The Student Success Collaborative

A Comprehensive Solution for Scaling the Student Success Enterprise
# The Education Advisory Board

Launched in 2007 as a division of the Advisory Board Company, EAB strives to provide the unique insight, collaboration opportunities, and expert advice needed to help make higher education smarter.

## WHO WE ARE

| 650+ researchers, consultants, and technologists on staff |
| 1,000+ colleges and universities across North America |
| 26,000+ academic and administrator leaders supported |
| 78% of US research universities hold an EAB membership |

## WHAT WE DO

### RESEARCH AND INSIGHTS

At the center of what we do, our Research Forum Memberships offer academic and business leaders across campus access to strategic insights and actionable practices gleaned from thousands of colleges and universities, as well as tools and expert advice to help with their implementation.

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

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

### TECHNOLOGY COLLABORATIVES

We provide web-based software with dedicated support to help members install technology-based best practices. We believe that bringing hundreds of institutions together to collaborate around a common platform facilitates the sharing of lessons and generation of new insights.

**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

### DATA AND ANALYTICS

Our data scientists take disparate and disconnected member datasets, apply world class analytics and industry understanding, and provide members with insight into their own performance, as well as performance relative to peers institutions.

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

### MANAGED SERVICES

With our 2015 acquisition of Royall & Company, the industry leader in strategic enrollment management and advancement services, EAB now partners closely with members to help grow undergraduate and graduate enrollments, manage financial aid, and increase alumni giving.

**Our Areas of Focus:**
- Undergraduate recruitment
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## The Student Success Collaborative

### Best Practice Research (Academic Affairs Forum)
- **50+** Published student success best practices and toolkits
- **Hardwiring Student Success**
- **Promoting Student Self-Direction**
- **Next-Generation Advising**
- **Policies for Persistence**

### Student Success Care Coordination Platform
- **140+** Colleges and university members active or in implementation
- **6M+** Student records analyzed for predictive models and opportunity assessments

### 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

### Provost Network and Resources
- **National Summits**
- **Expert Consultations**
- **Onsite Presentations**

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Some consultants make my job harder. EAB has become my benchmark of what consultants ought to be like.

Assoc. Vice President, Academic Programs

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Universities Facing More Urgency Than Ever to Improve

No Longer Just an Aspirational Goal, Student Success Now Critical to Institutional Finances

Despite Best Efforts, Graduation Rates Remain Flat

National Five-Year Graduation Rates
Public and Private Institutions

<table>
<thead>
<tr>
<th>Year</th>
<th>Graduation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>52.0%</td>
</tr>
<tr>
<td>2005</td>
<td>52.7%</td>
</tr>
<tr>
<td>2006</td>
<td>52.7%</td>
</tr>
<tr>
<td>2007</td>
<td>52.6%</td>
</tr>
<tr>
<td>2008</td>
<td>52.6%</td>
</tr>
<tr>
<td>2009</td>
<td>52.6%</td>
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<tr>
<td>2010</td>
<td>52.6%</td>
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<tr>
<td>2011</td>
<td>52.6%</td>
</tr>
<tr>
<td>2012</td>
<td>52.6%</td>
</tr>
<tr>
<td>2013</td>
<td>52.6%</td>
</tr>
<tr>
<td>2014</td>
<td>52.6%</td>
</tr>
</tbody>
</table>

New Financial Pressures Adding to the Urgency

Feeling More Pressures Than Ever Before

- Governments putting funding at risk
- Pushback from parents on the cost of education
- Media scrutiny threatening rank and reputation
- Moral imperative to fulfill our promise to students

61% of institutions missed their new student enrollment goals in 2014


Current Practice Not Well-Aligned to Actual Attrition Patterns

Over Half of All Attrition Occurring After the First Year, Yet Few Schools Have an End-to-End Strategy

Prevalence of Retention Practices Targeted to Specific Points in the Student Lifecycle

- Percent of Private Universities...
- Percent of Public Universities...

94% 98%
29% 20%
76% 67%

Few institutions have a comprehensive strategy in place for supporting students all the way through college.

Cumulative Attrition by Year

SSC National Data

- 1st Year Attrition: 48%
- 2nd Year Attrition: 18%
- 3rd Year Attrition: 10%
- 4th Year Attrition: 9%
- 5th Year Attrition: 6%
- 6th Year Attrition: 9%
- Total Attrition: 52%

52% of attrition occurs in the 2nd year or later.

48% of attrition occurs in the 1st Year.

First-Year Support Services in Place on Almost All Campuses

- Summer Bridge Programs
- Freshman Orientation
- University 101 Courses
- Math and Writing Centers
- Residence Hall Programs
- Social Networking
- Financial Aid Counseling
- Career Planning
- Peer Mentoring
- Learning Communities
- Faculty Interaction
- Specialized Advising
- Cohort Programs
- Transition Workshops
- Degree Maps
- Early Warning Systems

Noel Levitz “2013 Student Retention and College Completion Practices Report for Four-Year and Two-Year Institutions” http://www.noellevitz.com/BenchmarkReports
EAB interviews and analysis
Data Analytics Revealing a Previously Overlooked Population and Providing the Keys to Addressing It

Most Schools Missing a Big Opportunity in the “Murky Middle”

Dropout in Later Years Concentrated in the “Murky Middle”

Early Course Grades Can Pinpoint Who is Heading for Trouble

Grades Aren’t the Only Academic Factors Predictive of Risk

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Addressing Student Risk Via the “Coordinated Care Network”

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.

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

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Source: EAB interviews and analysis
Resolving Systemic Barriers to Degree Completion

Mining Data to Reveal Targeted Opportunities to Get the Biggest Bang for the Buck

Where Should We Focus Our Efforts?

Graduation Rate vs. Terms to Degree by First-Declared Major
Public Research University

Bubble size represents enrollment in major

Average: 9.56 terms

Graduation Rate

80%
70%
60%
50%
40%
30%
20%
10%
0%

Terms to Degree

Graduation Rate

Average: 49.0%

Graduation Rate vs. Terms to Degree by First-Declared Major

Computer Science Attrition Linked to Unusually High First-Year DFW Rates

First-Year DFW Rates

28% All Students
37% Computer Science majors

Computer Science DFW Rates by Course

Intro to Comp Sci: 25% D or F, 6% Withdraw
Object-Oriented Programming: 22% D or F, 32% Withdraw
Precalculus: 10% D or F, 39% Withdraw
Calculus: 49% D or F, 39% Withdraw

Source: Education Advisory Board interviews and analysis.
Powering the SSC Coordinated Care Network

Data and Analytics at the Center of a Scalable Student Success Solution

Taking Comprehensive Student Data... ...Transforming It Into Actionable Insight... ...and Delivering It to Key Decision Makers

EXISTING INSTITUTIONAL DATA
- Pre-enrollment Information
- Student Demographics
- Course Registration
- Academic Records
- Prior Coursework
- Transfer Articulation

NEWLY COLLECTED DATA
- Observational Early Alerts
- Support Service Utilization
- Case Referral Reports
- Non-academic Characteristics

Customized Analytics and Predictive Modeling Engine
- GPA and credit trends
- Critical courses and grades
- Student risk scoring
- Opportunity assessments

Closed-Loop Case Management System
- Real-time risk assessments
- Student behavioral trends
- Case status tracking
- Outcomes analyses

For Deans and Departments:
Program Analytics
- Analyze program curricula
- Surface root cause problems
- Spotlight target populations
- Monitor progress to goals

For Advisors and Specialists:
Student Success Platform
- Access key data at a glance
- Highlight hidden risk factors
- Target proactive interventions
- Track case referrals

For Provosts and Leadership:
Impact Reporting
- Track use of support services
- Identify gaps in capacity
- Assess overall impact
- Prioritize new investments

Source: EAB interviews and analysis
## Serving Our 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>
</tr>
</thead>
<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><strong>Streamlined Data Extracts</strong></td>
<td><strong>Dedicated Consultants</strong></td>
<td><strong>Annual Summit</strong></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><strong>Customized Predictive Analytics</strong></td>
<td><strong>Training and Coaching</strong></td>
<td><strong>Cohort Best Practices</strong></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><strong>Online Platform</strong></td>
<td><strong>Utilization Plans</strong></td>
<td><strong>Webconferences</strong></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><strong>Continuous Updates</strong></td>
<td><strong>Executive Analytics</strong></td>
<td><strong>National Database</strong></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>Assembling an unprecedented set of data for the purposes of original research and insight discovery</td>
</tr>
</tbody>
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Source: EAB interviews and analysis