

# AGGREGATE, ANALYZE, ACT

KEEPING STUDENTS MOVING  
TOWARD GRADUATION



# SESSION AGENDA

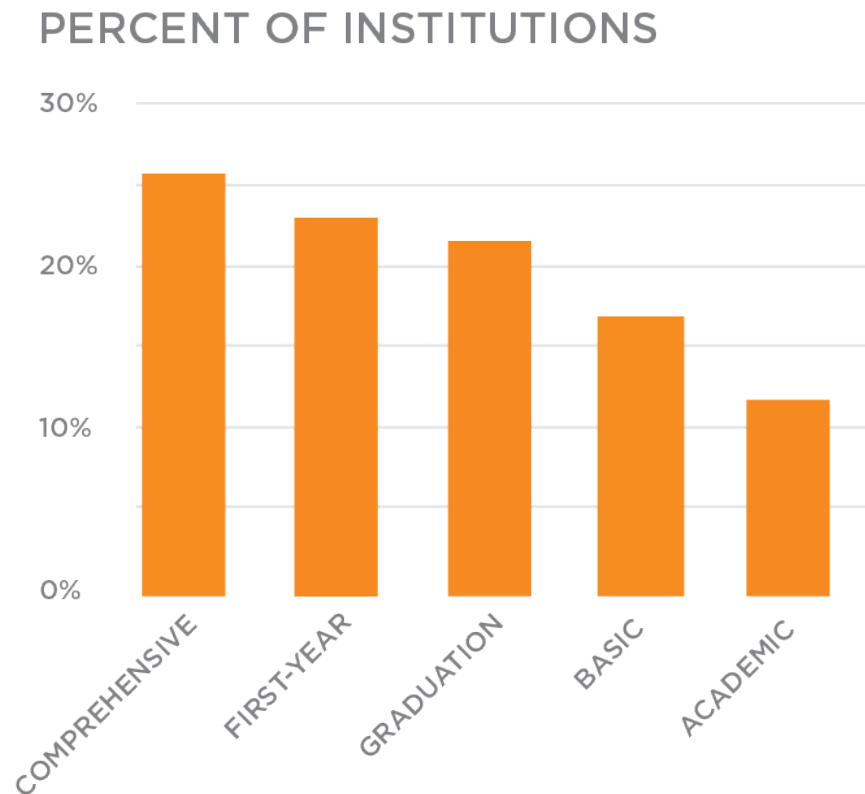


- Introductions
- Retention Strategies
- Questions to ask
  - Aggregate
  - Analyze
  - Act
- Q&A
- Wrap-up

# RETENTION STRATEGIES



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



*The Chronicle of Higher Education* (2015)., Student success: building a culture for retention and completion on college campuses. Washington D.C.

# 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?

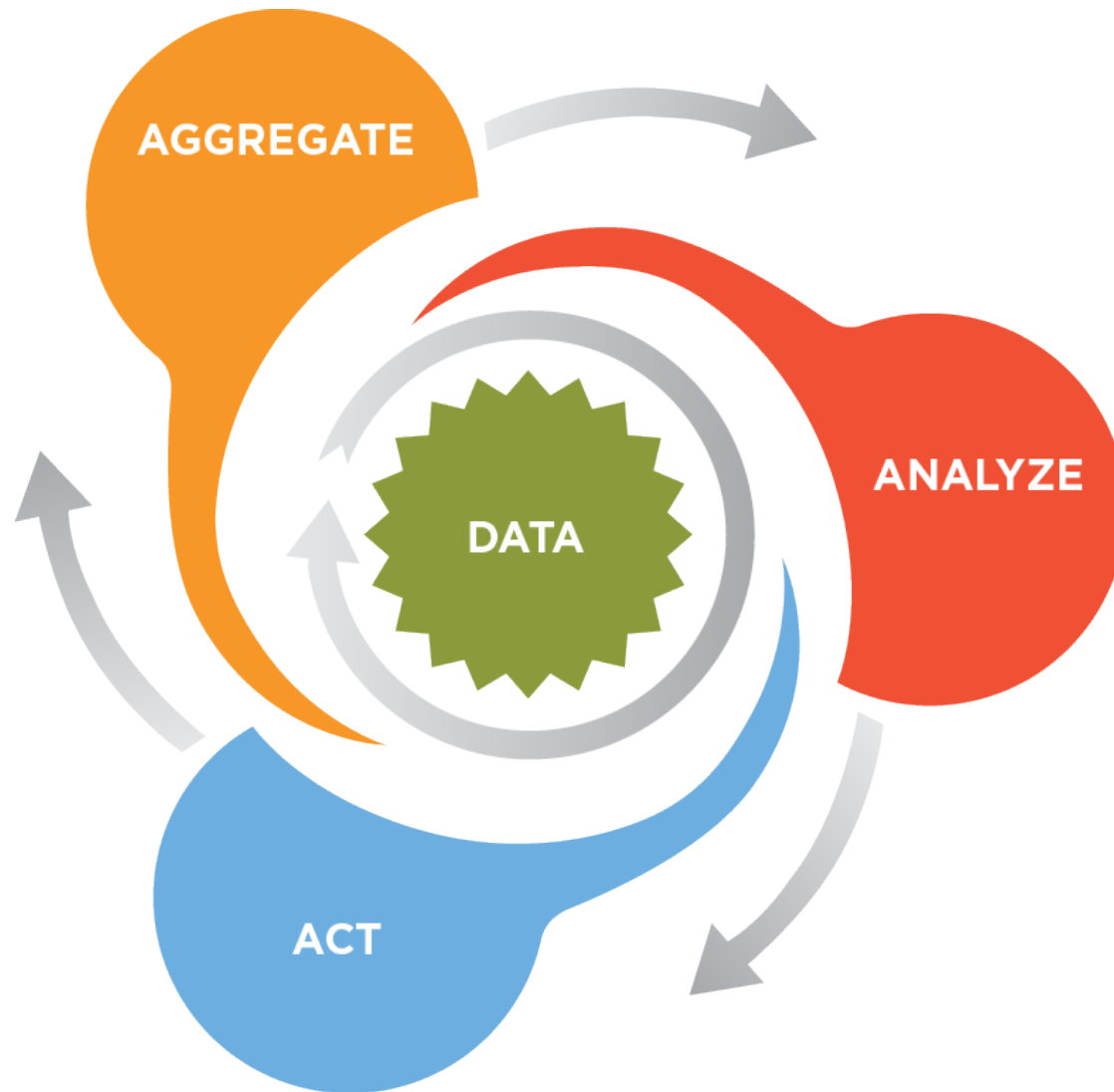


# QUESTIONS TO ASK

- 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

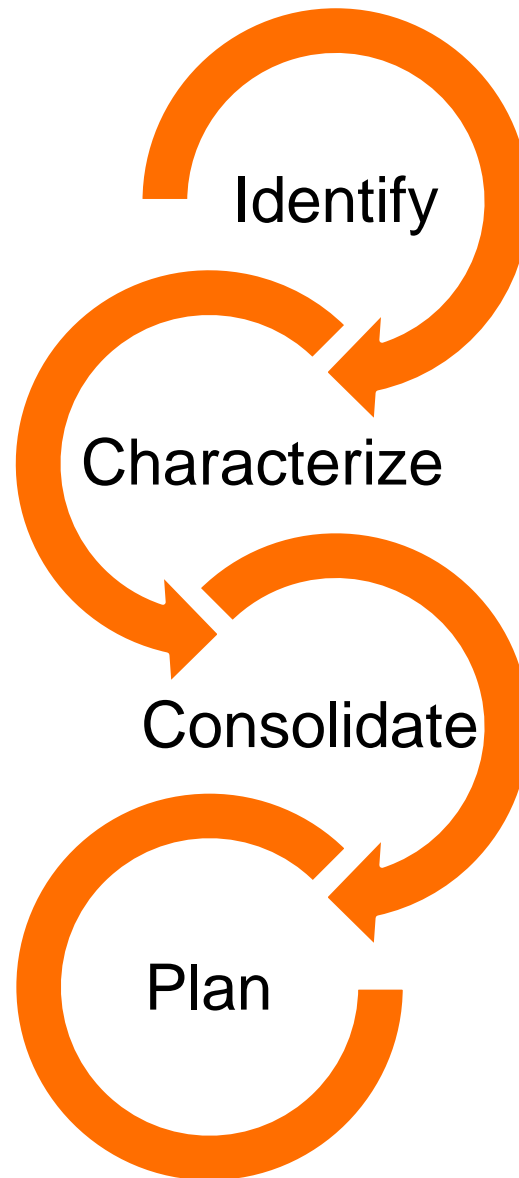
# AGGREGATE



# 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

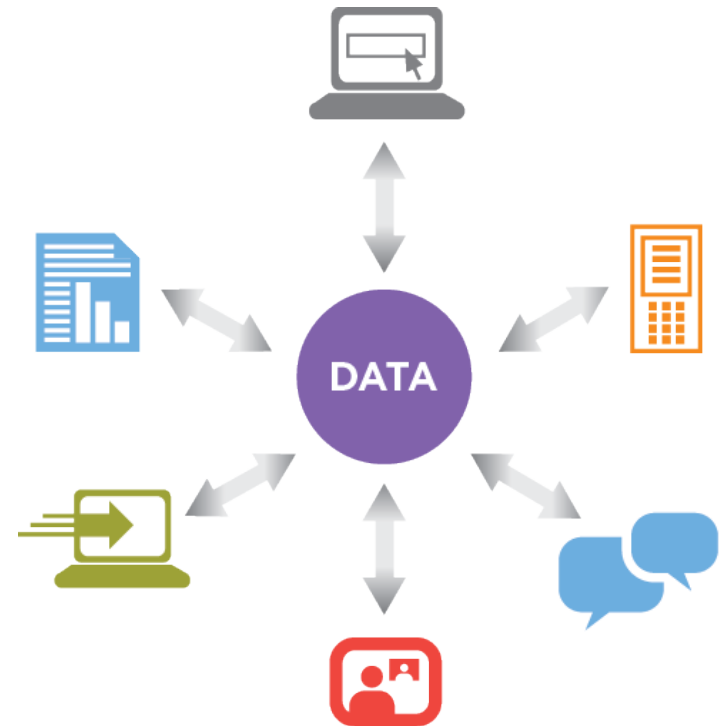
- Throughout the Life Cycle
  - financial situation
  - GPA
  - academic standing
  - attendance
  - change in program choice
  - evolving jobs
  - changing personal situations
  - continuous engagement
  - success criteria
  - financial borrowing
  - familial support
  - location preferences
  - other

# AGGREGATE



## 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

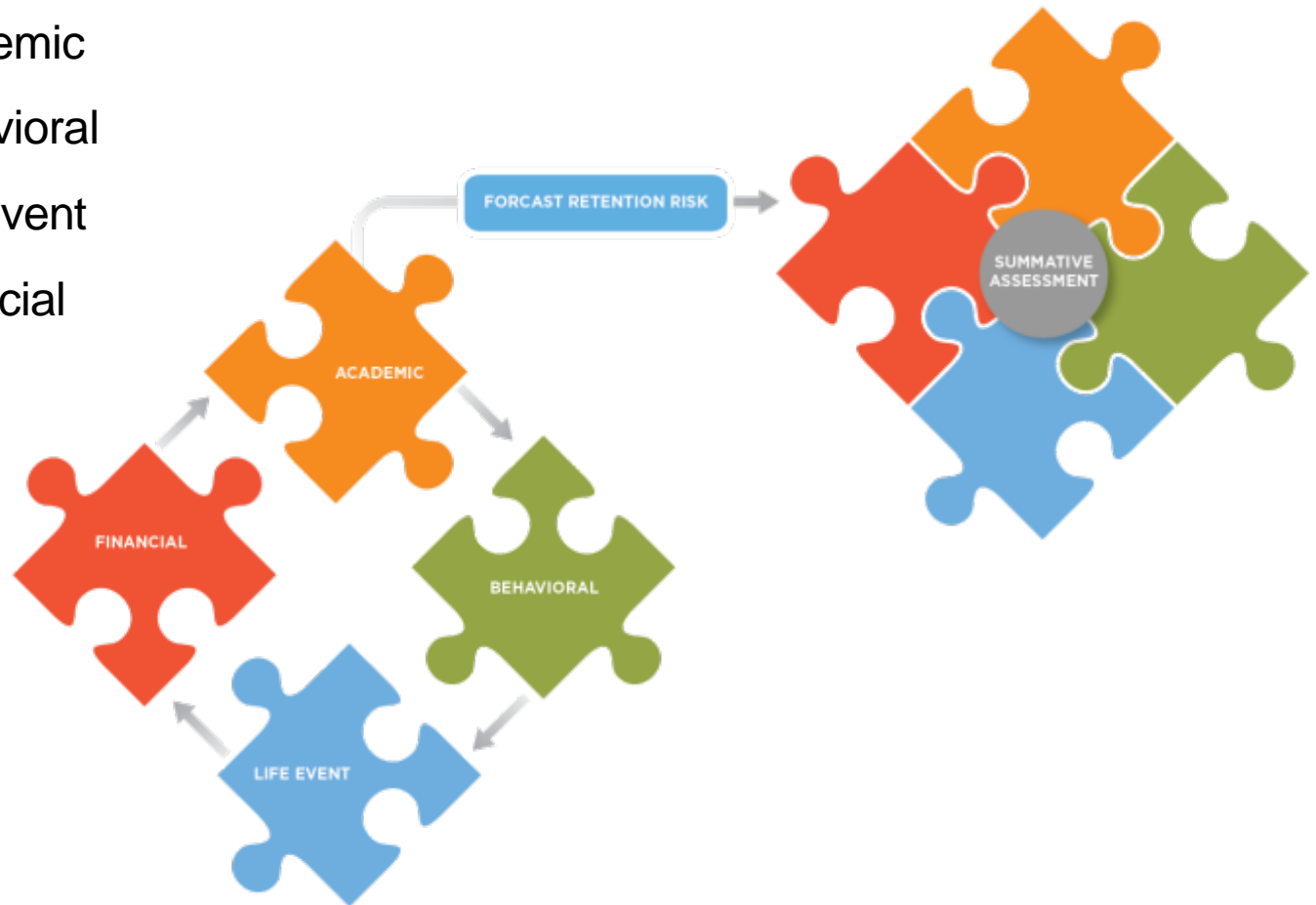


- Identifying data trends across time and programs
  - Begin to analyze if the flags/markers are the correct indicators
  - Adjust according to outcomes – continuous process
- Assigning a weight to each marker to indicate retention risk
  - Marker weights
  - Develop a sliding scale

# ANALYZE



- Segmenting and forecasting retention risk
  - Break it down into measureable parts
    - Academic
    - Behavioral
    - Life Event
    - Financial





STUDENT RETENTION

# ACT



# ACT



- 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



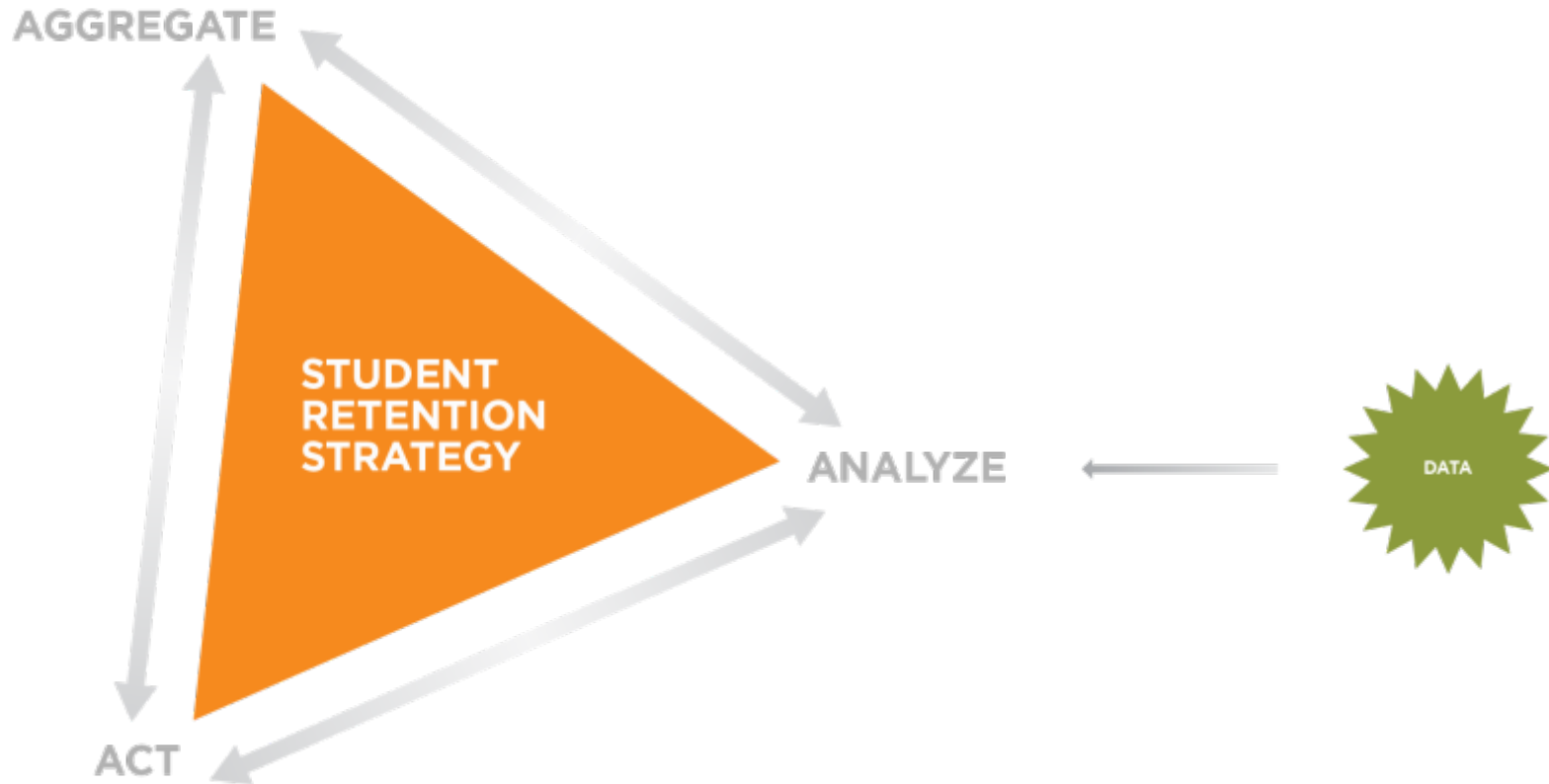
# ACT



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



# AGGREGATE. ANALYZE. ACT.



Aggregate. Analyze. Act.

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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