



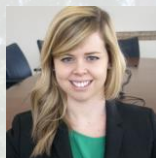
Partnering with EAB for Quick Wins and Long-Term Change

How the **University of South Alabama** increased their four-year graduation rate by 9%



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University of South Alabama

A large, public university in Mobile, AL

UNIVERSITY OF SOUTH ALABAMA

Navigating GoToWebinar



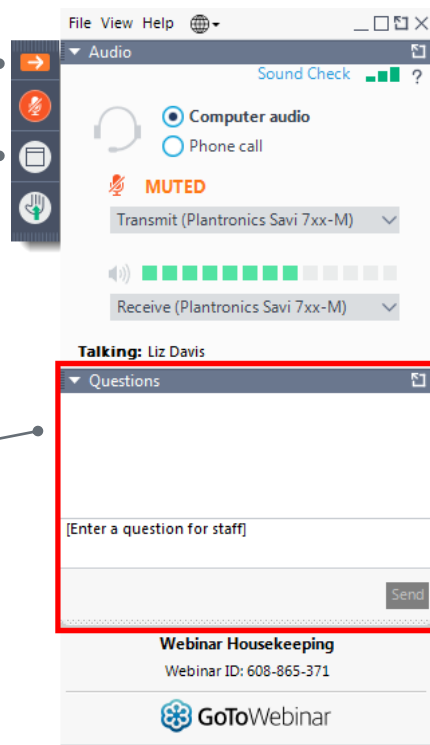
Basic Logistics

Click the orange button to open or hide the control panel.

Click the gray button with the screen icon to make the presentation full screen.

To Ask a Question

Enter questions or comments in the question box and click "Send."





▶ Start with best practices research

- › Research Forums for presidents, provosts, chief business officers, and key academic and administrative leaders
- › At the core of all we do
- › Peer-tested best practices research
- › Answers to the most pressing issues

▶ Then hardwire those insights into your organization using our technology & services

Enrollment Management

Our **Enrollment Services** division provides data-driven undergraduate and graduate solutions that target qualified prospective students; build relationships throughout the search, application, and yield process; and optimize financial aid resources.

Student Success

Members of the **Student Success Collaborative** use research, consulting, and an enterprise-wide student success management system to help students persist, graduate, and succeed.

Growth and Academic Operations

Our **Academic Performance Solutions** group partners with university academic and business leaders to help make smart resource trade-offs, improve academic efficiency, and grow academic program revenues.

1.2B+

Student interactions annually

1M+

Individuals on our student success management system

1,200+

Institutions we are proud to serve

1

Goal: Make education smarter

The Student Success Collaborative

Bringing Universities Together to Drive Meaningful Student Success Gains



Diversity of Membership

- AAU Members
- Hispanic-Serving Institutions
- Historically Black Colleges and Universities
- Institutes of Technology
- Liberal Arts Colleges
- Private Research Universities
- Public Flagships
- Religious Affiliates
- State Systems
- Urban Universities
- **50 states represented**

500+

Student Success Collaborative member institutions

475M+

Student course records in our analytics dataset

340K+

Staff and faculty members active in our technology

2.5M+

Students supported across our member institutions

25%

of US four-year enrollment supported

Inside Our Technology

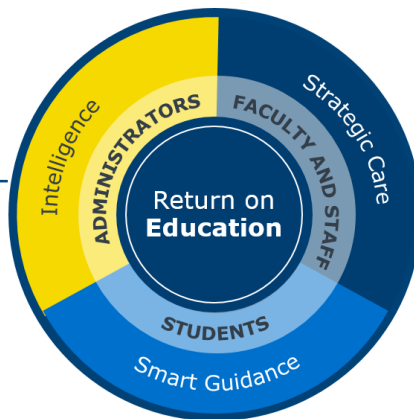


What Is a Student Success Management System (SSMS)?

An 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.

Our SSMS Platform

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 curated **smart guidance** at the most pivotal moments students encounter in college, simplifying and structuring the student journey to completion



Components of Our SSMS Platform

Integrated, Holistic Technology Enables Better Advising and Student Support

Intelligence

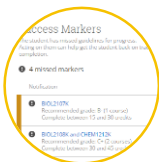
Strategic Care

Smart Guidance

1 Historical Trend Analytics



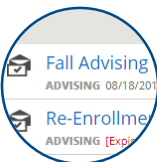
2 Predictive Analytics



5 Smart Student Profile



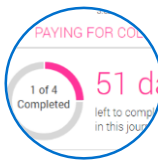
6 Campaign Management



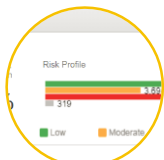
9 Multi-Modal Communication



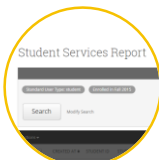
10 Milestone Guide



3 Population Health Analytics



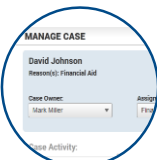
4 SSMS Activity Analytics



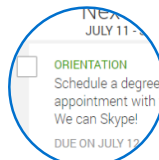
7 Appointment Scheduling



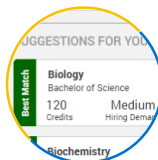
8 Coordinated Care Network



11 Guided Onboarding



12 Major Selection Guidance



University of South Alabama and EAB Partnership





UNIVERSITY OF SOUTH ALABAMA

- ▶ Located in Mobile, Alabama
- ▶ 11,524 undergraduate students in eight academic colleges
- ▶ 40% six-year graduation rate and 78% retention rate

▶ **Background and Challenges**

- Previously, institutional retention and graduation rates were low
- While both metrics have improved significantly, persistence and completion remain high priority
- Institutional effort to reduce the performance gap between students of color and Pell students compared to the cohort as a whole

▶ **Solution**

EAB Campaigns to Intervene and Assist Students



First-year Attendance

Staff intervene with student after the first absence



Academic Probation

Letters direct students to GPA improvement workshop



Early Registration

Advisors review registration weekly and follow up

9%

Improvement in four-year graduation rate since joining the Collaborative in 2014

Huge Wins in the First Year Using EAB Technology



A Look Back at 2015

Improve Retention
Rate



Targeting High-Risk Students for Additional Coaching

- Pilot group of 400 sophomores and juniors with EAB-indicated risk of Medium or High
- Students receive personal outreach, advising, and mentorship from highly trained coaches

82%

Students in pilot who felt that coaching helped them “a lot” or “a great deal”

1%

Higher retention rate for students in pilot group compared to other students

THIS YEAR'S COHORT:

8.4%

Higher credit completion rate for coached Psych students compared to non-coached

Decrease Time to
Graduate



Helping High-Hours Students Graduate on Time

- Used EAB technology to identify 340 students with 120+ credit hours who were not yet pending graduation
- Advising center contacts students about changing major or turning in application to graduation

126

Additional students graduated in 2016 following campaign

New Focus on Key Behaviors for Success

Campaigns Allow Advisors and Faculty to Easily Monitor and Intervene

Clear and Immediate Goals for EAB Partnership



Proactively monitor risk factors that could lead to attrition



Teach incoming students skills to ensure a smooth transition to college



Encourage early registration for all students and have advisors own ongoing registration reminders



Provide support to URM and Pell students (who often come from the local community)

Ongoing Campaigns Beginning in 2016

Freshmen Attendance



Students on Academic Probation



Early Registration

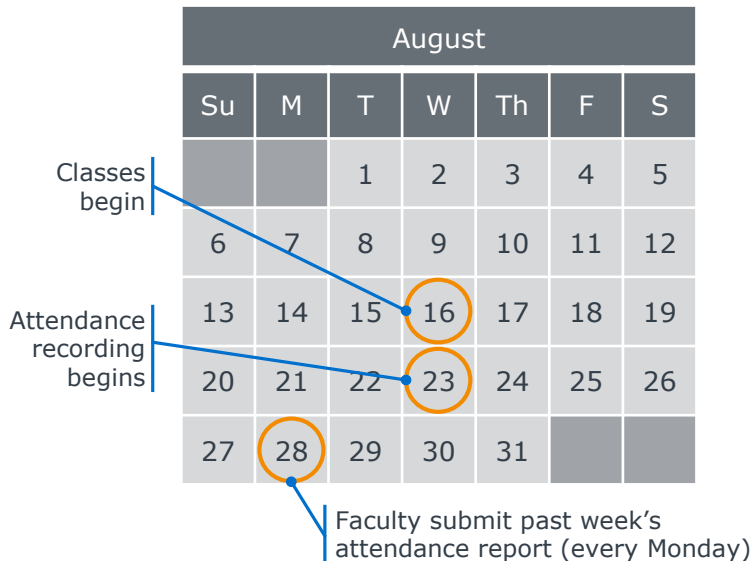


Tracking Freshmen Attendance With EAB

Intervening Before Students Miss a Second Class

First Year Attendance Initiative

- Faculty teaching English composition and first year experience courses **report on freshmen attendance** each week
- Students who miss one class are emailed a video about academic consequences of absenteeism
- Students missing multiple classes are visited by resident advisor or contacted by tutor



Over 80% of faculty asked to participate complied with the attendance initiative

Early Intervention Impacts GPA

Staff Contact Pushes Students to Improve



81% Percentage of absentees in targeted courses who received an intervention



+.5

Avg. GPA difference between absentees who received an intervention, and those who didn't



+1.0

Average GPA increase for students who missed no more classes following an intervention

Targeting Students on Academic Probation

Appointment Campaigns Extend Impact of Existing Support Efforts



Letter to Students' Home

All freshman on academic probation receive a letter to their home address over winter break outlining requirements and resources for improvement



Improvement Workshop

A 90-minute workshop for academic probation students is offered multiple times at the start of each term



Advising Campaigns

First Year Advising runs advising appointment campaigns in EAB platform
Students meet with their advisor and develop an action plan specifically designed to address academic issues



Dear Jane,

At the close of Fall semester, your GPA was below 2.0, placing you on academic probation.

Students on probation must meet with their advisor to discuss their course load and plans for the Spring semester, and need to attend the workshop "Check Yourself."

We also encourage you to utilize the resources available to all students through JagSuccess and other departmental tutoring units.

90%

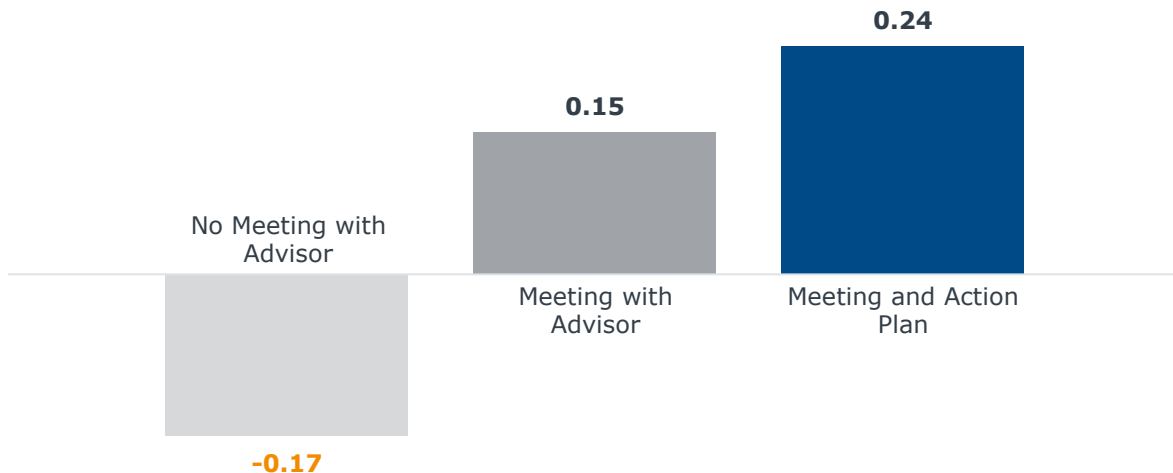
of freshmen on academic probation met with advisor during spring 2017 campaign



Probation Campaign Improves Performance



Average Change in GPA for Probation Students, By Number of Advising Appointments (Fall 2016-Spring 2017)



No Meeting with Advisor	Meeting with Advisor	Meeting and Action Plan
45 students	389 students	62 students

Pulling Forward Registration

Advisors Run Campaign to Encourage Students to Register Early

The Problem with Delayed Course Registration

Before EAB, many students waited to register until the break before each term. This led to:

- Advisors are not easily reachable to answer questions
- Delayed enrollment makes course staffing challenging
- Conflicts with South Alabama's model of academic planning that includes full time enrollment per term and academic planning for several semesters out

Using EAB to Push for Earlier Course Registration

- 1 Each semester, advisors review course registration for the following term, targeting freshman cohorts
- 2 Advisors contact unregistered students by email and then by phone
- 3 Each week, the list of non-registered students is reviewed and students are again contacted



**Campaigns
Drive Rapid
Retention Gains**

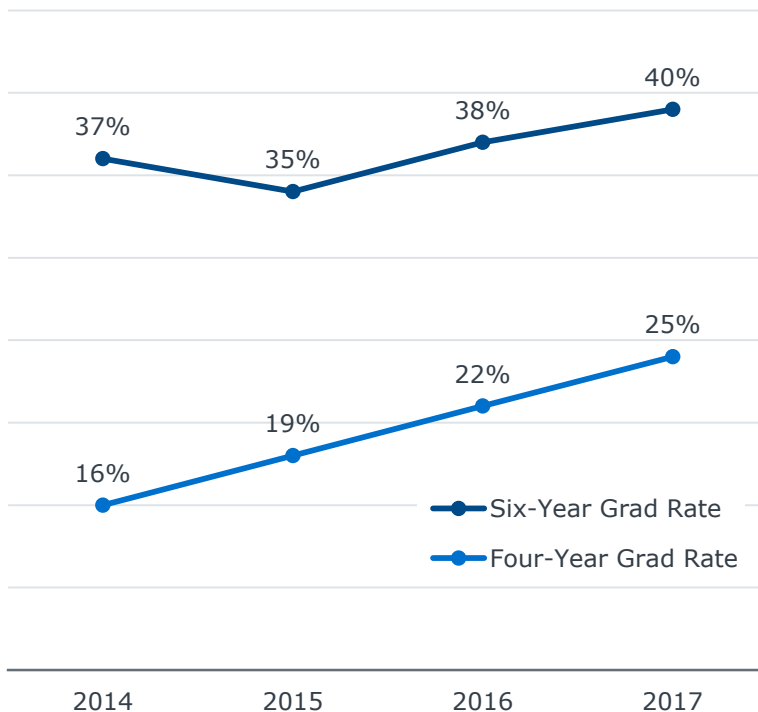
+2%

Improvement in Fall 2016 to Spring 2017 cohort retention rate compared to previous institutional record

Campaigns Contribute to Increased Grad Rate



Graduation Rate, 2013-2017



+3% Increase in six-year grad rate

+9% Increase in four-year grad rate



EAB data and analytics informed other decisions that contributed to the grad rate improvement:

- ✓ Reduce hours required for graduation from 128 to 120
- ✓ Remove some remedial coursework
- ✓ Require first-year advising
- ✓ Outreach to students who have completed many course hours without graduating

Beyond Campaigns: Examining Academic Paths

Creation of Biology Major Milestones to Help Students Graduate

EAB Data Key to Creation of Milestones



1

Collected current list of required courses for Biology major



2

Reviewed EAB data on course performance and graduation rates



3

Empowered advising leadership to act on data and draft new milestones



4

Collected faculty feedback and adjusted as necessary



5

Implemented new milestones for Biology major

Sample Milestone Requirements

- In the first term, students must complete 12+ hours with 2.0+ GPA
- Students must complete Biology 121 course and lab with a grade of C or better
- Students must complete 20+ upper division Biology elective hours to graduate

Other Programs Working with EAB on Major Milestones

- Pre-Medicine
- Engineering
- Chemistry



Ongoing Efforts

Academic Advising and Transfer Services (AATS)

- Promote advising as a shared effort between faculty, administrators, and professional advising staff
- Allow students to identify their advisor and schedule appointments through EAB technology directly from the AATS website

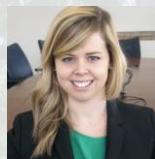
Pathway for Community College Students

- Use EAB to track community college students planning transfer to South Alabama
- Ensure community college classes are going to count for general education requirements once students transfer
- Improve outcomes for success and access for students along the gulf coast



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Questions?



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