



EAB

Student Success Collaborative

Leveraging Analytics and Mobile Technology to Drive Student Success

Stefan Hyman

Assistant Provost, Stony Brook University

Doug Hoffman

Director, EAB

Navigating GoTo Webinar

Managing Your Audio and Screen

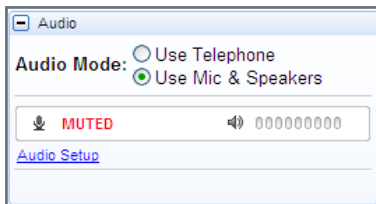
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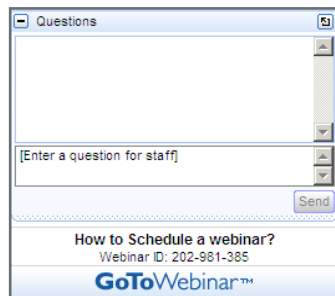
Using Your Microphone and Speakers

If you select the "Use Mic & Speakers" option, please be sure that your speakers or headphones are connected.



Asking a Question

To ask the presenter a question, type it into the question panel and press send.



Minimizing and Maximizing Your Screen



- Use the orange and white arrow to minimize and maximize the GoToMeeting panel.
- Use the blue and white square to make the presentation full screen.



▶ 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 **Royall & Company** 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, including four- and two-year institutions, use the **Student Success Collaborative** combination of analytics, interaction and workflow technology, and consulting to support, retain, and graduate more students.

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.

1,100⁺

College and
university members

10,000⁺

Research interviews
per year

475M⁺

Course records in our student
success analytic platform

1.2B⁺

Student interactions
annually

Today's Presenters



Doug Hoffman

Director
EAB



Stefan Hyman

Assistant Provost for
Enrollment Strategies,
Communications and Analytics
Stony Brook University

1

Framing the Ambition for Mobile Student Support

2

Integrating Mobile Support into Stony Brook's Student Success Vision

3

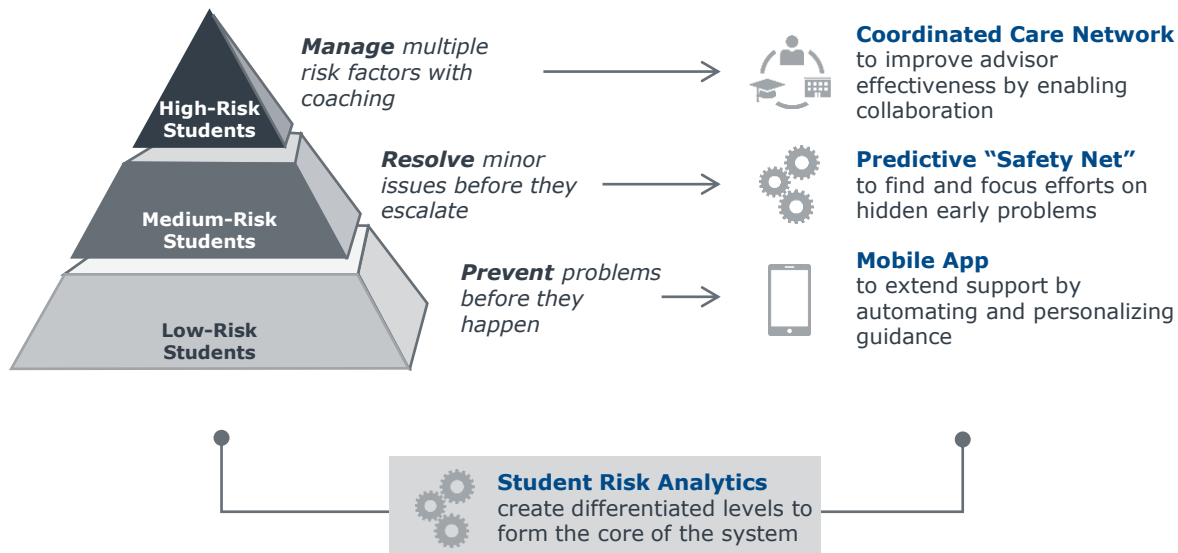
Questions

The New Blueprint for Student Success

Strategically Allocating Resources to “Do More” with Less

The “Population Health Management” Pyramid

Inspired by Care Innovations at Progressive Hospitals and Health Systems



Population Health Management in Action

Using SSC, Stony Brook Allocated Scarce Advising Resources

Challenge: Raising sophomore-to-junior persistence without increased resources

800:1 Student-to-advisor ratio



40% high risk
(~900 students)

Assigned to Professional Advisors



Monthly Centrally-Coordinated Campaigns

Email campaigns based on missed SSC benchmarks



60% low risk
(~1300 students)

Assigned to Volunteer Faculty Mentors

Impact Highlights

+1.3%

Increase in overall rising junior retention

+82.7%

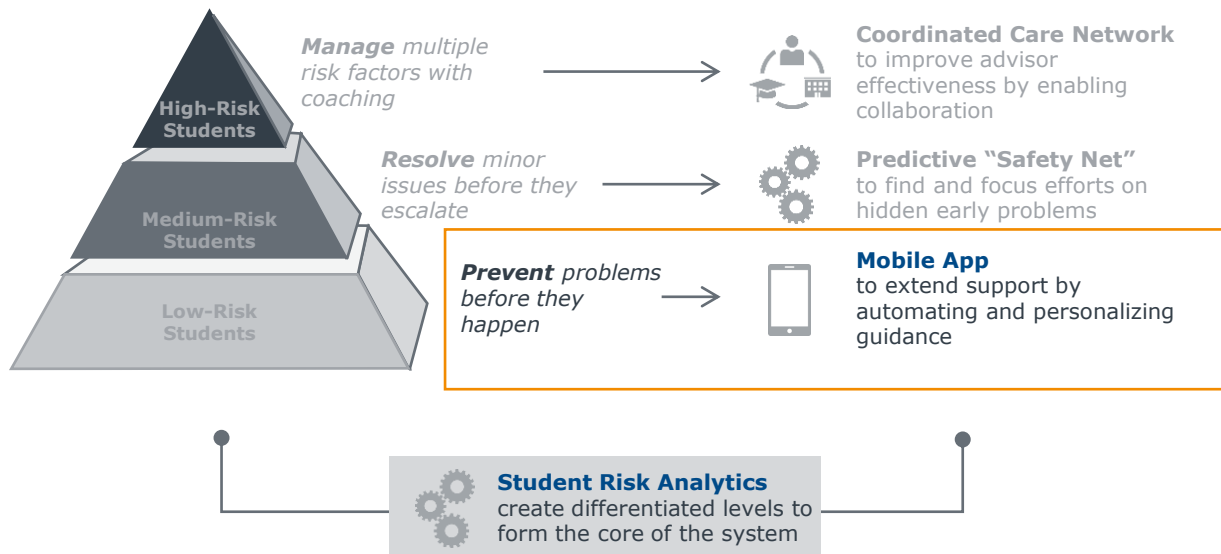
Percent of undeclared sophomores who had declared majors by the end of their second year

The New Blueprint for Student Success

Strategically Allocating Resources to “Do More” with Less

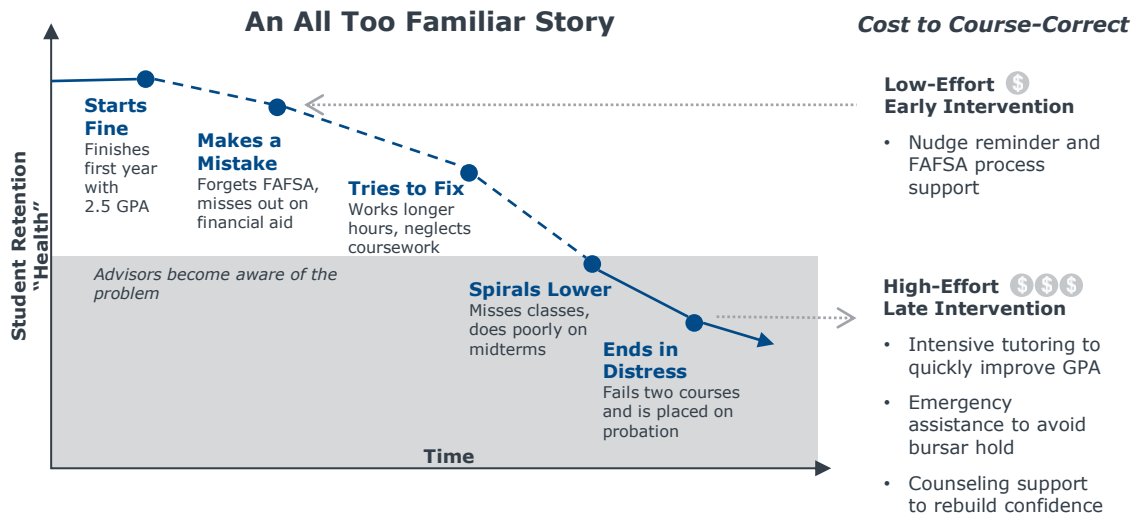
The “Population Health Management” Pyramid

Inspired by Care Innovations at Progressive Hospitals and Health Systems



Why Preventative Support Matters

Wide Gaps in the Current Safety Net



Why Can't We Catch More Problems, Earlier?

Even the Best Advising Offices Are Severely Constrained by Capacity



Beyond Advising, A Direct-to-Student Solution

Smartphone Mobile App Platform Meets Students Where They Are

Providing Support Where Students Need the Most Help



Orientation and
Onboarding



Major and Career
Exploration



Academic
Performance



Financial Aid



Campus
Engagement



Career
Preparation



Administrative
Hold Resolution

High
Risk

Med
Risk

Low
Risk



**Define a
Customized Path**



**Proactively
Prompt Actions**



**Notify
When Off Path**



**Connect with
Resources**



**Validate When
Back On Path**



**Open Case in
SSC-Campus**



Analyze Trends

1

Framing the Ambition for Mobile Student Support

2

Integrating Mobile Support into Stony Brook's
Student Success Vision

3

Questions

A Powerful Engine for Upward Mobility

Nationally Recognized as Top School for Creating Access and Outcomes



**Stony Brook
University**

Location: Stony Brook,
NY

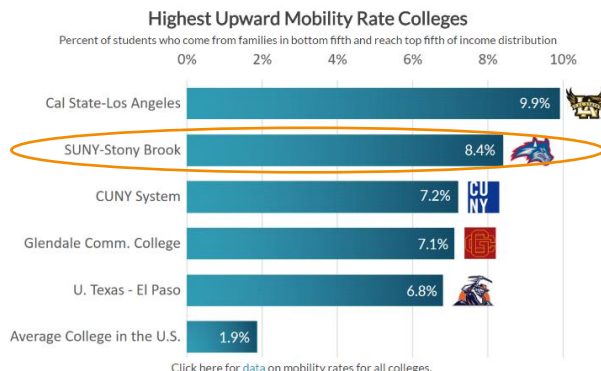
Classification: Highly
selective public
university

Enrollment: 16,831
undergraduate (25,272
total)

First-year retention:
90%

**Graduation rate
(4yr/6yr):** 52% / 72%

The New York Times America's Great Working-Class Colleges



51%

Students
from the
bottom fifth
of income
distribution
who rise to
the top fifth

Expanding Opportunity



**Educational
Opportunity
Program**



**Finish in 4
Fund**



**Undergraduate
Colleges**



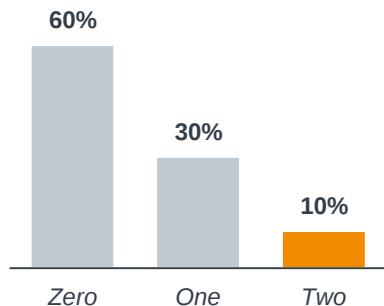
**Academic
Success Team**

Bringing Data-Driven Strategy to Student Success

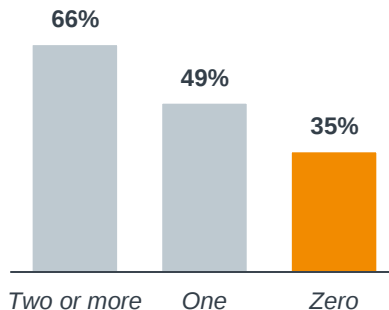


First-Term Data Highly Predictive of Graduation Likelihood

Graduation Rate Based on Number of D/F/W in First Term

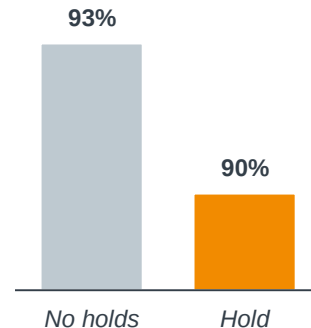


Graduation Rate Based on Number of A/A- in First Term



Unexpected Finding

Percentage that Return for Spring Term Based on Bursar Hold Status

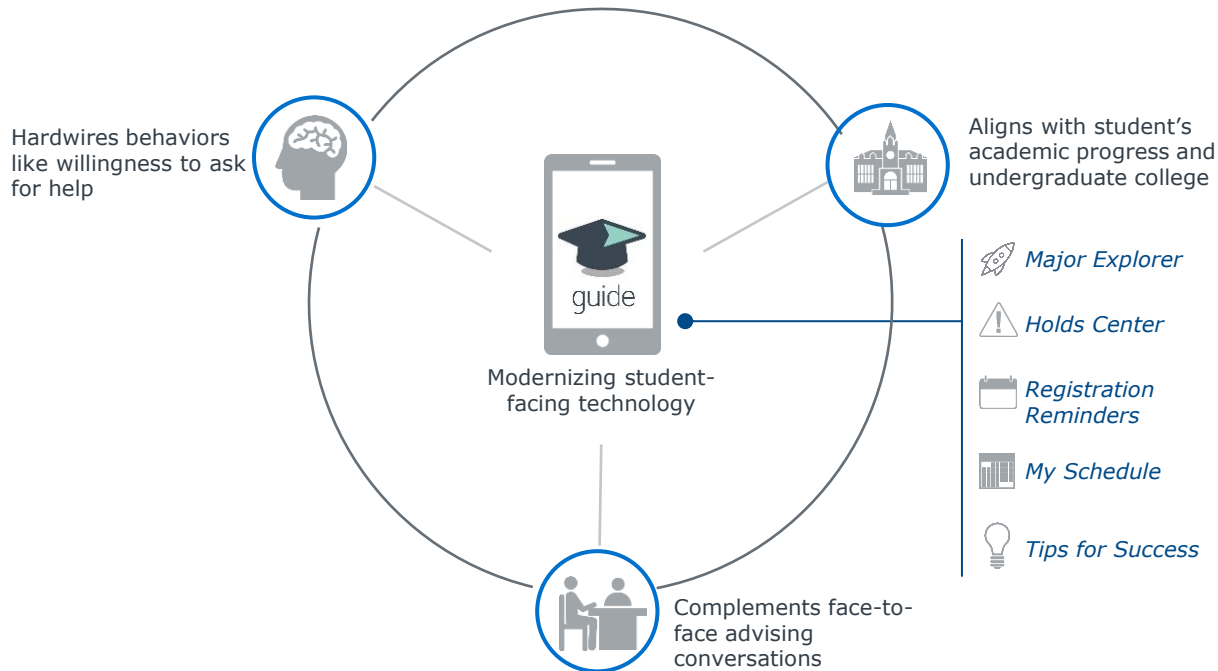


Goal: Raise 4-Year Graduation Rate from 48% to 60%

Stony Brook's Vision for Mobile Student Success

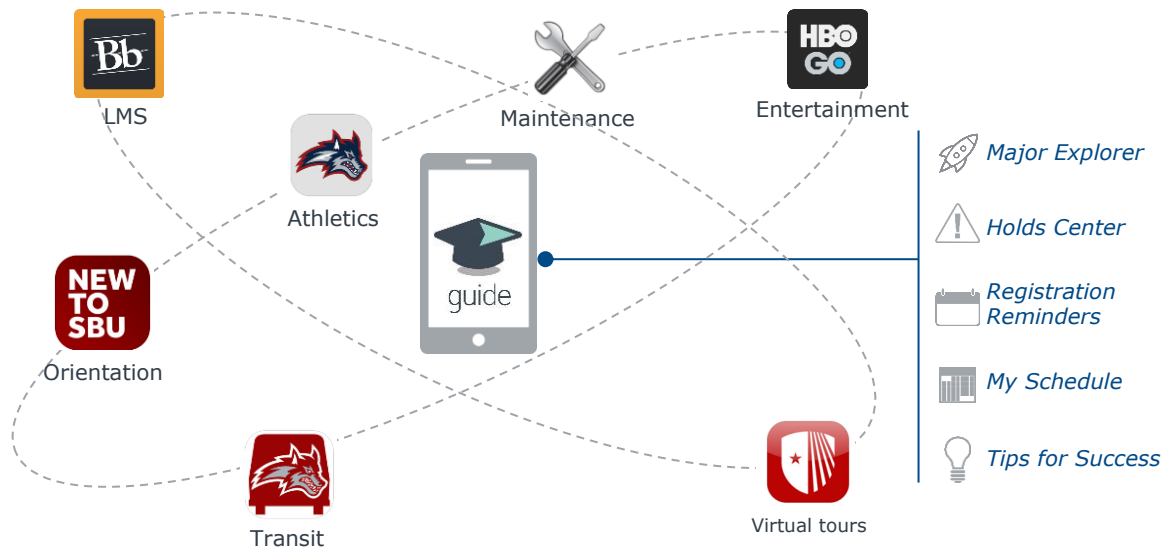


Integrating Behavioral Nudges with Advising and Curriculum



Standing Out in a Crowded Mobile Ecosystem

Guide Helps Students Intentionally Reflect about Their Academic Progress



Student Focus Group



“Can you turn Guide into what we wish these apps would do but don't do well?”

”

Engaging Stakeholders While Reducing Effort



16



Tier A: Core Implementation Group

- Five members, including SSC-Campus Program Owners, from undergraduate education
- Steers journey content based on strategic priorities (academic curriculum alignment, alerts based on data-surfaced indicators)
- Scripts close-to-ready mobile content in Google docs



Tier B: Relevant Stakeholders

- 20-30 participants representing functions across the university
- Representatives include finance, residence life, career center, etc.
- Vets and edits templates circulated by Tier A, clarifying departmental jargon

EAB Consultant Support



- Structured implementation process
- Communication open, responsive, and frequent
- Eager collaborator willing to experiment with new or customized approaches

Tackling Student Adoption Mid-School Year



Current Adoption and Utilization Results



30%

Current overall adoption rate

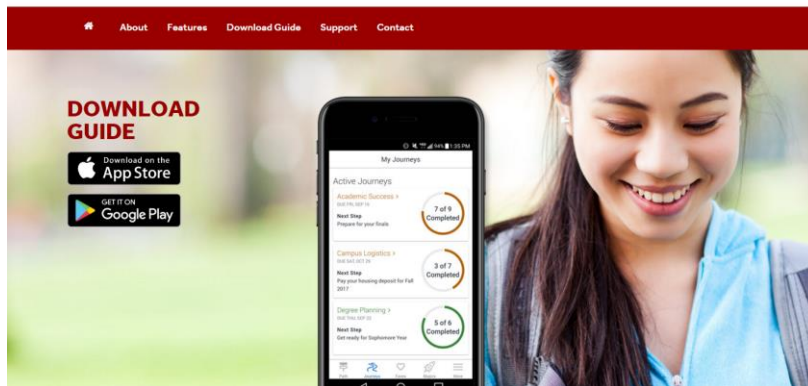
60%

Percent of users who completed Major Explorer

74%

Percent of users who used MySchedule

Story Brook University | Guide – College Simplified Beta



website



posters



raffles



active faculty promotion

How It All Works Together

Powering a Single Student Success Operating System

- 1 Taking Comprehensive Student Data...
- 2 ...Transforming It Into Actionable Intelligence...
- 3 ...to Empower the Entire Institution



Questions?



Doug Hoffman



Stefan Hyman



EAB

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