EAB

Scoring Your Incoming Students and Building the Second Model

Rapid Insight Retention Modeling Cohort: Session 2

September 26, 2023

EAB Experiences
RAPID INSIGHT

Give the Chat a Try!

What are you excited about for Fall?

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Meet Your Presenters

James Cousins

Senior Strategic Leader,
Data and Analytics

Lily Brennan

Strategic Leader,
Data and Analytics

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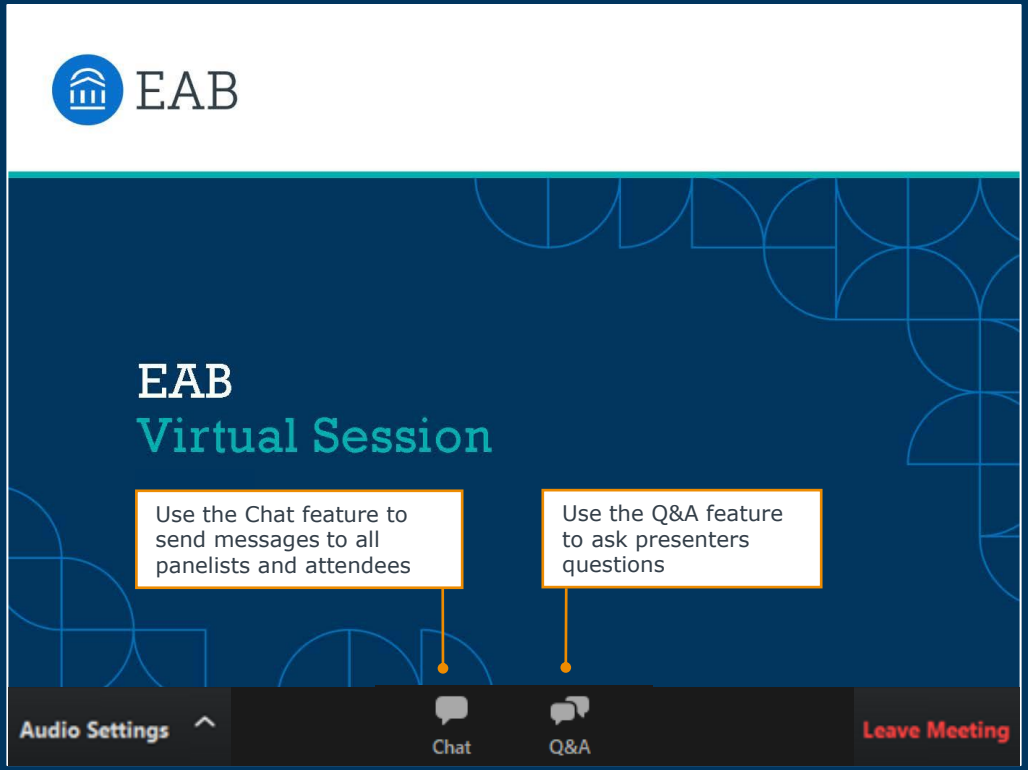
Submit a Question or Comment



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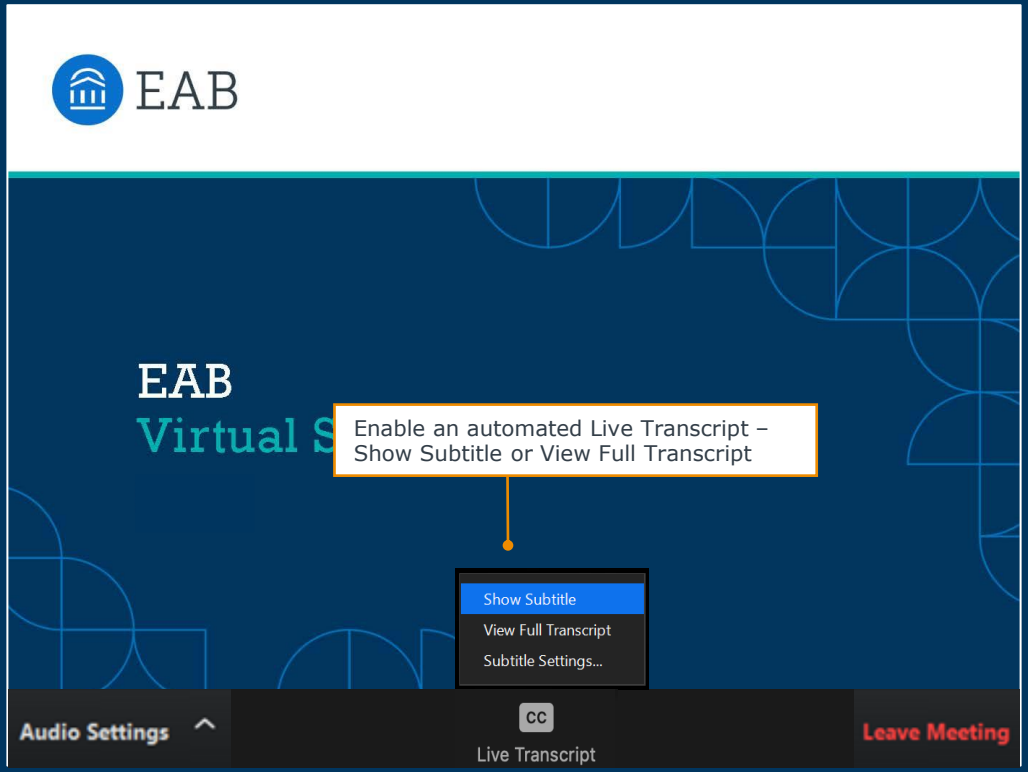
Turn on Captions



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Enter Your Responses in the Chat

What are the most compelling student success interventions you've either heard of or done at your institution?

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Poll Question

How comfortable do you feel with translating a predictive model into student success scores?

a) Very comfortable

b) Comfortable

c) Somewhat uncomfortable

d) Uncomfortable

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1. **Welcome!**
2. Modeling Process Overview
3. Activity: Scoring
4. Activity: Model Building
5. Closing & Next Steps

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Welcome to Session 2 of the Cohort Series

Thank You for Your Commitment and Participation!

Interactive and Actionable Working Sessions

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.

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Today's Learning Objectives

By the End of Our Session…

1. **Practical Knowledge of scoring with a Predictive Model**
2. **Awareness of how you can operationalize predictive scores**
3. **Experience building models for multiple phases of student success**

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!

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1 Welcome!

2 **Modeling Process Overview**

3 Activity: Scoring

4 Activity: Model Building

5 Closing & Next Steps

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Modeling Process Overview

Steps to Build, Use, and Evaluate Your Model

1 Gather Data

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

2 Prep Data

- Merge/Append tables where needed
- Perform known cleanup tasks
- Create useful new variables

3 Discover Patterns

- Use metadata to get a sense for the dataset itself (e.g., missings, ranges of variables, etc.)
- Review correlations between characteristics and outcomes

4 Build Model

- Establish your outcome
- Execute your chosen modeling method
- Consider results against contextual awareness

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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You've Already Done Steps 1-4

…Between Your Pre-Work and Session 1

1

Gather Data

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

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Prep Data

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Build Model

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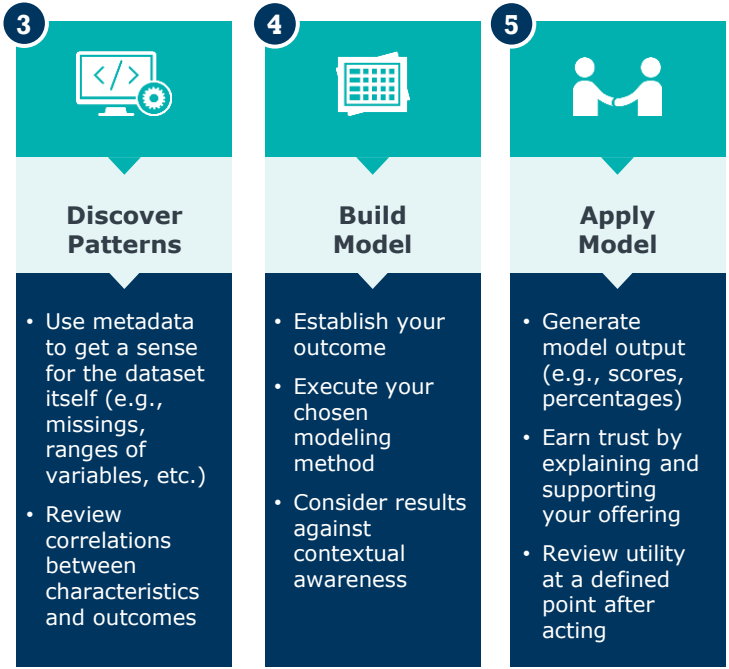
We'll Do Steps 3-5 Today



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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
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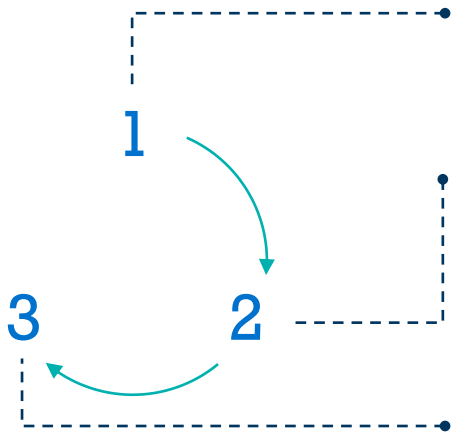
Scoring Your Current Students (Next ~10 Minutes)

Activity



Learn about the typical scoring process

- We'll set the stage by demonstrating the most common scoring workflow

Engage in interactive support

- We'll showcase a volunteer to see the process in action on users' ends

Try to make progress while others are presenting

- While we are actively helping volunteers, try to import your own scoring model and score your data
- After the completed example, we'll discuss typical usage of scored datasets

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Share Your Ideas!

Consider…

- How can you imagine using these scores at your institution?
- How have you discussed using analytics for student success historically?
- Did any examples from our discussion stand out to you?

Raise your hand or enter your response in the Chat

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Interlude

If you happen to be a student success colleague but not a Rapid Insight user, you're welcome to stay, but free to leave!

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Our Focus Areas: Discovery *and* Model-Building

Two Individual Steps, but Effectively One Single Process

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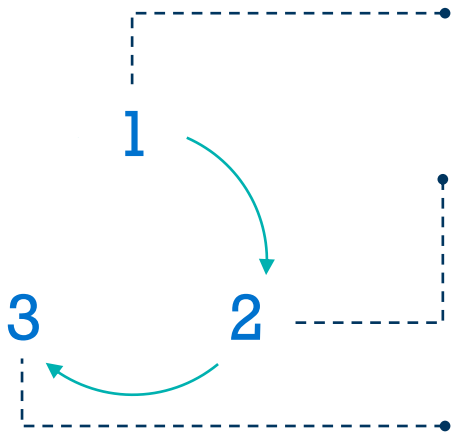
Model Building (Next ~10 Minutes)

Activity



Learn about a typical model building process

- It's probably quicker than you thought it would be
- We'll focus on the basics so there's time for us to handle the nuances in your datasets / models

Engage in interactive support

- We'll showcase a volunteer to see the process in action on users' ends

Try to make progress while others are presenting

- While we are actively helping other attendees, try to apply what you're seeing on others' screens to the data you have on hand
- There are way fewer *types* of steps in this process, so we expect you'll be able to make great progress and generate interesting questions for the group

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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 3

We'll apply the new model we just built to your current class. We'll talk about strategies for intervention explore how effective your first model was!

January 10th, 2023

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We'll See You at Session 3 in January

Interactive and Actionable Working Sessions

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Wrap Up and Polls

1. **How was today's session?**
2. **After today's session, how comfortable do you feel with translating a predictive model into student success scores?**
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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