



Introduction to EAB Research and Services

Welcoming Starfish Partners to the Student Success Collaborative

We will begin at 3:02 p.m. Eastern
Time once everyone has joined!

Your Presenters Today



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@eab_

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What is EAB?

2

Our Areas of Expertise

3

Value of Your Partnership

4

Accessing EAB Research

5

The Student Success Playbook



We help schools support students from enrollment to graduation and beyond

➤ **ROOTED IN RESEARCH**

8,000+ Peer-tested best practices

500+ Enrollment innovations tested annually

➤ **ADVANTAGE OF SCALE**

2,100+ Institutions served

9.5 M+ Students supported by our SSMS

➤ **WE DELIVER RESULTS**

95% Of our partners continue with us year after year, reflecting the goals we **achieve together**

➤ Find and enroll your right-fit students

➤ Support and graduate more students



➤ Prepare your institution for the future



Our Commitment to Starfish

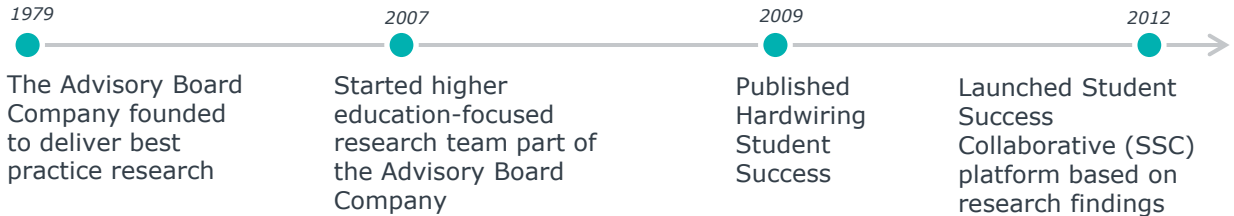
EAB is committed to working with you to further strengthen the service and support students receive through the Starfish platform. We view our work together as a collaboration built around our shared goal of helping more students thrive, persist, and graduate.

[Eab.com/Starfish-Partners](https://eab.com/Starfish-Partners)

A Look Back at EAB Research



We Have Decades of Experience in Best Practice Research



Below are a few examples of pivotal student success topics across the years:

- Using “**The Murky Middle**” to identify need for early intervention
- Finding balance between staff time and student support needs through **Population Health Management**
- Engaging, Recruiting Back, and Supporting **Stop-Out Students**
- Improving student outcomes and ensuring financial sustainability across the next decade (**Student Success Playbook**)
- The “**ROI of Student Success**” focused on expanding your student success efforts on campus

Getting Started with EAB Student Success Research

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Student Success Best Practice Library

Supporting students in today's changing environment can sometimes feel like an overwhelming challenge for those accountable for student success. To help our partners navigate this shifting terrain, we've cataloged more than **360 best practices** from across our research forums.

▼
Defining the Faculty Role in Student Success study will help you clarify how faculty and academic units can support campus-wide student success initiatives

Equity Resource Center

This resource center brings together EAB's vast library of **best practice DEI research**, tools, and insights dedicated to helping college and university leaders cultivate diversity, foster inclusion, promote equity, and fight for justice for their students, faculty, staff, and communities.

▼
Use our **360-Degree Student Equity Audit** to keep equity at the center of your COVID-19 response and recovery plans to help build a more equitable future.

Get the Latest from EAB's Researchers

Daily Briefing is a curated roundup of the most relevant blog posts, research, and infographics for your day.

Student Success Insights Blog shares our experts' analyses of the latest trends and emerging best practices in student success

Office Hours with EAB podcast brings forward ideas and inspiration for higher education leaders—with frequent special guests.



Our Areas of Expertise

Academic Affairs, and Student Experience

Academic Affairs

- Student retention and completion
- Academic resource allocation
- Curricular and program innovation

Student Affairs

- Student mental health and safety
- Campus climate, diversity, and inclusion
- Title IX and campus sexual misconduct

Research Administration

- Large-scale research initiatives
- Faculty hiring and support
- Research administration and budgeting

Enrollment Growth and Advancement

Enrollment Management and Marketing

- Aid optimization
- New market identification
- Enrollment forecasting

Professional, Graduate, and Online Education

- Adult learner enrollments
- Market-responsive program development
- Credential innovation

Advancement

- Competing for major gifts
- Cultivating midlevel donors
- Creating a culture of giving

College Business, Finance, and Administration

Business Affairs, Cost, and Operations

- Revenue growth
- Sustainable cost savings
- Risk management

Information Technology

- Data governance and business intelligence
- IT security and risk
- Enterprise integration

Facilities and Maintenance

- Deferred and preventive maintenance
- Space utilization
- Design and construction

How We Share Our Findings



Best Practice Studies



Toolkits



Workbooks



Research Briefs



Blogs

How We Work With Your Institution

For Institutions with Research Partnerships



Quick-Win, Fast-Payback Tactics

Our research emphasizes practices that have quick implementations, relatively small upfront costs, and fast results. These tactics can often serve as demonstration or proof-of-concept projects for larger initiatives you hope to advance.

Vacancy Review

\$2M

SAVINGS
REALIZED

Communication Audit

66%

REDUCTION IN
PROSPECTIVE
STUDENT
TOUCHPOINTS

Process Redesign

100K+

PIECES OF
PAPER SAVED



Large Strategic Priorities

Much of our research focuses on helping university leaders tackle large, complex challenges.

Our aim for these initiatives is to provide decision frameworks, case study exemplars, step-by-step toolkits, and troubleshooting consultation.

Sample Focus Areas



**Student Experience and
Career Map Creation**



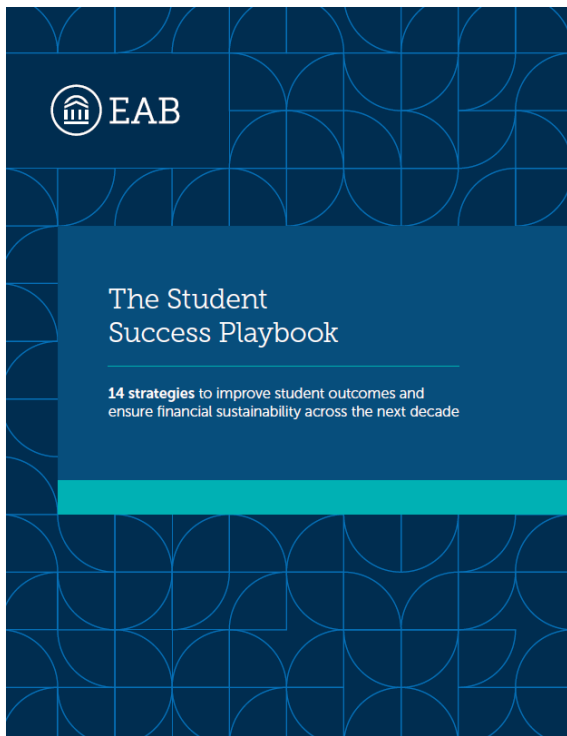
Shared Services Migration



**Academic Program
Portfolio Assessment**



**Promoting Equity Across
the Curriculum**



EAB's Student Success Playbook

Compiling and organizing over a decade of student success research

Start here for an overview of how we have advised institutions to reform people, process, and technology for student success and equity

-
- 1 **Eliminate administrative barriers to retention**
 - 2 Employ staff dedicated full time to retaining students
 - 3 Build student confidence and belonging
 - 4 Mitigate the hidden costs of getting a degree
 - 5 Increase the market value of our “product”
- Immediate
COVID-19
response
- Consider
for the
post-COVID
era

Eliminate Registration Holds



Form a Committee to Review and Suspend or Discontinue Unneeded Holds

Some Usual Suspects Include:

- Student accounts / Bursar
- Advising requirements
- Financial aid paperwork
- Academic departments
- Residential life
- Parking fines
- Library fines
- Student conduct

Typical number
of different holds:

40-80

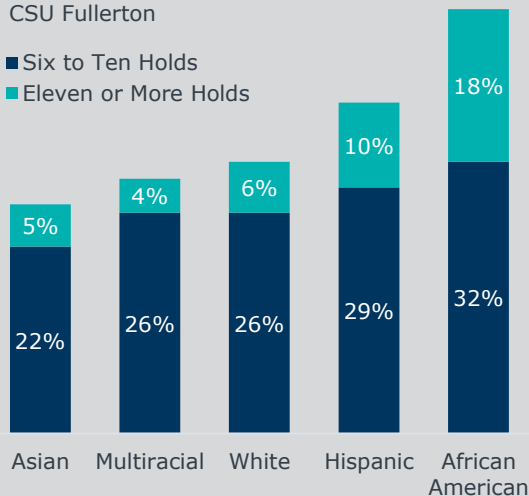


Pro Tip: Include your CFO in conversations about small balances (e.g. parking and library fines)

Holds Are a Hidden Equity Issue

Prevalence of Registration Holds During the First Two Years CSU Fullerton

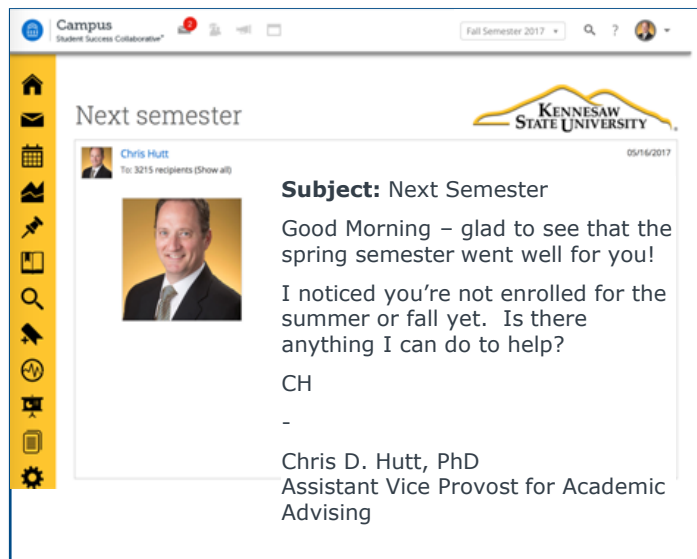
- Six to Ten Holds
- Eleven or More Holds



Surface and Address Registration Barriers

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Simple Outreach Generates 1,100+ Responses, Suggests Systemic Changes



Why Students Said They Weren't Registered:

- 1 Registration Holds
Response: Hold reform
- 2 Course Availability
Response: Add sections (esp. STEM)
- 3 Incomplete Advising
Response: Hire more advisors
- 4 Price Sensitivity
Response: Low-cost online GenEd
- 5 Missed Registration
Response: Expand reg. window
- 6 "Personal Issues"
Response: Promote support services

+3.4% Returning students
Fall 2017



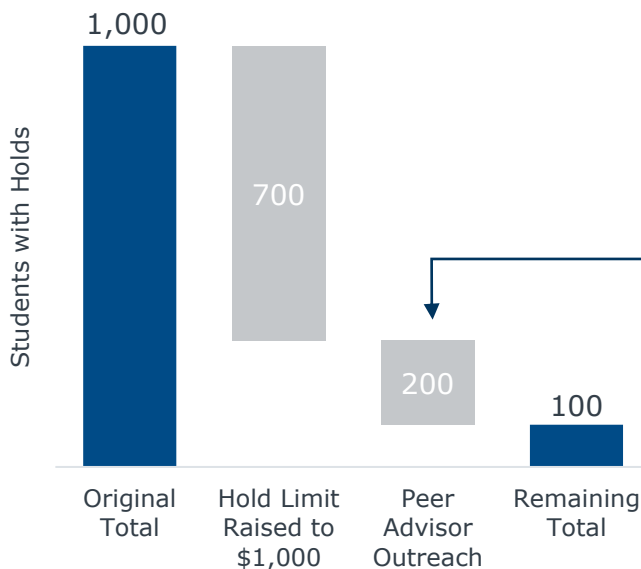
\$2M Additional net tuition
Fall 2017

Raise Bursar Hold Thresholds



Clear Up Remaining Cases with Inexpensive Contacts from Peers Advisors

Unpaid Balance Strategy 2019-2020



UDC Peer Advisors

- 10** peer advisors
- 20** hours/wk each
- \$9.50/hr** (\$5,727 annual)
- 2,000** calls per term
- Payment nudges
- Financial aid prompts

UNIVERSITY OF THE
DISTRICT OF
COLUMBIA
1851

1

Eliminate administrative barriers to retention

2

Employ staff dedicated to retaining students

3

Build student confidence and belonging

4

Mitigate the hidden costs of getting a degree

5

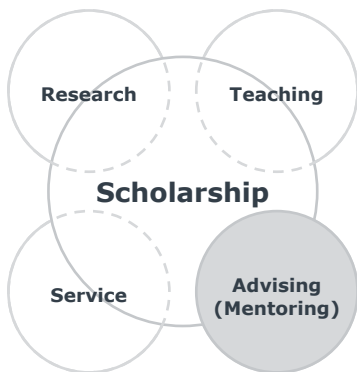
Increase the market value of our “product”

The Evolution of Advising



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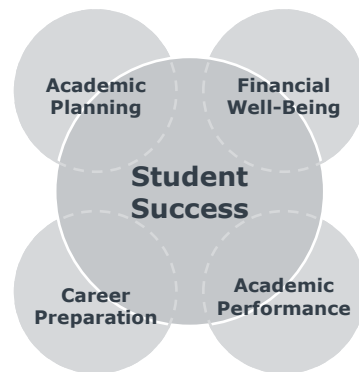
Faculty Advising



Professional Advising



Holistic Advising

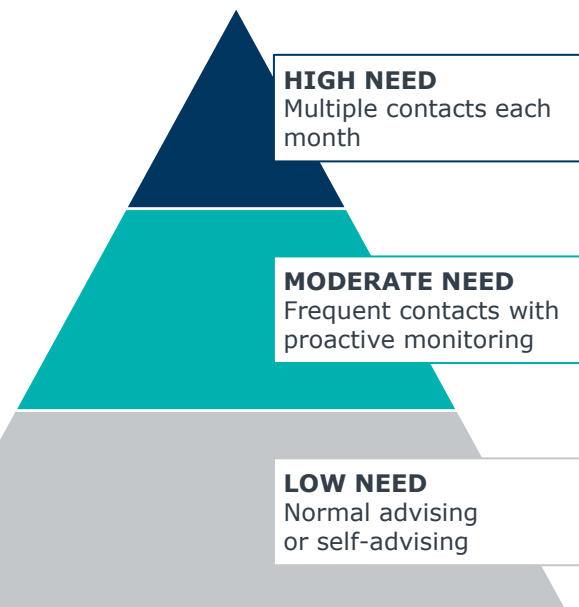


Population Health Management

A More Efficient Way to Organize Staff and Provide Better Support



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Design Principles for PHM Advising

- ✓ **Dedicated caseloads** of 300 or less, proactively managed by advisors
- ✓ **Integrated technologies** enable conversation and communication
- ✓ **Advising metrics** track progress and support professional advancement
 - Caseload persistence rate
 - Student contacts
 - Early alert response
 - Major declarations
 - Degree plans on file

(select metrics appropriate to mission of the office)

Making It Work at Very Different Schools

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“Pyramid of People”

Organizing a large advising team, technologies, and policies

- Network of **high-touch support** offices
- **Proactive advising** and connection to resources
- **Scalable self-advicing** and nudge campaigns

UNIVERSITY of
HOUSTON
37,000 students

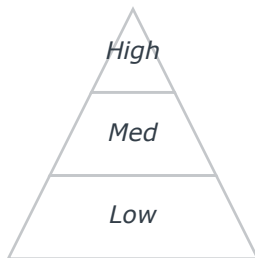


“Pyramid Within a Person”

Setting a cohort contact plan for each first-year success coach

- **12 contacts per term**, plans and weekly coaching
- **5 contacts per term**, semester success plan
- **3 contacts per term**, basic check-ups

GUILFORD
COLLEGE
1,700 students



Using Data to Prioritize

First-Year Guides Tailor Frequency of Contact to Student 'Coaching Level'

Guilford College

- Private liberal arts college in Greensboro, NC
- 1,674 undergraduates
- 59% six-year graduation rate



Guides with **40–60 first-year students** in their caseloads (also teach FYE seminar labs)

GUILFORD
COLLEGE

Recommended Communication Schedule (Sample)

Week	High Coaching Level (approx. 5%)	Moderate Coaching Level (20%)	Low Coaching Level
1			
2	Check-In/Initial Coaching Report	Check-In/Initial Coaching Report	Check-In/Initial Coaching Report
3	Complete Success Plan		
4	Assess/Adjust	Semester Plan	-
5	Assignment		-
6	Check-In for Midterms	Check-In Before Midterms	Check-In Before Midterms
7	Reflect on First Half		
8			
9	Plan from Midterm	Check-In Before Registration	-
10	Reality Check		-
11	Registration Check-In		-
12	Register for Classes	-	-
13	Follow-Up After Reg.	Follow-Up After Registration	Follow-Up After Registration
14	Reflect/Set Goals		

**Total
contacts**

12

5

3

Source: EAB interviews and analysis.

- 1 Eliminate administrative barriers to retention
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Enroll New Students in a Summer Bootcamp

One-Week Summer “Simulated College” Eliminates First-Year Equity Gaps



1 One-week, intensive math course (pass/fail)

Program faculty deliver intensives matched to students intended majors

2 Student cohorts led by peer mentors

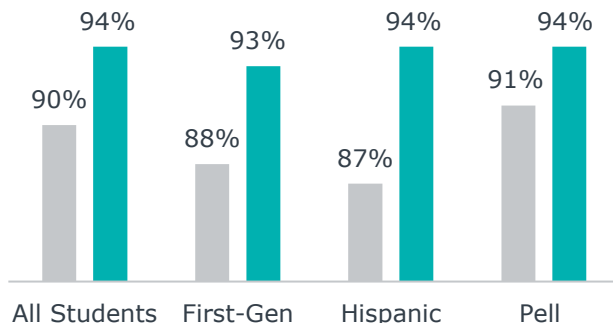
Mentors serve as social role models and help students adjust to college

3 Daily workshops on how and when to seek help

Faculty and peer mentors train students on available academic and personal support

First-Year Retention Entering Class 2017

■ Non Participants
■ FIT Participants



“What makes this work is focusing the program on what it means to be successful in a college class and letting students experience that early in their college career”

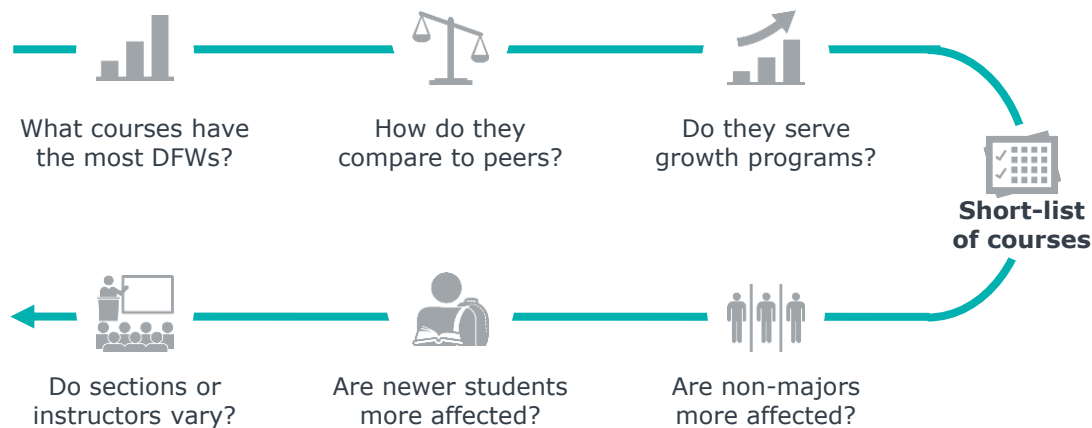
Kevin Carman, Executive Vice President and Provost,
University of Nevada, Reno

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Reduce DFW Rates

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Questions to Ask When Focusing Efforts and Choosing Solutions



Pedagogical development
Course redesign
Instructor swaps

Sequenced degree maps
Additional prerequisites

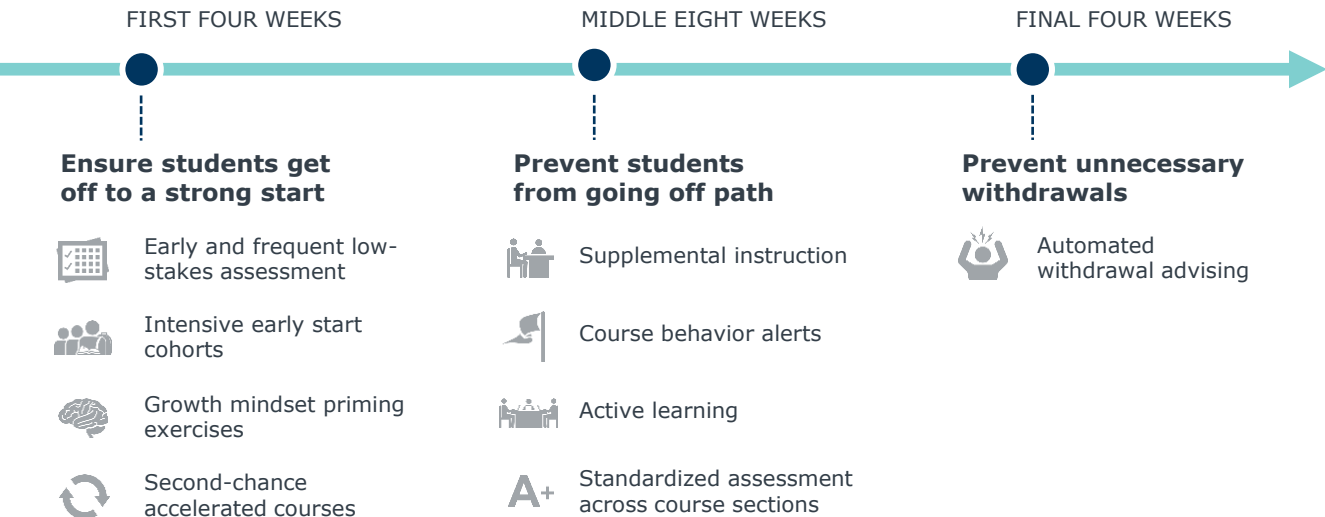
Early alerts
Supplemental instruction

*Multiple solutions
can be deployed
simultaneously*

Nine Elements of Highly Effective Courses

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Maintaining Rigor While Promoting Completion



The Course Completion Playbook: Nine ways to improve DFW rates while maintaining rigor

Streamline Degree Pathways



Four No-Excuse Reforms to Shorten Time to Degree

Common Causes of Excess and Unnecessary Coursework

1

Programs that
require more than
60/120 credits



Executive
mandate to cap
program length

2

Credit attempts
that do not fulfill
requirements



Structured
degree plans for
every program

3

Non-credit
developmental
education courses



College-level
courses with
supplemental
instruction

4

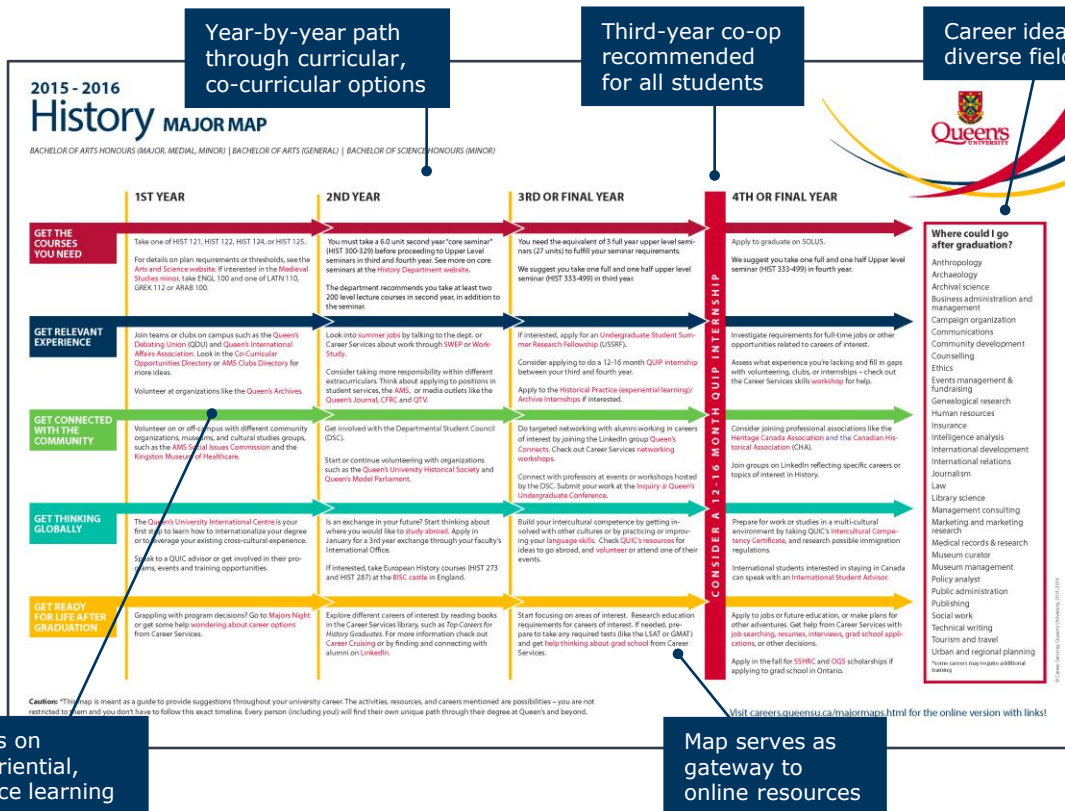
Transfer
credits that do
not articulate



Cross-institution
transfer pathways
with common
partner colleges

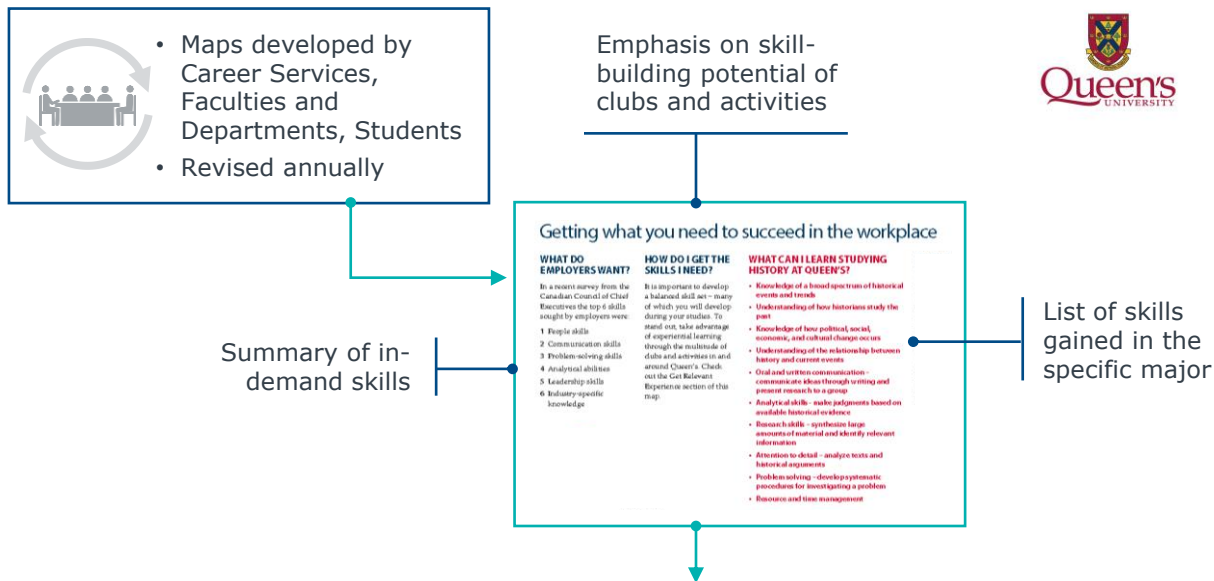
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Beyond the Degree Plan



Emphasizing High-Demand Skills

Integrated Maps Emphasize the Value of Experiential Learning



65K⁺

Views in the first year

95%

Of surveyed students agreed that the maps help them understand the skills and careers associated with programs

89%

Of surveyed students agreed that the major maps help them be more aware of experiential learning opportunities



How You Can Access EAB Research

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Learn Best Practice | Educate Your Campus | Guide Implementation

1

**Sign Up for
Email Updates**



2

**Visit Your
Dashboard**



3

**Attend a
Virtual Event**



4

**Watch a
Webinar**



5

**Share a
Resource**



How We Work With You, Every Term

- Educate the board and cabinet
- Present at strategy retreats and team meetings
- Review annual budgets and proposals
- Set agendas for meetings with deans and faculty
- Support strategic proposal business cases
- Provide leadership development



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