

Our SSMS Vision

Harnessing the Power of
CONNECTION



CONNECTIONS

between our



MARKETS

800+

Student Success Leaders

From Separate to Connected



2017
NAVIGATE
SUMMIT

The image features two overlapping circles on a dark blue background. The left circle is primarily dark blue with a yellow arc at the bottom. The right circle is primarily dark blue with an orange arc at the top. The overlapping area is a lighter shade of blue. The text '2017 NAVIGATE SUMMIT' is centered in the left circle, and 'CONNECTED17' is centered in the right circle.

CONNECTED17

One Collaborative, One Summit



2017
NAVIGATE
SUMMIT

CONNECTED 18 **CONNECTED 17**

The graphic features two overlapping circles. The left circle is primarily blue with a yellow arc at the bottom. The right circle is primarily blue with an orange arc at the top. The text is centered within the overlapping area.

One Collaborative, One Summit

1

Transfer
Students

2

Articulation
Agreements

3

Promise
Programs

4

Institutional
Mergers

5

Houston
GPS



“THE BEST IDEAS

Know No Boundaries”

Celebrating Incredible Results Across the Collaborative



ARAPAHOE COMMUNITY COLLEGE



TEXAS A&M UNIVERSITY
SAN ANTONIO

BGSU

Bowling Green State University

**MIDDLE
TENNESSEE**

STATE UNIVERSITY

UTSA



WAYNE STATE
UNIVERSITY



METROPOLITAN
STATE UNIVERSITY
OF DENVER



WIREGRASS
GEORGIA TECHNICAL COLLEGE



SUNY OLD WESTBURY



TRIDENT TECHNICAL COLLEGE



UNIVERSITY OF
DELAWARE



UNIVERSITY
AT ALBANY
State University of New York



ST. CLOUD STATE
UNIVERSITY

IOWA STATE
UNIVERSITY

Western
Carolina
UNIVERSITY



Pueblo
Community College

CALIFORNIA STATE UNIVERSITY
LONG BEACH



NATIONAL
LOUIS
UNIVERSITY



AUBURN
UNIVERSITY



TARLETON
STATE UNIVERSITY
Member of The Texas A&M University System



PIKES PEAK
COMMUNITY
COLLEGE



Stony Brook
University

UNIVERSITY OF
CENTRAL
MISSOURI
LEARNING TO A GREATER DEGREE

NATIONAL
LOUIS
UNIVERSITY



BROWARD
COLLEGE

DCC

Danville Community College



UNIVERSITY OF
SOUTH CAROLINA

FORT LEWIS
COLLEGE



MARSHALL
UNIVERSITY

GRAND VIEW
UNIVERSITY



WICHITA STATE
UNIVERSITY



COLUMBUS
STATE
UNIVERSITY



UNC CHARLOTTE



RMU
ROBERT MORRIS UNIVERSITY



WYTHEVILLE COMMUNITY COLLEGE

UNIVERSITY OF
HOUSTON



CONNECTIONS

throughout our



• **COLLABORATIVE**

The Student Success Collaborative Is Built on Connections

1

Student Success
Best Practice Library
(SSBPL)

2

Office Hours for
App Admins

3

Community
in Help Center

4

Innovation
Council

Honoring Our 2017–2018 Innovation Council Schools

4-Year Colleges and Universities

Abilene Christian University

Baylor University

California State
University-System

Keuka College

Mercy College

North Dakota State University

Stony Brook University

University of Delaware

University of Louisville

University of Tennessee–
Chattanooga

University of Texas–
Rio Grande Valley

Wayne State University

Xavier University of Louisiana

Community Colleges

Broward College

CCCS (Colorado System)

Trident Technical College

Mt Hood Community College

Peninsula College

Georgia State University–
Perimeter College

VCCS (Virginia System)

Wiregrass Georgia Technical College

The Student Success Collaborative Is Built on Connections

1

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Best Practice Library
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Community
in Help Center

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Innovation
Council

5

Regional
Summits

6

CONNECTED

New Connections, *Igniting Change*

You Asked, We Answered

Join your peers for
facilitated networking
@4pm today. Check
your agenda or app
for specific location.

Refreshments served.



The SSMS Maturity Curve

	Intelligence	Strategic Care	Smart Guidance
Level	Administrators	Faculty and Staff	Students
7	Continuous review of impact to make improvements	Case data evaluation to improve overall system effectiveness	Students are automatically corrected when they make a mistake
6	Using data to track progress and/or accountability	Holistic collaboration between support offices managing at-risk cases	Guidance provided in real-time, including targeted interventions
5	Using data to inform and drive broad, coordinated interventions	Cases and alerts referred to support offices	Guidance is customized to individual student needs
4	Widespread use of data by individuals to drive day-to-day activity	Strategic campaigns target specific subpopulations	Self-serve guidance is personalized and proactive
3	Sporadic use of data by individuals to drive day-to-day activity	Proactive, but generic appointment campaigns	Resources are centralized, uniform, and student friendly
2	Leadership uses basic trends to inform decisions or strategy	Advisors using basic CRM functionality (notes, communications, scheduling)	Resources are centralized but inconsistent
1	IR or Faculty run institution-specific trends	Advisors reference student record or profile during interactions	Scattered, inconsistent, and passive guidance
0	Awareness of basic historical trends	No adoption	Self-service resources only accessible offline

Why Did We Introduce a Maturity Curve?

1

Make Audacious Goals
More Tangible

2

Common
Language

3

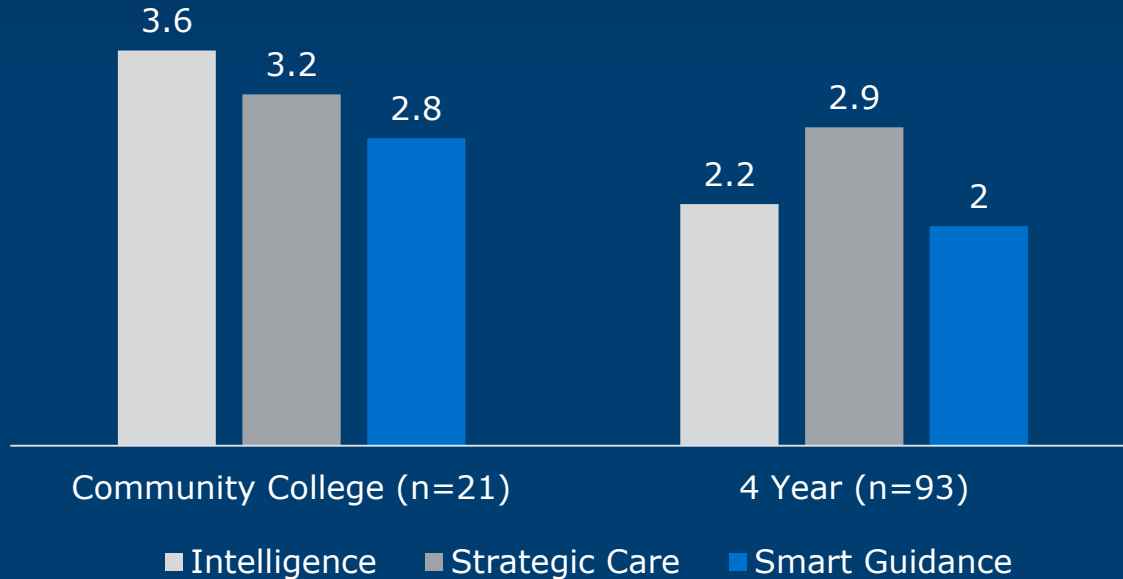
Internally Gauge and
**Benchmark
Performance**

4

Connect with Peers at
Similar Level

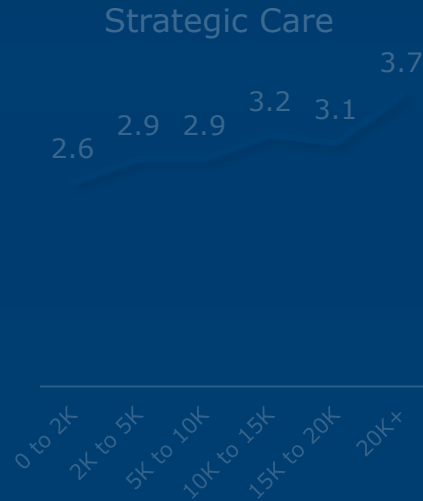
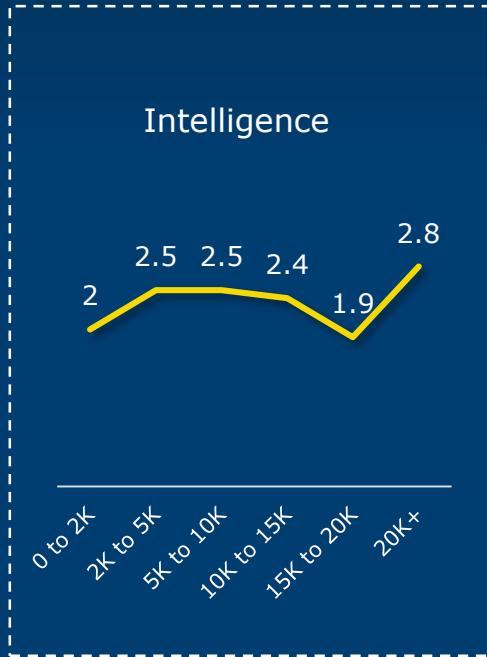
Maturity Curve Early Insight 1

Maturity Curve Average Level by School Type



Maturity Curve Early Insight 2

Average Level by School Size



Maturity Curve Early Insight 2

Average Level by School Size

Intelligence



Strategic Care

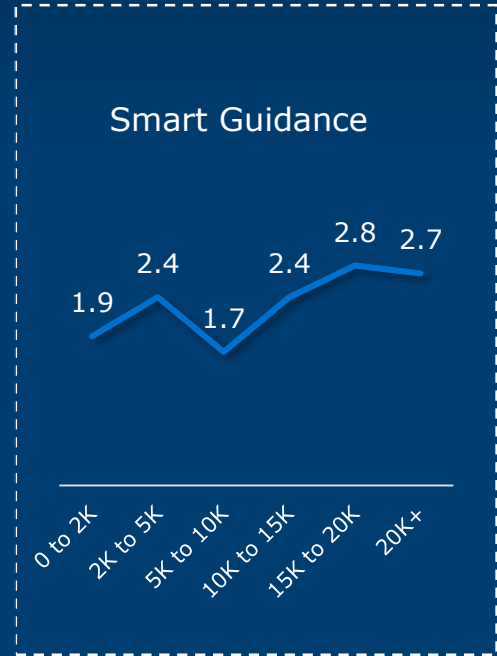
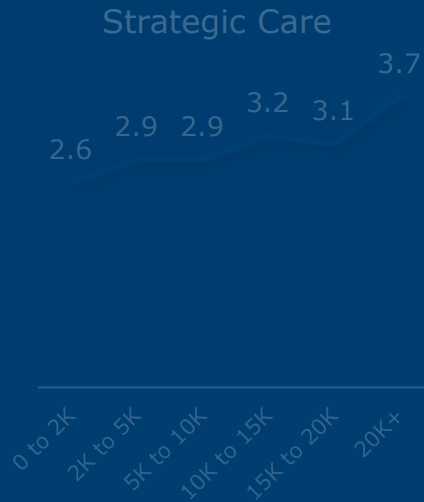
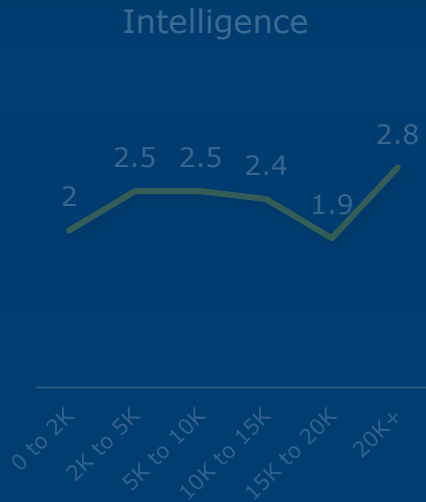


Smart Guidance



Maturity Curve Early Insight 2

Average Level by School Size



Maturity Curve Early Insight 3

Maturity Curve Heat Map

	Intelligence	Strategic Care	Smart Guidance
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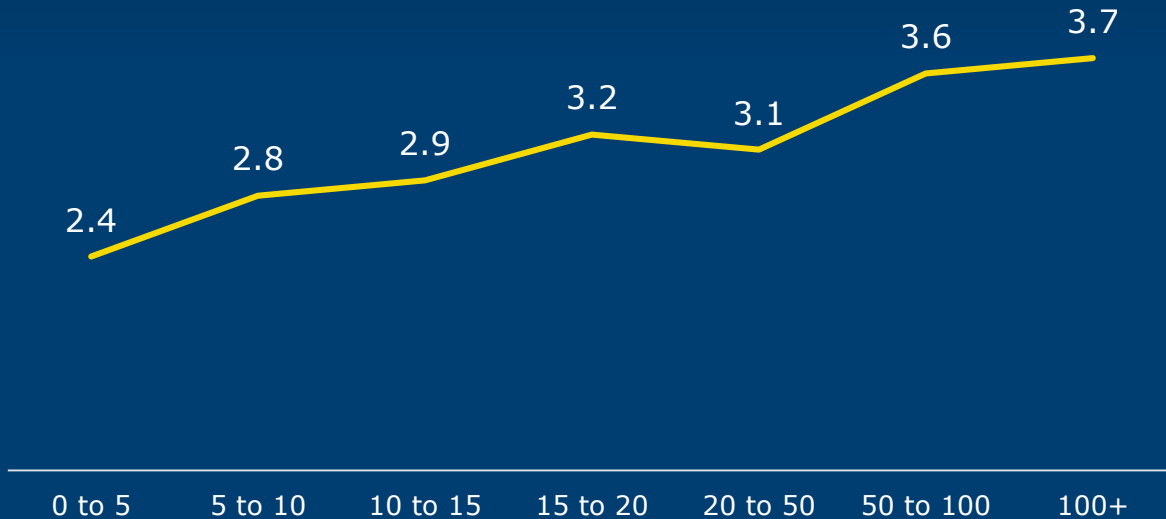
Maturity Curve Early Insight 3

Maturity Curve Heat Map

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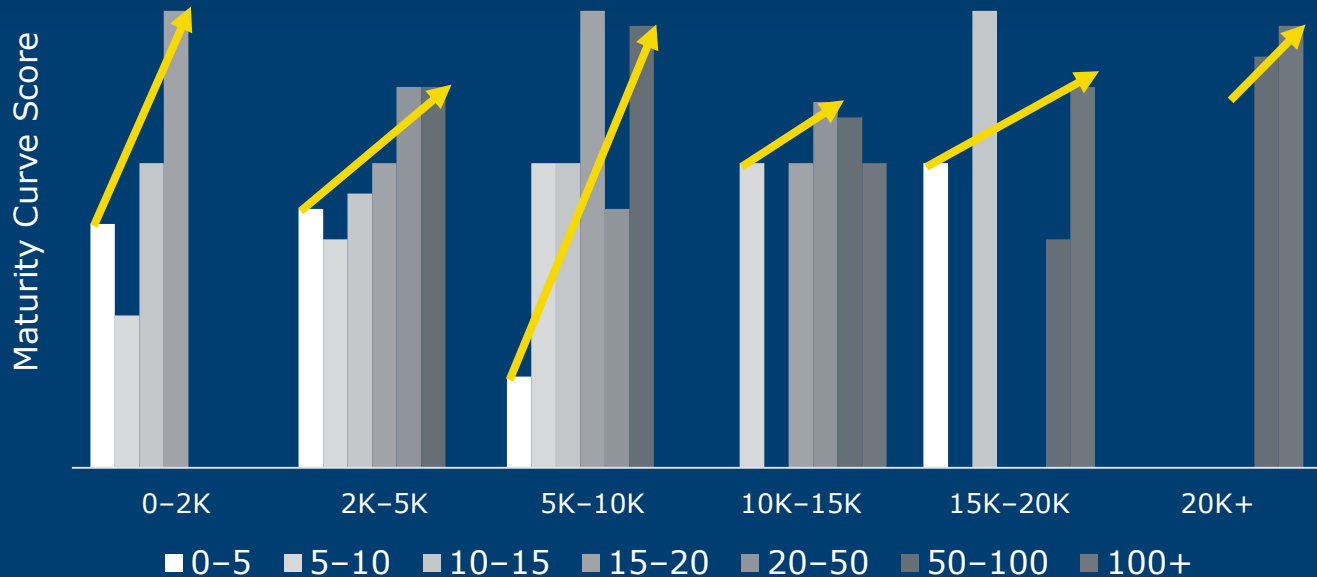
Maturity Curve Early Insight 4

Power Users to Help Substantiate Level



Maturity Curve Early Insight 5

Power User Insight Holds True



Maturity Curve Lessons Learned

1

Inherent Challenges with
Self-Reported Scores

2

Measure of Intention, Not Worth

3

Departmental **Variation**

NEXT STEP

Recommend EAB and Member perform separate assessments first and then discuss differences. Use data where possible to validate the score.

Maturity Curve Lessons Learned

1

Inherent Challenges with
Self-Reported Scores

2

**Measure of
Intention,** Not Worth

3

Departmental **Variation**

NEXT STEP

Wear with pride. Discuss openly with each other and, with your permission, we will include on case studies and webinars.

Maturity Curve Lessons Learned

1

Inherent Challenges with
Self-Reported Scores

2

Measure of
Intention, Not Worth

3

Departmental **Variation**

NEXT STEP

Highlight the individual successes across units and have your best departments champion effort with other groups to multiply the impact you can have.

Maturity Curve Lessons Learned

NEXT STEP

Be proud and celebrate the individual moves up the curve faster. Identify and share what tools and support you need to move up curve faster.

4

Climbing the Curve
Will Take Time

5

Campaign Quality
Matters

6

Action Plans Must Include
People and Process Not
Just Technology

Maturity Curve Lessons Learned

NEXT STEP

Look beyond the volume of appointment campaigns and build campaign calendars focused on strategic moments in the term

4

Climbing the Curve
Will Take Time

5

Campaign Quality
Matters

6

Action Plans Must Include
People and Process Not
Just Technology

Maturity Curve Lessons Learned

NEXT STEP

Review your action plan for the year and ask yourself “beyond turning on the functionality, why will or won’t this be successful?”

4

Climbing the Curve
Will Take Time

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Campaign Quality
Matters

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Action Plans Must Include
People and Process Not
Just Technology

What We Need to Move Forward

Intelligence 1.5

Strategic Care 1.5

Smart Guidance 1

What We Need to Move Forward



Using the Categorization Framework of: Culture, Policy, Technology

- **Culture** – Communicate clear expectations and provide training and resources to dispel and debunk misconceptions; Create framework for knowledge management and retention.
- **Policy** – Tied to expectations, assess the Saint Mary's-specific decisions that either increase or limit adoption and student success; and
- **Technology** – Appoint and empower technical leader(s) who can address outstanding requests and bugs to increase adoption and utilization.



Intelligence

Unlocking the power of SSC's data analytics

1. **Opportunity Assessment Onsite**, outlining historical trends and areas of opportunity
2. **Training for Senior Academic Leadership** on Population Health Dashboards and Institution Reports
3. **Creation of strategic campaign and initiative plan** – outlining all current and projected outreach, tied to the above historic populations
4. **Creation of Provost or Senior Leader Scorecard** to communicate gains through these outreaches and areas where progress has not yet been achieved.



Strategic Care

Creating a coordinated support network for all students

1. **Create a comprehensive Faculty Engagement Plan**. Faculty and Faculty Advisors remain our hardest to engage population thus far.
2. Use Maturity Curve Framework to **assess populations of greatest potential and need**. Build subsequent plans to mirror Faculty Engagement.
3. Create educational documents for when to use which feature, and the logic behind current set-ups.
4. **Change platform configurations and feature adoption** to aid in strategic outreach to at-need populations.



Student

Providing guidance at the most pivotal moments for student success

1. **Create Content Management Team** to develop Guide content and update communication plan. Currently configured for FYE.
2. **Sign up for EAB-led Utilization and Adoption emails**. EAB will own (minimally) 6 week campaigns designed to increase utilization of App.
3. **Enable Student Scheduling from Guide App**. Reducing the number of logins and systems accessed is a prime directive across all members.
4. **Tailor Guide functionality to identified at-need populations**. Quick-polls, Categories and To-Do features all currently under-utilized.

Celebrating the 2018
Student Success Collaborative Award Winners

**Return on
Education**

**Visionary
Leadership**

**Collaborative
Citizenship**

**Collaborative
Citizenship**

**Technology
Pioneer**

Celebrating the 2018
Student Success Collaborative Award Winners

Return on
Education

University at Albany

Visionary
Leadership

Elizabeth Lambert,
Keuka College

Collaborative
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University of Delaware

Collaborative
Citizenship

Broward College

Technology
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Colorado Community
College System

Award Winners Video

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Introducing One More *Award* for 2019

The Connectedness Award

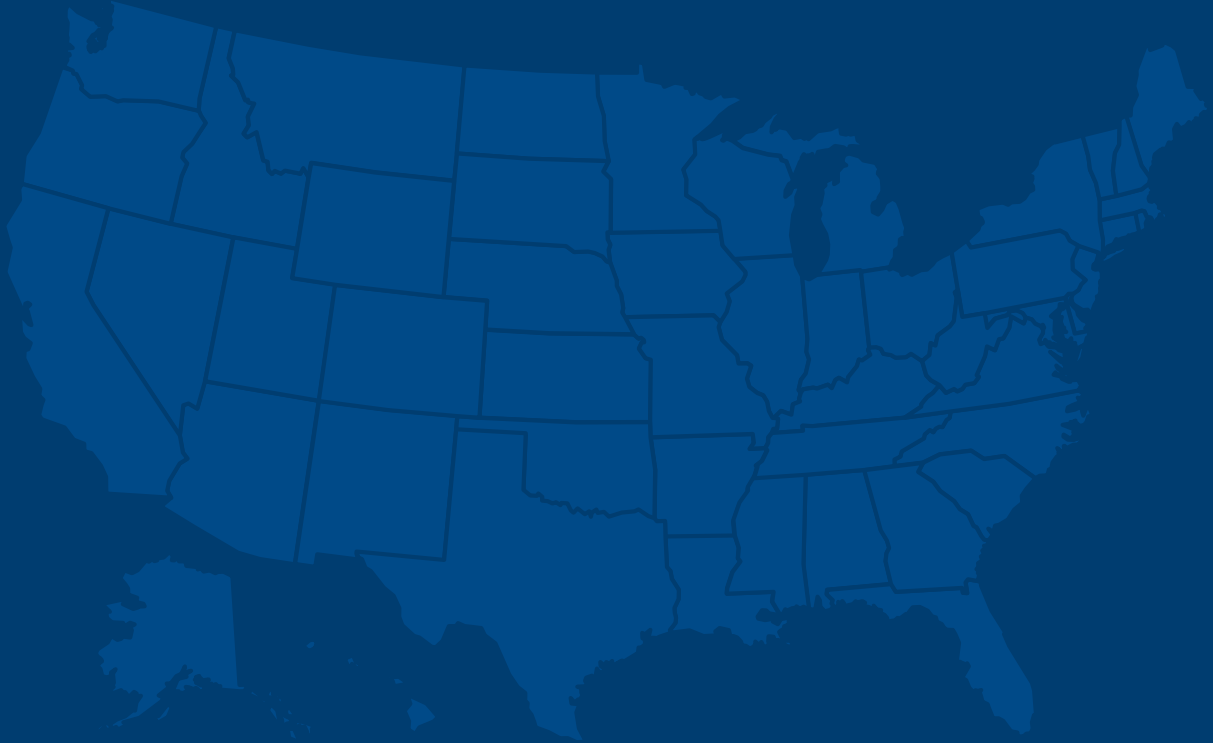


CONNECTEDNESS

The CONNECTEDNESS award celebrates an institution or individual that builds relationships across institution types, connecting community colleges, four-year schools, and the broader higher education community. The winner of this award forges connections in strategic and innovative ways to benefit students regardless of their institution.

Who Will Be First?

Examples of Opportunities in Connectedness



CONNECTIONS

within our

PLATFORM

The Story of Two Markets

4 Year Colleges and Universities



Community Colleges



The Story of Two Markets

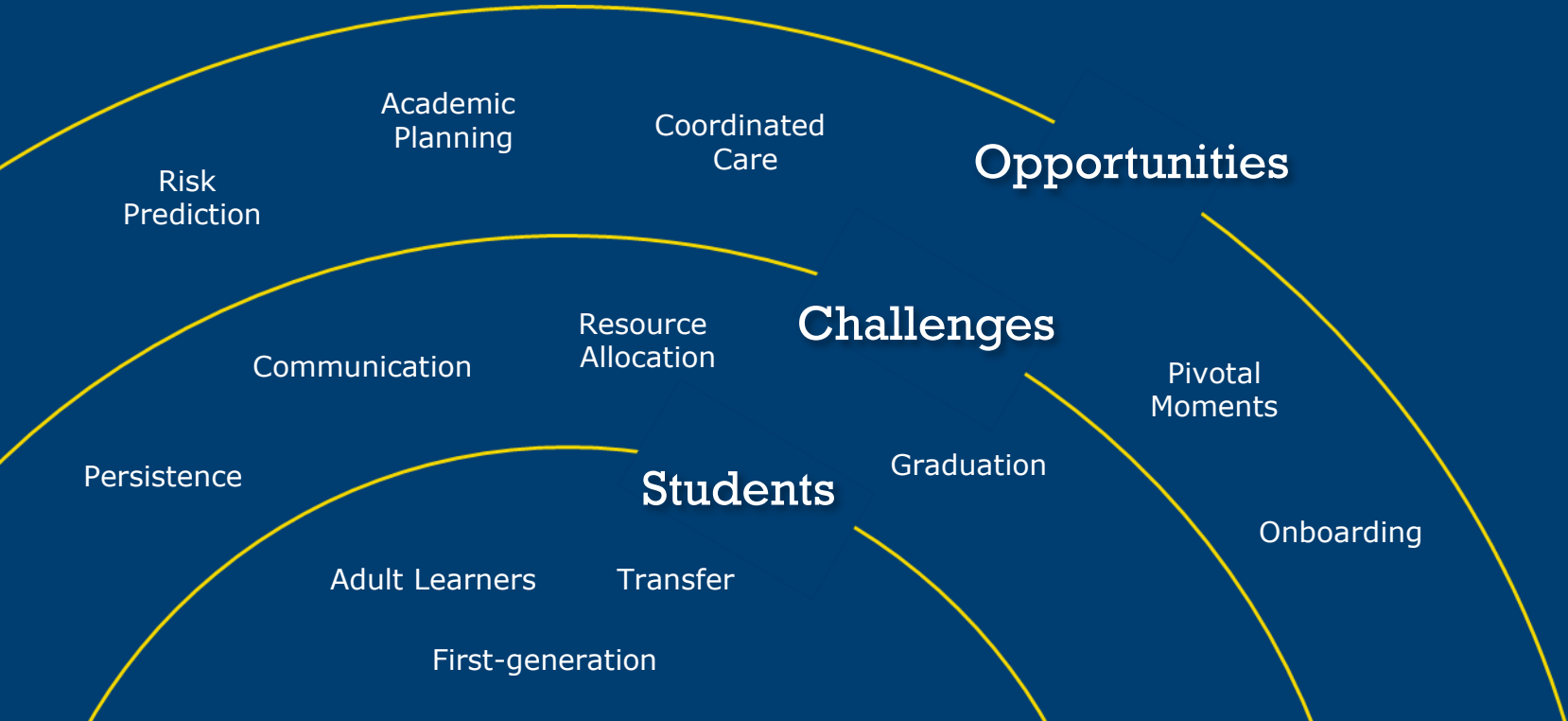
4 Year Colleges and Universities



Community Colleges



You Are More Similar
Than You Are Different

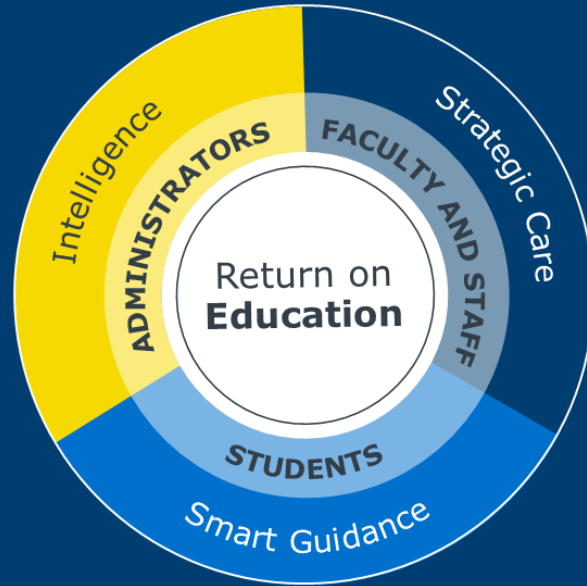


Our **Student Success Management System (SSMS)**

The SSMS is an **enterprise level technology** that links administrators, advisors, deans, faculty, other staff and students in a coordinated care network designed to help schools **proactively manage student success** and deliver a **Return on Education.**

Three Pillars of the Student Success Management Vision

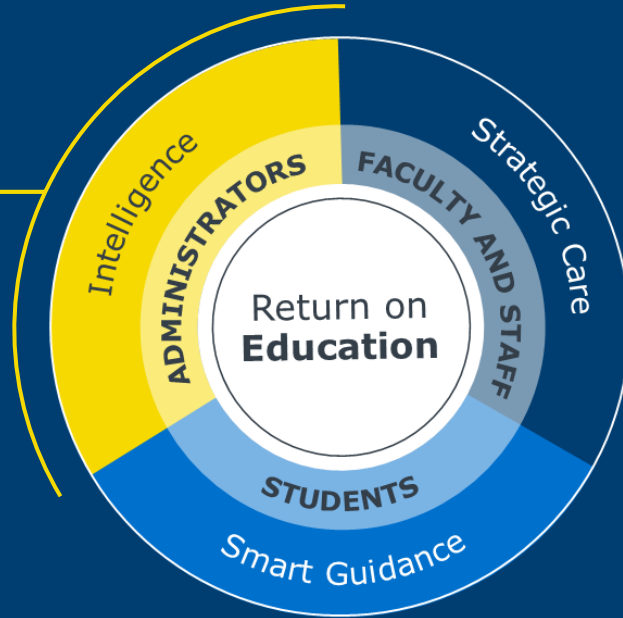
Delivering ROE for Your Students



Three Pillars of the Student Success Management Vision

Delivering ROE for Your Students

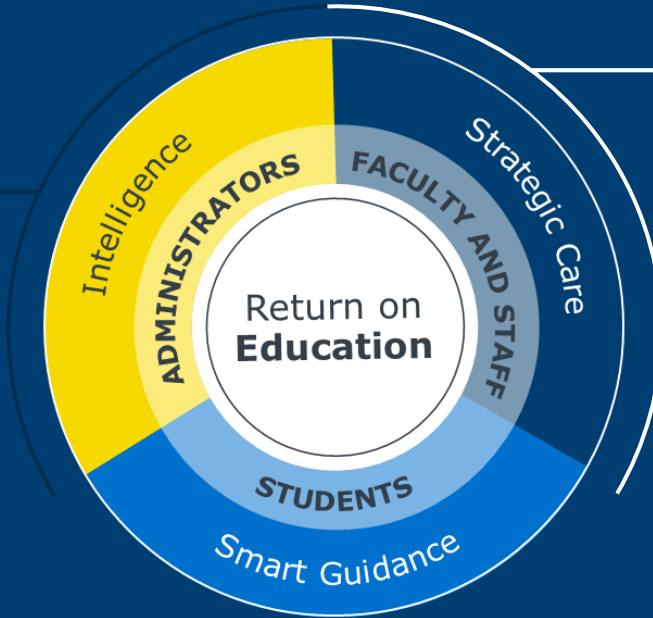
Unlock the power of data analytics, bringing real-time insights and student success management **intelligence** to administrators and leaders.



Three Pillars of the Student Success Management Vision

Delivering ROE for Your Students

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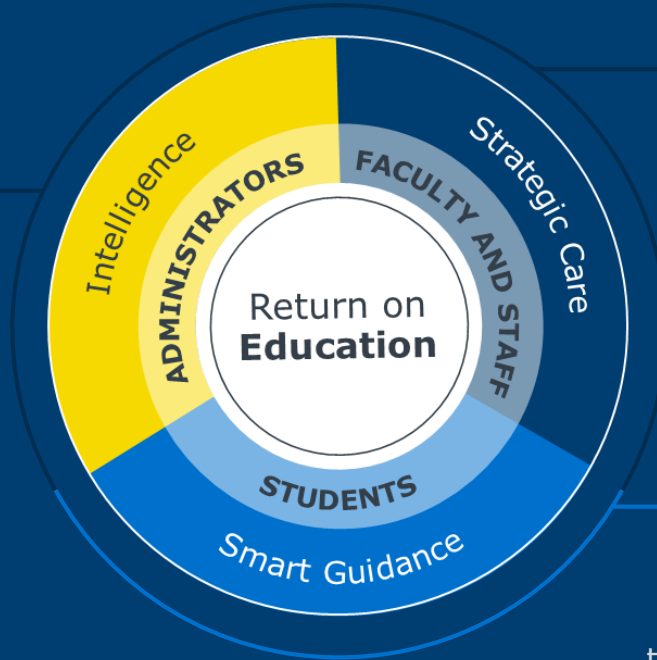


Create a connected and coordinated network of support for every student, enabling targeted intervention and proactive, **strategic care.**

Three Pillars of the Student Success Management Vision

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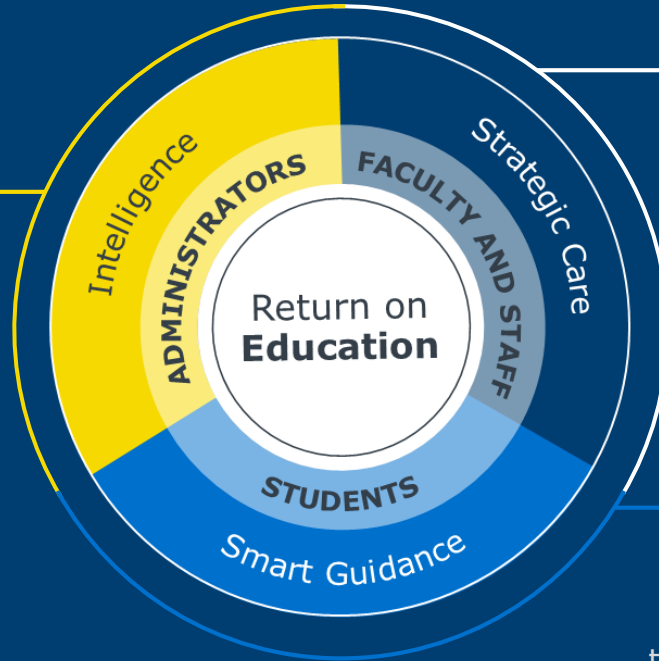
Create a connected and coordinated network of support for every student, enabling targeted intervention and proactive, **strategic care.**

Provide **smart guidance** and intelligent information at the most pivotal moments in the college journey, simplifying and structuring student pathways to completion.

Three Pillars of the Student Success Management Vision

Delivering ROE for Your Students

Unlock the power of data analytics, bringing real-time insights and student success management **intelligence** to administrators and leaders.



Create a connected and coordinated network of support for every student, enabling targeted intervention and proactive, **strategic care.**

Provide **smart guidance** and intelligent information at the most pivotal moments in the college journey, simplifying and structuring student pathways to completion.

One Vision, One Solution, One Name



One Vision, One Solution, One Name

Navigate

Na•vi•gate

(Verb): Travel on a desired course after planning a route

Benefits of a
Fully Unified Platform



NAVIGATE

Existing capabilities
available to both markets

New developments will
benefit all members

One platform means we
can do more and go faster

CONNECTIONS

to our

FUTURE

Navigate's Capabilities and Enhancements

INTELLIGENCE

- Historical Trend Analytics
- Predictive Analytics
- Population Health Analytics
- SSMS Activity Analytics
- Effectiveness Analytics

STRATEGIC CARE

- Smart Student Profile
- Campaign Management
- Appointment Scheduling
- Multi-Model Student Communication
- Coordinated Care Network

SMART GUIDANCE

- **Milestone Guidance**
 - Pivotal Moments Path
 - Term-to-Term Tools
 - Program Explorer
- **Academic Planning**
 - Course or Term Planning
 - Shared Workspace
 - Scheduling and Registration

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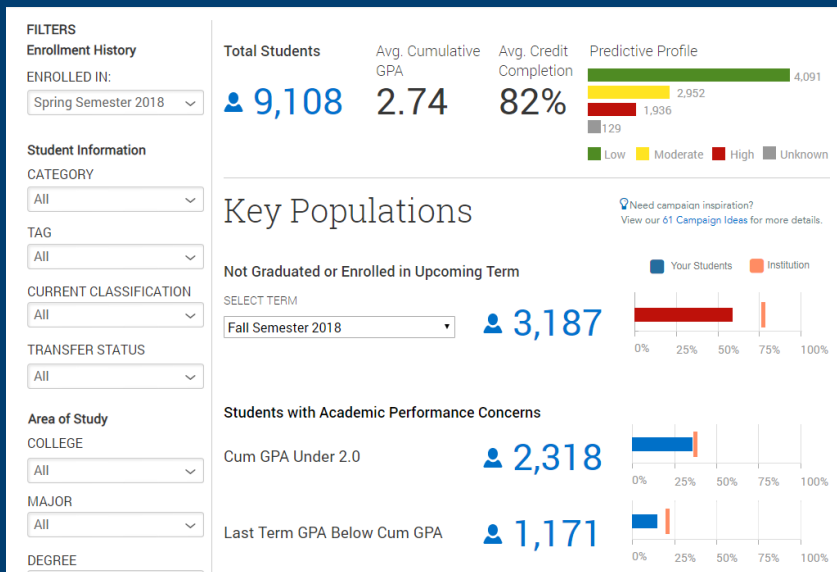
Intelligence: Predictive Analytics/Artificial Intelligence



- Delivery of unpacked risk score and outcome flexibility
- Focus on infrastructure to extend AI capabilities across platform
- Extension of persistence model to other populations



Intelligence: Population Health Dashboard





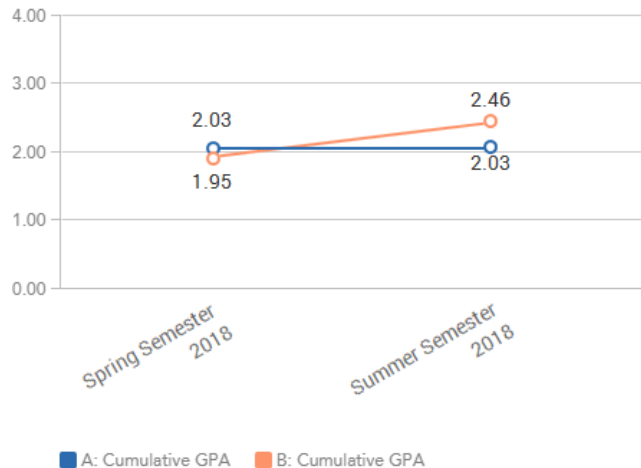
Intelligence: Intervention Effectiveness



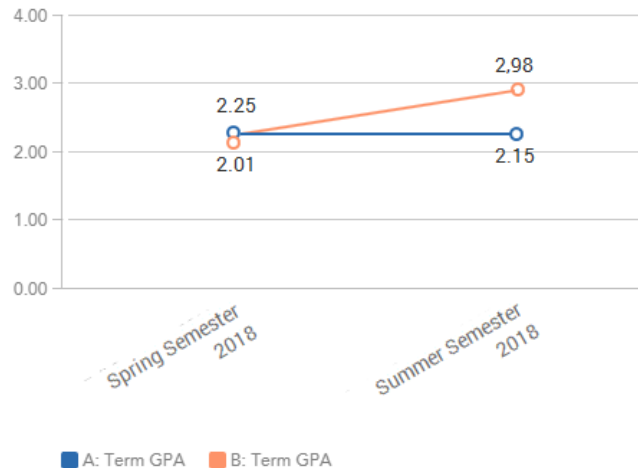
- Answers the question what is working?
- Demonstrates impact of programs and other student interventions
- Define and compare cohorts, over time

GPA Over Time

Average Cumulative GPA by Term

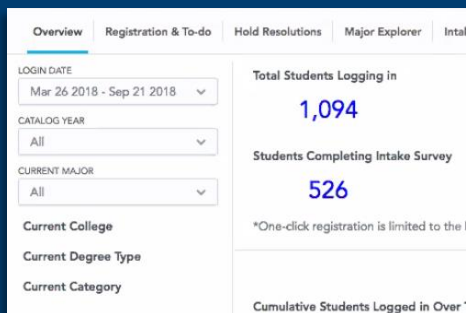


Average Term GPA by Term



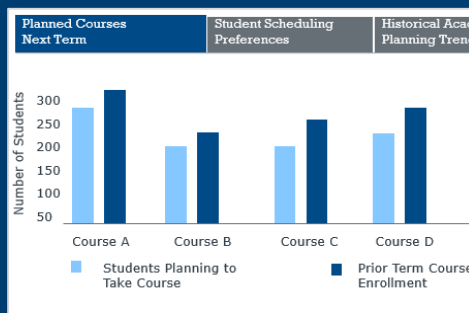


Intelligence: Looking Ahead



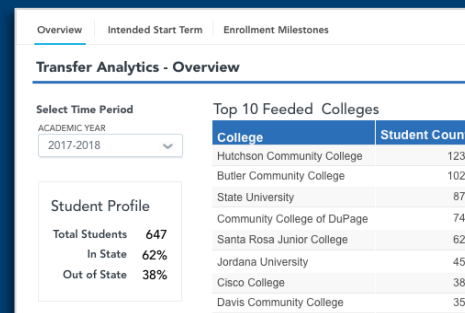
➤ Student Milestone Analytics

Tracks student behavior within platform to monitor engagement and inform student intervention strategies



➤ Academic Planning Analytics

Aggregates student scheduling preferences and planned courses to enable informed decision-making



➤ Transfer Analytics

Provides insight into student transfer pathways, intended timing, and completion of enrollment milestones to identify outreach opportunity

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18.1

“You all have turned a steam engine
into a jet engine with this release.”



Strategic Care: Coordinated Care Network



- Expands platform to include functions beyond advising and tutoring
- Invested in configurability and permissions
- Cascaded changes through features including appointment scheduling and reporting



Appointment Attributes

SCHEDULED DATE RANGE

Mar 24 2018 ...

APPOINTMENT TYPE

All

Search...

Select all · Clear

- advising
- career services
- financial aid
- student organizations
- tutoring
- veterans office

Appointments and Students

The total counts of appointments and distinct students are displayed regardless of attendances. This dashboard now includes kiosk visits, so the appointment and student numbers may not match those in the appointment report.

Appointments Created

44,032

Distinct Students

21,286

Attendance Categories

"Scheduled" and "Drop-In" include attendances that have not been marked Canceled or No-Show on the evaluation.

Scheduled

22,209

Drop-In

35,255

No-Show

1,171

Canceled

5,327

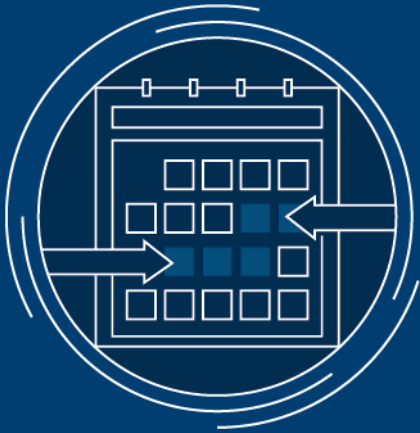
By Day

8,200





Strategic Care: Refined Capabilities, Big Impact



- **Enhanced Profile:** Additional student engagement information
- **Smarter Search:** Increased targeting with new student information available in advanced search filters
- **Better Campaigns:** Enhanced campaign workflows to give advisors more flexibility and insight



Strategic Care: Looking Ahead



Hardening the Platform

Refining and iterating on existing capabilities to ensure stability, usability and quality



Incorporating Prospective Students

Tracking interactions with pre-enrolled students to extend advising to earliest engagement



Creating a Smarter Student Profile

Expanding information for each student to enable more holistic conversations and interventions

Navigate's Capabilities and Enhancements

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Smart Guidance: Milestone Guidance

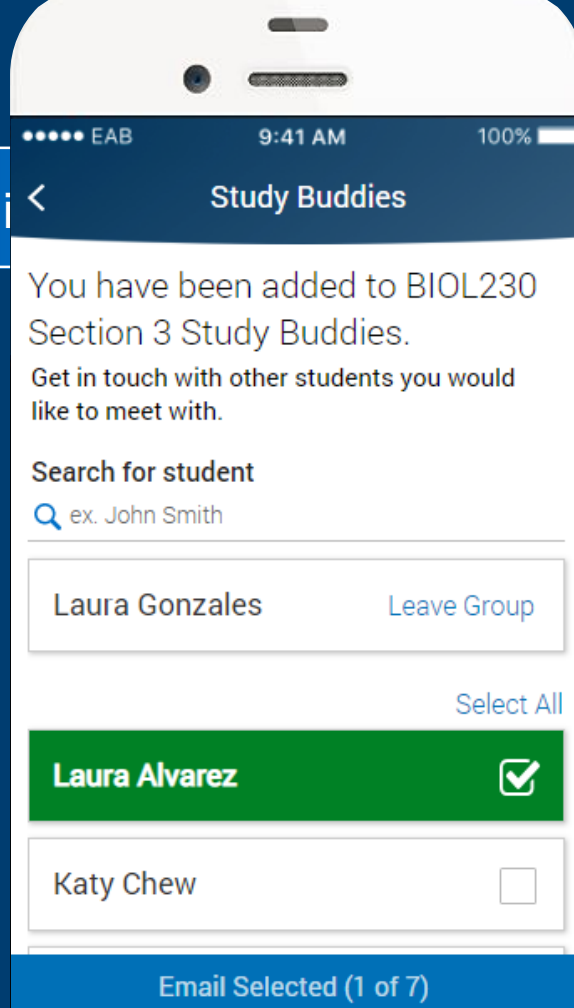


- Mobile app now available to community colleges
- UI Redesign to improve discoverability and usability
- Content Administration Tool to empower self-service customization
- Bi-directional connections to rest of platform



Smart Guide

ance



Personalized Greeting

App feels customized for student

Study Buddies

Priority To-Dos

New! Connects students

New organization highlights what's urgent & immediate

while maintaining a comprehensive list

Explore

Most useful features are a tap away



Smart Guidance: Academic Planning



- New module available for four-year members
- Enhanced course and term planning and scheduling and registration
- Introduced shared workspace
- Digital guidance for students who live in a digital world

Show Completed Terms

KEY: (P) (P) (E) (R) (W) (★) (⊖) (⚙️) (🔗)

☰ Fall 2018

☰ Spring 2019

Planned

▶ (P) General Ed Requirement Placeholder

(P) BIOL 1107

(P) BIOL 1107L

(P) MATH 112

(P) FY 1001 Fi

Before You Continue...



Your plan for **Spring 2019** needs adjusting:

A prerequisite to ENGL 1102 is currently planned in the same term and needs to be completed before this course.

Go back to your plan and click on each course for details.

Cancel

I'll Fix It Later

Go Back to Plan

☰ Fall 2019

☰ Spring 2020

Planned

(P) BIOL 1108 Principles of Biology II

(P) BIOL 1108L Principles of Biology II Lab

(P) CHEM 2211 Modern Organic Chemistry

(P) CHEM 2211L Modern Organic Chemistry Lab

Show Completed Terms

KEY: P P E R W ★

⚠ Your advisor has suggested changes to your plan. Click here to see a summary of changes. ✕



🕒 Fall 2018 Course times available

Planned

- P BIOL 1107 Principles of Biology
- P BIOL 1107L Principles of Biology Lab
- P MATH 1123 Calculus I
- P FY 1001 First Year Experience
- P CHEM 1121 Chemistry I
- P CHEM 1121L Chemistry I Lab
- P ENGL 1101 English Composition I

Pick Times 17 CREDITS

☰ Spring 2019 Term begins Jan 7

Planned

- P PHYS 1114 Fundamental Physics
- P COMM 101 Introduction to Communications
- P World Cultures Requirement Placeholder
- P POLI 1101 Introduction to Political Science
- P ENGL 1102 English Composition II

15 CREDITS

☰ Fall 2019

Planned

- P BIOL 1108 Principles of Biology II
- P BIOL 1108L Principles of Biology II Lab

☰ Spring 2020

Planned

- P CHEM 2211 Modern Organic Chemistry
- P CHEM 2211L Modern Organic Chemistry Lab

[My Plan](#) > Fall 2018

Create your schedule. Select courses that work best.

[Preferences](#) ▾

	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
8 am							
9 am							
10 am		BIOL 1107		BIOL 1107		BIOL 1107	
11 am		CHEM 1121L		CHEM 1121L		CHEM 1121L	
12 pm		ENGL 1101		ENGL 1101		ENGL 1101	
1 pm		BIOL 1107L				FY 1001	
2 pm							
3 pm							
4 pm		CHEM 1121		CHEM 1121			
5 pm							

[Save and Exit](#)[Back to Planner](#)[Pay Tuition](#)[Register](#)



Smart Guidance: Looking Ahead



Milestone Guidance

- > Message Center to streamline communications to students
- > Investment in high-value “sticky” features to drive student utilization

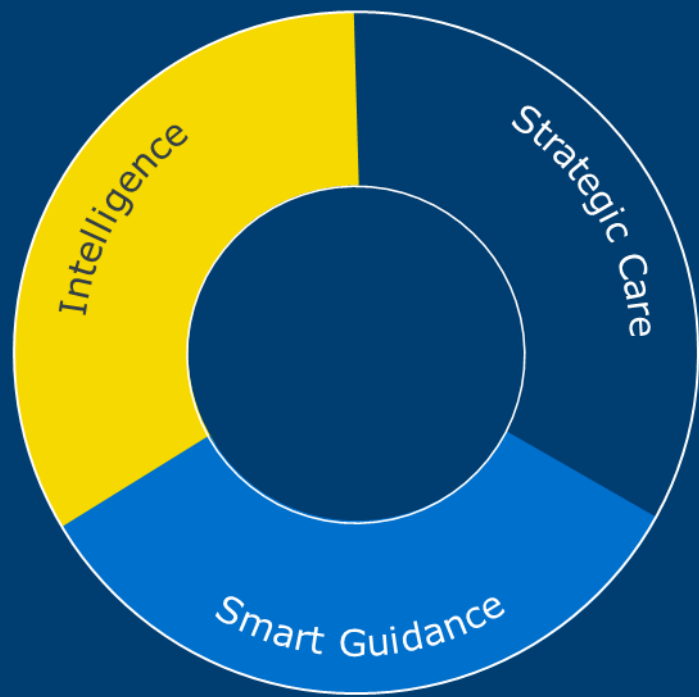


Academic Planning

- > Create Smart Catalog to offer more flexible planning options
- > Artificial Intelligence-driven course recommendations

Built on a Foundation of Pivotal Moments

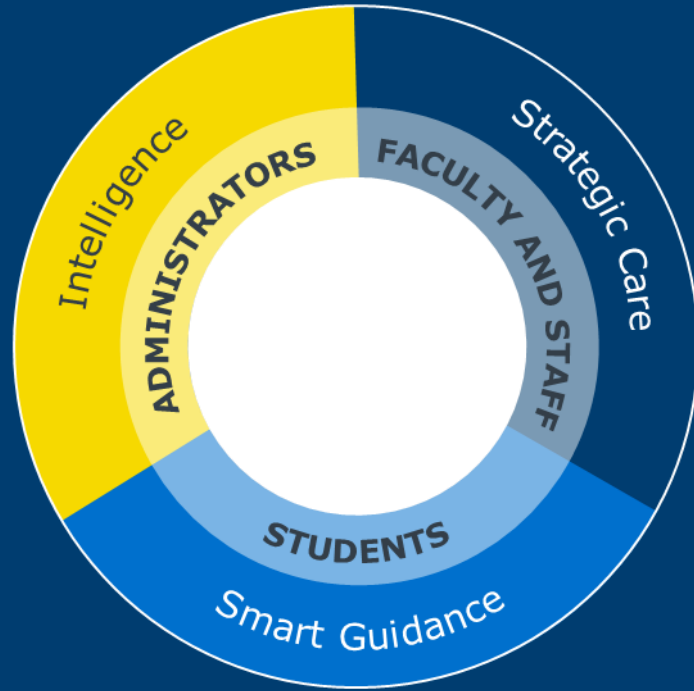


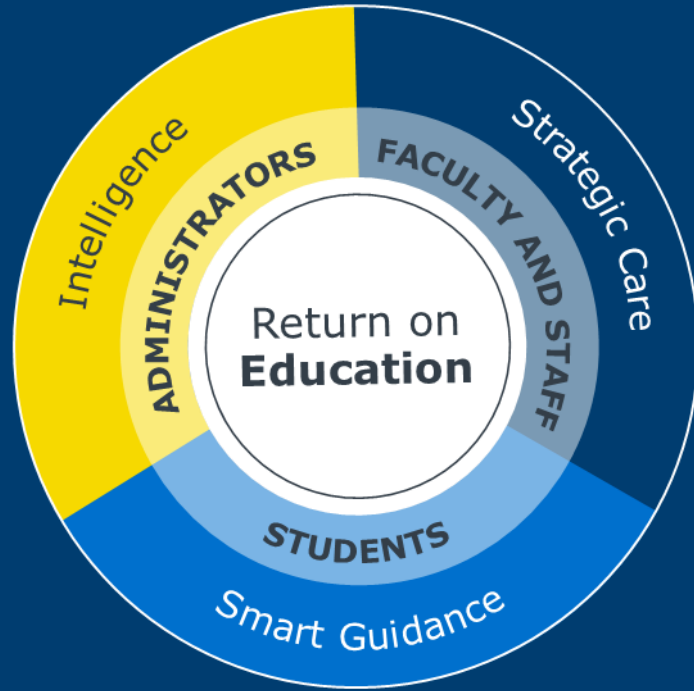


Intelligence

Strategic Care

Smart Guidance





Return on **Education**

Graduate more students, in less time,
with better post-graduate outcomes

CONNECTIONS

across

EAB

**Every Student Takes
A Different Path**

At EAB, our goal is to provide you with the insights and infrastructure to help all students—no matter their path—pursue a journey of lifelong learning and success, from enrollment to graduation and beyond



Helping You Support Students Across the Student Lifecycle

ENROLLMENT

We help you find and enroll the right students

STUDENT SUCCESS

We help you support all students

INSTITUTIONAL OPERATIONS & STRATEGY

We help you prepare for tomorrow's students

Making Education Smarter with AI

Across the Student Lifecycle

ENROLLMENT

We help you find and enroll the right students

STUDENT SUCCESS

We help you support all students

INSTITUTIONAL OPERATIONS & STRATEGY

We help you prepare for tomorrow's students

AI at the Core of EAB's Platforms

Realizing the Promise of **Cognitive Technology**

EAB's technologies and services apply cognitive insights—customized recommendations, and predictions based on advanced algorithms—to make student support, yield management and adult learner marketing easier, faster and more effective.

- ▶ Expediting the path to actionable insight
- ▶ Improving staff productivity and satisfaction
- ▶ Unlocking the power of previously siloed data
- ▶ Enabling simpler, smarter interactions
- ▶ Experience better, faster results

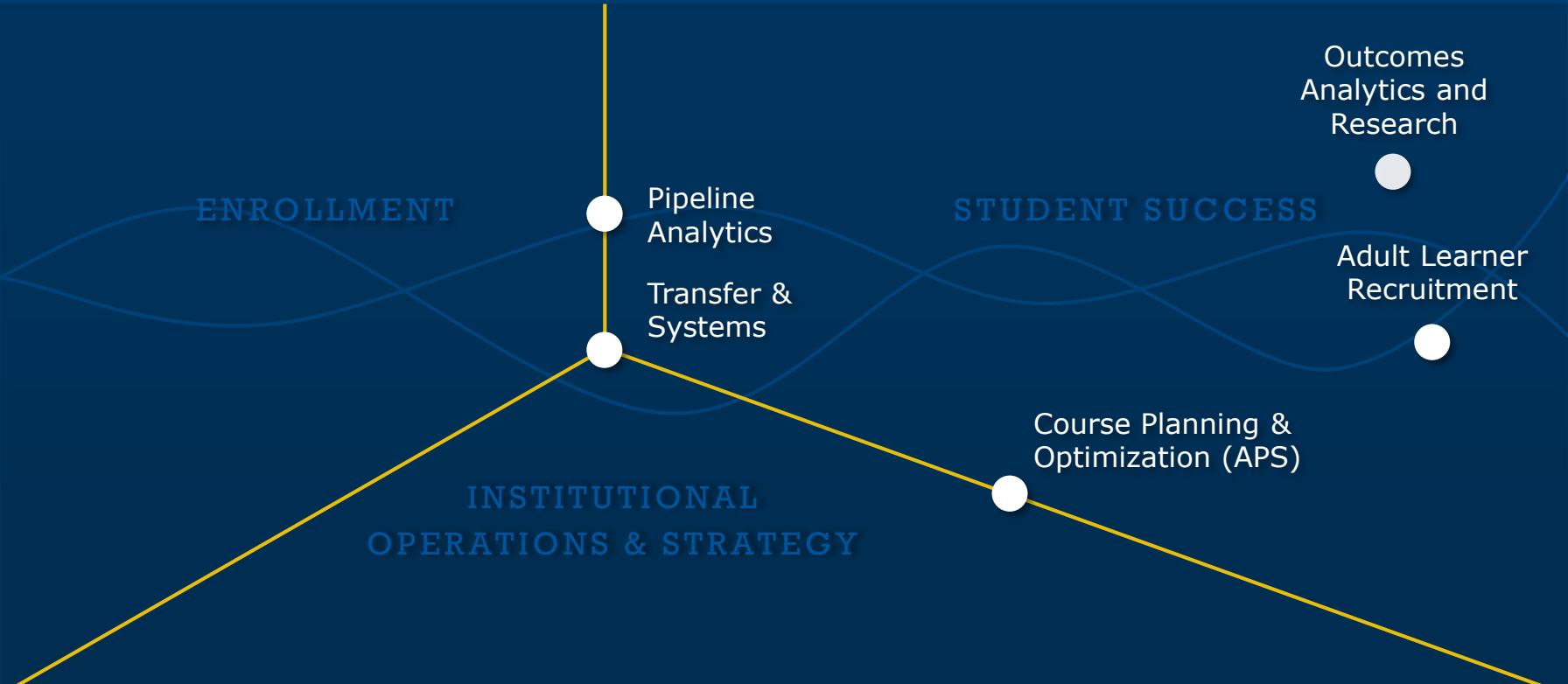
Helping You Support Students
Across the Student Lifecycle

ENROLLMENT

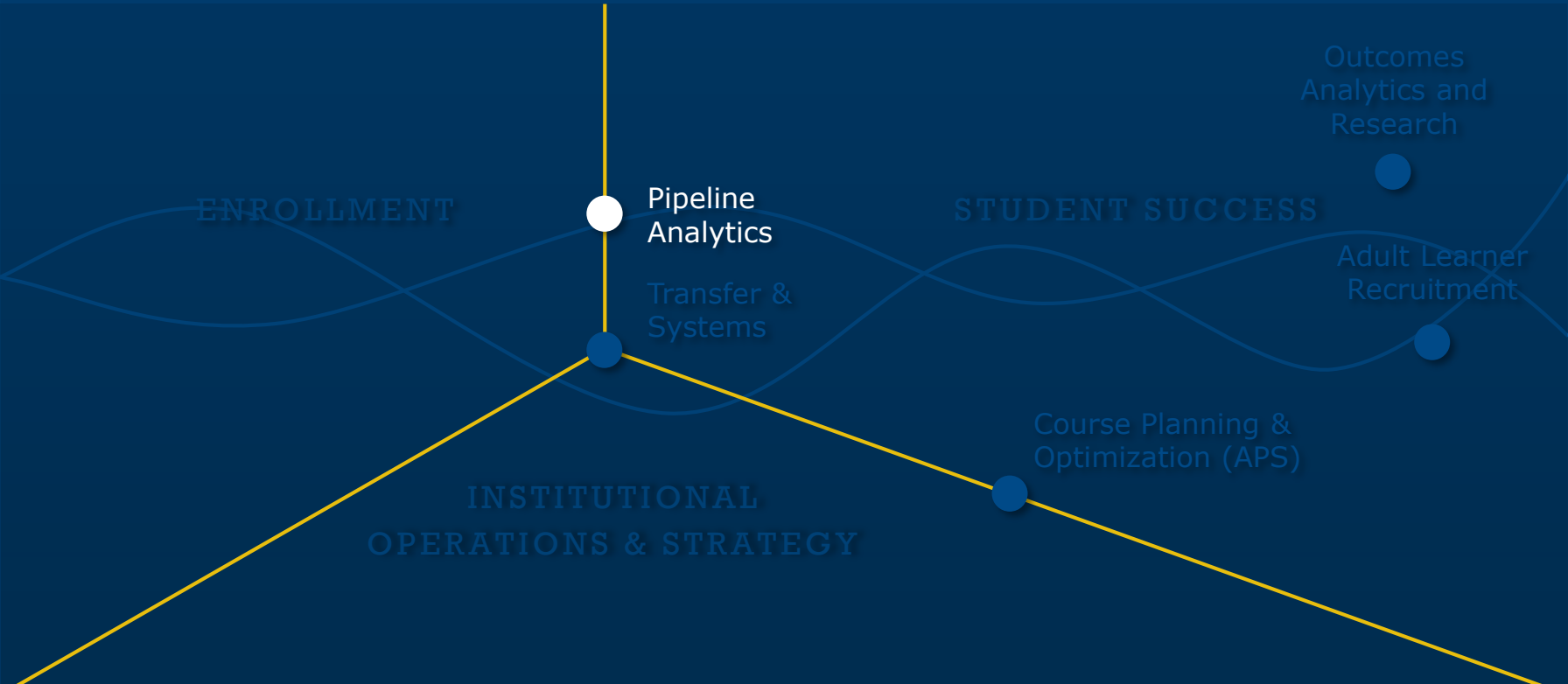
INSTITUTIONAL
OPERATIONS & STRATEGY

STUDENT SUCCESS

Helping You Support Students Across the Student Lifecycle



Helping You Support Students Across the Student Lifecycle



Helping You Support Students Across the Student Lifecycle

Pipeline Analytics

Real-time analytics for enrollment leaders to understand stage-by-stage conversion likelihood, including likelihood to persist

Expansion spotlight: Friday, 7am

Pipeline Analytics

Transfer & Systems

Course Planning & Optimization (APS)

Outcomes Analytics and Research

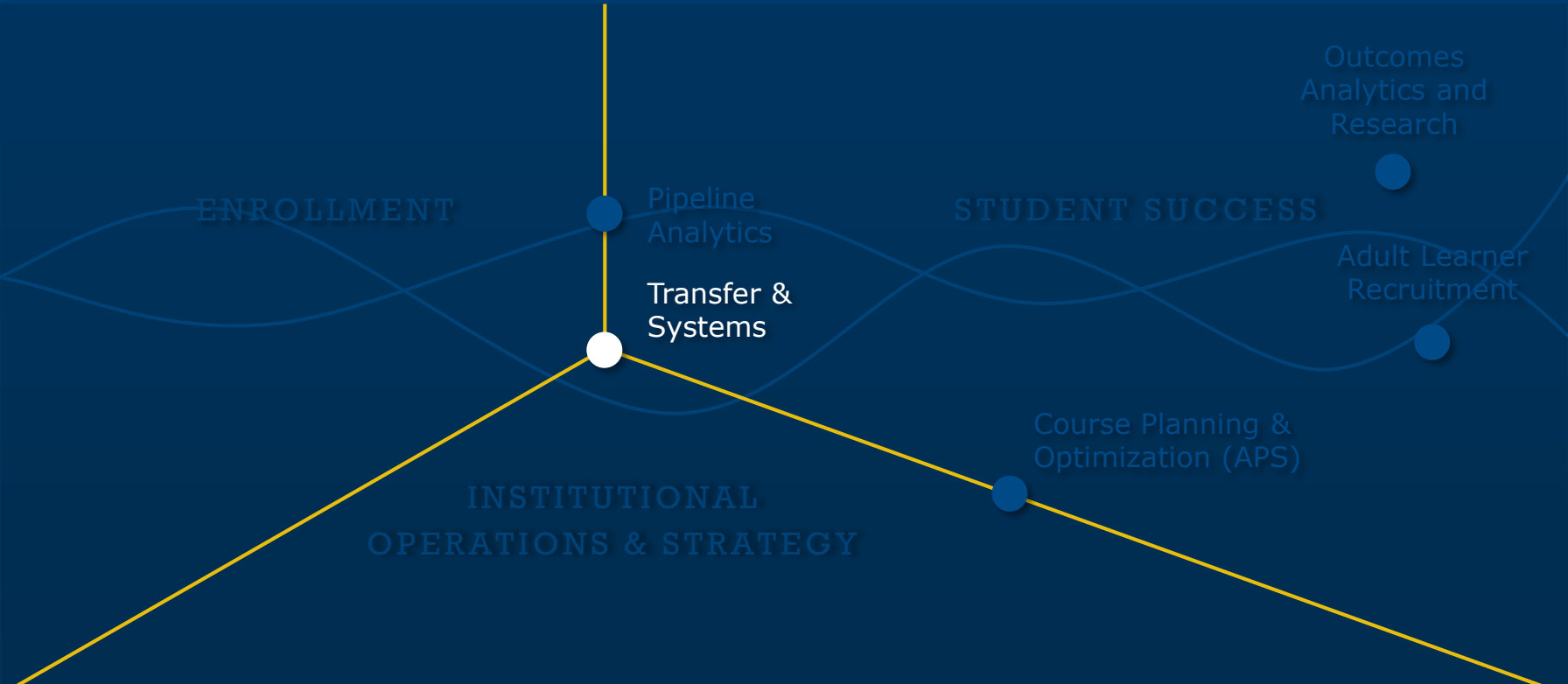
Adult Learner Recruitment

ENROLLMENT

STUDENT SUCCESS

INSTITUTIONAL
OPERATIONS & STRATEGY

Helping You Support Students Across the Student Lifecycle



Helping You Support Students Across the Student Lifecycle

Transfer

Helps prospective students evaluate enrollment options, and understand the best and shortest potential path to degree at your institution

Expansion spotlight: Friday, 11:15am

Transfer &
Systems

Course Planning &
Optimization (APS)

Outcomes
Analytics and
Research

Adult Learner
Recruitment

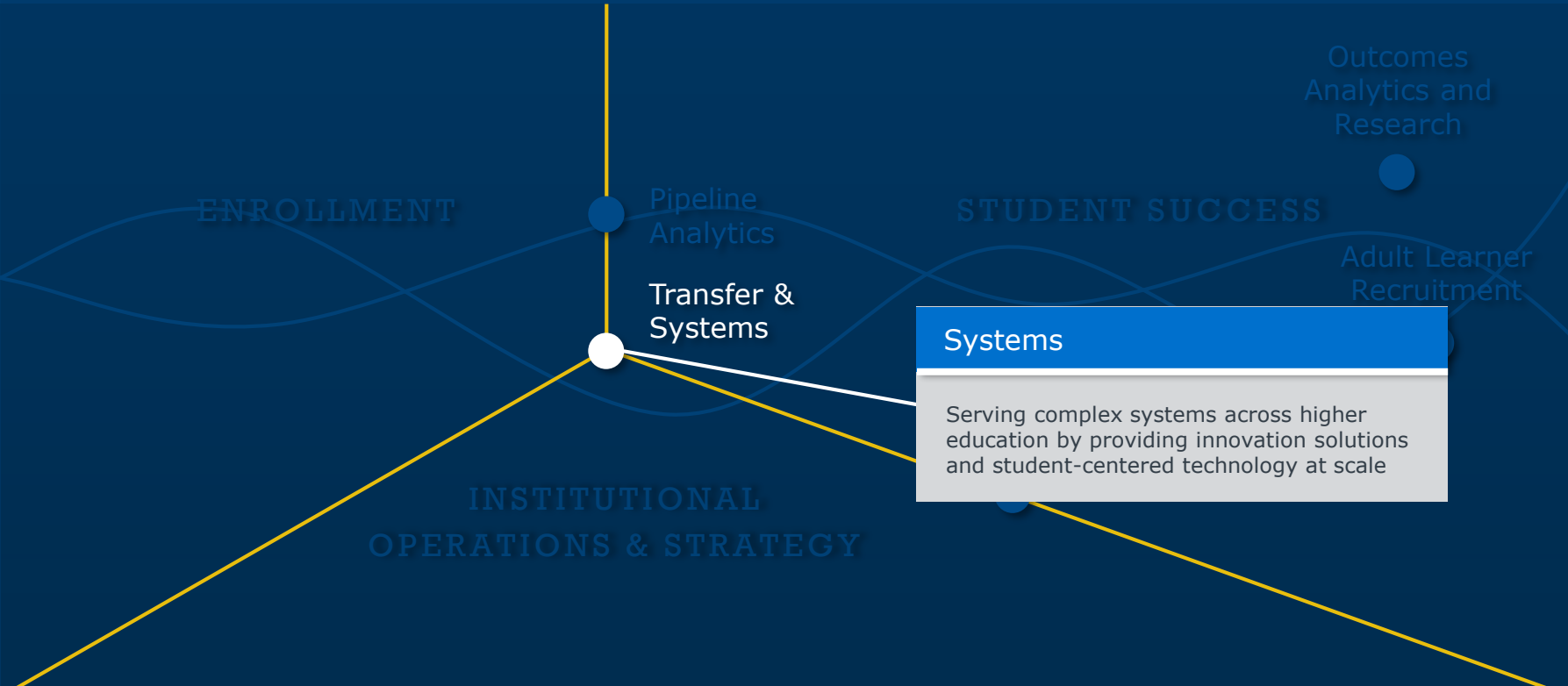
ENROLLMENT

Pipeline
Analytics

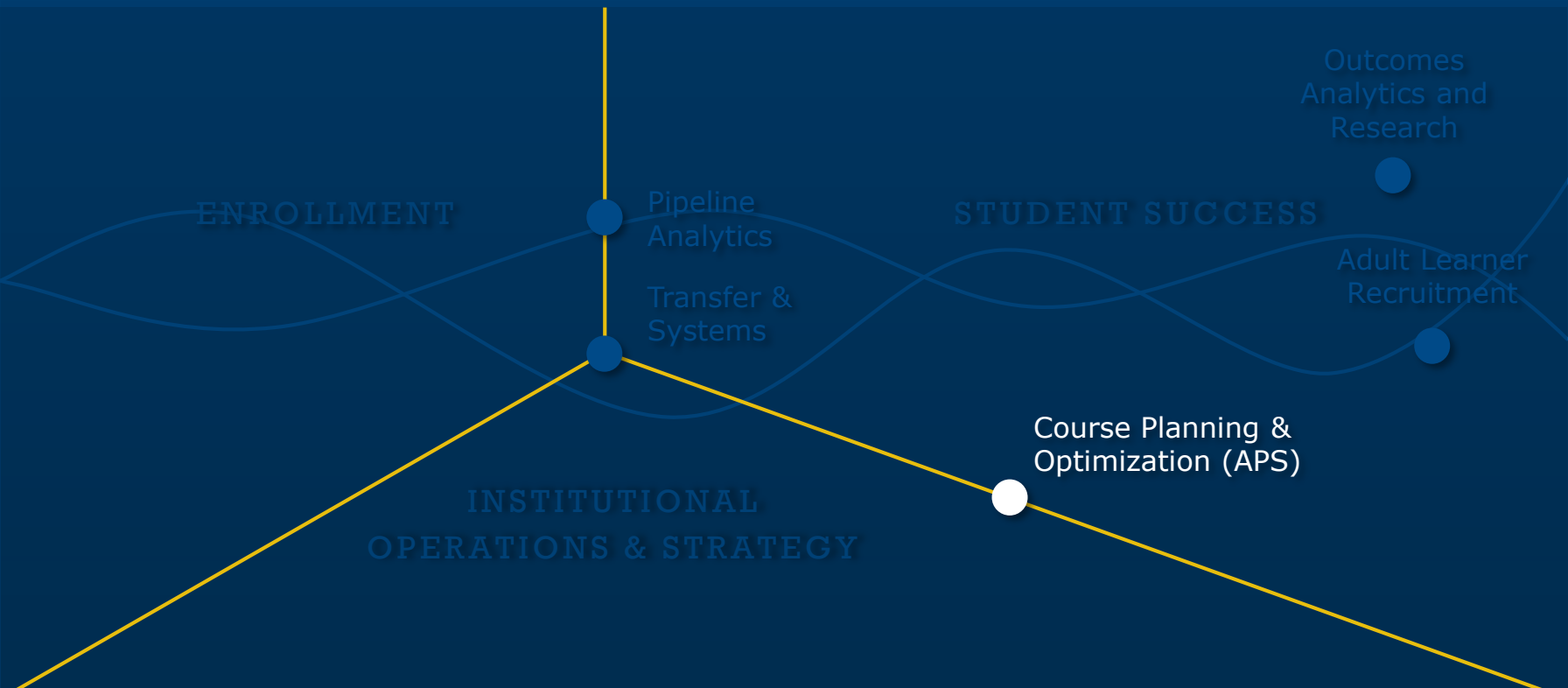
STUDENT SUCCESS

INSTITUTIONAL
OPERATIONS & STRATEGY

Helping You Support Students Across the Student Lifecycle



Helping You Support Students Across the Student Lifecycle



Helping You Support Students Across the Student Lifecycle

Course Planning & Optimization (APS)

Shared module between SSMS and APS to help better predict course demand, and support real-time decisions on course planning and optimization

Expansion spotlight: Friday, 9:45am

Course Planning &
Optimization (APS)

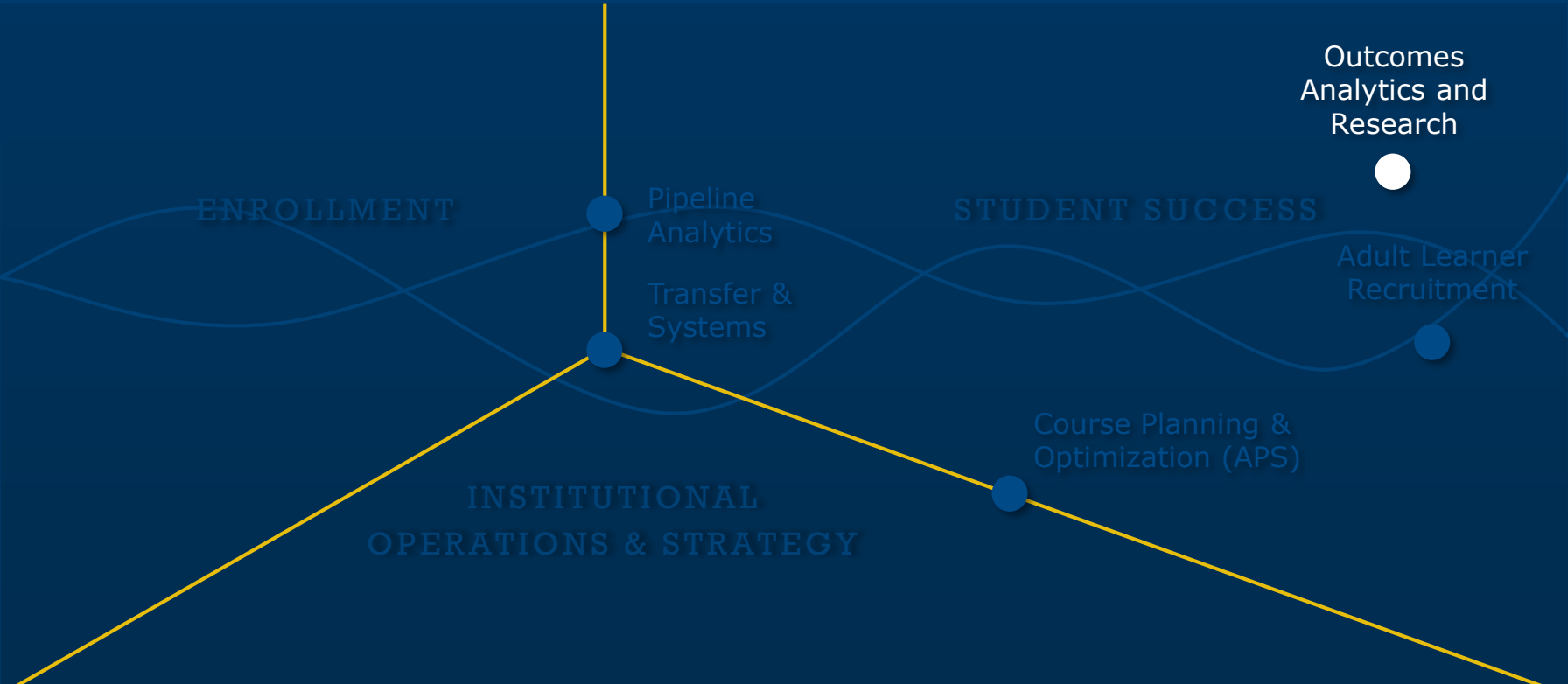
ENROLLMENT

INSTITUTIONAL
OPERATIONS & STRATEGY

Outcomes
Analytics and
Research

Adult Learner
Recruitment

Helping You Support Students Across the Student Lifecycle



Helping You Support Students Across the Student Lifecycle

Outcomes Analytics and Research

Ongoing research to explore ways to better prepare students for success beyond graduation, whatever path they choose.

Learn more: Attend [Merging Work and School: A New Vision for American Higher Education](#) with Brandon Busted today @ 3pm

Outcomes
Analytics and
Research

Adult Learner
Recruitment

Course Planning &
Optimization (APS)

Transfer &
Systems

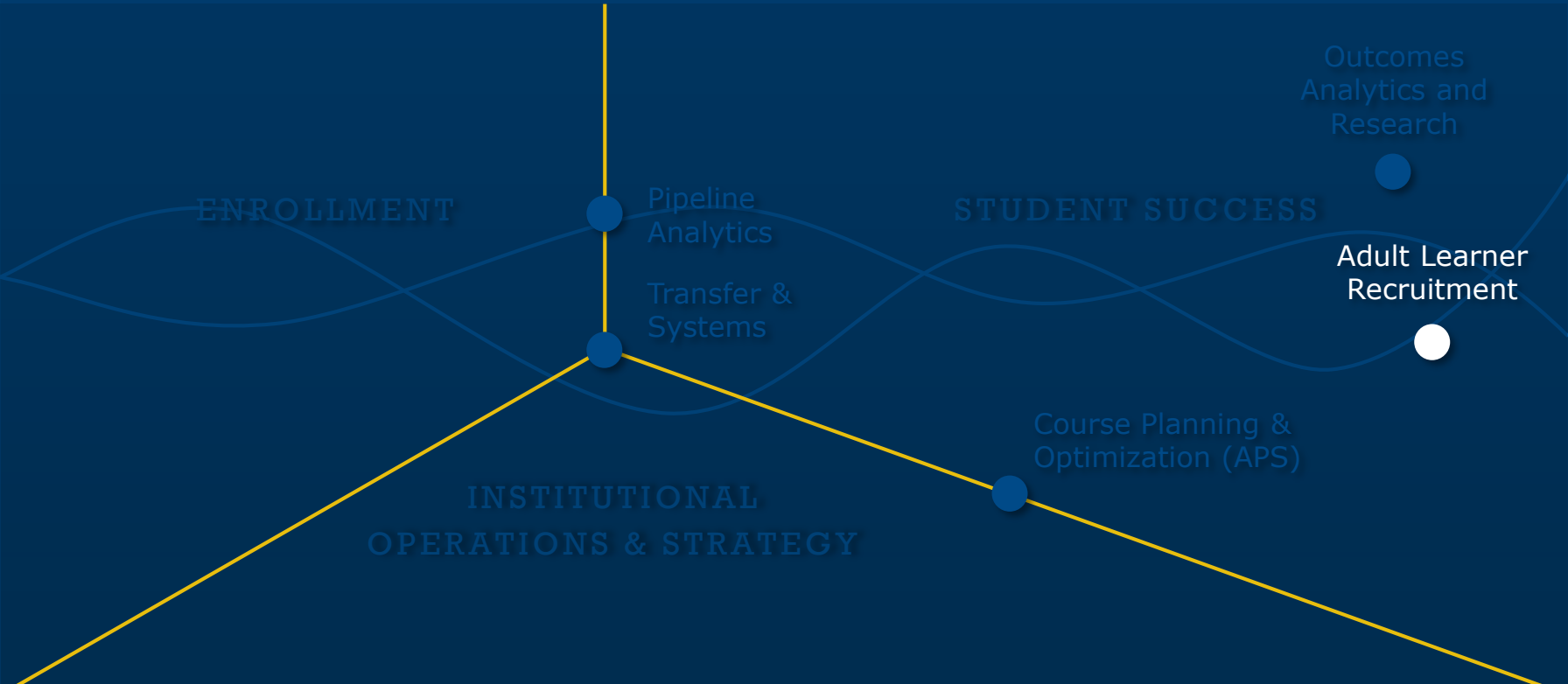
INSTITUTIONAL
OPERATIONS & STRATEGY

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Helping You Support Students Across the Student Lifecycle



Helping You Support Students Across the Student Lifecycle



ENROLLMENT

Pipeline
Analytics

STUDENT SUCCESS

Outcomes
Analytics and
Research

Transfer
System

Adult Learner Recruitment

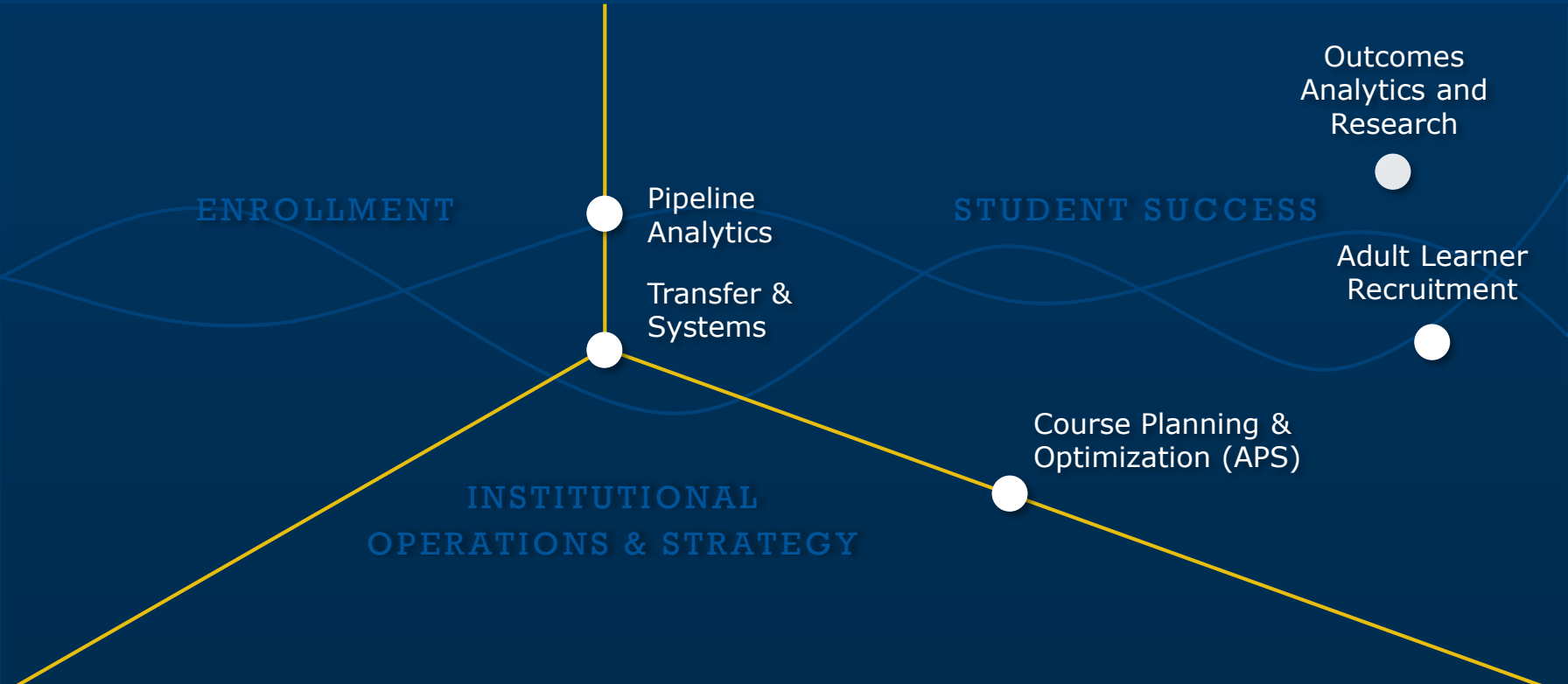
Adult Learner
Recruitment

Cutting-edge data science and marketing best practices to find and enroll degree completers, adult learners, and graduate students

Expansion spotlight: Friday, 7am

INSTITUTIONAL
OPERATIONS & STRATEGY

Helping You Support Students Across the Student Lifecycle



Supporting the Unique Path of Every Student
Enrollment to Graduation, and Beyond





At EAB
we believe

In the transformative Power of Insight.
In the missions of schools.
In the dreams of students.
That who you are matters as much as what you do.
That, together, we can make education smarter.