CONNECTED18

SSMS Smart Guidance

The Student-Facing Pillar of Our Student Success Management System

EAB

EAB's Student Success Management System

What is a 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**.

Our Platform Promise
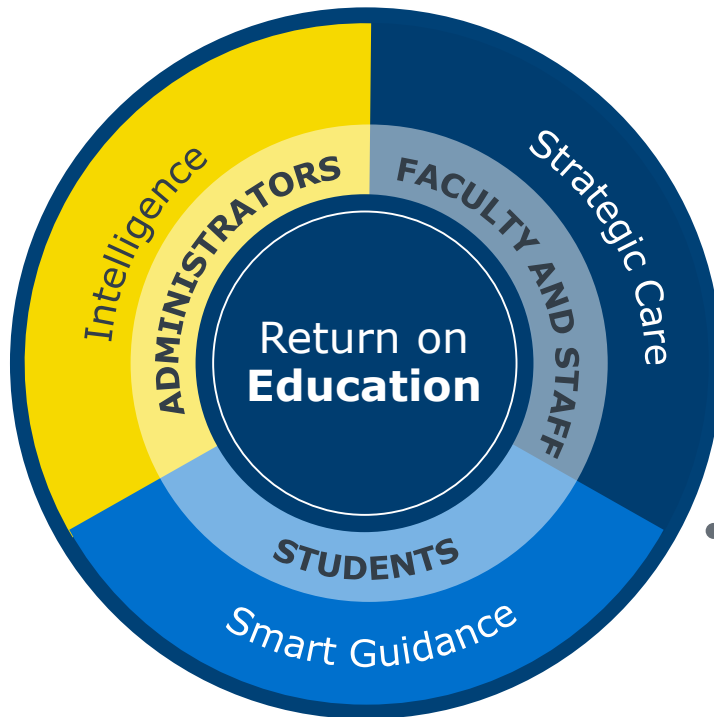
Today's Discussion

Provide smart guidance at the most pivotal moments your students encounter in college, simplifying and structuring the student journey to degree completion
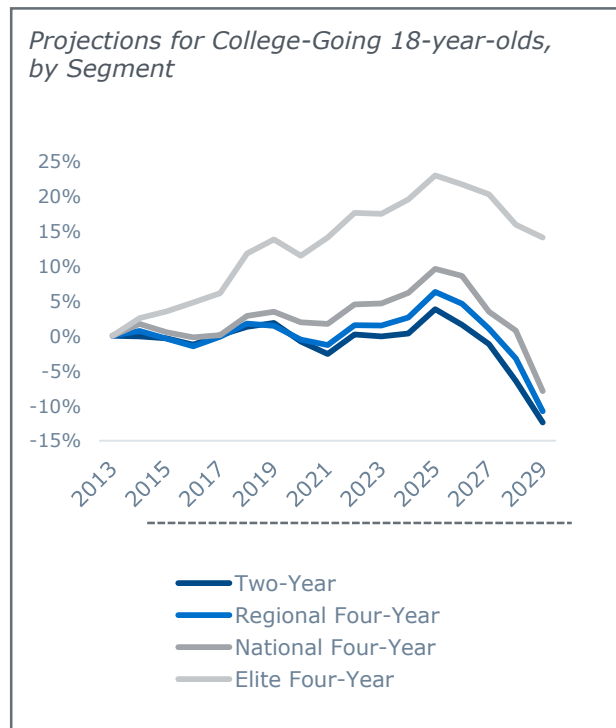
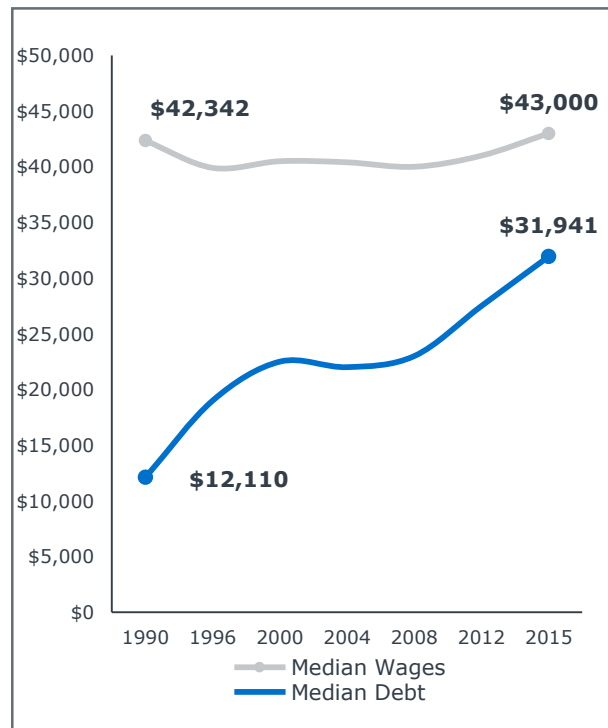**Multi-modal** approach across desktop and mobile applications

Lower Enrollment Combines with Questioning the Value of College

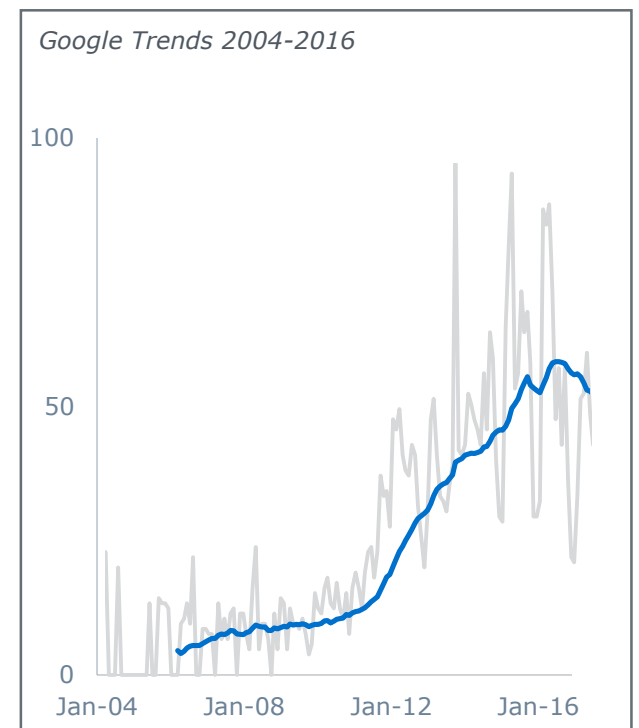Dearth of Recession-Era Births to Take Drastic Toll on Enrollments, When Many Question College Degrees

Heading Toward a Cliff

Projections for College-Going 18-year-olds, by Segment

- Two-Year
- Regional Four-Year
- National Four-Year
- Elite Four-Year

Student Debt Outpacing Wage Growth

$42,342 ... $43,000

$31,941

$12,110

- Median Wages
- Median Debt

"Is College Worth It?"

Google Trends 2004-2016
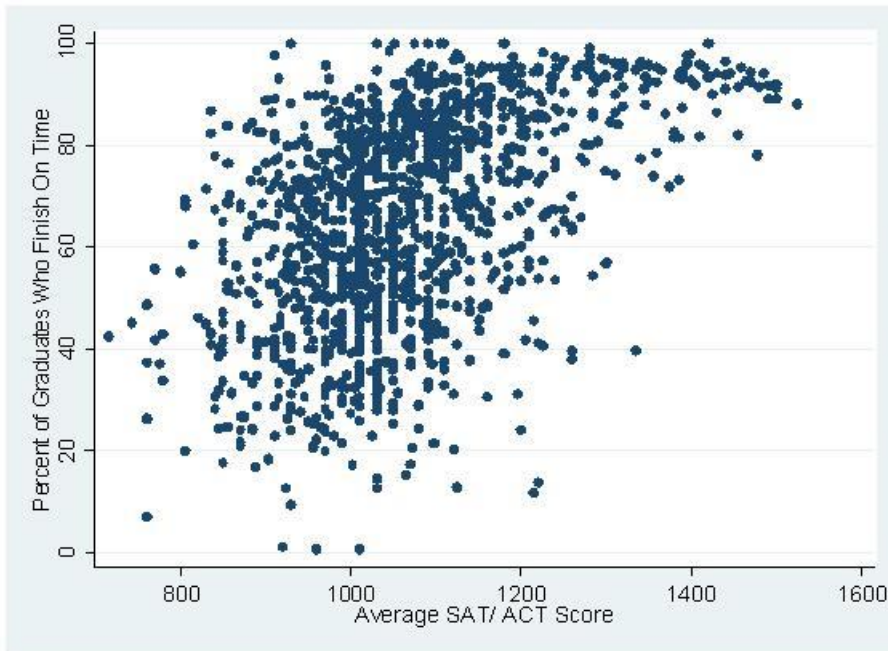
Time to Degree, a Critical KPI, makes this even harder for you

There is Still Room to Compete on Time to Degree, Regardless of Your Student Population

Figure 2. Time-to-Degree and Institutional Quality

IPEDS data shows a wide range of school Time to Degree performances in every bracket of average test scores.

Unless you're one of the most elite institutions, there will be winners and losers in Time to Degree in your peer set.

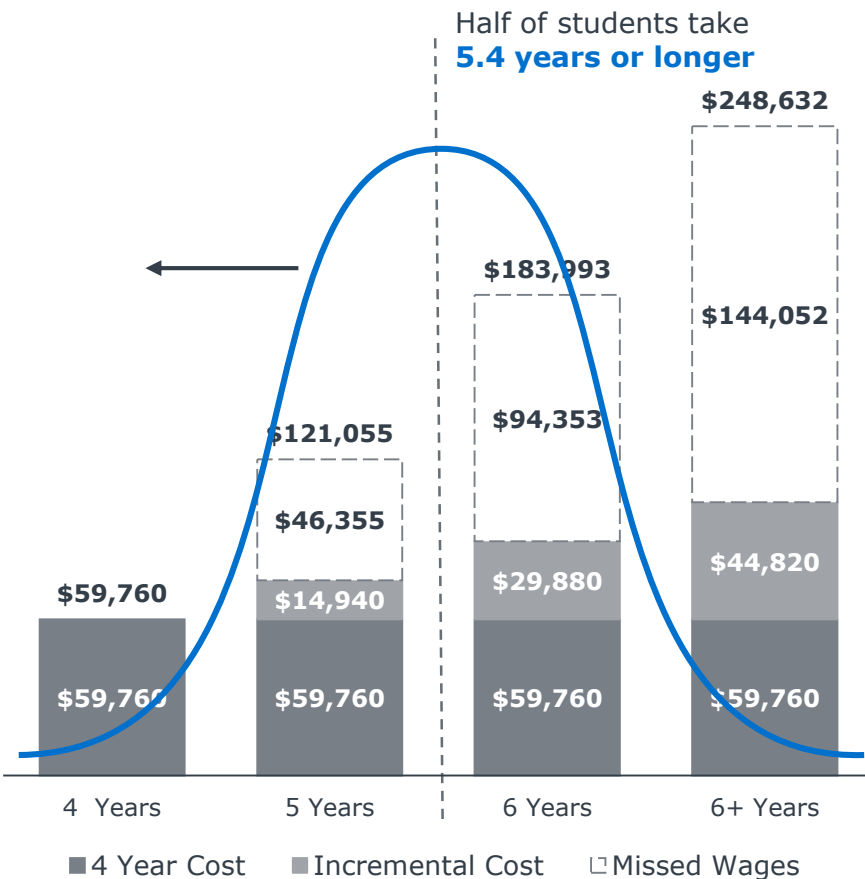"Time is the enemy of college completion … The longer it takes, the more life gets in the way of success."

- Complete College America

Students Have Even More Urgency to Reduce Time-to-Degree
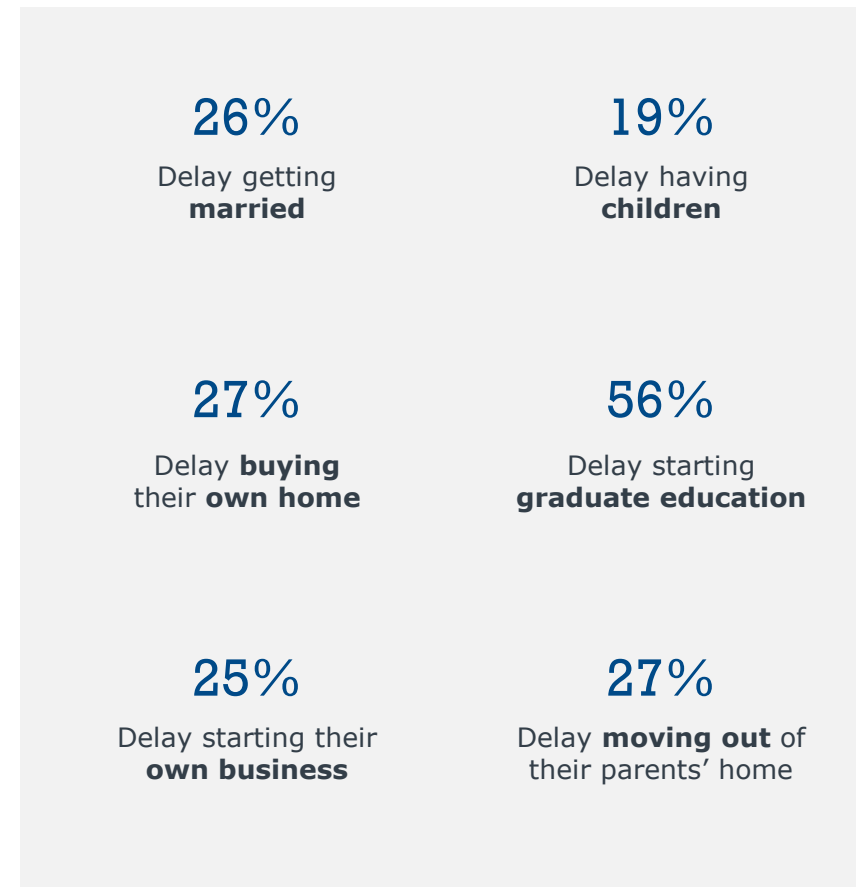
Taking Too Long and Costing Too Much

Each Additional Year More Painful Than The Last

Net tuition, fees, room and board (public institutions, 2017-18) and missed wages by time-to-degree

Half of students take
5.4 years or longer

$248,632

$183,993

$144,052

$121,055

$94,353

$46,355

$59,760

$29,880

$14,940

$44,820

$59,760

$59,760

$59,760

$59,760

| 4 Years | 5 Years | 6 Years | 6+ Years |

■ 4 Year Cost ■ Incremental Cost ☐ Missed Wages

Student Debt Frequently Delays Positive Life Advancements for Recent Graduates...

*Delayed events for grads with **$25,000** in student debt*

26%
Delay getting **married**

19%
Delay having **children**

27%
Delay **buying** their **own home**

56%
Delay starting **graduate education**

25%
Delay starting their **own business**

27%
Delay **moving out** of their parents' home

Source: "Average Net Price Over Time…," https://trends.collegeboard.org/college-pricing/figures-tables/average-net-price-over-time-full-time-students-public-four-year-institution; EAB Daily Briefing, "A Student Who Takes Six Years To Graduate Loses Out On $94,353 In Lost Wages," https://www.eab.com/daily-briefing/2016/06/24/a-student-who-takes-six-years-to-graduate-loses-out-on-94353-in-wages; TICAS, "Student Debt and the Class of 2014," https://ticas.org/sites/default/files/pub_files/classof2014.pdf; "Just Half of Graduates Strongly Agree Their College Education Was Worth the Cost," The Chronicle of Higher Education, Sept. 2015; "Trends in Student Aid," College Board (2017), https://trends.collegeboard.org/sites/default/files/2017-trends-student-aid_0.pdf, EAB Interviews and analysis
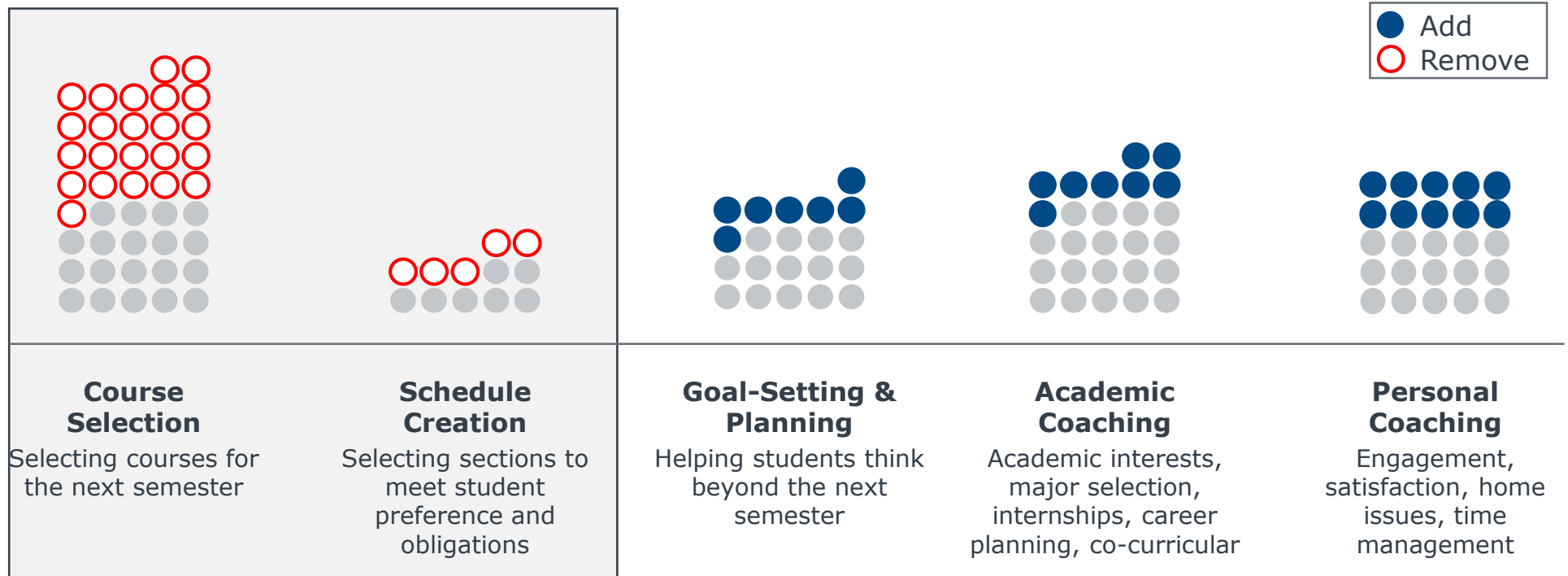
As "Schedule Vendors," Advisors spend time on the wrong activities

Current Practice is Not Working and is Not the Ideal

If You Had 100 Pennies... How Do You Spend Them When Meeting With Students?

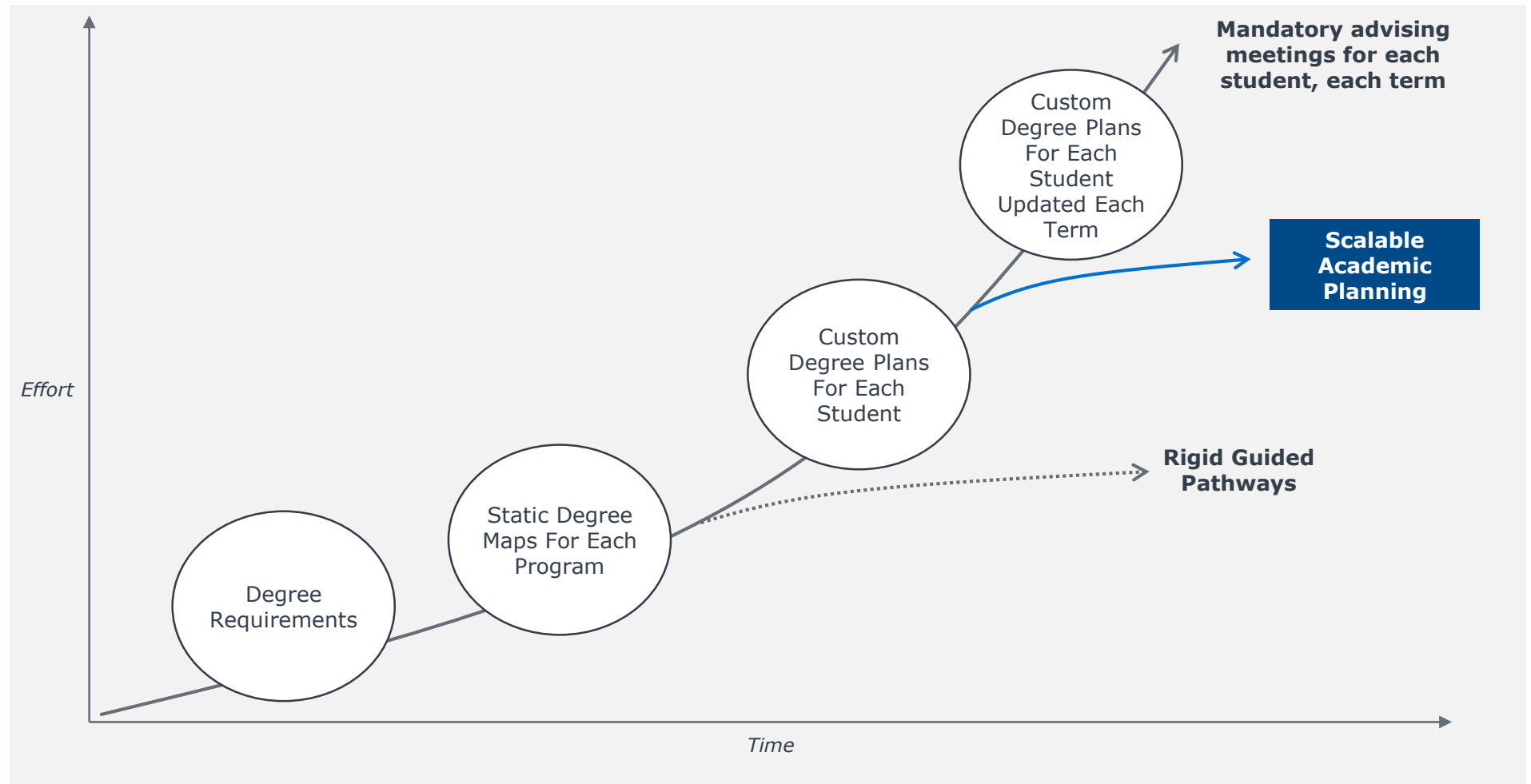**Current vs. Ideal Allocation of Advising Time**

n = 28 professional advisors

Legend:
- ● Add
- ○ Remove

Course Selection	Schedule Creation	Goal-Setting & Planning	Academic Coaching	Personal Coaching
Selecting courses for the next semester	Selecting sections to meet student preference and obligations	Helping students think beyond the next semester	Academic interests, major selection, internships, career planning, co-curricular	Engagement, satisfaction, home issues, time management

Source: EAB interviews and analysis.

By Way Example, We are Making It Harder on Ourselves to Scale

Alternative Path Required to Reduce Advising Burden and Accelerate Students' Time to Degree

Academic Planning Maturity Curve Has Not Scaled Over Time

Mandatory advising meetings for each student, each term

Custom Degree Plans For Each Student Updated Each Term

Scalable Academic Planning

Custom Degree Plans For Each Student

Rigid Guided Pathways

Static Degree Maps For Each Program

Degree Requirements

Effort

Time

Too complex for students to follow on their own

Static plans do not account for **student heterogeneity**

Plans require **constant updates** to reflect student, institutional changes

Difficult to scale across entire student population

Source: EAB Interviews and analysis

We Also Make it Harder on the Student with Too Much Noise

Well-Meaning but Siloed Success Efforts Create Inbox Clutter and Confusion

Students Hold a Less-Than-Esteemed View of University Messages

72% Treat emails from student organizations as spam

54% Don't always read emails from their university or academic department
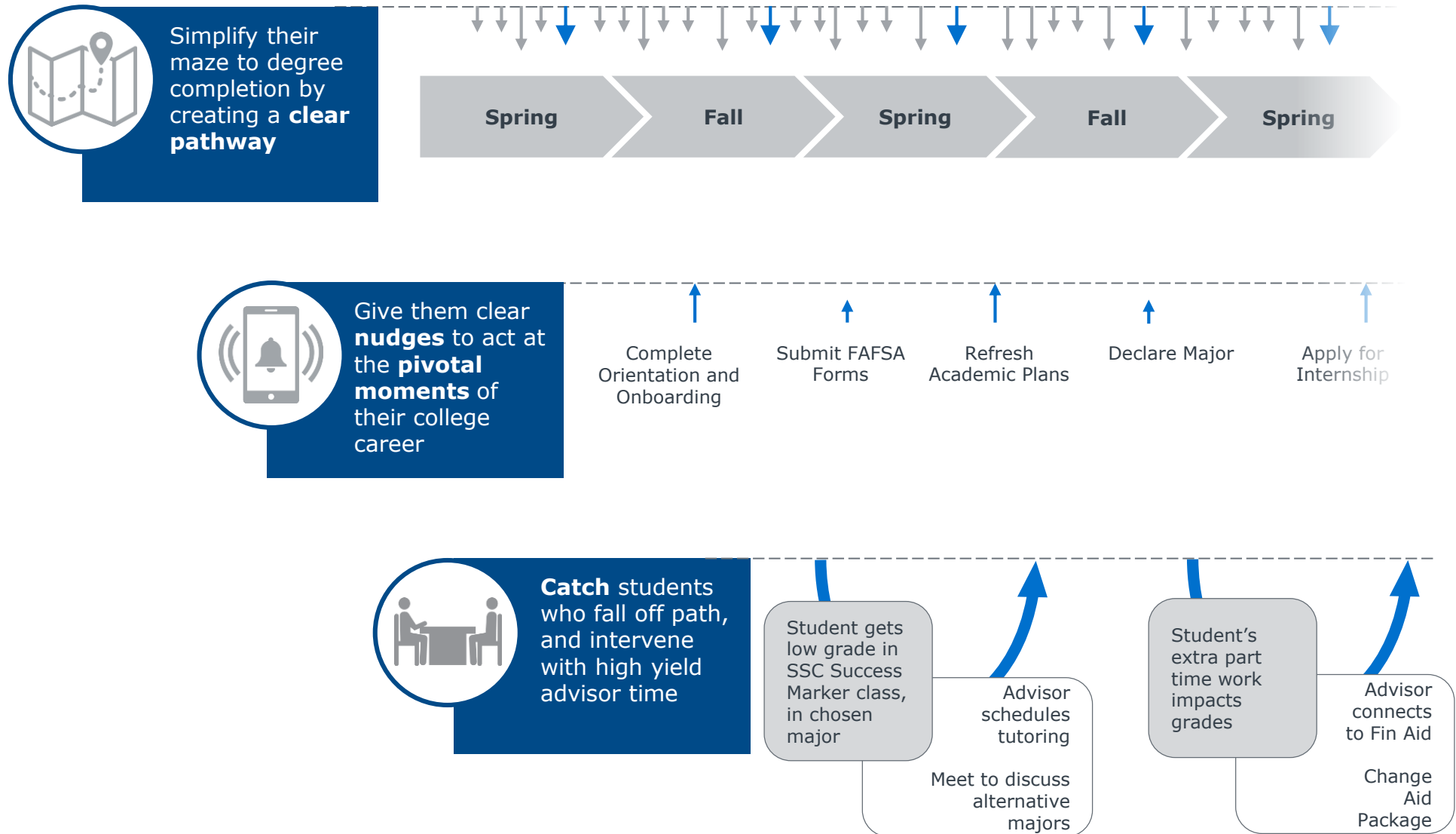
35% Don't always read emails from their advisor

Success Center

Minority Affairs

This discipline requires more math.

Housing

Tutoring

Join our community!

You'll love tonight's event.

Career Services

Are you struggling?

This is what employers want.

Advising

Come in for an appointment!

We have a special session this week.

Writing Center

Who are these people?

How much of this is relevant to me?

What do I need to do first?

Why not look at these later (never)?

Source: EAB interviews and analysis.

Smart Guidance Engages and Empowers Students, in the Driver's Seat

Reduce noise for students, and give them a clear signal and safety net for their most pivotal moments

Simplify their maze to degree completion by creating a clear pathway

Spring → Fall → Spring → Fall → Spring

Give them clear nudges to act at the pivotal moments of their college career

Complete Orientation and Onboarding

Submit FAFSA Forms

Refresh Academic Plans

Declare Major

Apply for Internship

Catch students who fall off path, and intervene with high yield advisor time

Student gets low grade in SSC Success Marker class, in chosen major

Advisor schedules tutoring

Meet to discuss alternative majors

Student's extra part time work impacts grades

Advisor connects to Fin Aid

Change Aid Package

Integral Components of the Smart Guidance Pillar

Guided Onboarding
Personalized onboarding tailored to different student types (first generation, veteran, etc.) and organized by due date

Milestone Guidance
Students connect to their personal student success team, plan their week, and receive customized guidance

Major Selection Guidance
Students initiate their own major and career exploration through interactive questionnaire and real-time career data
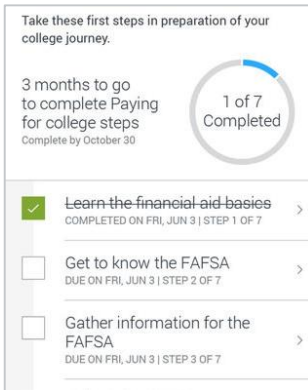
Course & Term Planning
Provide degree maps, moveable course tiles, requirements, course catalogs and credit tracking all in one place
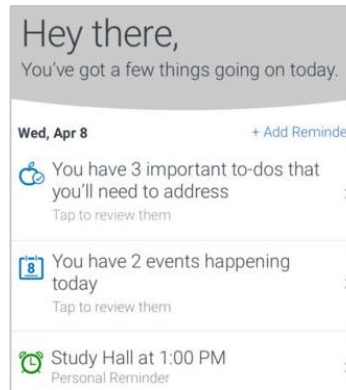
Shared Workspace
Enable advisor and student collaboration in one shared digital workspace whenever either is free
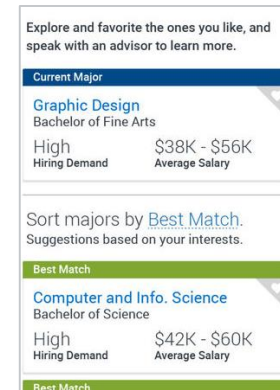
Best-Fit Scheduling and Registration
Integrated planning, scheduling and registration tools to ensure students register and persist

Improved Guardrails Guide Student Decisions & Promote Self-Direction

Future Vision

Improved Guardrails & Recommendations

Leverage student goals, credit accumulation, program rules, and course sequencing to continually course correct students on their path to graduation
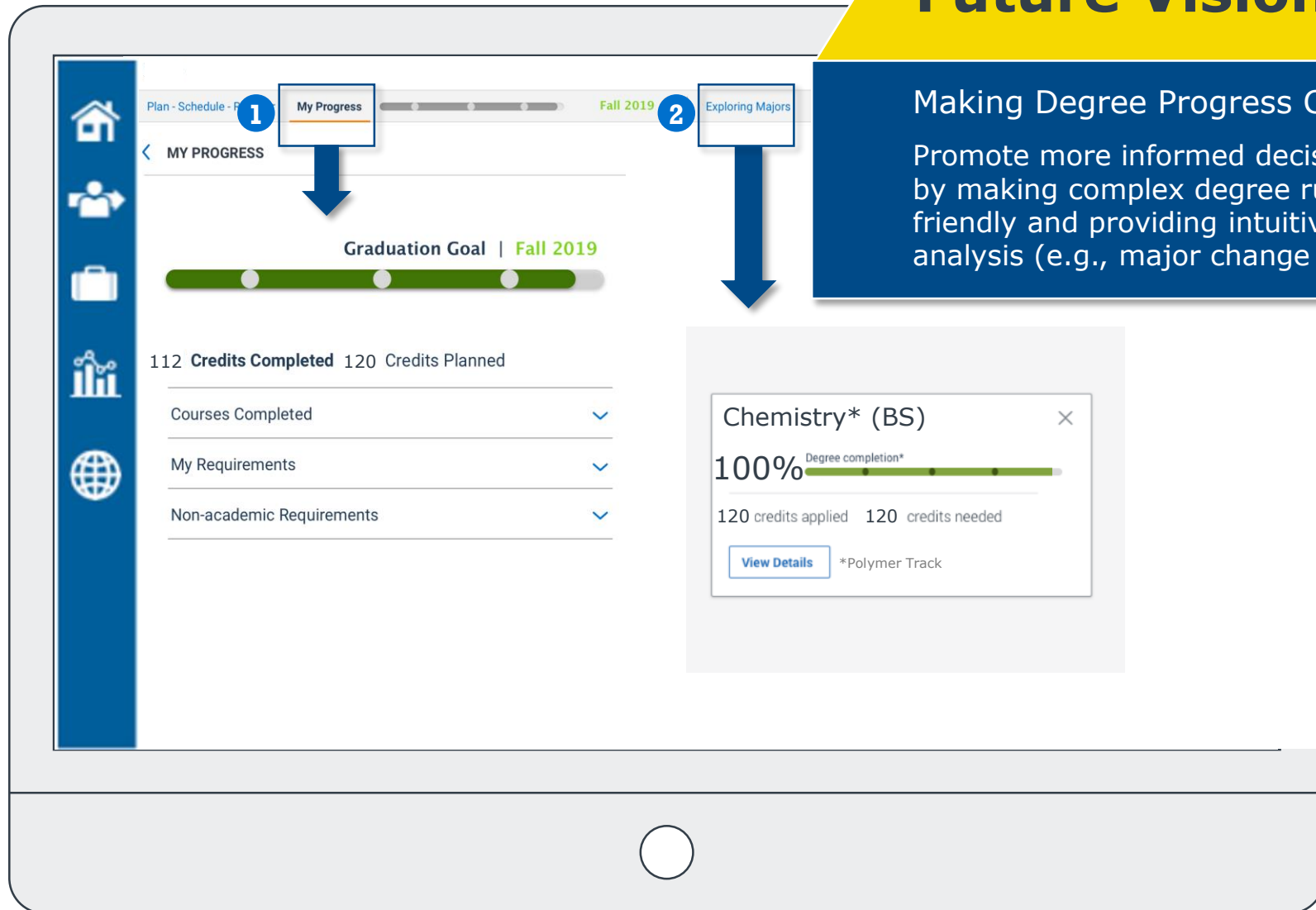
Illustrative Sample of Potential Data Elements

Track Degree Progress & Explore 'What-If' Scenarios

Future Vision

Making Degree Progress Consumable

Promote more informed decision-making by making complex degree rules user-friendly and providing intuitive what-if analysis (e.g., major change analysis)

Plan - Schedule - ...   ① My Progress   Fall 2019   ② Exploring Majors

< MY PROGRESS

Graduation Goal | Fall 2019

112 **Credits Completed** 120 Credits Planned

Courses Completed	⌄
My Requirements	⌄
Non-academic Requirements	⌄

Chemistry* (BS)   ✕

100% Degree completion*

120 credits applied   120 credits needed

View Details   *Polymer Track

Illustrative Sample of Potential Data Elements

Leverage Platform Data for Impactful Analytics

Future Vision

New Analytics Opportunities

Pull reports on planned course demand, and enhance Population Health Dashboards to identify additional targeted campaign opportunities
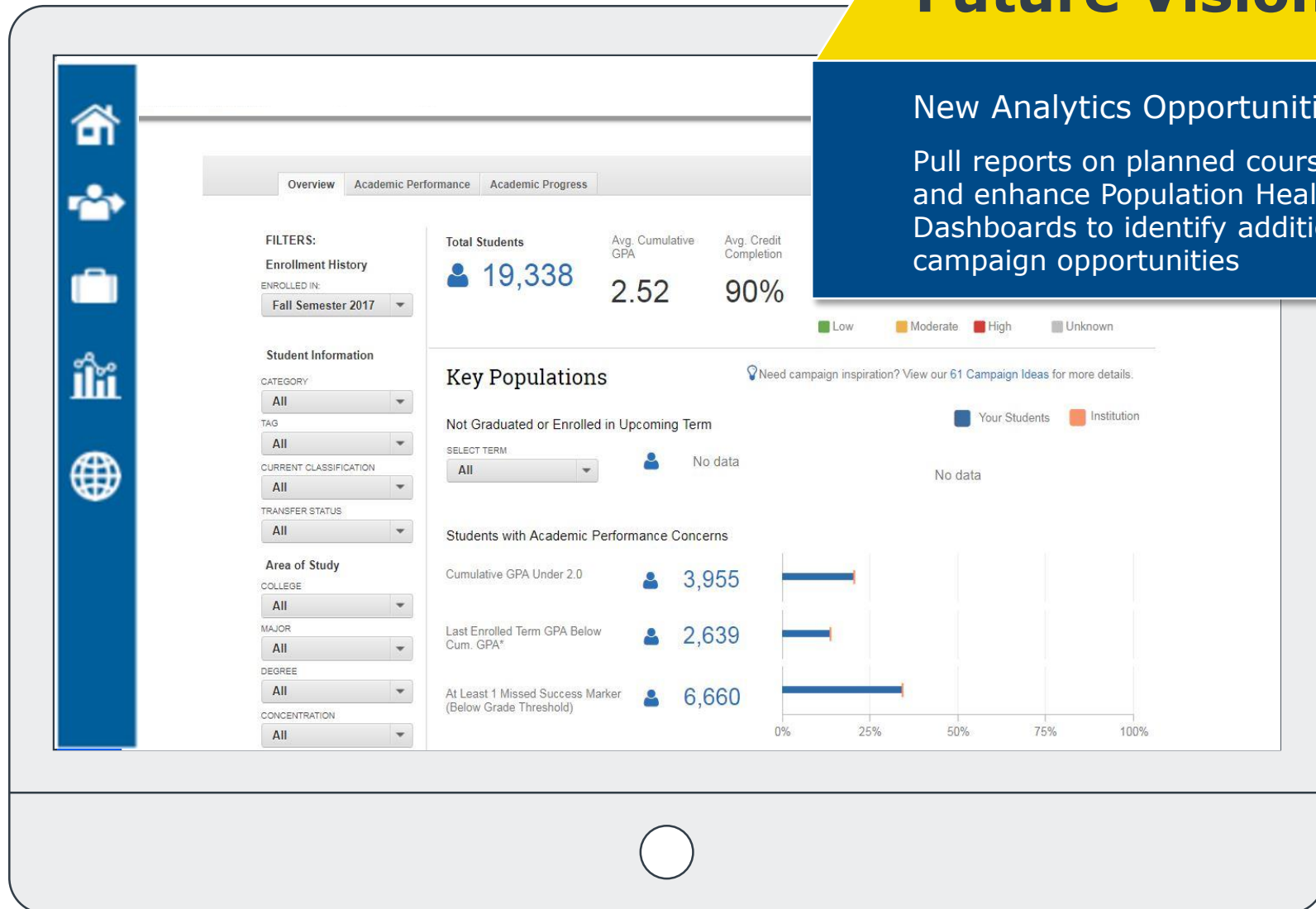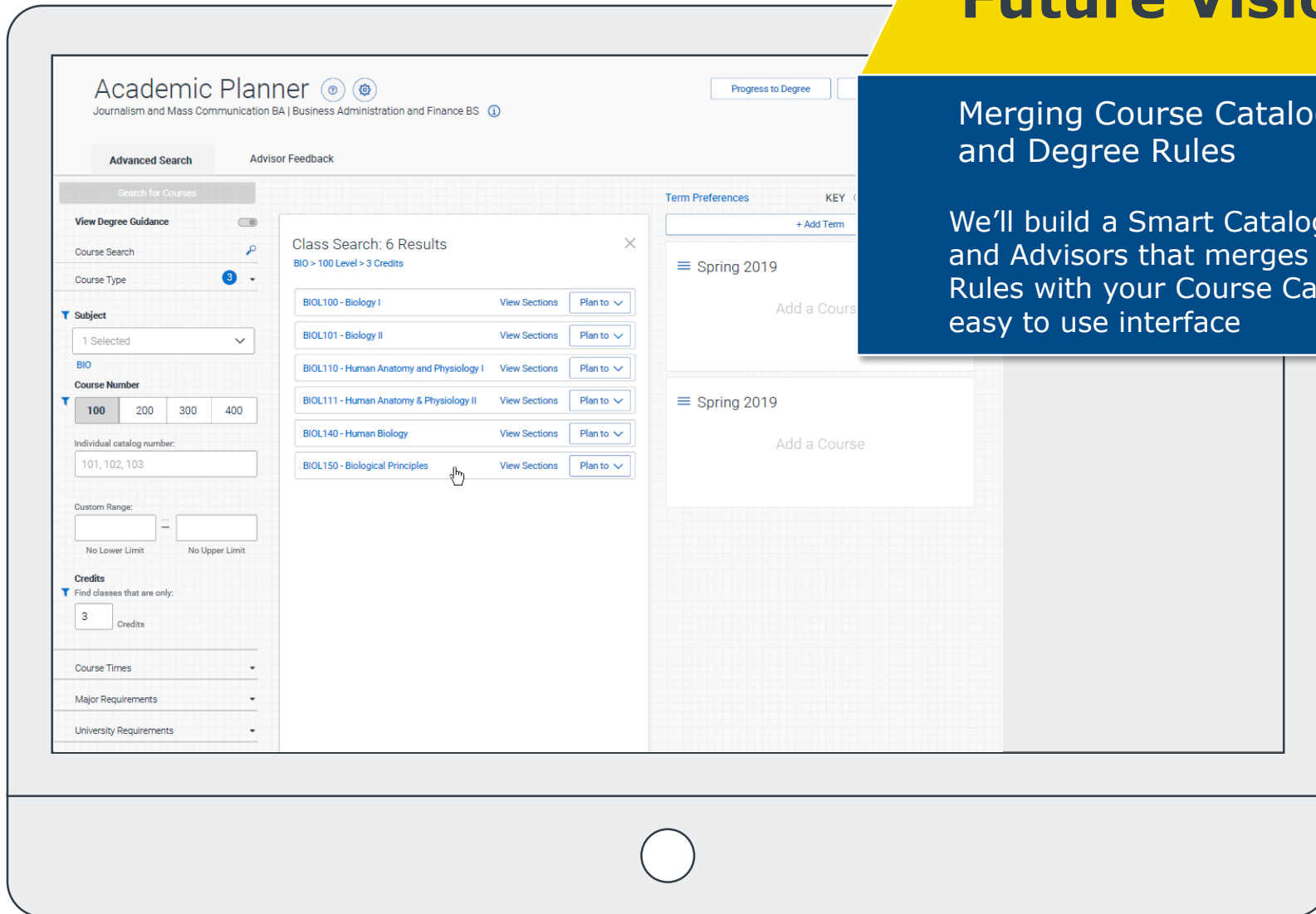
Illustrative Sample of Potential Data Elements

Smart Catalogue

Future Vision

Merging Course Catalogues and Degree Rules

We'll build a Smart Catalogue for Students and Advisors that merges your Degree Rules with your Course Catalog, in an easy to use interface

Illustrative Sample of Potential Filters

Template Builder

Future Vision

Program Template Builder

Inside the Content Administration Tool of Smart Guidance, the Template Builder will allow department heads to easily build, update and archive program templates

*Illustrative Sample of Potential Functionality

EAB