

CASE STUDY

EAB Partnerships Empower a Public University to Make Truly Data-Informed Decisions

University of Alaska Anchorage, Midsize Public University, Anchorage, AK

- **About:** University of Alaska Anchorage (UAA) is an open-admissions public university serving 15,090 undergraduates at the main campus in Anchorage and multiple smaller campuses across the state. At UAA, “non-traditional is our traditional”—94% of students are commuters, 57% are 25 or older, 60% attend part-time, and 10% are Alaska Native. They have a 32% six-year graduation rate and a 67% retention rate.
- **Challenge:** Many incoming UAA students are underprepared for college, leading to low course completion, excessive credit attempts, and extra semesters needed to complete. Leadership understood the problem existed but lacked the data needed to convince faculty and empower stakeholders to act.
- **Solution:** UAA implemented EAB's Academic Performance Solutions (APS) in 2016 and EAB's Navigate a year later to access, analyze, and act on student readiness data and course completion benchmarks.
- **Impact:** Leveraging APS and Navigate to analyze and act on data, UAA has achieved a 5% higher FTFT retention rate compared to peer institutions and a 4.2% increase in the average course completion rate.

Impact Highlights

5%

Higher FTFT retention rate vs. average for open-admissions institutions

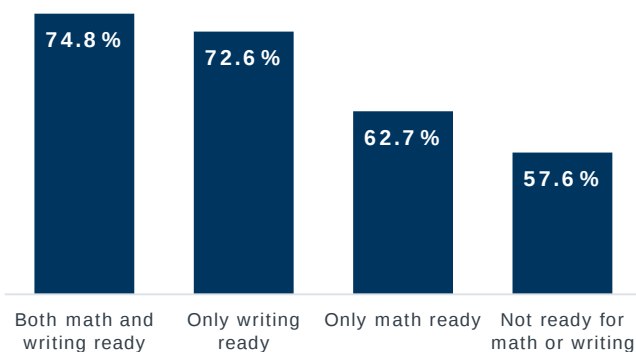
4.2%

Increase in UAA's average course completion rate across four years

Data Is the Basis for More Informed Decision Making

College Readiness Predicts Pass Rates

Avg. FTFT Pass Rate in Lower-Division Courses Based on Math/Writing College Readiness



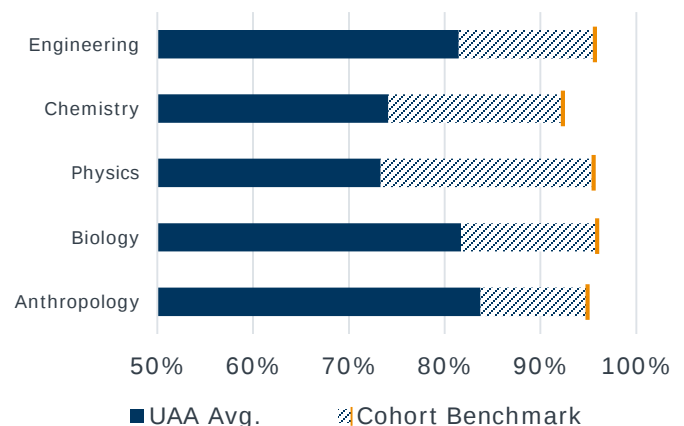
Key Questions:

How can we ensure freshmen **take the right courses** for their major based on readiness?

How can we increase the likelihood that freshmen **pass their courses**, regardless of readiness?

APS Data Shows UAA Lags Behind Peers

Course Completion Rate (UAA vs. Peer Avg.)



Key Questions:

How can we **convince faculty** they need to act to improve student completion outcomes?

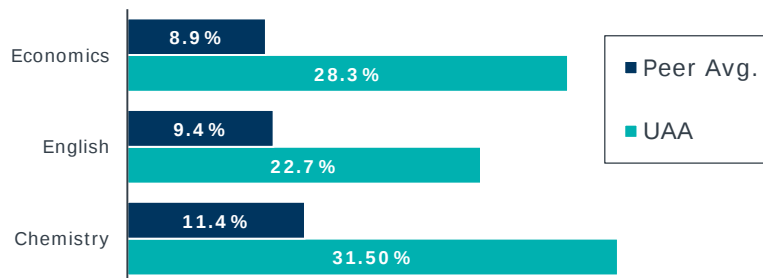
How can we ensure we're **continually improving** to reach peer benchmarks?

Peer Benchmark Data Informs Actions that Improve Student Outcomes

UAA Leveraged APS to Strategically Invest in Course Improvement Efforts

UAA's VP for Student Success led a **"DFW Intensive"** for faculty, presenting APS data on how UAA's DFW¹ rates compare to peer institutions, as well as sharing EAB's research on how to improve course completion.

Department DFW Rates (UAA vs. Peer Avg.)

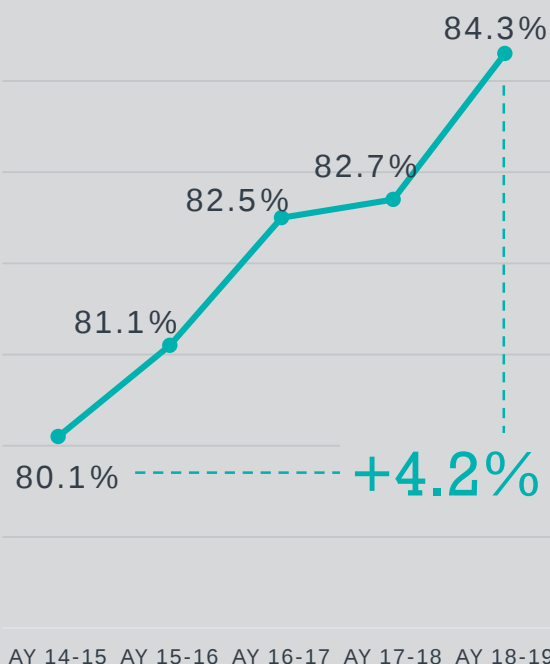


APS data showed that UAA's DFW rates were alarmingly higher than peer institutions, convincing faculty of the need for change and persuading leadership to invest in a new **Peer Learning Assistant (PLA)** role.



UAA hired **18 PLAs** who support 24 high enrollment/high DFW courses through a blend of in-class assistance and supplemental instruction.

Avg. UAA Course Completion Rate

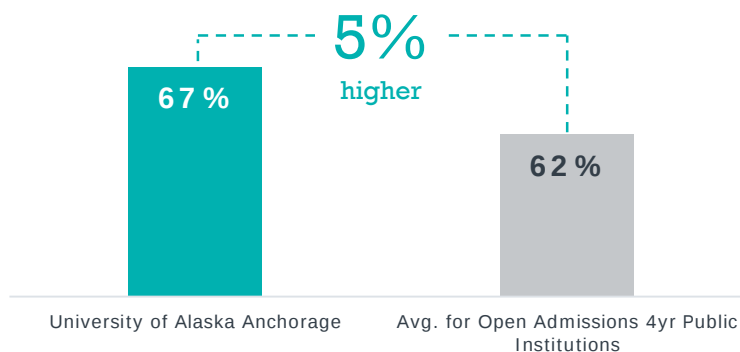


College Readiness Data Helps Advisors to Find the Best Path for Each Student

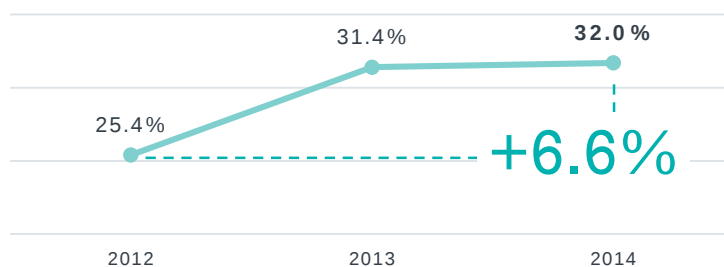
Supporting Students Across Their Journey with Navigate

- 1 Incoming student indicates major of interest on the college app and is sorted into the appropriate **Academic Pathway**
- 2 Student completes math and writing **placement exams**
- 3 Advisor walks student through one of four corresponding **degree maps** in Navigate with suggested courses based on placement results
- 4 Staff use Navigate **progress reports and campaigns** across the year to monitor and support students, and students use the **Navigate mobile app** to drive their own success

FTFT Student Retention Rate



Six-Year Graduation Rate by Entry Year



1) DFW = D/F grades and withdrawals