



Education
Advisory
Board

Student Success Collaborative

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 employment outcomes for graduates. 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.

Introducing SSC—Powering Your Student Success Strategy with Advanced Analytics

The Student Success Collaborative (SSC) is a rapidly growing membership of over 15 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?



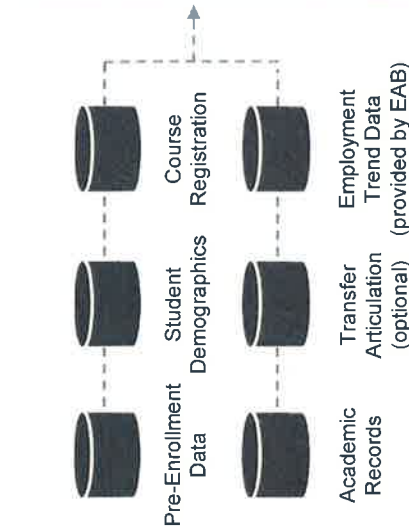
The Student Success Collaborative—How It Works

Powering an End-to-End Solution for Student Completion

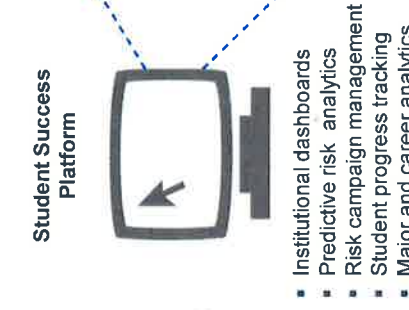
A Best-in-Class Suite of Services for Improving Degree Completion



Taking Each University's Data...



... Transforming It Into Actionable Insight...



...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

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

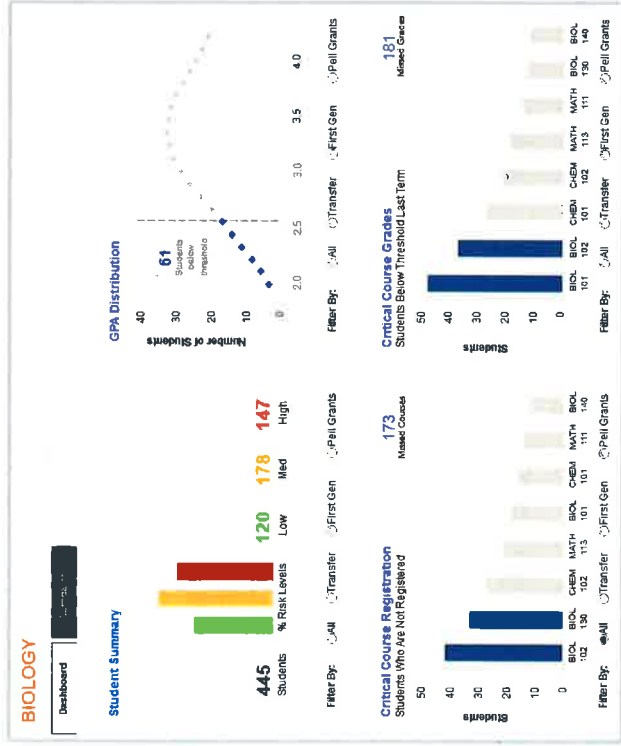
- Deans in each college can drill into the dashboard to better understand how at-risk students are distributed across their programs.
- Results reveal potential areas for rapid improvement through targeted efforts
- Risk data presented relative to each program, with high level benchmarks assessing overall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

Support for Coordinated Outreach Addressing Students at Risk

Analytics Define and Track Advising Campaigns Targeting the Most Important Risk Factors in Each Major

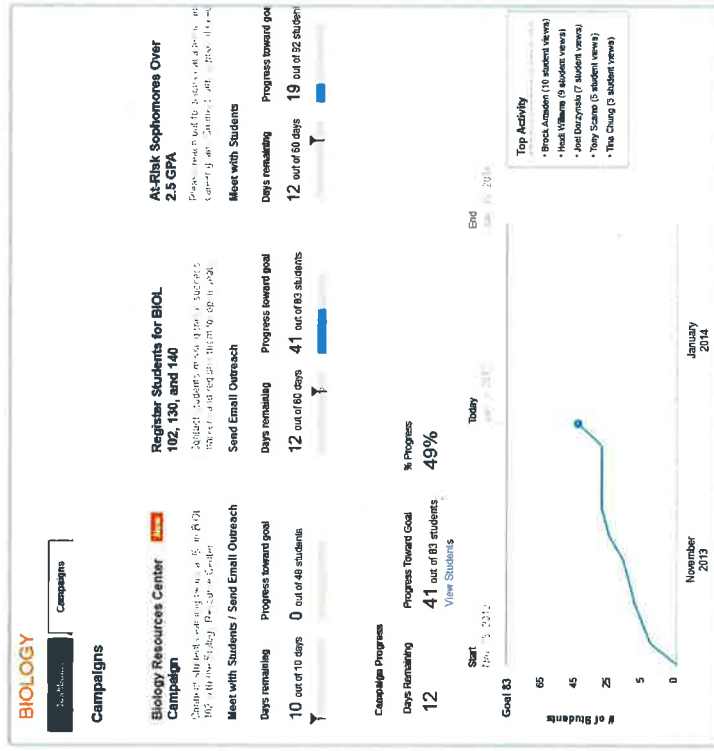
Program Analytics

- 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
- Filters allow users to drill into risk breakdowns by student demographic or enrollment status
- Links provide access to relevant best practice research on EAB.com to assist leaders in making systemic improvements



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
- Trackers monitor progress to goal for each campaign and highlight the most active contributors



Prioritized Student Information at the Advisor's Fingertips

Actionable Intelligence Enables Proactive, Data-Enabled 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

AT-RISK SOPHOMORES OVER 2.5 GPA

Days Remaining: 12 out of 60 days

Remaining (73) | Met Goal (19)

Student Name	Risk	Student GPA	Earned Credits
David Johnson ID: 011523805417 Major: Biology	High Risk	2.85	40.00
Bobby Landress ID: 011523805404 Major: Biology	Medium Risk	2.82	31.00
Antonietta Ennert ID: 011523805424 Major: Biology	Medium Risk	2.81	55.00
Roger Wang ID: 011523805405 Major: Biology	High Risk	2.79	42.00
Addie Eagle ID: 011523805407 Major: Biology	Medium Risk	2.75	33.00
Samantha Daw ID: 011523805406	High Risk	2.71	57.00

Student Details

- 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

OVERVIEW

ACADEMIC SUMMARY **HIGH RISK**

David Johnson
ID: 011523805417
Age: 21
DOB: 12/12/1993

Biology with Concentration in Microbiology
Spring Semester 2014

2.85
40.00

1 2 1 4

CHEM101 Grade: F CHEM101 Grade: C+ MATH113 Grade: W
MATH113 Grade: C

CREDIT ACCUMULATION / GPA

Credits By Term

25 20 15 10 5 0

Fall 2012 Spring 2013 Fall 2013 Spring 2014

Completed

KEY INFO

Email: dj1992@whitehurst.edu
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Customized Guidance on Best-Fit Courses and Majors

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

MAJOR OPTIONS

Major Name	Risk Level	Related Careers
Biology <small>College of Arts and Sciences</small>	High Risk	View Related Careers
Psychology <small>College of Arts and Sciences</small>	Low Risk	View Related Careers
Business <small>College of Business</small>	High Risk	View Related Careers
Environmental Science <small>College of Arts and Sciences</small>	Moderate Risk	View Related Careers
Nursing <small>College of Arts and Sciences</small>	High Risk	View Related Careers
Sociology <small>College of Arts and Sciences</small>	Low Risk	
Biomedical Engineering <small>College of Arts and Sciences</small>	High Risk	
Criminal Justice <small>College of Arts and Sciences</small>	Low Risk	
Forensic Science <small>College of Arts and Sciences</small>	Moderate Risk	
Chemistry <small>College of Arts and Sciences</small>	Moderate Risk	
Health Phys Ed & Exercise <small>College of Arts and Sciences</small>	Low Risk	

Course

	Predicted Risk
<input type="radio"/> BIOL181	High
<input type="radio"/> CHEM151	High
<input type="radio"/> CHEM152	High
<input type="radio"/> BIOL140	Moderate
<input type="radio"/> BIOL166	Moderate
<input type="radio"/> BIOL168	Low
<input type="radio"/> BIOL222	Low
<input type="radio"/> BIOL243	Low

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 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 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 courses associated with their potential majors

Career Guidance Tailored to Each Student's Skills and Interests

Access to Career Data Enables Advisors to Integrate Academic and Career Planning

Psychology
College of Arts and Sciences

Related Careers

- [Academic / Guidance Counselor](#)
- [Account Executive](#)
- [Admissions Counselor](#)
- [Event Specialist](#)
- [Marketing Representative](#)
- [Psychologist](#)
- [Recruiter](#)
- [Social / Human Services Assistant](#)

Account Executive

Manages communications with business clients that buy services from a company, such as advertising or banking services, or manages sales accounts. Works with a set of clients over time, and recruits new clients. Promotes products. [View more](#)

Related Careers: Advertising Manager, Promotions Director, Classified Advertising Manager, Marketing Director, Retail Advertising Sales Manager, Advertising Sales Manager, Marketing and Promotions Manager, Marketing Manager

National Hiring Statistics

Salary
\$43K - \$49K

Hiring Demand

Typical Employer Requirements

Education

Bachelor's Degree	64.7%
Graduate/Prof. Degree	35.3%

Experience

< 2 years	38.5%
2 - 5 years	56.5%
5 - 8 years	2.9%
> 8 years	2.1%

Skills in order of importance

1. Communication Skills
2. Advertising
3. Business Development
4. Persuasion
5. Account Management
6. Customer Relationship Management
7. Organizational Skills
8. Customer Service
9. Critical Thinking
10. Contract Management

Search Jobs by Major

- 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

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
- For each career, students and advisors can see recent hiring demand, starting salaries, and education and experience requirements

Intensive Support from Dedicated Student Success Consultants

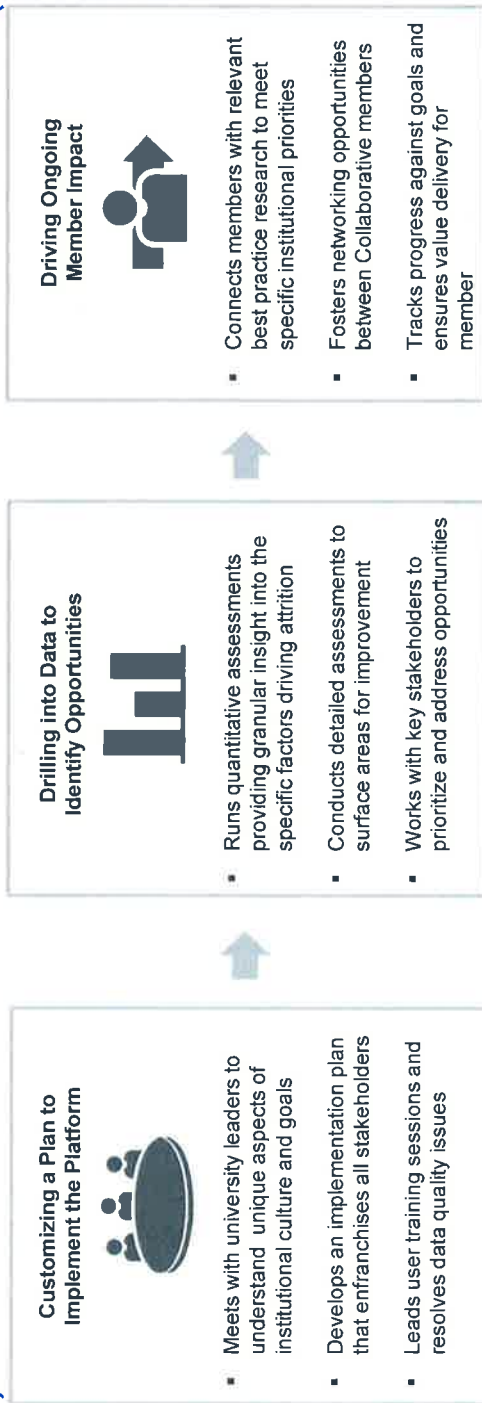
A Team of Experts Working in Close Collaboration with Each Member to Ensure All Goals Are Met



Dedicated Consultants

- 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?



Beyond Software: 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 for optimizing value



Utilization Plans

Monitoring gaps in adoption to ensure users get maximum value; guidance in targeting student populations of interest



Executive Analytics

Surface actionable insights into sources of attrition and monitor improvement on key success metrics across the institution

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



Benchmarking

Your institution's key metrics as compared to peers, highlighting potential areas for focus

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



INSTITUTIONAL RESEARCH

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



ADVISORS AND STUDENT SUCCESS SPECIALISTS

- Identify and prioritize** intervention with at risk and off path students, providing earlier and more proactive support
- Infect** 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



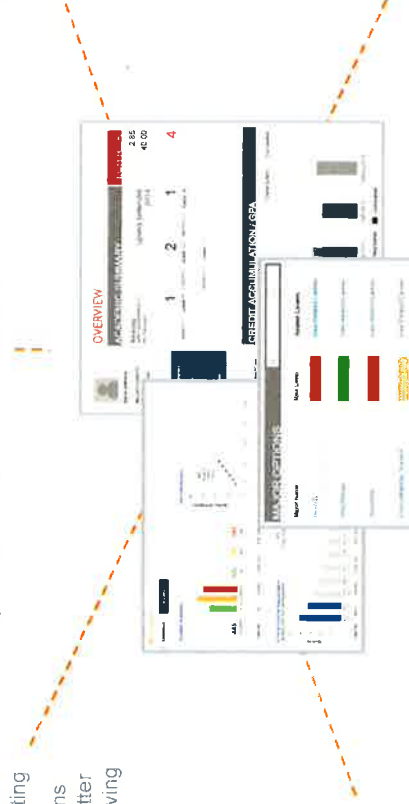
LEAD ADVISORS, ASSOCIATE DEANS

- 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



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 and pre-career decisions on their path to degree?



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