The Student Success Collaborative
The Student Success Collaborative In Brief

Colleges and Universities Face Increasing Pressure to Improve Persistence and Degree Completion

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 slows over the coming years, schools will become increasingly dependent on improving year-over-year persistence just to maintain revenue. In response, progressive institutions are looking beyond first-year retention and adopting end-to-end strategies that better support students from matriculation to graduation and beyond. These institutions are leveraging historical data to uncover insight into the factors driving student attrition, enabling systemic change to improve student success outcomes.

Introducing SSC—Powering Your Student Success Strategy with Advanced Analytics

The Student Success Collaborative (SSC) is a rapidly growing membership of nearly 100 colleges and universities working together to better understand the drivers of student attrition and measurably impact success. At the core of the Student Success Collaborative is an innovative predictive modeling platform that mines university data to provide Provosts and other administrators with actionable insights, identifying systemic and individual risk, and illuminating what steps can be taken to improve graduation likelihood across all groups. We strive to enhance:

- **Executive Visibility**: Identifying and drilling into areas of risk within individual colleges, majors, and specific populations
- **Advisor Effectiveness**: Supporting data-driven advising efforts and enabling proactive, informed interventions with students
- **Student Decisions**: Delivering insight into majors, courses, and careers best suited to each student’s interests and abilities

Moving Beyond Technology—Best Practices and Insight to Inform Strategic Decisions

More than just a technological platform, the Student Success Collaborative advances member efforts by providing extensive high-touch consultative services, data analyses, and best practice research. Recognizing that we often face common challenges, SSC brings members together to exchange ideas through national student success meetings, best practice webinar presentations, facilitated peer connections, and benchmarking services designed to facilitate cross-membership learning and maximize the value of participation. Examples include:

- **Peer Networking** – Facilitated conversations, via webinar and national meetings, with the most progressive and dedicated institutions
- **Best Practices and Data Insights** – Direct access to the latest student success insights, including innovative applications of the SSC platform
- **Dedicated Consulting** – Expert support to help you unlock greater understanding about systemic barriers to completion at the department level

Answering the 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?
- 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—How It Works

Powering an End-to-End Solution for Student Completion

A Best-in-Class Suite of Services for Improving Degree Completion

Data Analytics and Predictive Modeling
Mining university data to identify at-risk students and uncover systemic obstacles to degree completion

Student Success Software Platform
Delivering critical intelligence directly to administrators, advisors, and students on a routine basis

Best Practice Research Access
Reports, national summits, webinars, and an online knowledge bank delivering best practices in student success

Dedicated Consulting Support
Our experts working directly with university academic leaders and program administrators to help identify opportunities and install best practice solutions

Peer Benchmarking and Collaboration
National meetings and networking to facilitate practice sharing; online tools and reports to allow peer benchmarking and assessment

Taking Each University’s Data...

...Transforming It Into Actionable Insight...

Student Success Software-as-a-Service Platform

Predictive Modeling and Academic Analytics Engine
Progress and risk indicators customized for each university:
- Critical courses and grades
- Credit accumulation
- Credit completion rates
- Predicted major GPA

...Delivering It to Every Desktop

1. Targeting Proactive Intervention
2. Helping Advisors Make the Case
3. Identifying Root Cause Problems
4. Measuring Overall Progress
5. Exploring Majors and Careers

Pre-Enrollment Data
Student Demographics
Course Registration

Academic Records
Transfer Articulation (optional)
Employment Trend Data (provided)
Unprecedented Visibility Into Risk Across Colleges and Programs

Dashboards Deliver Focused Intelligence on Potential Areas for Targeted Improvement

Risk Dashboard – Institutional View

- 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.

Risk Dashboard – Program View

- Deans in each college can drill into the dashboard to better understand how at-risk students are distributed across their programs.
- Results reveal potential areas for rapid improvement through targeted efforts.
- Risk data presented relative to each program, with high level benchmarks assessing overall health of each program, and by total number of affected students, allowing efforts to be optimized to highest ROI.
Prioritized Student Information at the Advisor’s Fingertips

Actionable Intelligence Enables Proactive, Data-Driven Advising Conversations

Advisor Work Lists

- At-risk students are organized and prioritized for advisor follow-up in the form of customized Work Lists and Watch 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.

Student Details

- 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.
- A “Smart View” of academic factors allows advisors to assess a student’s risk within seconds, and leverage this insight during meetings and outreach.

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**STUDENTS**

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<tr>
<th>Risk</th>
<th>Student name</th>
<th>Cum. GPA</th>
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<td>Vail, Steven B</td>
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<td>Wood, Ashley M</td>
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<td>Lewis, Carl W</td>
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<td>Bos, Jaeg</td>
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<td>David Johnson</td>
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</tbody>
</table>

**OVERVIEW**

- **Academic Summary**
  - Major: Political Science
  - College of Arts & Sciences
- **Most recent enrollment**
  - Fall Semester 2013
- **Overview**
  - Course grade: A or F
  - Repeated courses: 0
  - Course withdrawal: 1
  - Major switches: 0
  - Open notifications: 4

- **High School GPA:** 3.69
- **Name of High School:** Lakeshore High School

- **Student Progress: GPA Trend**
  - GPA: 3.69
- **Student Progress: Credit Accumulation**
  - Credits by term: 5.0
Customized Guidance on Best-Fit Course and Majors

Personalized Insight Into the Academic Paths Best Suited to Each Students’ Demonstrated Abilities

Predictive Guidance on Major Selection

- “Major Matcher” 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 made based on how academically similar students have performed in each major in the past.
- Advisors deploy this guidance alongside (but not in replacement of) traditional major selection guidelines such as academic interest and completed requirements for both major switchers and undeclared students.

Predictive Guidance on Course Difficulty

- The predictive algorithm also returns personalized guidance on the relative difficulty of many upcoming courses associated with each major.
- Students who have already declared a major can gain visibility into the road ahead to make plans for navigating potential “landmine” courses or course combinations, improving overall academic planning.
- Students still in the process of selecting a major can make comparisons between upcoming coursework associated with their potential majors.
Career Guidance Tailored to Each Student’s Skills and Interests

Access to Career Data Will Allow Advisors to Integrate Academic and Career Planning Earlier

Search Jobs by Major

- Advisors can search for careers commonly associated with a student’s best-fit majors and access detailed information about specific jobs, including job descriptions and foundational skills
- Based on conversations with the student, advisors can add jobs to a saved list and make comparisons between them, similar to the “Major Matcher”

Real-Time Career Trends

- 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 – including earning potential and hiring demand by region
- Advisors can share this data with students to help them navigate academic decision-making and stay on path to their desired careers

Job Search and Real-Time Trends are currently in Beta, and will be available to all members beginning in Fall 2014.
New Executive Dashboards Focused on Impact Trends

Insight to Help Executives Build Accountability and Ensure Return on Investment

Impact Dashboard

- The Impact Dashboard will provide a higher level picture than the Risk Dashboard, allowing executives to analyze institutional trends over time, including retention and graduation rates.

- Detailed System Impact will likely include trending student risk by college – in order to help executives determine whether advisors are truly having an impact on the highest risk students.

Utilization Dashboard

- Advising Directors want to understand how frequently advisors are utilizing the system in order to begin to assess their impact on students.

- Data in the utilization dashboard (currently distributed as monthly reports) will include login trends, frequency and type of intervention, and risk level of students receiving intervention.

- Executives and Directors will be able to make strategic decisions based on whether usage trends are moving in the right direction over time.
Intensive Support from Dedicated Student Success Consultants

A Team of 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

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### Beyond Software: How SSC Serves Members Every Step of the Way

#### Working Together From Implementation to Cross-Institution Collaboration

<table>
<thead>
<tr>
<th>I</th>
<th>II</th>
<th>III</th>
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<tbody>
<tr>
<td><strong>Launching Your Platform</strong></td>
<td><strong>Enfranchising the Institution</strong></td>
<td><strong>Working as a Collaborative</strong></td>
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<tr>
<td>Streamlined Data Extracts</td>
<td>Dedicated Consultants</td>
<td>Annual Summit</td>
</tr>
<tr>
<td>EAB specialists pull files directly from your institution’s SIS nightly, validating data to ensure quality</td>
<td>Dedicated staff work directly with your institution to coach users and identify solutions to systemic challenges</td>
<td>National meeting fostering networking and collaboration among cohort institutions</td>
</tr>
<tr>
<td>Customized Predictive Analytics</td>
<td>Training and Coaching</td>
<td>Cohort Best Practices</td>
</tr>
<tr>
<td>EAB’s in-house data scientists develop an algorithm customized to your institution’s historical data</td>
<td>Onsite orientation, guided training, and ongoing support sharing best practices and super-user tips for optimizing value</td>
<td>Publications sharing the most innovative student success ideas from around the Collaborative</td>
</tr>
<tr>
<td>Online Platform</td>
<td>Utilization Plans</td>
<td>Webconferences</td>
</tr>
<tr>
<td>Delivered through the Web and accessible to authorized persons from every desktop on campus</td>
<td>Monitoring gaps in adoption to ensure users get maximum value; guidance in targeting student populations of interest</td>
<td>Best practices, innovations, and training helping your staff to get the most out of the platform</td>
</tr>
<tr>
<td>Continuous Updates</td>
<td>Executive Analytics</td>
<td>Benchmarking</td>
</tr>
<tr>
<td>Updates pushed more frequently than traditional software; new releases driven by your feedback</td>
<td>Surface actionable insights into sources of attrition and monitor improvement on key success metrics across the institution</td>
<td>Your institution’s key metrics as compared to peers, highlighting potential areas for focus</td>
</tr>
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Delivering Actionable Insights to Stakeholders Across Campus

PROVOSTS 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 with executive dashboards and reporting
Collaborate with other progressive institutions through national summits and webinars to better understand best-practice strategies for improving student success

LEAD ADVISORS, ASSOCIATE DEANS

Achieve stronger ROI from advising efforts with prioritized, proactive interventions and systems to support advisor accountability
Leverage historical data to identify and eliminate systemic obstacles to completion within individual departments and majors

ADVISORS AND STUDENT SUCCESS SPECIALISTS

Identify and prioritize intervention with at risk and off path students, providing earlier and more proactive support
Inflect change by giving students data-driven guidance and better visibility into specific academic pathways
Deliver more strategic, higher value advising with advanced analytics and best practice interventions

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.
Make more informed academic decisions at every step of the student lifecycle

What Key Questions Does SSC Address?

- **Provosts/Administrative Leaders**
  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?

- **Lead Advisors/Department Heads**
  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 decisions on their path to degree?