

CONNECTED18

University at Albany

Case Study





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University at Albany

A public research university in Albany, NY

Overview



UNIVERSITY AT ALBANY

State University of New York

- ▶ A public research university in Albany, New York, part of the SUNY system
- ▶ 13,500 undergraduate students
- ▶ 65% six-year graduation rate and 83% retention rate

▶ Background and Challenges

- In recent years, Albany has experienced enrollment growth, a new president and leadership team, and a new strategic plan emphasizing student success.
- More than half of students receive financial aid through the New York State Tuition Assistance Program (TAP), and 45% are Pell recipients.
- Albany had enacted a variety of practices to improve retention, but the impact was not as high as it could be due to poor coordination among student-facing offices across campus. They needed a driving force to create a more collaborative culture.

▶ Solution



EAB **accelerates change** in culture and student support



Harness **data analytics** to drive targeted interventions



Utilize a **shared space** to collaborate and centralize information

300

More students reenrolled than previous year via a campaign

\$4M+

Tuition revenue from TAP compliance campaign

Our Advising Model

Strong Parts, but Lacking Coordination



**Undeclared
Students**



**Nine Schools
and Colleges**



Breakdowns in Student Support



Students' advisors changed when they declared a major, but **information and notes weren't shared**



New practices were implemented without coordination, causing contradictory messaging and **effort duplication**



Inconsistent advising and animosity between departments were noticeable to students



Without a mechanism for coordination, there was opportunity cost and **disjointed student support**

EAB Partnership Goals

Accelerating Change

Impact retention and persistence rates

Enhance the student experience

Design targeted and timely interventions

Improve operational efficiency and effectiveness

Increase early identification of at-risk students

Develop a campus-wide student success platform

Platform Rollout

Student-Facing Offices Are Added in Phases

SSC Rollout: Phase I

Give access to: Stakeholders who work with first-year students

Use platform to: Create a Student Success Network sharing notes, reports, and cases



Academic advisors



First-year writing faculty



Athletics staff



Residence directors

SSC Rollout: Phase II

Give access to: Additional student-facing offices and service units across campus

Use platform to: Expand the Success Network to further increase the value of the collaborative space



Department advisors and faculty



Study abroad



First-year instructors

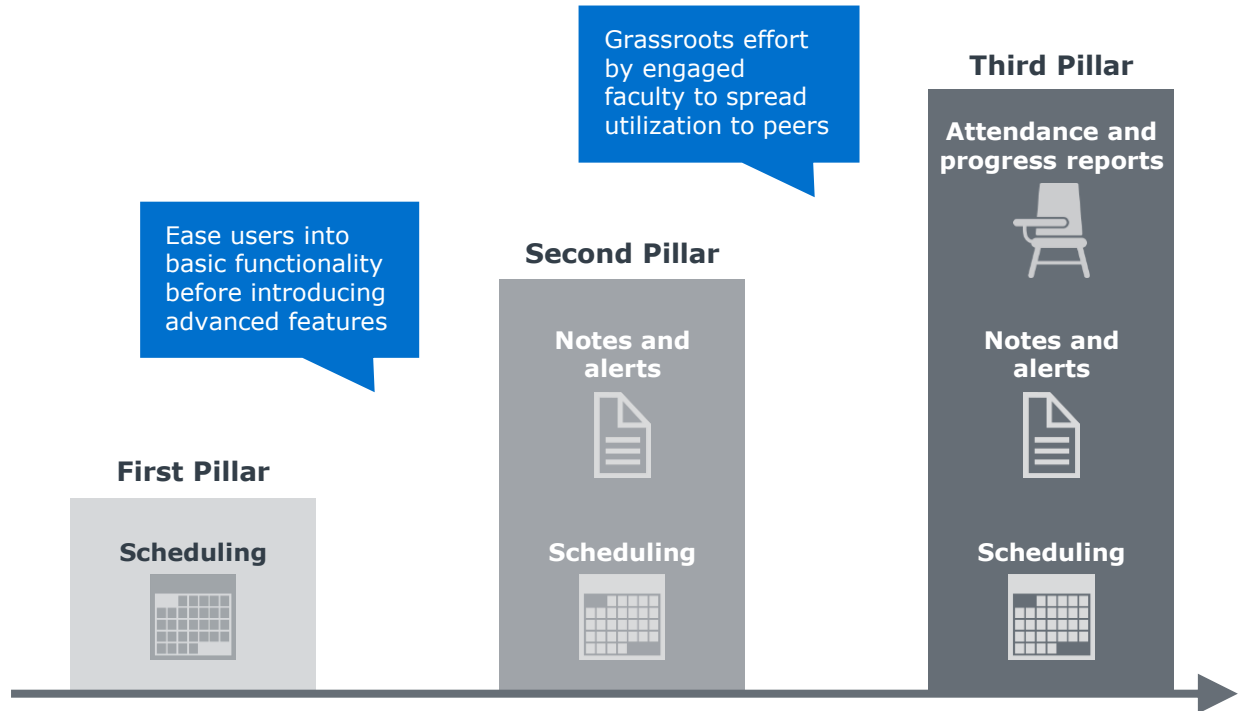


International Student Services



Tiered Rollout of Functionality

Additional Functionality Comes in Later “Pillars” of Training



Understand Each Office's Needs



1

Meet with them
and understand
their workflow

- “What do you need, and how would you use it?”
- “How do you work with students and other offices?”



2

Create an onboarding plan
for their needs

- “What makes this office unique?”
- Add them to EAB before you next meet with them



3

Demonstrate a student path
in the platform

- Start with **appointment scheduler**
- Highlight historical info they can see about students



4

Meet with the office again
to check on progress

- “What’s working, what isn’t, what features should we add?”
- Consider how EAB use evolves to evaluate progress



Each unit receives SSC **training guides** that are 90% standardized and 10% customized for that unit

Connecting Offices and Helping Students

Real-Life Examples of SSC's Coordinated Care Network in Action

Financial Aid



Advisement

Financial aid counselors can **access information** sent to the student by advisors, housed centrally in one space

Academic Support Center



Departmental Advisors

Share student information and history between pre-declaration advisors and major advisors

Residential Life



Faculty

Faculty can easily identify a student's Resident Director and **request a wellness check** for a student they're worried about

OUTCOME:

Counselors and advisors can quickly and efficiently **resolve TAP compliance issues**

OUTCOME:

Student has a **stronger start in his or her major** with more informed and accurate advising

OUTCOME:

Student receives **help and support when he or she needs it most**— over 60 wellness checks were requested by faculty in the last year

Widespread Adoption Helps Connect Campus



40

Different offices
using the platform

33,000

Appointments made
on the platform

10,000

Students using the
platform

“By building connections on campus, we remove the idea of the ‘other’ and create stronger, lasting relationships.”

115

Average number of
students flagged by faculty
as “at risk” per term

1,100

Progress reports
submitted each term

2,200

Tutoring appointments
made on the platform

Platform Rollout: Future Phase

Using SSC in Other Offices

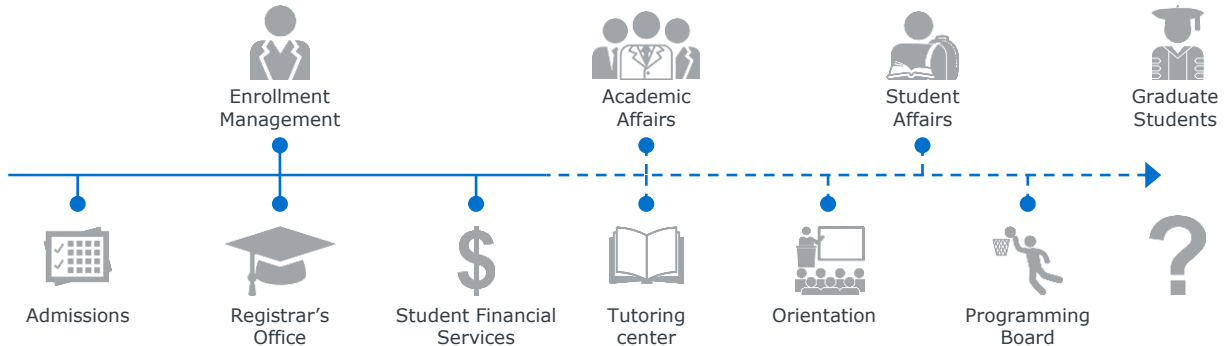
SSC Rollout: Phase III

Give access to:

Stakeholders who work with *all* students

Use platform to:

Expand the Success Network to further increase the value of the collaborative space; coordinate work flow, interventions, and resolutions



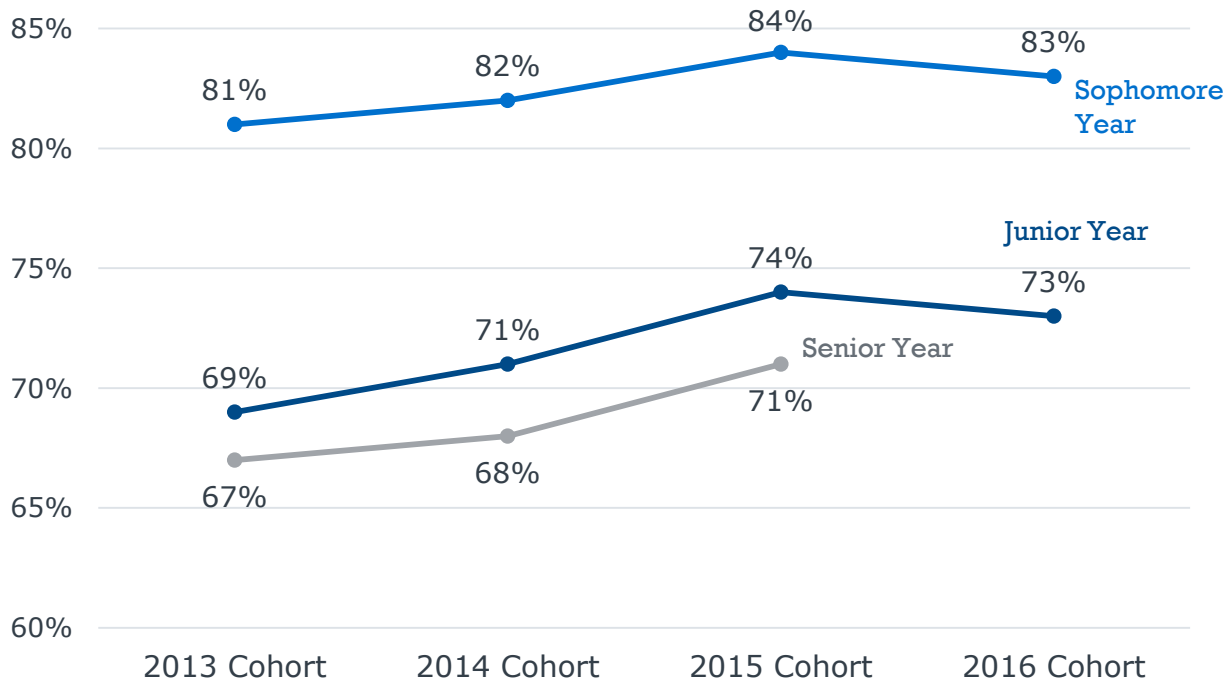
Making an **Impact**



Persistence Results



FTFT Students who Returned in Subsequent Fall Terms



Campaign: TAP Compliance

50-55% of Albany students are eligible for the statewide **Tuition Assistance Program (TAP)**, which requires students to be in **grade** and **credit enrollment compliance** to receive award money toward tuition

How EAB Helps Keep Students in Compliance

- 1 Use EAB to **identify TAP recipients** and their compliance status, focusing on two key variables: applicable credits and major declaration
- 2 Advising staff identify **why students aren't compliant** with TAP requirements
- 3 Advisors create an individual action plan in EAB to **get students reenrolled** AND ensure they become or remain TAP compliant
- 4 Major departments receive and implement a plan to ensure all students **come into compliance**

862

TAP previously noncompliant students reenrolled through the campaign

\$4M+

Additional tuition dollars from reenrolled students

Campaign: Reenrollment

Getting Students the Assistance They Need to Reenroll



1

Identify

Used SSC to identify currently enrolled students with 2.0+ GPA who **weren't graduating or enrolled** for Spring term



2

Outreach

Created a watch list of these students and began **targeted outreach** from advisors



3

Learn

Received **300+ student responses** citing difficulty connecting with advisors, financial hardship, and other concerns



4

Connect

Connected with campus departments to **address individual student issues**

1,960

Students contacted through the campaign

1,574

Students re-enrolled through the campaign

307

More students enrolled in Spring semester than in the previous year

1M+

Additional tuition revenue from re-enrolled students

A Student Success Story

Human Bio major, 3.87 GPA,
didn't reenroll for Fall 2018



1

Contacted via
reenrollment
campaign

2

-\$1,000 account
balance **she**
couldn't pay

3

Financial
counselors found
a **scholarship**

4

She **registered**
for Fall 2018
the next day!



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