AGGREGATE, ANALYZE, ACT
KEEPING STUDENTS MOVING TOWARD GRADUATION
SESSION AGENDA

• Introductions
• Retention Strategies
• Questions to ask
  • Aggregate
  • Analyze
  • Act
• Q&A
• Wrap-up
RETENTION STRATEGIES

• Various strategies exist that have differing focus
• Comprehensive
• First-year
• Graduation
• Basic
• Academic

RETENTION STRATEGIES

• Some common denominators between all strategies:
  • Focused on student success
  • Incorporate pertinent data

• The top three strategies include the following key tactics:
  • Academic tutoring or success coaching
  • Career exploration programs
  • Degree planning
  • Intervention alert systems
  • Orientation programs

RETENTION STRATEGIES

• Ways of measuring success

FIRST-YEAR RETENTION

ACADEMIC PERFORMANCE

TIME TO DEGREE COMPLETION

GRADUATION RATES
QUESTIONS TO ASK

• Does my institution currently have a retention strategy?

• If so, what is it? If not, do you need one?

• Who is responsible for owning the retention strategy? Implementing it? Upholding it?

• Is it effective? Why or why not?
QUESTIONS TO ASK

- Is it measurable?
- Is it results-oriented?
- Is it sustainable?
- Does it provide students with continuous support throughout their educational journeys?
AGGREGATE. ANALYZE. ACT.
STUDENT RETENTION
AGGREGATE
AGGREGATE

• Where is data coming from?
  • Inquiry
  • Application
  • Enrollment
  • SIS
  • LMS
  • Student surveys
  • Social media
  • Faculty feedback
  • Advisor interventions
  • Financial aid advising
  • Various other sources
AGGREGATE

• Data issues to address
  • Accessibility – is it available to those who need it?
  • Configurability – can it be aggregated or configured so it is useful?
  • Usability – is it pertinent to your retention strategy?
  • Manageability – is it scalable enough to be useful?
  • Siloed – does it intersect appropriately?
AGGREGATE

• Inquiry to Enrollment
  • previous schooling
  • transfer credit
  • learning style
  • personal commitments
  • age
  • career goals
  • financial situation
  • GPA
  • program choice
  • distance from home
  • dependency status
  • preferred modality
  • other

• Throughout the Life Cycle
  • financial situation
  • GPA
  • academic standing
  • attendance
  • change in program choice
  • evolving jobs
  • changing personal situations
  • continuous engagement
  • success criteria
  • financial borrowing
  • familial support
  • location preferences
  • other
You have gathered the data – now what?

- Configure fields and forms to meet the needs of your institution
- Varying options
- Low-tech
  - System-generated reports
  - Excel spreadsheets
  - Access databases
- High-tech
  - Customizable software product
AGGREGATE

• Filtering activities based on priorities
  • Benchmark current retention rates
  • Build retention strategy
  • Hypothesize outcomes
  • Start with areas that can have the most impact

• Creating student and course data sets based on relevant information
  • Start simple
  • Build data sets
  • Strategize future additions
  • Continuous process
STUDENT RETENTION
ANALYZE
ANALYZE

- Visualizing individual and cohort performance for an intuitive view of risk status
  - Intended initial goal
  - Measurement criteria
  - Time-bound (term) or cohort (percent complete)
- Using data sets to determine appropriate flags or markers
  - Data set profiles
  - Defining markers
  - Defining flags
    - Correlate to a risk model
ANALYZE

• Identifying data trends across time and programs
  • Begin to analyze if the flags/markers are the correct indicators
  • Adjust according to outcomes – continuous process

• Assigning a weight to each marker to indicate retention risk
  • Marker weights
  • Develop a sliding scale
ANALYZE

• Segmenting and forecasting retention risk
  • Break it down into measureable parts
    • Academic
    • Behavioral
    • Life Event
    • Financial
• Action plans should be comprehensive and attainable
• Consider your student to advisor/coach ratio
• Creating action plans
  • Personalized communications
  • Customized interventions
  • Internal communications – who is doing what?
  • How is outreach being conducted? via what platform?
  • Who has visibility into the communication?
  • How are outcomes of communication being measured or added back into your risk model?
ACT

• Prioritizing outreach
  • Automated
  • Manual
  • Prescriptive/time driven
  • Cohort- or term-based
  • Variation of methods (call, email, text, in-person meeting, other)
  • Variation of messages
  • Dispositions or outcomes
ACT

- Continuous process & re-evaluation
- Measuring against desired outcomes

These are the three cornerstones of a successful student retention strategy, and at the core of each component is data.
Q & A SESSION

- Any questions or discussion items for today?
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THANK YOU!

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