



Assembling Data and Building the First Model

Rapid Insight Retention Modeling Cohort: Session 1

July 12, 2023



Give the Chat a Try!

What are your summer
reading recommendation?

Meet Your Presenters



James Cousins

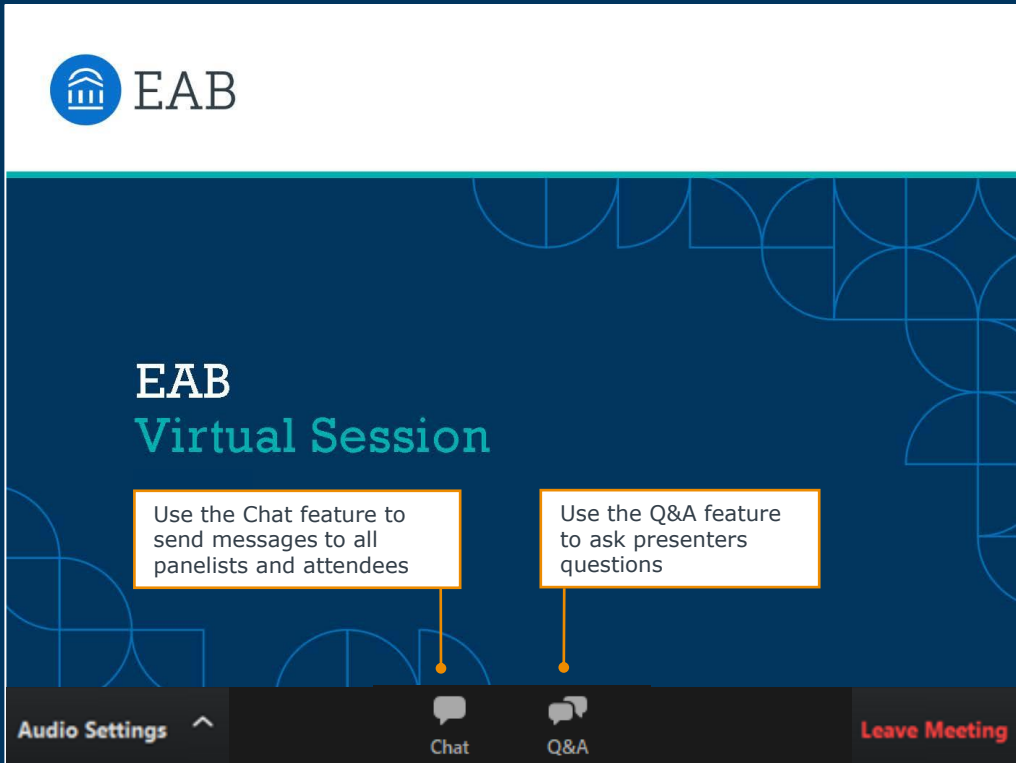
*Senior Strategic Leader,
Data and Analytics*



Lily Brennan

*Strategic Leader,
Data and Analytics*

Submit a Question or Comment



The screenshot displays the EAB Virtual Session interface. At the top left is the EAB logo, consisting of a blue circle with a white building icon and the text "EAB". Below the logo, the text "EAB Virtual Session" is displayed in white and teal. Two callout boxes with orange borders and lines pointing to the bottom navigation bar provide instructions: "Use the Chat feature to send messages to all panelists and attendees" and "Use the Q&A feature to ask presenters questions". The bottom navigation bar is dark grey and contains four items: "Audio Settings" with an upward arrow, "Chat" with a speech bubble icon, "Q&A" with a speech bubble icon, and "Leave Meeting" in red text.

EAB

EAB
Virtual Session

Use the Chat feature to send messages to all panelists and attendees

Use the Q&A feature to ask presenters questions

Audio Settings ^

Chat

Q&A

Leave Meeting

Turn on Captions

The image shows a Zoom meeting interface with a dark blue background. At the top left, there is a white header with the EAB logo (a blue circle containing a white building icon) and the text "EAB". Below the header, the main content area has a dark blue background with a pattern of light blue geometric shapes. The text "EAB Virtual S" is visible in white and light blue. A white callout box with an orange border points to a menu that is open over the "CC" icon. The callout box contains the text "Enable an automated Live Transcript – Show Subtitle or View Full Transcript". The menu has three options: "Show Subtitle" (highlighted in blue), "View Full Transcript", and "Subtitle Settings...". At the bottom of the screen, there is a dark grey bar with three buttons: "Audio Settings" with an upward arrow, "Live Transcript" with a "CC" icon above it, and "Leave Meeting" in red text.

EAB

EAB
Virtual S

Enable an automated Live Transcript –
Show Subtitle or View Full Transcript

- Show Subtitle
- View Full Transcript
- Subtitle Settings...

Audio Settings ^

CC
Live Transcript

Leave Meeting

Quick Poll

How comfortable are you with using Predict to create predictive models?

- A. Very comfortable
- B. Comfortable
- C. Somewhat comfortable
- D. Uncomfortable

Enter Your Response in the Chat!

If you are already comfortably using Predict, what outcomes are you predicting?
(e.g., fall-to-fall retention, GPA, etc.)

- 1 Welcome!
- 2 Modeling Process Overview
- 3 Breakout: Dataset Construction
- 4 Break
- 5 Breakout: Model Building
- 6 Closing & Next Steps

Welcome to Our First Rapid Insight Cohort Series

Thank You for Your Commitment and Participation!



Assembling Data and Building the First Model

July 12, 1:00-2:30 PM ET

Prepare and build your model using the data collected in your pre-work.



Scoring Your Incoming Students and Building the Second Model

September 26, 1:00-2:00 PM ET

Build a second model and discuss ways to use scores. Bring student success colleagues for the first half of this session.



Scoring Your Returning Students and Looking Forward

January 10, 1:00-2:00 PM ET

Refine your model and explore additional student success outcomes to predict.

Interactive and
Actionable
Working Sessions

Today's Learning Objectives



By the End of Our Session...

1 Practical Knowledge of the Retention Modeling Process

First-hand experience with modeling data prep **2**

3 Preparedness to score the incoming class of students

Anywhere from “Comfortable” to “Very Comfortable”

- Our goal by the end of today's is to have you leave “comfortable” or “very comfortable” in these three areas.
- There is always more to learn, but you will know enough to become a part of meaningful progress at your institution!

1

Welcome!

2

Modeling Process Overview

3

Breakout: Dataset Construction

4

Break

5

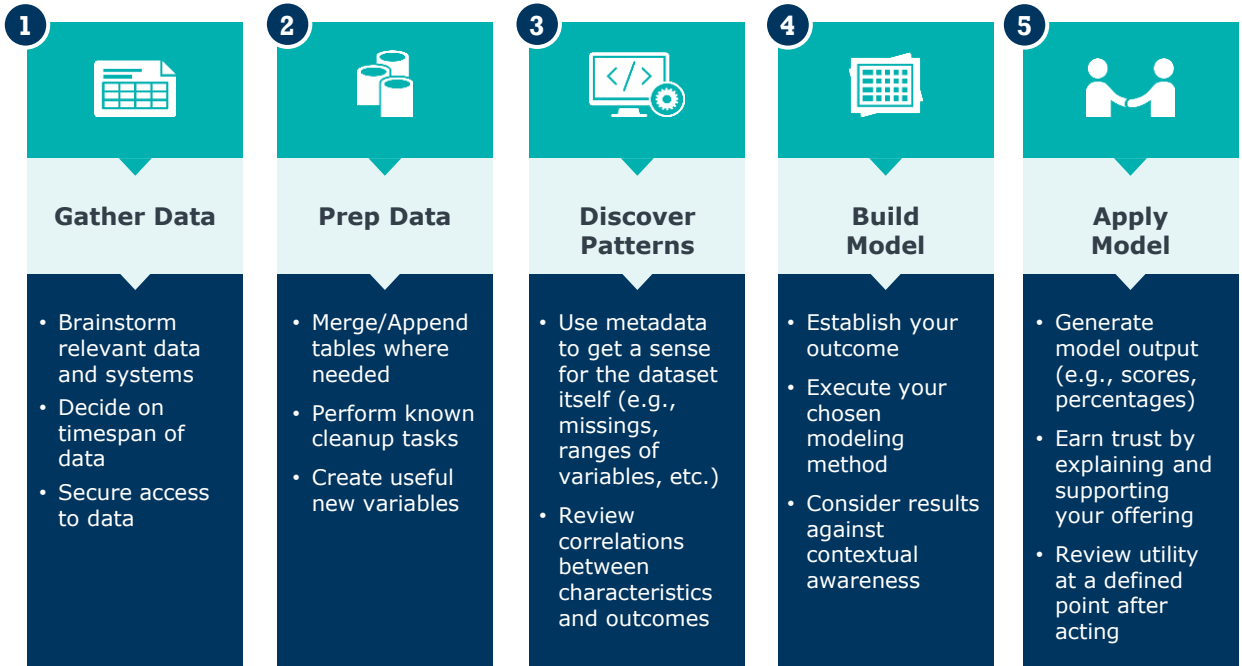
Breakout: Model Building

6

Closing & Next Steps

Modeling Process Overview

Steps to Build, Use, and Evaluate Your Model



You've Already Done Step 1 in Your Pre-Work



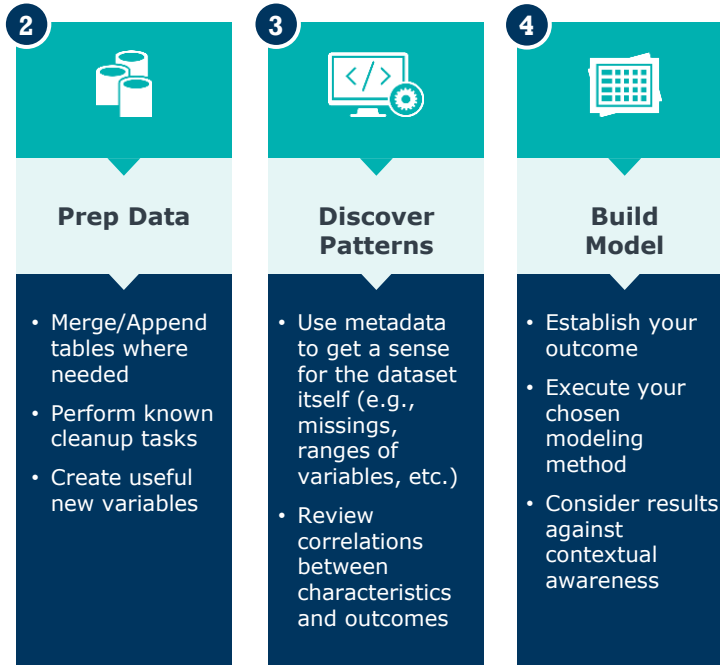
1



Gather Data

- Brainstorm relevant data and systems
- Decide on timespan of data
- Secure access to data

We'll Do Steps 2-4 Today



We'll Tackle Step 5 in Our Next Session



5



Apply Model

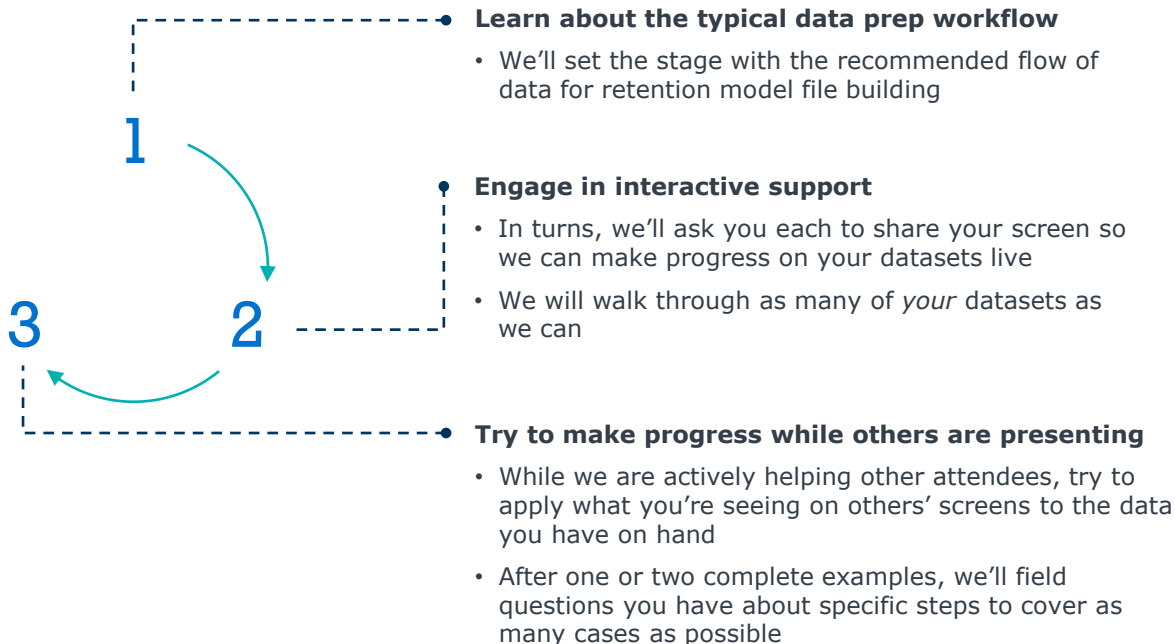
- Generate model output (e.g., scores, percentages)
- Earn trust by explaining and supporting your offering
- Review utility at a defined point after acting

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Breakout Room Activity (Next ~40 Minutes)



Agenda



We are currently in breakout rooms.

You can rejoin your session by clicking **Breakout Rooms** in your Zoom menu bar. If you have any questions or need assistance, please send a private chat to the Meeting Host.

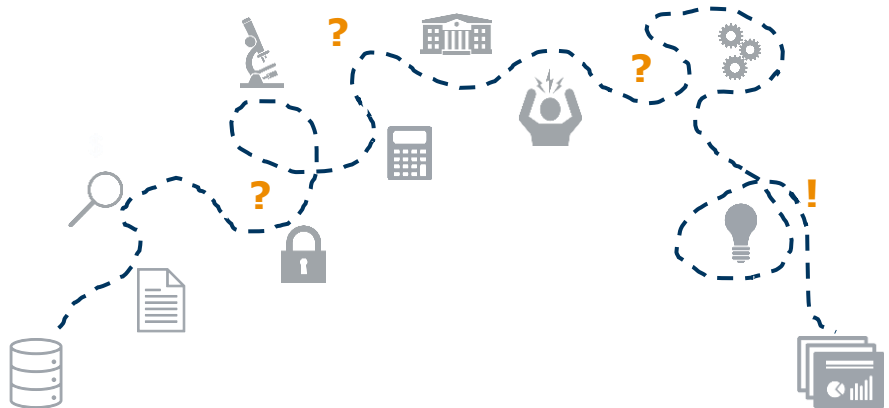


Share Your Experience!

Raise Your Hand or Enter Your Response in the Chat

Consider...

- How did your data prep go?
- What surprised you?
- What were your big takeaways?



?

"I thought I had access to that data?"

"I can't remember how I calculated that field last time..."

"Since when did we stop collecting that information?"

"Wait, I already have that stored in another column!"

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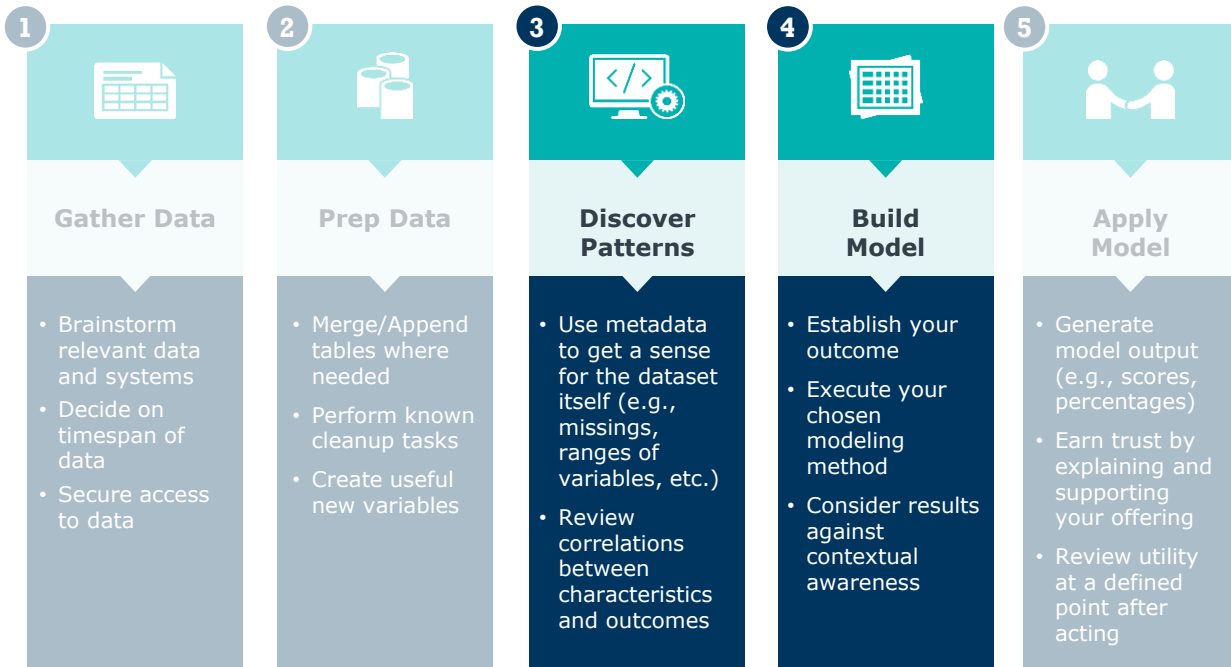
Break Time!

Grab some water, answer urgent emails, stretch, etc.

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Our Focus Areas: Discovery *and* Model-Building

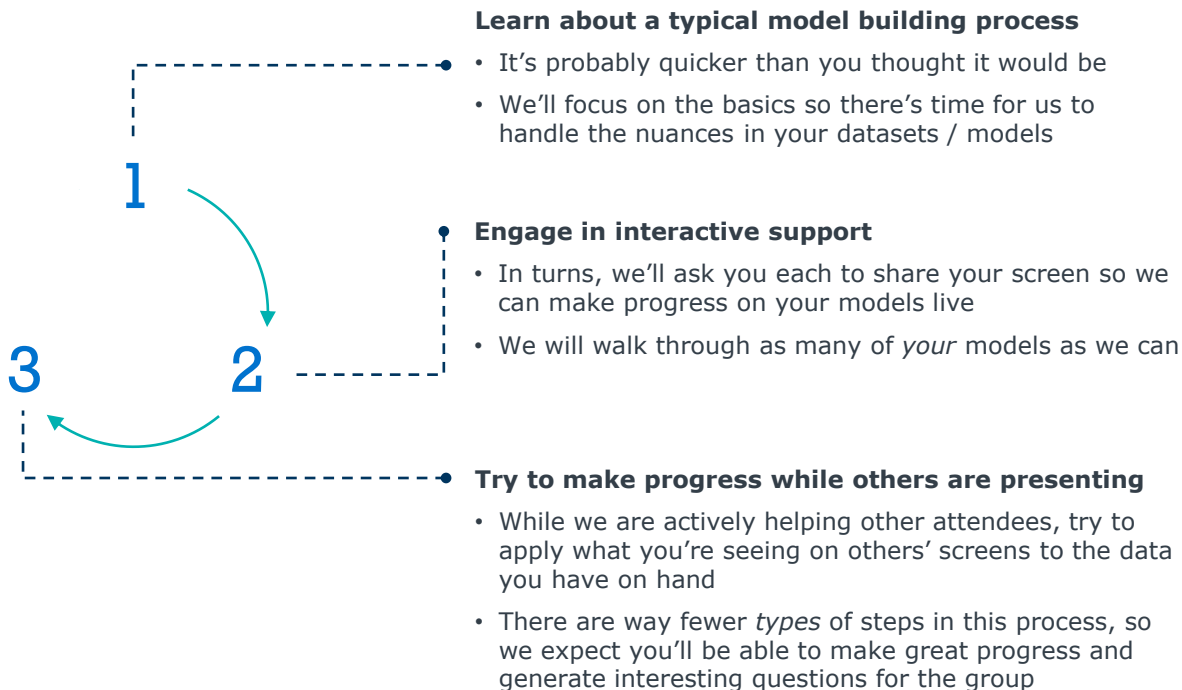
Two Individual Steps, but Effectively One Single Process



Breakout Room Activity (Next ~20 Minutes)



Agenda



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Share Your Experience!

Raise Your Hand or Enter Your Response in the Chat

How did modeling go? What surprised you? What were your biggest takeaways?



I thought I cleaned that field!!!



I can't believe [that thing] had a negative impact on retention...



That relationship turned out *exactly* how I expected it would.



There were way more related predictors than I expected.



I need to schedule some time to talk with my colleagues about this.

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What's Next?

Contact Us

Contact us when you have questions or want to keep working on this!

ri-support@eab.com
or [Monthly Office Hours](#)

Anytime

Experience Poll

There's a poll in just a couple of slides.

Let us know how we did! We look forward to and appreciate the feedback.

End of Today's Session

Check-In Email

We will reach out to check in and to provide next session's pre-work.

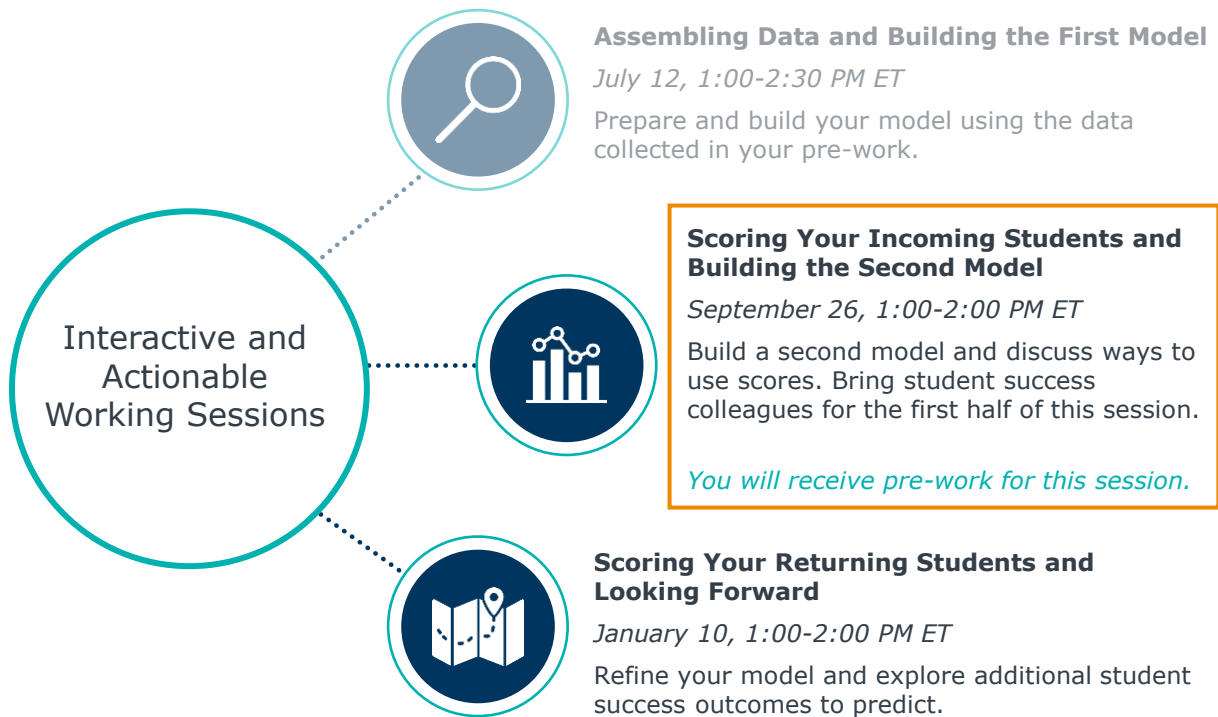
~3 Weeks from Now

Session 2

We'll apply the model we just built to your incoming class. We'll talk about strategies for intervention and build a new-and-improved model, too!

September 26, 2023





Wrap Up and Polls



1. How was today's session?

- a) Excellent
- b) Good
- c) Fair
- d) Poor

2. After today's session, how comfortable are you now with using Predict to create predictive models?

- a) Very comfortable
- b) Comfortable
- c) Somewhat comfortable
- d) Uncomfortable

3. What was your biggest takeaway from today's session?

4. Additional feedback and comments (e.g., session format, specifically the cohort style and breakout rooms)?



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