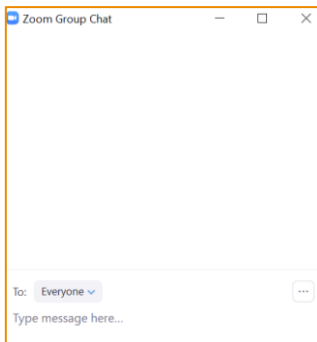# Meet Your Presenters
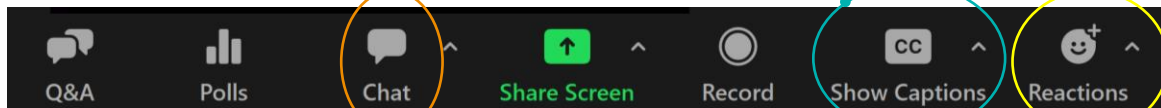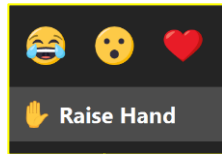
## Lily Brennan
*Strategic Leader,*
*Data and Analytics*

## Elaine Sheehan
*Strategic Leader,*
*Student Success*

**Join the Discussion**
Use the **chat** to share your thoughts, experiences and resources

Enable Closed Captions and Show Subtitle or View Full Transcript

Where did you find student success support in college?



Academic Advising

Study Abroad Office

Career Services

Financial Aid & Scholarships Office

Tutoring Services

Student Organizations

Office of Undergraduate Research

Writing Center

or somewhere else!

**1** Objective & Overview

**2** Plan: Identify Opportunities for Analysis

**3** Evaluate: Analyze & Share Impact

**4** Additional Support

## Objective:

─────

We want you to understand how adding data analytics to student success strategies can foster collaboration and build strong data alliances across various departments.

## Which functions are you currently supporting on campus through data analysis in Rapid Insight? (select all that apply)

A. Retention and graduation rate analysis
B. Student success interventions assessment
C. Academic advising analytics
D. Course and curriculum analysis
E. Financial aid analysis

Something else – please share in the chat!

1 Objective & Overview

2 **Plan: Identify Opportunities for Analysis**

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# A Useful Framework for Analyzing Impact

Focus on These Steps Annually to Hardwire Evaluation into Your Approach

**Sustain Momentum Through Ongoing Evaluation**

**Plan**

☑ Define objectives and metrics

☑ Design evaluation strategy

**Plan**

**Act**

**Evaluate**

**Evaluate**

☑ Analyze and report on results

☑ Iterate and scale impact
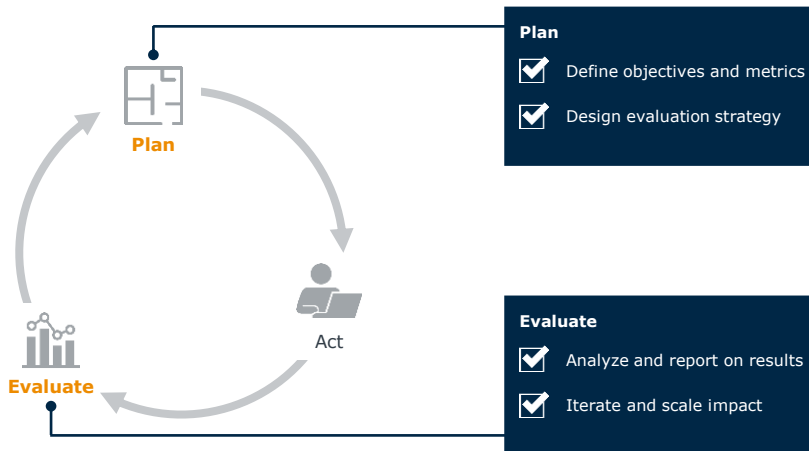
**We often focus too much attention here**

| Plan | → | Act | → | Evaluate |
|------|---|-----|---|----------|
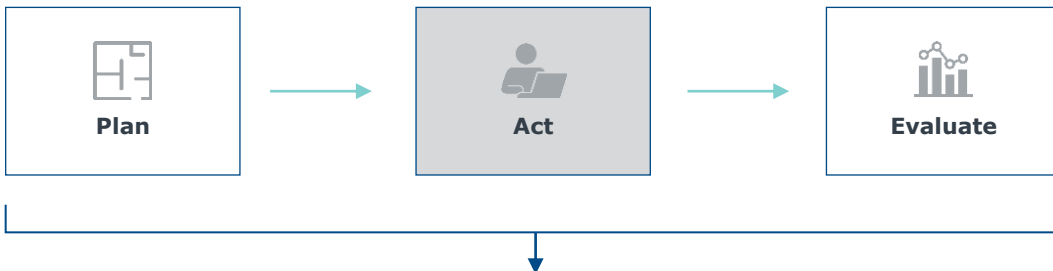
**Leading to Common Challenges**

- Work does not align with institutional student success goals
- Data not collected to allow for easy evaluation
- Purpose unclear, leading to "analysis paralysis"
- Potentially ineffective practices continue to be implemented
- Several initiatives happening at once, impact of each unknown

**3-Minute Brainstorm:**

Jot down what processes you normally do that fall into this "Act" step.

**Example**:

Gathering data from campus offices for IPEDS reporting

## Start with the End in Mind

**1**
**Start of Term**

**2**
**During Term**

**3**
**End of Term**

Plan (Future Term)

Act (Current Term)

Evaluate (Prior Term)

Evaluate (Current Term)

**This is often where IR offices are called in to support an ongoing student success initiatives.**
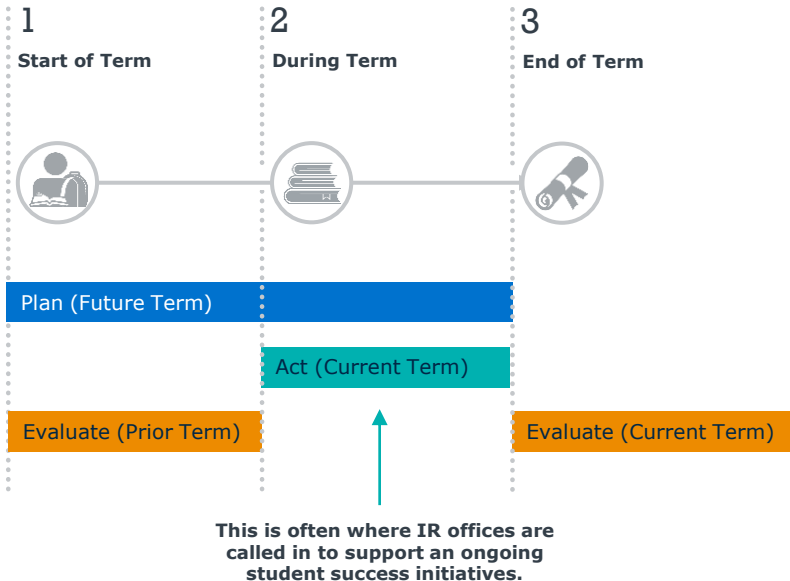
### Key Areas for Alignment

**Align framework with assessment cycle**

*Consider when you are defining, measuring, learning, and improving your impact.*

**Align with Leadership Team engagements**

*Bringing into Progress Review meetings, Executive Updates, etc.*

**Align with Annual Student Success Initiatives**

*Thinking about annual priorities outlined in student success initiatives and making sure we can track key metrics associated with these initiatives*

Rapid Insight offers key insights at every stage of student success efforts

### Identify At-Risk Students

**Predict** identifies students who would benefit most from intervention (and a comparison population to evaluate against)

### Evaluate

IR offices can pull reliable data from Rapid Insight to communicate the **impact** of student success interventions

### Gather Data

**Construct** compiles and cleanses institutional data with automated workflows

### Prioritize Outreach

**Bridge** provides democratized access to key student success metrics to allow for more agile decision-making.

**Key Questions to Ask in the Planning Phase**

1  What is the primary goal of this student success intervention? *(e.g. increase first-year retention)*

2  Who should be involved? Which partners/offices have a stake in this project?

3  What specific data points, populations, or variables should we analyze?

4  Which data sources or systems should be included in the analysis? *(e.g. SIS, LMS, survey data)*

5  What type of deliverable is most useful? *(e.g. detailed report, dashboard, raw data set)*

6  Has similar analysis been conducted before? If so, what were the findings and how will this project build on that work?

7  How will you act on the findings, and can we assist in that process?

To Identify Opportunities for Analysis in Existing Data

### Evaluate recurring processes

*Is there a report that consistently needs tweaking or refreshing?*

*Are there questions you get asked over and over again?*

### Empower student success offices to answer data questions

*Work together to identify questions that routinely get asked.*

*Reduce bottleneck by enabling student success offices to answer these themselves.*

### Identify process improvements

*Ask student success allies if there are possible process improvements that would free up their time to focus on student success initiatives.*

Partners gain agile insights through connecting data in EAB platforms

**Student Success Initiative:**

CCSNH wanted to improve access to pivotal decision-informing data for Advisors, Admissions, and the Registrar.

**Rapid Insight Solution:**

Live, personalized dashboards provide academic counselors with lists of students who need assistance, enabling responsive and impactful support. Administrators use Rapid Insight to identify programs with strong term-to-term persistence, sharing out best practices to improve retention in other programs.

**Advisors can use data from live dashboards to inform personalized outreach to students in Navigate360. Offices on campus can use the data to offer coordinated, holistic student support.**

**Student Success Initiative:**

Century wanted to close equity gaps in student outcomes by 2030 without overwhelming an overloaded advising staff.

**Rapid Insight Solution:**

Through an opportunity analysis, Century College identified equity gaps in their early alerts and appointment traffic in Starfish, their student success platform. After tweaking practices, they used Rapid Insight to make sure the identified equity gaps in their processes were resolved with correlated positive impact on student outcomes.
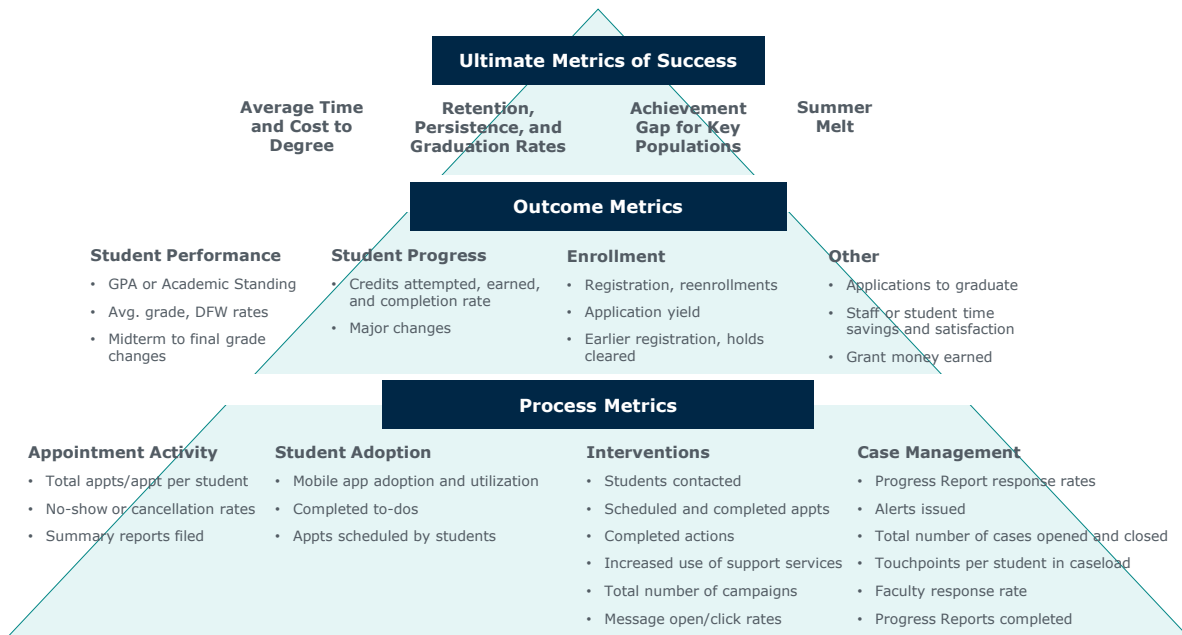
**Advising leadership now has a dashboard to help them monitor equity gaps in early alert processes and correlated student outcomes each year. They also set up dashboards to replicate the opportunity analysis for appointment equity gaps.**

1    Objective & Overview

2    Plan: Identify Opportunities for Analysis

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## Impact Metrics are Everywhere!

**Ultimate Metrics of Success**

**Average Time and Cost to Degree**

**Retention, Persistence, and Graduation Rates**

**Achievement Gap for Key Populations**

**Summer Melt**

**Outcome Metrics**

**Student Performance**
- GPA or Academic Standing
- Avg. grade, DFW rates
- Midterm to final grade changes

**Student Progress**
- Credits attempted, earned, and completion rate
- Major changes

**Enrollment**
- Registration, reenrollments
- Application yield
- Earlier registration, holds cleared

**Other**
- Applications to graduate
- Staff or student time savings and satisfaction
- Grant money earned

**Process Metrics**

**Appointment Activity**
- Total appts/appt per student
- No-show or cancellation rates
- Summary reports filed

**Student Adoption**
- Mobile app adoption and utilization
- Completed to-dos
- Appts scheduled by students

**Interventions**
- Students contacted
- Scheduled and completed appts
- Completed actions
- Increased use of support services
- Total number of campaigns
- Message open/click rates

**Case Management**
- Progress Report response rates
- Alerts issued
- Total number of cases opened and closed
- Touchpoints per student in caseload
- Faculty response rate
- Progress Reports completed

sight
before the

## Platform Demonstration

The data you've gathered can help inform key processes at your institution

**Institutional Goals**

Align your work to your institution's stated priorities and provide the data needed to support the strategic planning efforts for student retention, graduation, and overall success.

**Effectively Allocate Resources**

Make the case for resources, whether continuing or additional, and support data-informed decisions about where to allocate funds for maximum impact.

**Celebrate Successes**

Compare impact data with your institution's expectations to demonstrate the value of your institution's services on student success goals.

**Promote Progress**

Power initiatives aimed at promoting equity by providing data on disparities in student outcomes and identifying effective interventions.

## Ultimate Benefits:

▶ Provide Evidence of Return on Education (ROE)

▶ Promote Buy-In Among Key Partners at Your Institution

**▶ Background**

Contextual information

- What details does the audience need to know to understand what's happening? (e.g., participants, goals, past and future initiatives, etc.)

**▶ Challenge**

Student success challenges or issues that the initiative helped to solve

- What issues does this initiative seek to help with?
- What kinds of students are experiencing these challenges?

**▶ Solution**

The initiative(s), project(s), and responsibilities that were carried out by the office(s)

- What kinds of student outreach were performed?
- What support services were offered by the office(s) and used by students?
- Who was impacted by this work and how?

**▶ Results**

Data, data, data!

- What data shows the office(s)' work and demonstrates student success impact?
- What resources, if any, would support the office(s)' work moving forward?
- Are there qualitative anecdotes or feedback that supports your story?
- How can the office(s)' work be scaled and continue to return greater impact?
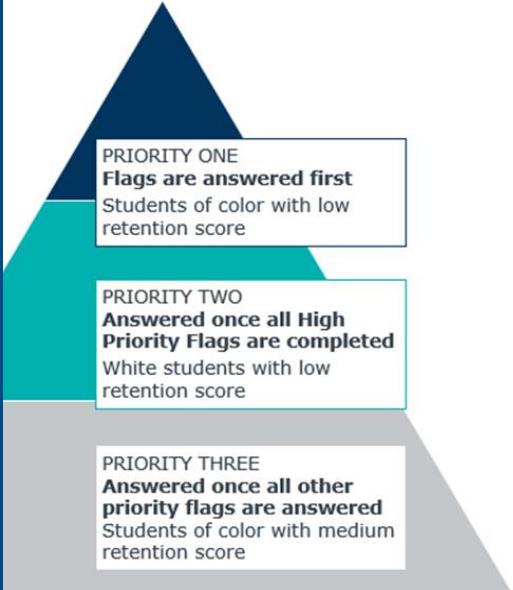
## The Goal: Equity 2030

**PRIORITY ONE**
**Flags are answered first**
Students of color with low retention score

**PRIORITY TWO**
**Answered once all High Priority Flags are completed**
White students with low retention score

**PRIORITY THREE**
**Answered once all other priority flags are answered**
Students of color with medium retention score

## The Problem: Equity Gaps in Early Alert

### Less Student of Color Flags Receive Advisor Outreach

Student of color flags had advisor outreach 2.5% less times than white student flags*

## The Solution: Race and Need Conscious Flag Triaging

**Step 1:** Starfish Admin set up priority cohort filters that use both race data and more holistic Retention Score Data to help advisors identify which flags need response first.

**Step 2:** Advisors were trained to filter one cohort at a time to respond to Progress Survey flags

**Step 3:** Advisors used Closure Reasons to record outreach outcomes (see assessment on next page)

Efficiency, Equitable Processes, and **Increased GPA, Credit Earning, and Re-enrollment – Goal Achievement**

| Term | # of Flags Raised | % and # of Flags that went to Students of Color | % and # Manual Closure for Student of Color Flags | % and # Manual Closure for White Student Flags | % and # of Positive Closure Reason for Students of Color |
|------|-------------------|------------------------------------------------|--------------------------------------------------|------------------------------------------------|---------------------------------------------------------|
| Fall 2021 | 2,796 | 51% 1,432 | 11.7% 168 | 14.2% 195 | 9.6% 137 |
| Fall 2022 | 1,990 | 53% 1,063 | 40.4% 492 | 30.3% 281 | 20.2% 215 |
| Fall 2023 | 1,880 | 50% 933 | 55.7% 520 | 39.3% 373 | 29.2% 273 |

## Increased Flag Response

Advisors Manually Closed:

**315** flags in FA21
vs.
**710** flags in FA22
vs.
**893** flags in FA23

| Term | % Students Re-enrolled in SP Terms | Average GPA for Semester Student was Flagged | Average Earned Credits (Semester Flagged) |
|------|-----------------------------------|---------------------------------------------|-------------------------------------------|
| Fall 2021 | 62% | 1.26 | 4.58 |
| Fall 2022 | **67%** | 1.42 | 5.60 |
| Fall 2023 | **66%** | 1.34 | 5.26 |

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# Want to Continue the Conversation?



## Lily Brennan

*Strategic Leader,*
*Data and Analytics*

Rapid Insight
lbrennan@eab.com



## Elaine Sheehan

*Strategic Leader,*
*Student Success*

Starfish & Navigate360
esheehan@eab.com

## Rapid Insight Support

RapidInsight@eab.com

**?**

After today's session, which functions are you excited to support on campus through data analysis?

How was today's session?

What was your biggest takeaway from today's session?

What would be most helpful for you as you consider enhancing your student success efforts?

**For Rapid Insight partners:**

**For Starfish and Navigate360 partners:**

November 7
**Ad Hoc Reporting | Institutional Reporting Series**

Learn strategies to manage ad hoc requests outside annual compliance reporting—including requests from student success offices—more efficiently.

**REGISTER HERE**

October 8
**Starfish Program Owner Learning & Networking Series: Analytics "Hacks"**

Join your fellow Program Owners to dive into tips and tricks for leveraging Starfish Analytics and helping others on your campus to do so as well.

**REGISTER HERE**

October 9
**Navigate360 Program Owner Learning & Networking Series: Analytics "Hacks"**

Join your fellow Navigate360 Program Owners to discover tips and tricks for leveraging analytics, reports, and more.

**REGISTER HERE**

# Rapid Insight Virtual User Gathering 2025
## Elevate, Innovate, Celebrate | February 4, 2025

**Register Here**

Join us for an exclusive opportunity to connect with fellow Rapid Insight users and enhance your expertise within the platform. Our upcoming event is designed to foster community learning, celebrate institutional success stories, and offer hands-on training to maximize your use of Rapid Insight. Agenda highlights include:

Partner Showcase

Networking Breakouts

Product Roadmap

Technical Deep Dive

# Get Involved! Call for Participation

Has Rapid Insight made an impact—big or small—on your work? Share your team's innovations and the impactful work you've accomplished at your institution. Submit your story through our online form by November 1.

**Submit Your Rapid Insight Story**

EAB Experiences

RAPID INSIGHT