EAB | Student Success Collaborative™

Leveraging Existing Expertise to Rapidly Secure Campus-Wide Adoption and Improve Retention

Bowling Green State University, Public Research University in Bowling Green, OH

- **About:** Bowling Green State University (BGSU) is a public research university with an undergraduate enrollment of 14,099 and a six-year graduation rate of 55%.

- **Challenge:** In recent years, BGSU experienced decreases in retention. Upon joining SSC, BGSU leadership anticipated it would be a challenge to engage advisors given the proliferation of technologies that had come and gone over the past 10 years. Leadership knew they needed a new approach that would empower and engage advisors across campus.

- **Solution:** BGSU created a strategic Peer Training Team charged with increasing SSC buy-in and competency among advisors. BGSU's SSC Dedicated Consultant helped to coach this team, provide resources, set expectations, and develop protocols.

- **Impact:** Within just three months of creating the Peer Training Team, advisor logins increased by 150%. BGSU also doubled the number of users across nine months. This engagement contributed to corresponding 1.6% increase in retention and $305,691 in preserved revenue.

Impact Highlights

+1.6%
Increase in retention rate (2014 to 2015)

57
Additional students retained from fall 2014 cohort

$306K
Estimated preserved revenue from tuition and fees based on retention gains

New Culture of Intentional, Data-Driven Advising Drives Early Impact

150%
Increase in average logins since creation of the Training Team

2x
Doubled the number of users in the past 9 months

1.6%
Increase in retention rate (2014-2015)

> "We're now approaching a 78% retention rate for first-time, full-time students—an increase of nearly 2 percentage points over last year, after having gained nearly 6 percentage points the previous year—and we have our sights set on breaking the 80% mark. We can certainly attribute the uptick, at least in part, to the work our advisors have done with SSC. More than anything, I think SSC has quickly propelled us to a more intentional model of using data and information to pay close attention to the students most in need and those we have the greatest capacity to support."

Andy Alt
Assistant Vice Provost of Academic Affairs, BGSU

Creating a Tipping Point Within the Advising Community

Peer Training Team Allows BGSU to Reach Advisors and Scale Data-Driven Expertise

Peer Training Team Members Are Respected and Representative of Campus

1 Train advising staff in groups and 1:1

2 Serve as experts and help troubleshoot

3 Develop training and advising materials

Captain	Peer Trainer 1	Peer Trainer 2	Peer Trainer 3	Peer Trainer 4
• School of Media & Communication • Strong listener and communicator	• Deciding/ Undeclared students • Passionate trainer • Technology skeptic	• College of Health & Human Services • Math and analytical background	• College of Education & Human Development • Tech enthusiast • Initial low-utilizer	• School of Art • Highest user • Diligent tester • Gives feedback
▼	▼	▼	▼	▼
Caseload Management	**Campaigns and Major Explorer**	**Risk Analytics**	**Closing the Loop**	**Success Markers**

Skills Aligned to Training Areas Within SSC

Shifting the Campus Culture with a Phased, Multi-Level Approach

Training Plan Achieves Widespread Adoption with Dedicated Consultant Support

PLAN

Preparation and Coordination
- Formed Training Team with help of Dedicated Consultant
- Met to define roles and set goals
- Conducted assessments to understand department needs
- Developed training materials and advising resources
- Convened and communicated regularly

TRAIN

1 Navigating the Platform
Develop competency in basic functions and insights in platform ("30 second gut check", notes, etc.)

2 Taking a Deeper Dive
Learn more complex functionality (understand risk, predictive model, filtered lists, watch lists, etc.)

3 Maximizing Full Capabilities
Realize complete offering and benefit (campaigns, major explorer, success markers, etc.)

SUPPORT

Ongoing and As Needed
- Conduct 1:1 and large advisor trainings
- Available for troubleshooting
- Visit with faculty mentors
- Update training materials
- Provide guidance and help brainstorm campaigns