Address?**

**Provosts and Senior Administrators**
- Which colleges/majors have the most students at risk for not graduating?
- What best practices in student success and advising will support a shared vision for institutional improvement?

**Advising Leaders and Department Chairs**
- How can technology help advisors be more efficient and strategic?
- How do we implement a culture of accountability as we track advising efforts?
- Can we use data to better diagnose the root-causes of programmatic barriers to completion?

**Students**
- What is the best fit path for each individual student to take given their interest and aptitude?
- How can data support our efforts to help students make more informed academic and pre-career decisions on their path to degree?