



The ROI of Student Success

Why Your Retention Efforts Can (and Should) Pay for Themselves

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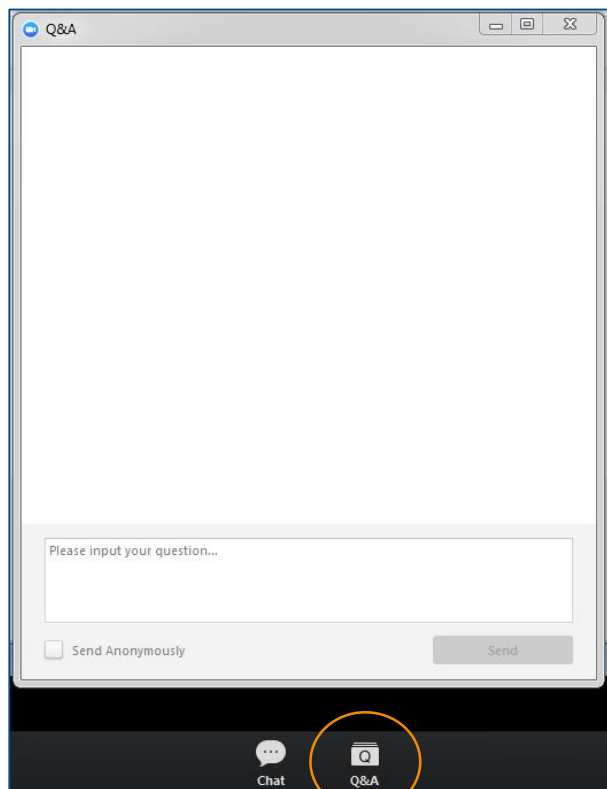


Asking a Question

To ask the presenter a question, navigate to the Q&A button at the bottom of your screen and type it into the Q&A Panel.

After the webinar, a member of our team will be in touch to follow-up on your questions individually.

Type your question here





Ed Venit

Managing Director

EVenit@eab.com

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1 Student Success Past and Future

2 What is the ROI of Student Success?

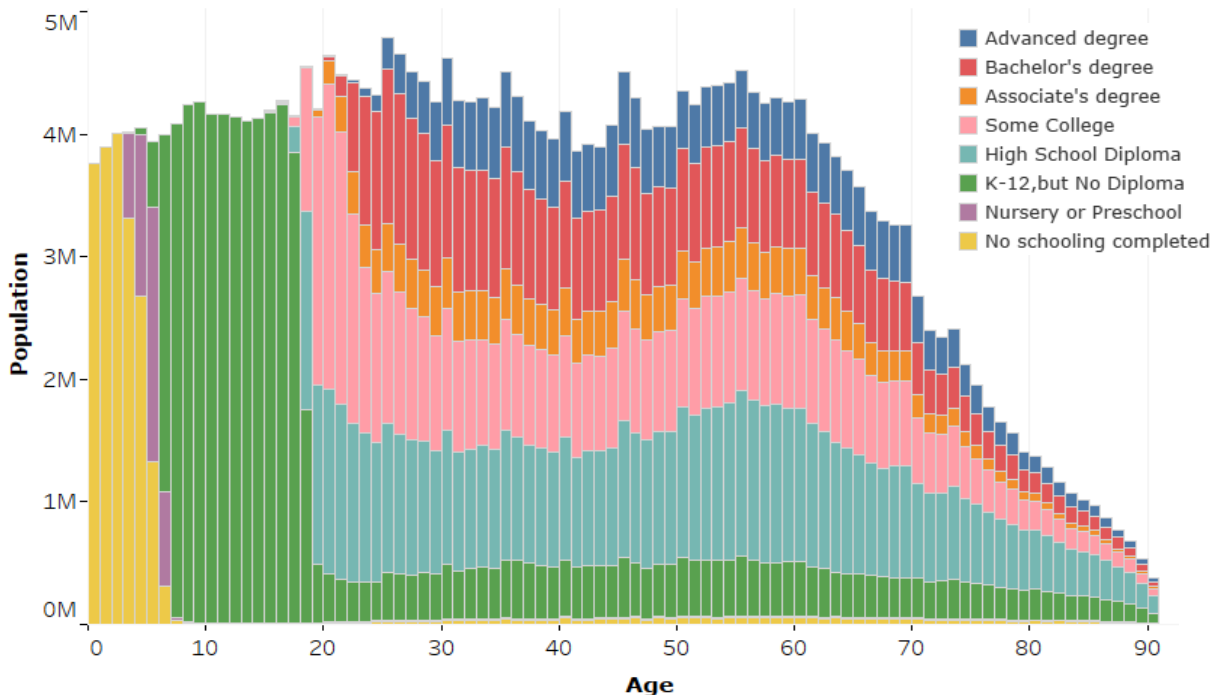
3 Investing in Advising

Our Mission



Ensure More Americans Get a 'Return on Education'

American Educational Attainment by Age, 2016



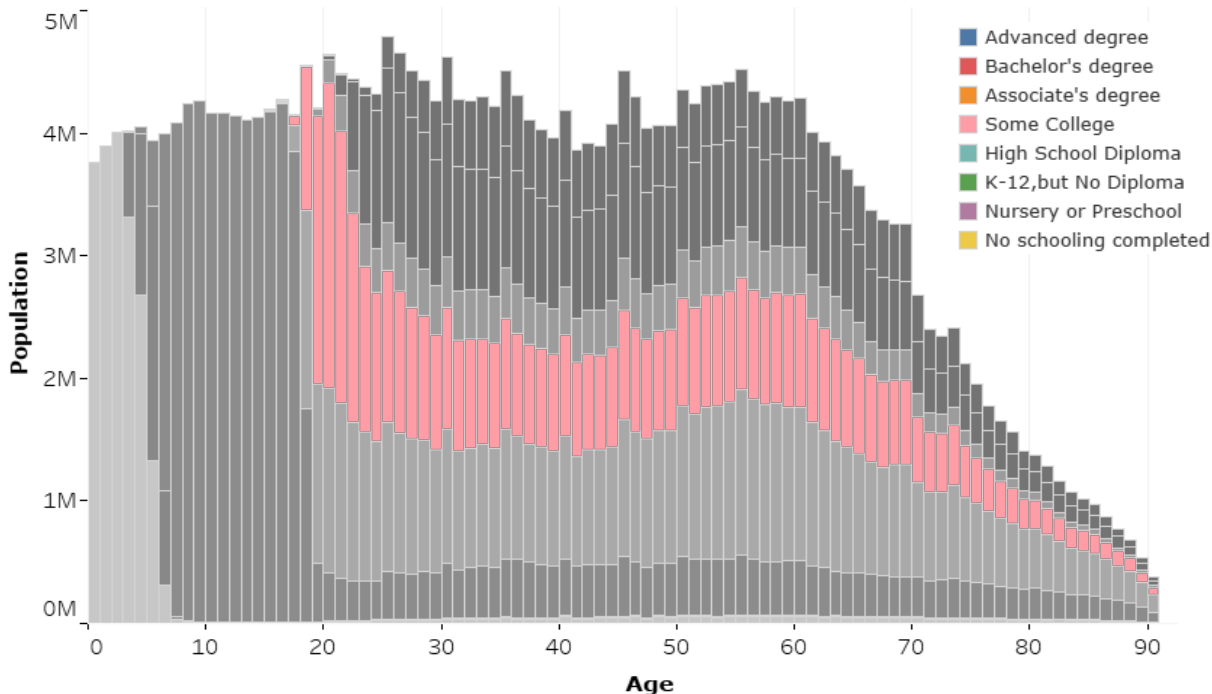
Source: Overflow Solutions analysis of US Census data
<http://overflow.solutions/interactive-visualizations/how-do-americans-differ-by-age-16/>

Our Mission



Ensure More Americans Get a 'Return on Education'

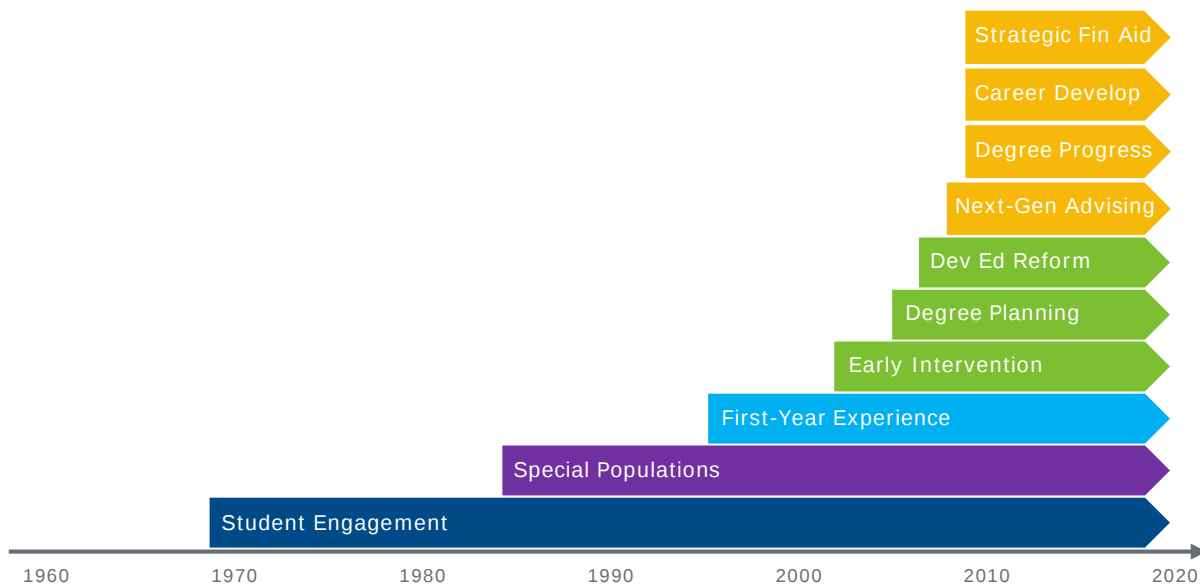
American Educational Attainment by Age, 2016





The Evolution of Student Success

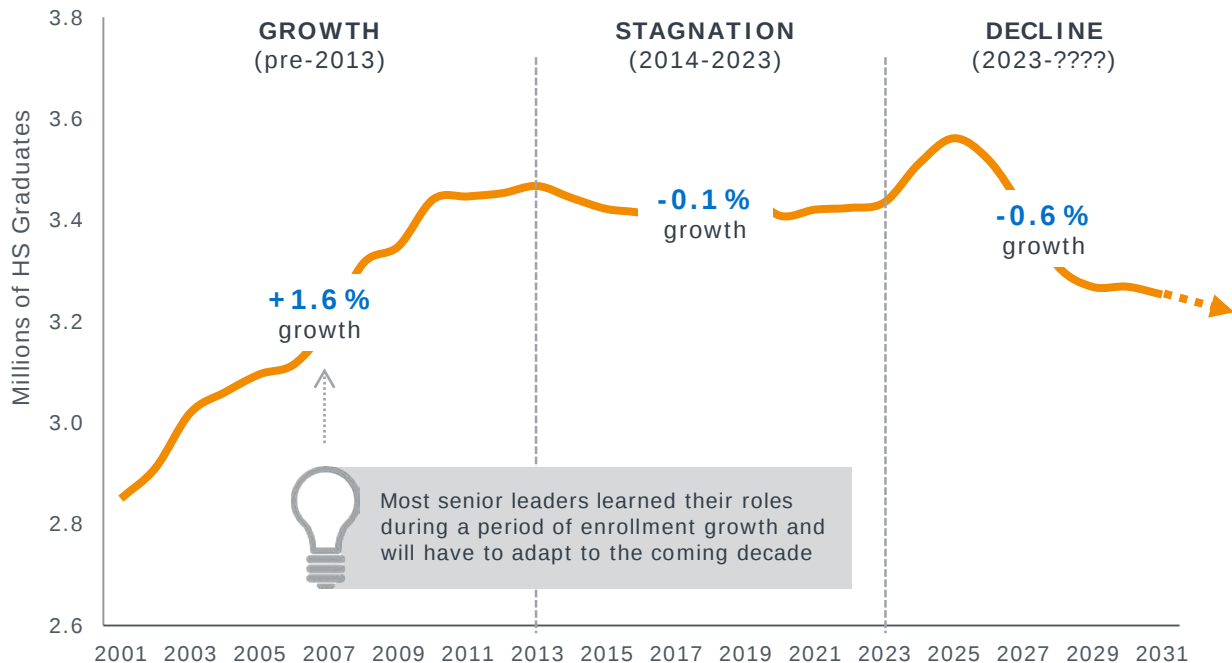
Huge Expansion in the Scope and Breadth of Practice Over the Last Decade



Slowing Growth of High School Graduates

Gen Z High School Graduates Won't Be Enough to Fulfill Growth Goals

Growth in High School Graduates 2001-2031

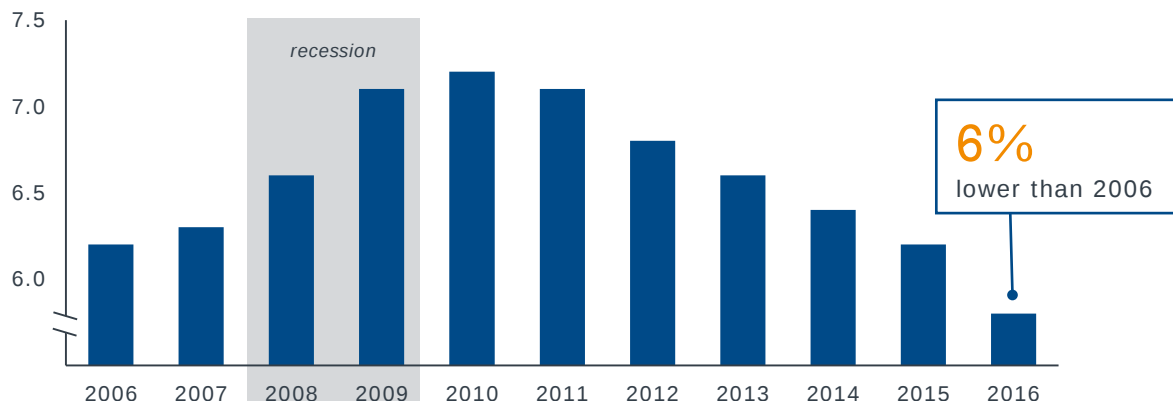


Declines No Longer a “Post-Recession” Story

Community College Enrollments Now Below Pre-Recession Levels

Enrollment Declines Haven’t Slowed Since Recession

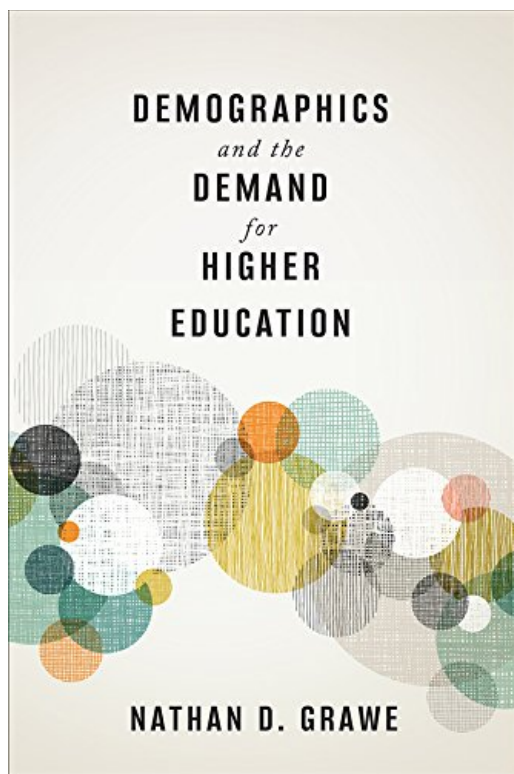
Fall Enrollments in Public 2-Year Colleges, in Millions



Tuition Increases Attempt—But Fail—to Compensate for Enrollment Declines

32% ↑ Increase in tuition and fees since 2010

\$166M ↓ Decline in tuition-based revenue since 2010

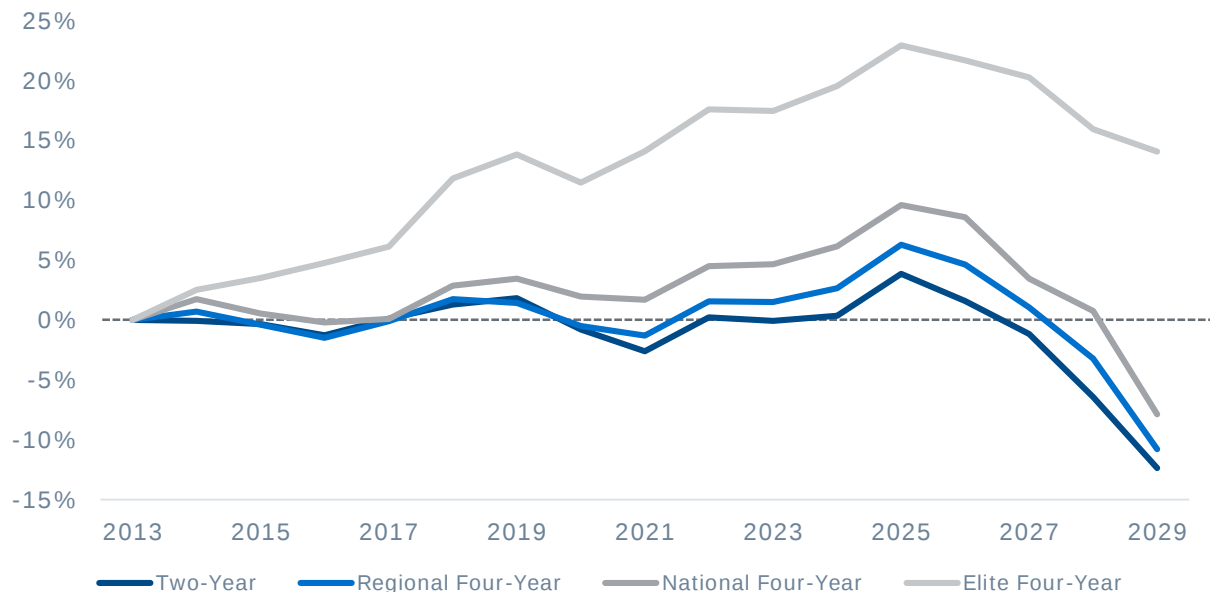


Two-Years and Regionals Will Bear the Brunt

Dearth of Recession-Era Births To Take Drastic Toll on Regional Enrollments

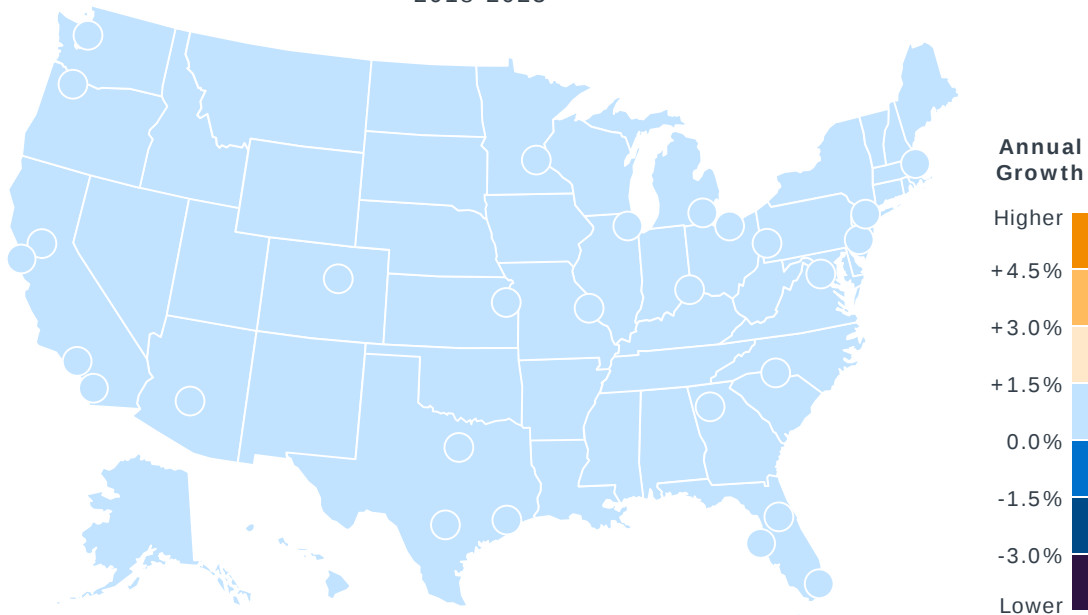
Heading Toward a Cliff

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



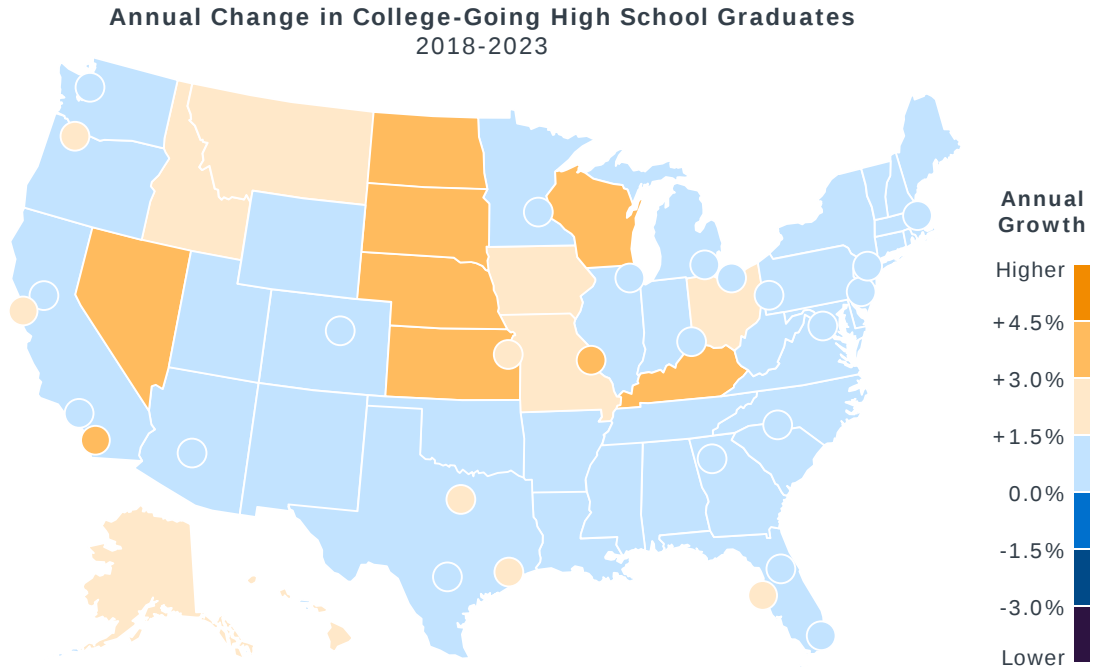
Some Regions More at Risk Than Others

**Annual Change in College-Going High School Graduates
2018-2023**



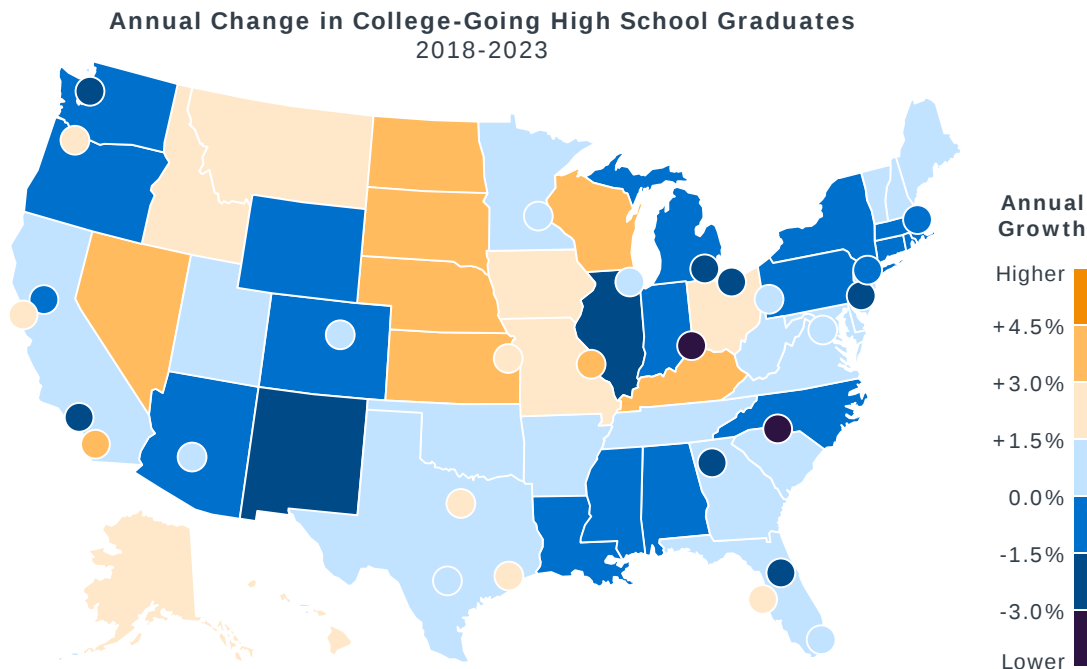
Some Regions More at Risk Than Others

Growth Through 2023 Will Be Largely Found in Less Populated Areas



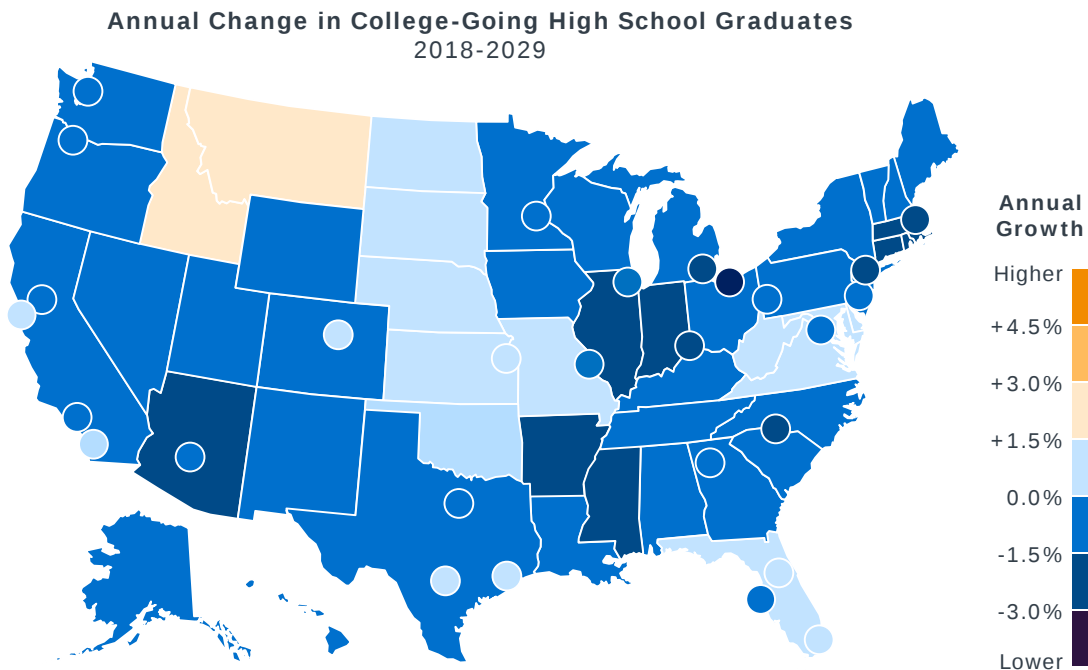
Some Regions More at Risk Than Others

Decline Felt Most Strongly in Urban Centers, Midwest, and Eastern US



Some Regions Hit Harder Than Others

Majority of Nation Goes Into Enrollment Decline at the End of the 2020s



Will We Be Overbuilt?

Some Regions Will See Thousands Fewer Students over the Next Decade



New England

4,000 fewer students each year



Mid-Atlantic

7,000 fewer students each year



Midwest

16,000 fewer students each year

This is the equivalent of

27 midsize colleges
1,000 incoming students each





“The easiest and cheapest students to recruit might already be on your campus”

Nathan Grawe

Professor of Economics, Carleton College

Author of *Demographics and the Demand for Higher Education*

1

Student Success Past and Future

2

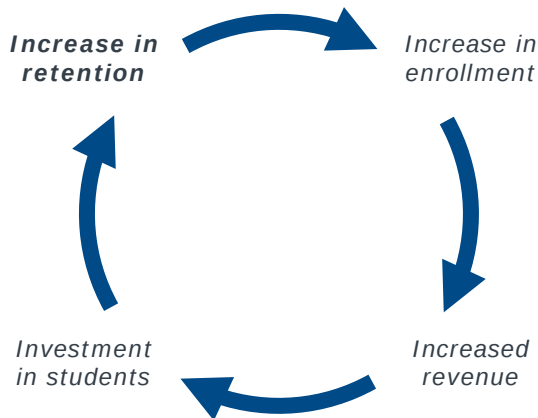
What is the ROI of Student Success?

3

Investing in Advising

The ROI Mindset

Ensure Financial Health While Reinvesting in Students



Why Adopt an ROI Mindset



Advance the financial health of your institution



Break free of budget constraints



Ensure you deliver a **Return on Education**

Where Do We Get the Best ROI? Hard to Say

Difficult for Most Schools to Disentangle the Impact of All Their Initiatives

WSU Doing a Ton on Student Success

- General education reform
- Warrior VIP Program
- Gateway course transformation
- EAB mobile app (Guide)
- Predictive analytics / alerts
- Case management
- Financial aid enhancements
- Success steering committee
- Advisor training academy
- Chief diversity officer
- Office of Teaching and Learning
- Exploratory students program
- Undergraduate research
- Summer bridge
-and more

But Which Initiative Gets the Credit?

\$2.4M

Additional tuition
revenue from
increased retention

\$2.7M

Additional revenue
from increased credit
hour enrollment

”

“I can tell you the ROI of all our student success initiatives. But I cannot tell you the ROI of any individual one.”

**Monica Brockmeyer, Senior Associate
Provost for Student Success**

WAYNE STATE UNIVERSITY

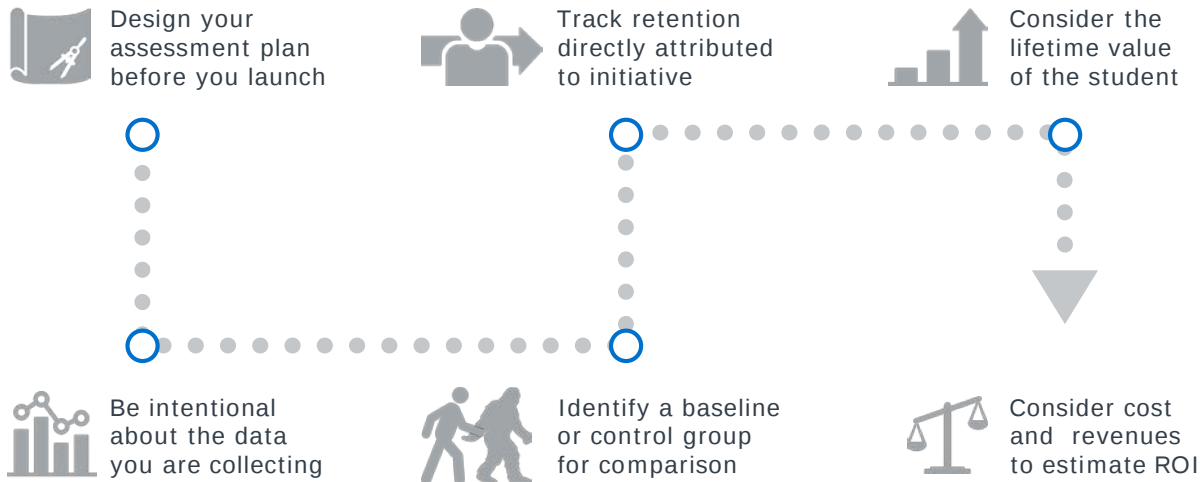


**WAYNE STATE
UNIVERSITY**

Finding the Signal in the Noise

Good Assessments Planned from the Beginning Can Help Pinpoint ROI

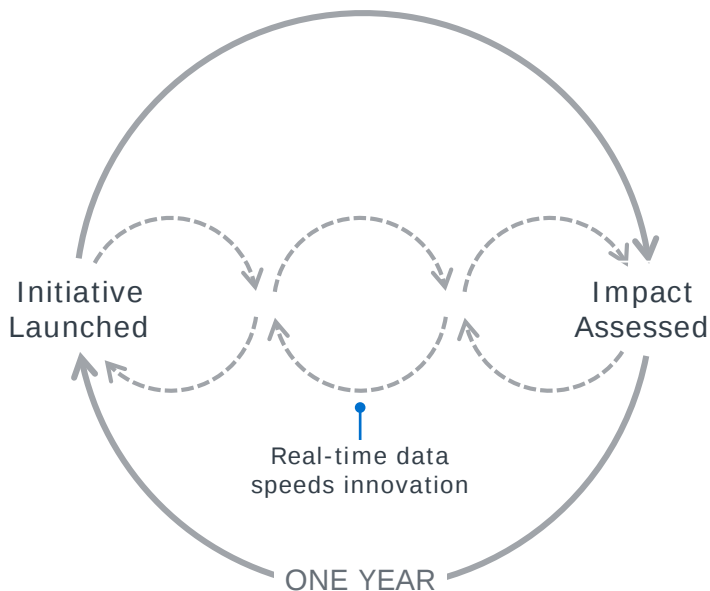
Six Steps to Assessing the True Financial Return of Your Initiative



Speeding Up the Experiment

Real-Time Process Metrics Drive Faster and More Accurate ROI Insights

Our Innovation Cycle Takes a Full Year



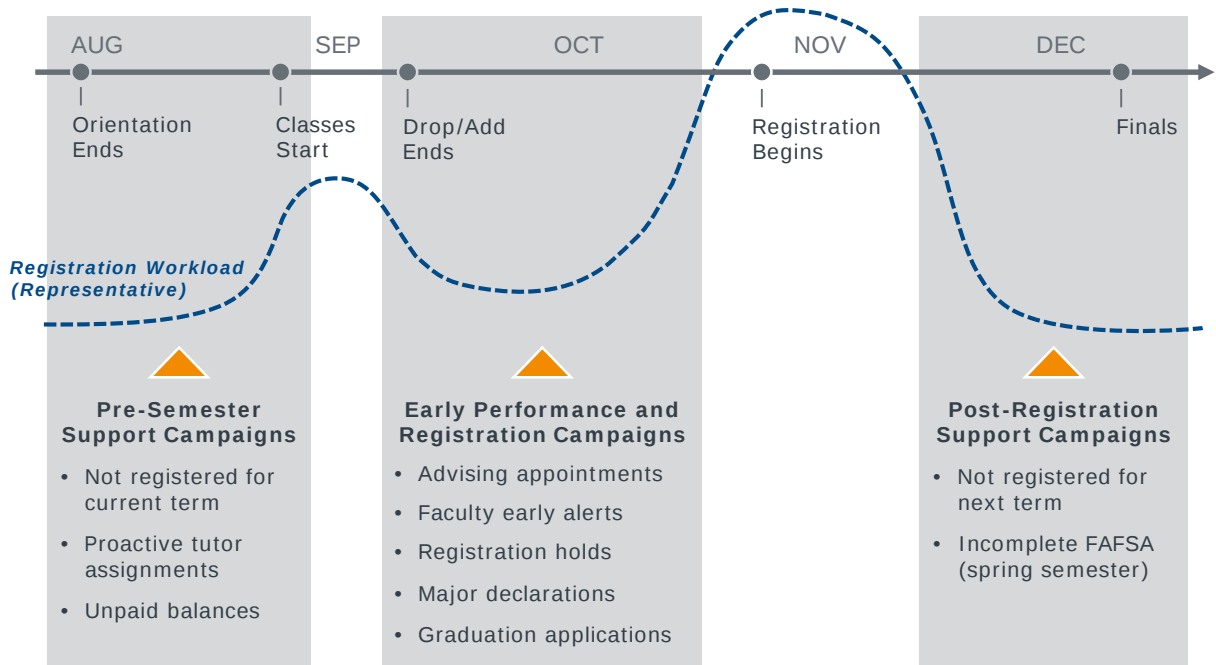
Real-Time Metrics

- Next-term enrollment
- Student contacts
- Response rates
- Advising notes
- Registration holds
- Appointments
- Course registrations
- Degree plans on file
- Graduation applications
- Progress reports
- Instructor response rate
- Open alerts
- Closed alerts
- Referrals

Proactive Advising Campaigns

Working Metrics-Based Interventions Around Existing Advising Demands

Targeting Off-Peak Times to Run Proactive Outreach



1

Student Success Past and Future

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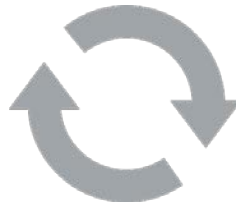
Investing in Advising

Student Success Management

High-ROI Proactive Outreach with Real-Time Tracking Against Goals



**Student Success
Management System**



**Real-time
Process Metrics**

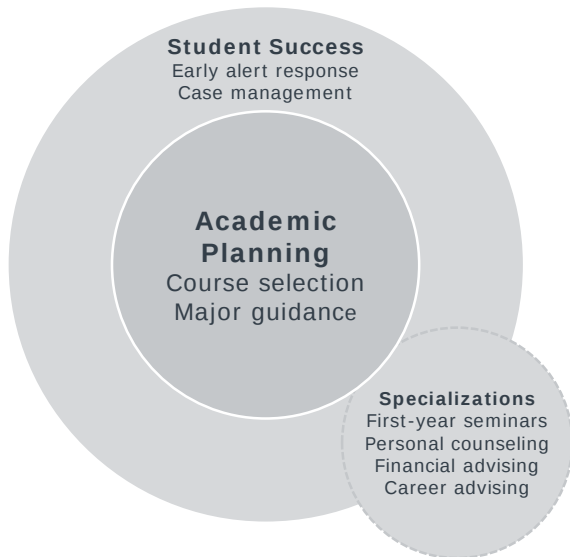


“Success Advisors”

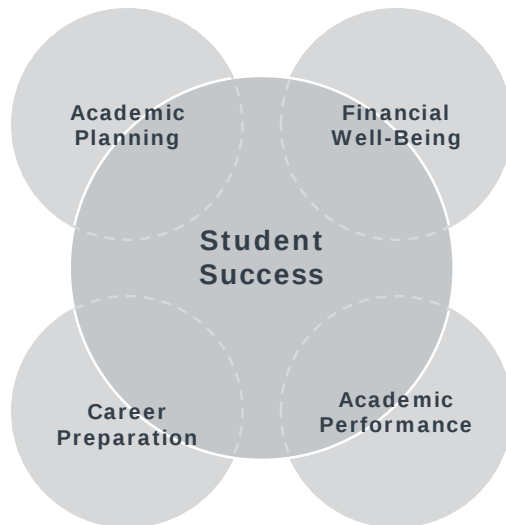
The Evolving Role of Advising

Moving Beyond Registration to Put Student Success at the Core

Traditional Advising



"Success Advising"



Student Success Metrics by Caseload

Empowering Advisors with Metrics That Support Caseload Management

Guidelines for Metrics



Appropriate altitude

Tied to student success but still within advisors' control



Short-cycle

Can be inflected within a semester



Visible to advisors on daily or weekly basis

Tracked in Navigate or a central spreadsheet

Recommended “Sweet Spot” Metrics

Advisor-Student Contacts

% response rate to emails

of advising appointments

of interventions based on early alerts

Student Actions

% of students submitting a degree plan

% of students declaring a major on time

% of targeted students attending tutoring

Student Progress & Outcomes

% of students improving their GPA

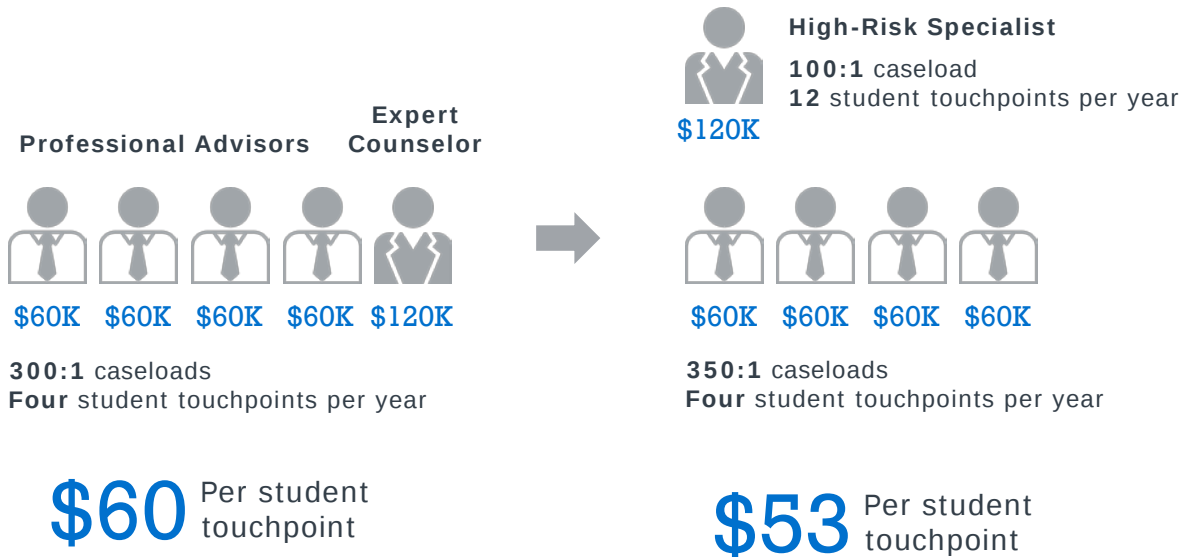
% credits earned (vs. credits attempted)

% of students registering for the next term

% of caseload persisting to the next term

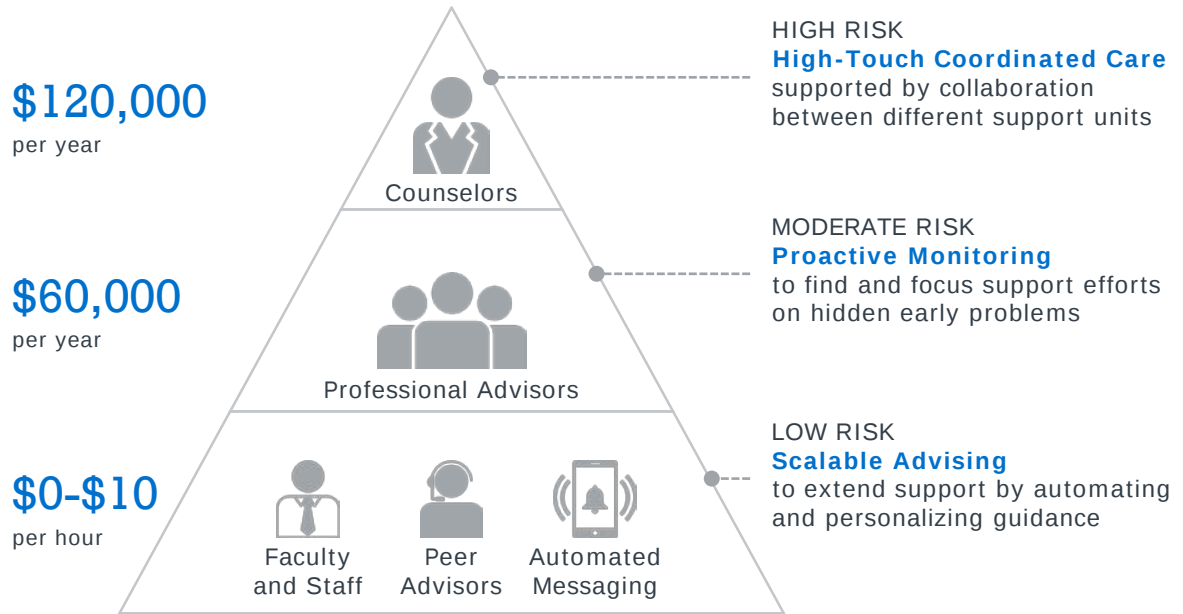
Could Reorganizing Staff Improve ROI?

Deploying Staff to Operate at 'Top of License' Maximizes Value, Efficiency



Population Health Management

A More Efficient Way to Organize Staff and Provide Better Support



Do Advisors Pay for Themselves?

Case Study: Multi-Year Advisor ROI Assessment from East Tennessee State

East Tennessee State University

- 12,000 undergraduates
- \$8,000 net tuition per student
- 12 new FY advisors hired in 2014
- 3% sustained FY retention improvement



EAST TENNESSEE STATE
UNIVERSITY

	F14 cohort additional students	F15 cohort additional students	F16 cohort additional students	Total additional students	Total Revenue Increase	Cost of 12 new advisors (\$60,000/yr)	Net Tuition Revenue
2015	60			60	\$480,000	\$720,000	(\$240,000)
2016	51	60		111	\$888,000	\$720,000	\$168,000
2017	43	51	60	154	\$1,232,000	\$720,000	\$512,000

Using Pilot Results to Expand Advising

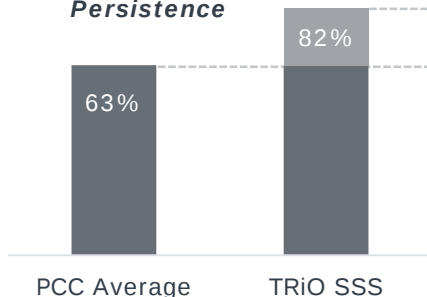
Enrollment Gains from High-Touch Used to Argue for Advising Expansion

	Standard Advising	TRiO Coaching + Navigate (3.5 coaches)	<i>Proposed Expansion</i> (14 coaches)
Advisor to Student Ratio	800:1	70:1	200:1
Persistence Rate	63%	82 %	???



High-Touch TRiO Program Pays for Itself

Persistence



14 additional retained students per TRiO coach

\$62,000 net tuition
\$60,000 cost/advisor

\$2,000 surplus

+\$600,000

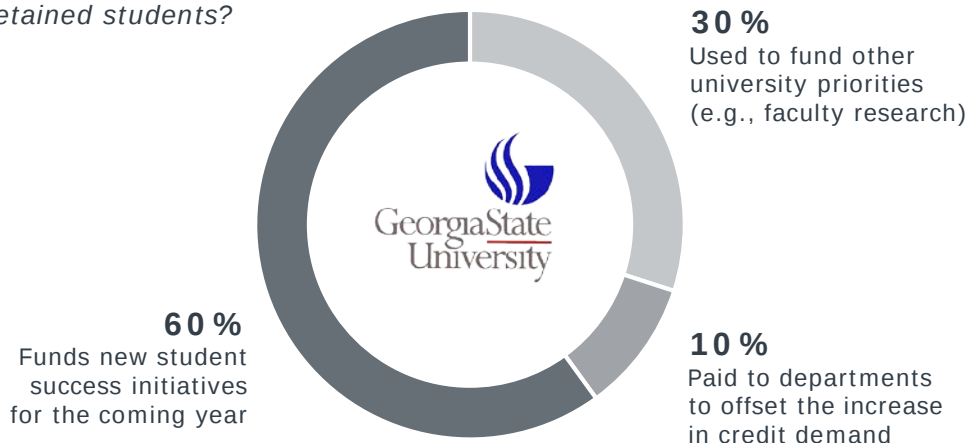
Expansion costs covered by Colorado Opportunity Scholarship Initiative for two years



The Path to Sustainability

GSU Reinvests Their Enrollment Gains into Additional Success Initiatives

What happens to the additional tuition revenue from an increase in retained students?



NOTE: Funding becomes permanent in subsequent years if retention gains hold



Franciscus Floris
sculpsit
1627. exu.

INDEFESSA GERENS REDIVIVIS BELLA COLVBRIS ARGOLIS AD LERNÆ TYNDITVR HYDRA VADVM

Help Center and Community Updates

Focusing on Improved Support, Resources, and Collaboration

The **Navigate Help Center** was been relaunched with a new organizational design and updated content, including:



Platform Information – Information on specific features and common platform workflows across all three pillars of Navigate: Strategic Care, Smart Guidance and Intelligence.



Product Updates – Release notes for all three pillars from the previous six months and important cross-platform announcements.



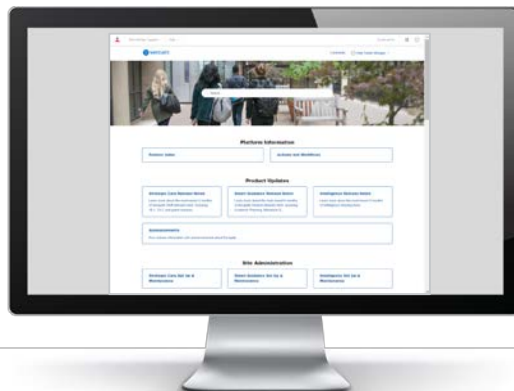
Site Administration – Decision guidance, EAB recommendations and configuration information for all pillars of Navigate.



Resources – EAB Infographics, toolkits, training materials, student promotional materials and other resources to support your use of Navigate on campus.



The Community – New topics to facilitate engaging conversation, make connections, share best practices, and answer questions.



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Visit eab.com or Click the Title to Register



[Improving Adult Learner Engagement by Focusing on Career Alignment](#)

Thurs, March 14, 2pm ET

Adult learners see college as an opportunity to build skills to seek better jobs to support their families, but often find college campuses ill-suited to support their goals. Join this session to learn how prioritizing adult learners' career focus can improve engagement and outcomes.



Ed Venit

Managing Director

EVenit@eab.com

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