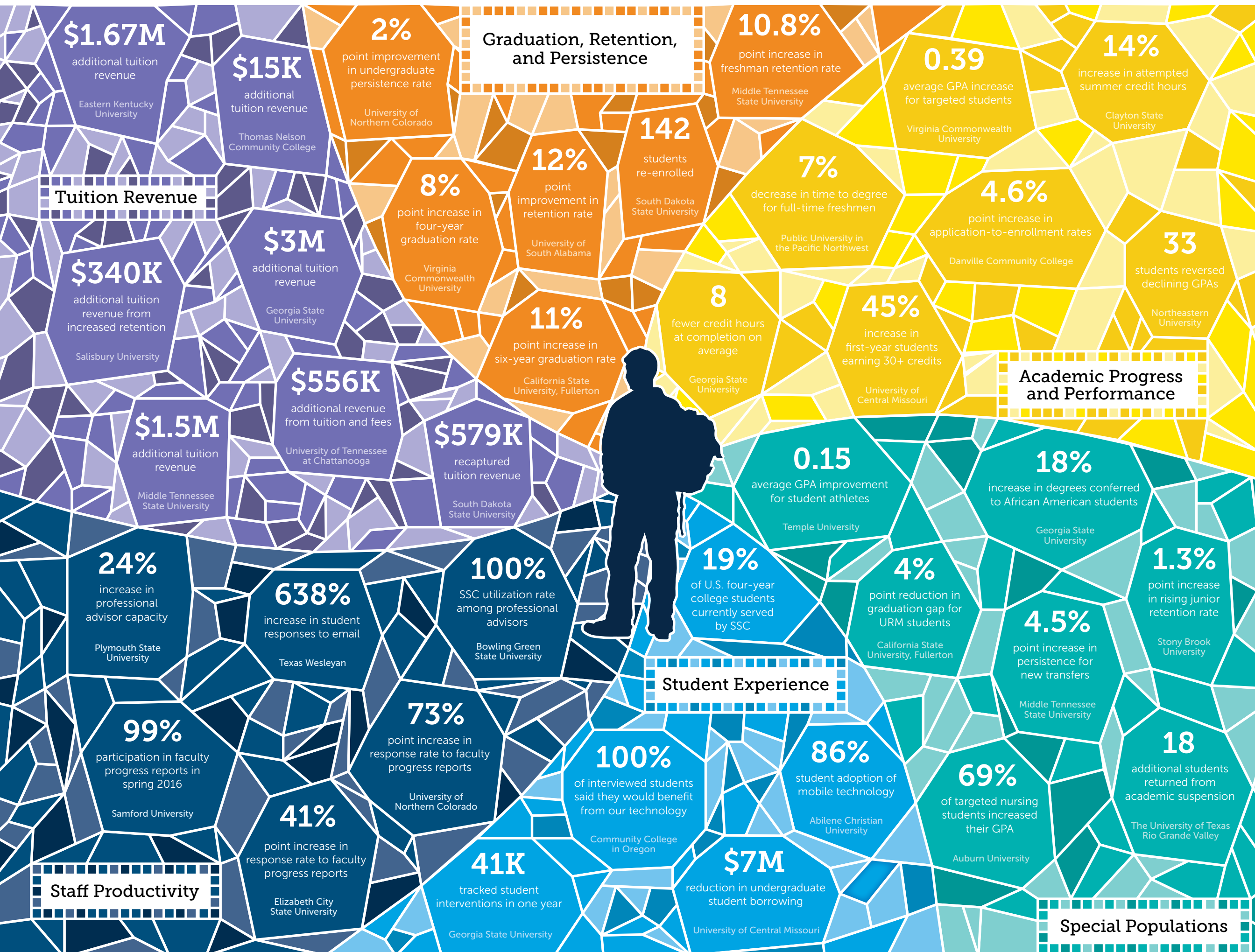# Redefining
Student Success

How Institutions Are Achieving Breakthrough Results Across Six Categories of Impact

Each year brings new urgency to the student success challenge, as higher education's definition of "success" expands beyond first-year retention and graduation.

Just as each student follows their own unique path to success, every institution approaches and measures student success differently. Below we present six categories of student success "results"—from traditional metrics like persistence and graduation, to student experience and staff productivity. The metrics in each category are related and often intertwined, and they reflect important advancements in the landscape of student success.

Explore this mosaic for a sample of how hundreds of colleges and universities are working with EAB to achieve breakthrough results by focusing on student-centered innovations.

Tuition Revenue

$1.67M additional tuition revenue — Eastern Kentucky University

$15K additional tuition revenue — Thomas Nelson Community College

$340K additional tuition revenue from increased retention — Salisbury University

$3M additional tuition revenue — Georgia State University

$1.5M additional tuition revenue — Middle Tennessee State University

$556K additional revenue from tuition and fees — University of Tennessee at Chattanooga

$579K recaptured tuition revenue — South Dakota State University

Graduation, Retention, and Persistence

2% point improvement in undergraduate persistence rate — University of Northern Colorado

8% point increase in four-year graduation rate — Virginia Commonwealth University

12% point improvement in retention rate — University of South Alabama

142 students re-enrolled — South Dakota State University

11% point increase in six-year graduation rate — California State University, Fullerton

10.8% point increase in freshman retention rate — Middle Tennessee State University

Academic Progress and Performance

0.39 average GPA increase for targeted students — Virginia Commonwealth University

14% increase in attempted summer credit hours — Clayton State University

7% decrease in time to degree for full-time freshmen — Public University in the Pacific Northwest

4.6% point increase in application-to-enrollment rates — Danville Community College

33 students reversed declining GPAs — Northeastern University

8 fewer credit hours at completion on average — Georgia State University

45% increase in first-year students earning 30+ credits — University of Central Missouri

Student Experience

24% increase in professional advisor capacity — Plymouth State University

638% increase in student responses to email — Texas Wesleyan

100% SSC utilization rate among professional advisors — Bowling Green State University

19% of U.S. four-year college students currently served by SSC

100% of interviewed students said they would benefit from our technology — Community College in Oregon

86% student adoption of mobile technology — Abilene Christian University

41K tracked student interventions in one year — Georgia State University

$7M reduction in undergraduate student borrowing — University of Central Missouri

Special Populations

0.15 average GPA improvement for student athletes — Temple University

18% increase in degrees conferred to African American students — Georgia State University

4% point reduction in graduation gap for URM students — California State University, Fullerton

1.3% point increase in rising junior retention rate — Stony Brook University

4.5% point increase in persistence for new transfers — Middle Tennessee State University

69% of targeted nursing students increased their GPA — Auburn University

18 additional students returned from academic suspension — The University of Texas Rio Grande Valley

Staff Productivity

99% participation in faculty progress reports in spring 2016 — Samford University

73% point increase in response rate to faculty progress reports — University of Northern Colorado

41% point increase in response rate to faculty progress reports — Elizabeth City State University

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Tuition Revenue

This category refers to additional tuition revenue secured by helping more students return or stay enrolled. This metric is largely internal to the institution, but inflecting it is critical to justifying new and ongoing investments.

Graduation, Retention, and Persistence

This category encompasses the most traditional and publicly visible indicators of success—the percentage or number of students who successfully earn a degree or return to continue their progress toward a degree.

Academic Progress and Performance

To successfully graduate, students must move through a series of academic milestones. Many institutions have focused on improving metrics related to these milestones, like time-to-degree, GPA, and course performance.

Special Populations

Supporting special populations and closing the achievement gap are central to the mission of many institutions. This category includes outcomes for cohorts like under-represented minorities, student athletes, and upperclassmen.

Student Experience

While quantifying the student experience can be challenging, certain metrics—like utilization of campus services and student satisfaction—can help institutions define, assess, and deliver best-in-class support.

Staff Productivity

Productive and satisfied staff are critical to providing high-quality, comprehensive student support. To improve the quality of student care, many institutions have focused on increasing technology utilization and improving staff efficiency.

EAB

Explore all of our case studies at
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