



# Scoring Your Returning Students and Looking Forward

Rapid Insight Retention Modeling Cohort: Session 3

*January 10, 2024*



Give the Chat a Try!

What is the temperature  
where you live today?

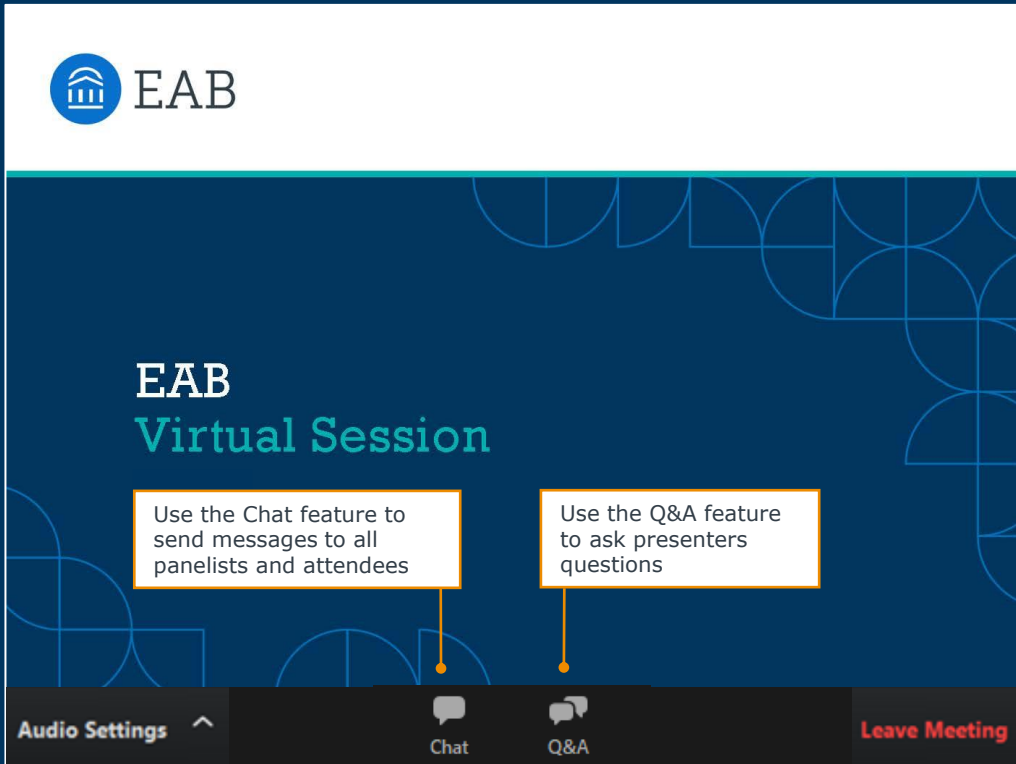
# Meet Your Presenters




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*Senior Strategic Leader,  
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# 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 provide instructions: "Use the Chat feature to send messages to all panelists and attendees" and "Use the Q&A feature to ask presenters questions". At the bottom, a dark blue navigation bar contains the following elements from left to right: "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 screenshot shows a Zoom meeting interface. At the top, there is a white header bar with the EAB logo (a blue circle containing a white building icon) and the text "EAB". Below the header, the main background is dark blue with a pattern of light blue geometric shapes (circles and squares). The text "EAB Virtual S" is visible in white and teal. A yellow callout box with a black border points to a "CC" (Closed Captions) button in the bottom toolbar. The callout box contains the text: "Enable an automated Live Transcript – Show Subtitle or View Full Transcript". The "CC" button is a small grey square with the letters "CC" in white. Below the "CC" button, a dropdown menu is open, showing three options: "Show Subtitle" (highlighted in blue), "View Full Transcript", and "Subtitle Settings...". At the bottom of the screen, there is a dark grey toolbar. On the left, it says "Audio Settings" with an upward arrow. In the center, it says "Live Transcript" below the "CC" button. On the right, it says "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

## Enter Your Responses in the Chat

**Is there another outcome (besides retention) you would be interested in exploring predictive modeling for?**

## Poll Question

**How comfortable are you with using student success scores generated by your predictive model to inform your interventions?**

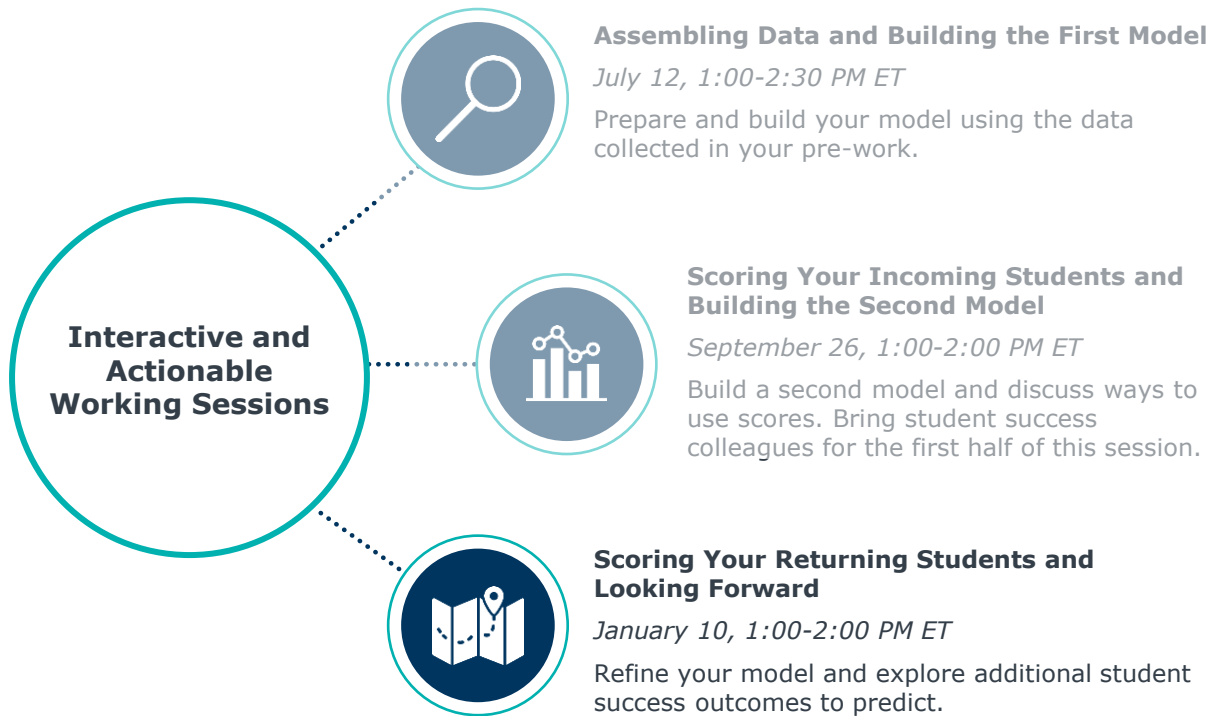
- a) Very comfortable
- b) Comfortable
- c) Somewhat uncomfortable
- d) Uncomfortable

- 1 **Welcome!**
- 2 Modeling Process Overview
- 3 Activity: Scoring
- 4 Discussion: Looking Forward
- 5 Closing & Next Steps



# Welcome to Session 3 of the Cohort Series

Thank You for Your Commitment and Participation!



# Today's Learning Objectives

By the End of Our Session...

**1** Practical knowledge of scoring with a Predictive Model

Experience utilizing models created for multiple phases of student success

**2**

**3** Inspiration for new ways to predict student success and use Predictive Models at your institution

## Anywhere from “Comfortable” to “Very Comfortable”

- Our goal by the end of today's session 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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Welcome!

2

## Modeling Process Overview

3

Activity: Scoring

4

Discussion: Looking Forward

5

Closing & Next Steps

# Cohort Recap

## What We've Accomplished in the Modeling Cohort

### Session #1



1. Gathered and prepared historical data for modeling
2. Calculated a "retained flag" in Construct
3. Intro to modeling process
4. Built a "phase 1" retention model in Predict based on applicant data

### Session #2



1. Scored registered students for their likelihood to retain using "phase 1" model
2. Built a "phase 2" retention model in Predict based on data including first semester outcomes

### Session #3



1. Scored current students for their likelihood to retain using "phase 2" model
2. Explored alternate student success outcomes that can use the same modeling method

# Handout: Rapid Insight Annual Calendar

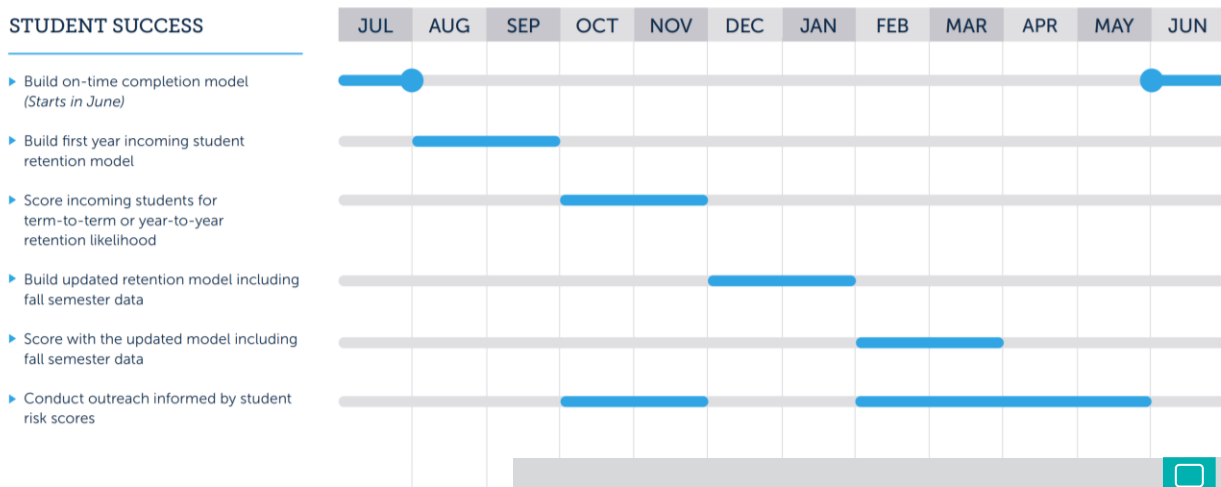
## Integrate the Right Rapid Insight Tools at the Right Time

### Rapid Insight Annual Calendar

#### Embedding Rapid Insight Into Your Work

The Rapid Insight Construct, Predict, and Bridge modules can be applied to various areas of an organization. Use this graphic to see when certain activities typically occur to best understand how Rapid Insight can support your work.

#### STUDENT SUCCESS



#### Interactive Calendar

Access a fillable version of this calendar in the chat and in follow-up materials.



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Modeling Process Overview

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**Activity: Scoring**

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Closing & Next Steps

# Scoring Your Current Students (Next ~10 Minutes)



## Activity



# Share Your Ideas!



## Raise Your Hand/ Respond in the Chat

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- In what ways can you imagine using these updated scores for retention at your institution?
- Did any examples from our discussion stand out to you?





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# What You Can Do With These Scores

Leverage Student Level Retention Scores to Create:



Email campaigns



Meeting campaigns



Text / Mobile app campaigns



Invitations/reminders to student services



Aggregations to support forecasting



Benchmarking and measuring progress against strategic plans

## ▶ Enter in the Chat

**In what ways do you plan to or already use student level retention scores at your institution?**

# Other Outcomes You Can Predict



GPA/Academic  
Probation

A similar modeling  
process can be used to  
predict many other  
outcomes of interest.

**Enter in the chat  
outcomes you have  
investigated or would  
like to investigate in  
the future!**



Professional  
Certification  
Passage



Term-to-Term  
Retention



Year-to-Year  
Retention



On-Time Completion

# These Analyses Build Inter-Departmental Relationships

20

## *Predictive Analysis Lifecycle*



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**Closing & Next Steps**

# Share Your Perspective



## What went well?

What aspects of the cohort did you enjoy the most or learn the most from? Which was your favorite session – 1,2, or 3?

## What could have gone better?

We genuinely appreciate your honest feedback on where improvements could have been made through out the cohort.



## What unexpected takeaways did you have along the way?

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

# Wrap-Up and Polls



- 1 How was today's session?**
- 2 After today's session, how comfortable are you with using student success scores generated by your predictive model to inform your interventions?**
- 3 What was your biggest takeaway from today's session?**
- 4 Additional feedback and comments (e.g., session format, specifically the cohort style)?**



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