EAB

Using Navigate Analytics to Inform Data-Driven Planning

April 20, 2022

Today's Presenters

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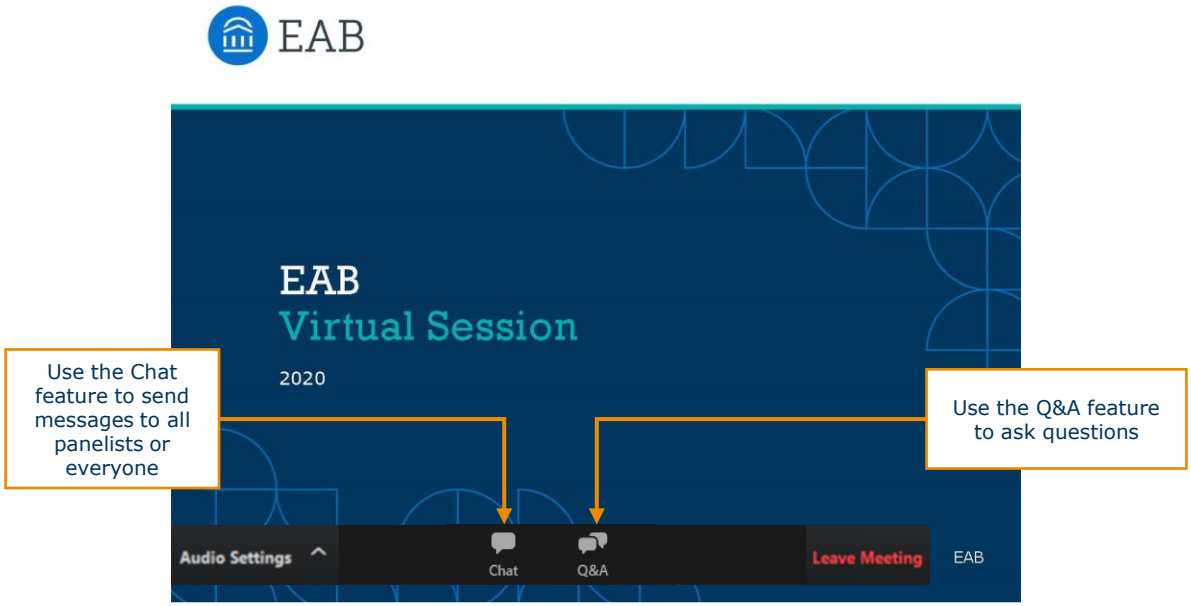
Zoom Webinar Features



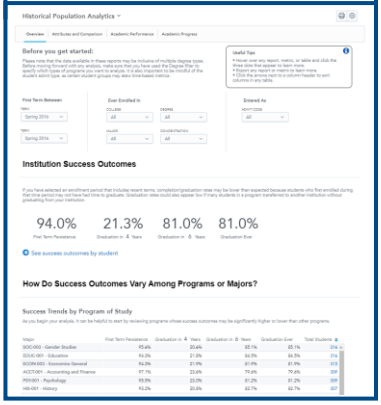
The Success Initiative Life Cycle

More focus needed in planning and evaluation

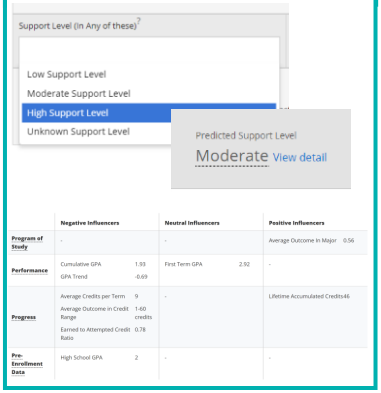
Navigate Analytics to Support Planning

Using data to identify opportunities for action

Historical Analytics



Predictive Analytics



Historical Analytics Dashboards

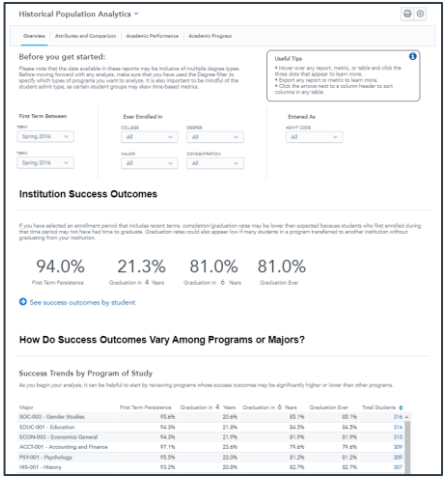
Historical Analytics Dashboards

Providing insight to inform action

Data-Informed Planning

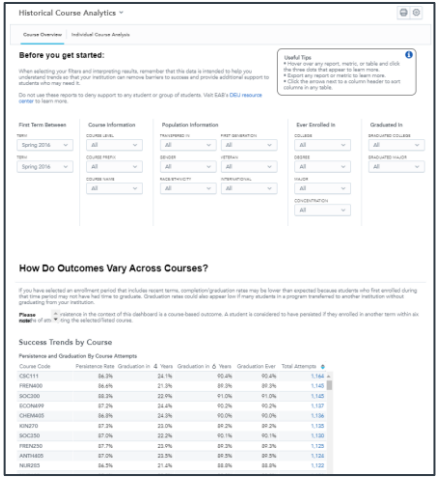
Historical Population Analytics

Displays historical success data from the lens of student attributes



Historical Course Analytics

Displays historical success data from the lens of course performance



Incorporating Historical Analytics into Plan-Act-Evaluate

Identifying opportunities

Plan

Act

Evaluate

Identify insights

- Programs and subpopulations within programs where students are under- or over-performing compared to the institution-wide success rate
- Patterns of early-career academic performance that indicate a student is less likely to persist graduate
- "Stumbling block" courses that may be preventing many students from progressing through a program in a timely fashion

Examine trends

- Patterns of grades earned in top attempted courses
- Success trends based on course attempt timing and grade earned in a particular course
- Current credit and GPA policies or standards
- Course requirements for a program by examining patterns of student performance
- Graduation rates for students in different programs and from specific subpopulations

Identifying Indicators of Support Needs

Collect insights as you move through an analysis

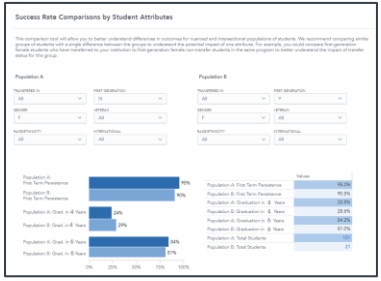
Overview Tab

Identify a **program of study** with a success rate that is lower or higher than the overall institution rate

Attributes and Comparison Tab

Review each report to identify areas of success rate variance by **student attribute**

Create granular student populations by layering different variables



Academic Progress, Academic Performance Tabs

Compare the success rates for students with different **academic progression or performance indicators**

Historical Population Analytics Dashboard

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Predictive Analytics

The Benefits of Predictive Analytics

How can we make sure students receive the support they need?

Visibility

Uncover Hidden Student Support Needs

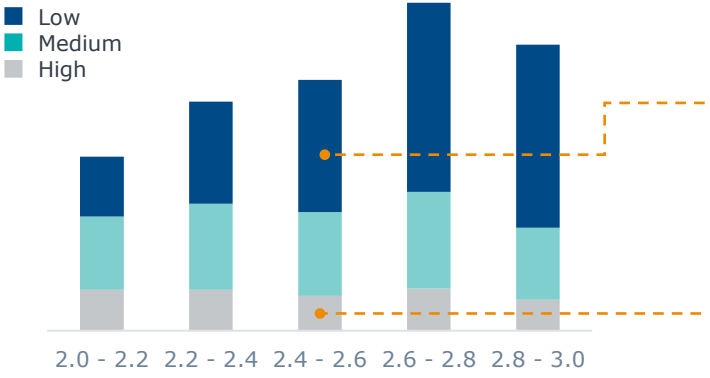
Early Intervention

Act Now, Avoid Problems Later

Triage

Focus Efforts to Maximize Resources

Support Level Distribution Across GPA



A Tale of Two Students

Alex

- Biology Major
- 2.5 First-Year GPA
- 30 Earned Credits
- **Eventually Graduates**

Jamie

- Biology Major
- 2.5 First-Year GPA
- 30 Earned Credits
- **Eventually Stops Out**

EAB's Approach to Predictive Analytics

Strategic and focused efforts based on data

DATA COLLECTION

Collect a large historical behavioral data set

- Incorporate data provided by partner plus variables derived by EAB Data Science team

MODEL TRAINING

Identify traits correlated with needs

- Train the predictive model
- Assign scores to current students
- Translate predictive scores into Predicted Support Levels for display throughout Navigate

MODEL APPLICATION

Provide resources and services

- Integrate predicted support level into student success initiatives on campus (caseload management, intervention planning, etc.)

Integrating Insights throughout Navigate

Three key workflows and supporting features

1

Managing Student Populations

Population Health Analytics

Dive deep into support distribution trends across colleges, majors, credit thresholds, etc.—the combinations are endless!

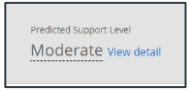
2

Prioritizing Proactive Intervention

Advanced Search

Find lists of current students with certain predicted support levels to focus outreach or other interventions

3



Supporting Individual Students

Smart Student Profile

View support level at the individual student level

Predictive Influencers

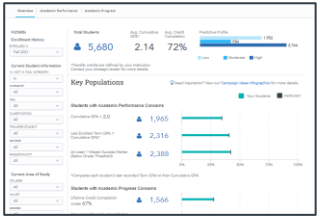
Unpack the predicted support level to learn more about some key contributing factors

Managing Student Populations

Population Health Dashboard

Goal: Gain understanding of pockets of support needs within specific populations to **inform resource allocation** and **outreach priorities**

Overview



- Average GPA
- Average credit completion
- GPA under 2.0
- Last term GPA below cum. GPA
- Missed success markers
- Credit completion under 67%
- Total credits above 120
- Full time but attempting 12-14 credits

Academic Performance

- GPA
- Last term GPA below cum. GPA
- Ds and Fs
- Missed success marker, low grade

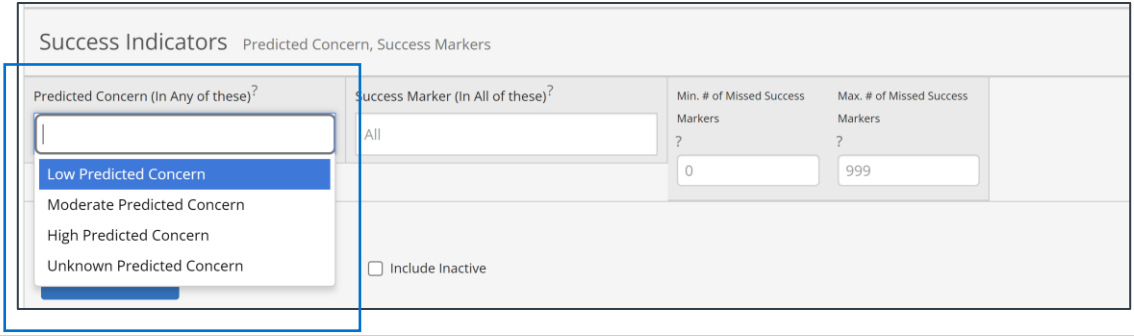
Academic Progress

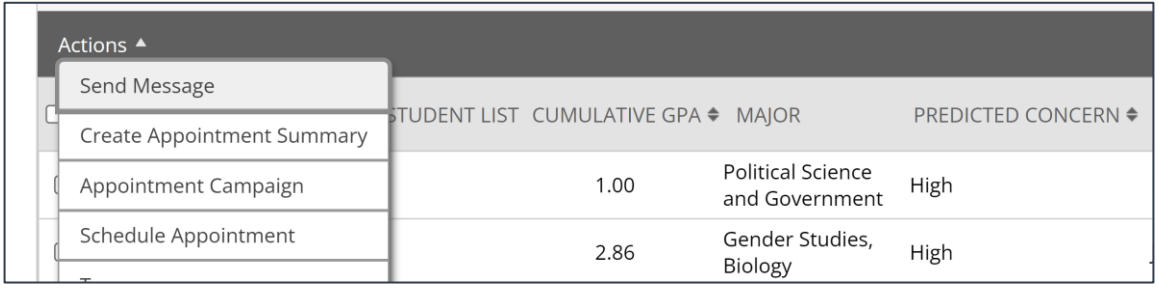
- Credit completion percentage
- Earned credits
- Attempted credits
- Missed success marker, did not register
- Withdrawals
- Repeats
- Major changes

Prioritizing Proactive Interventions

Advanced Search

Goal: Employ **focused outreach campaigns** to proactively connect students with resources based on their predicted support needs

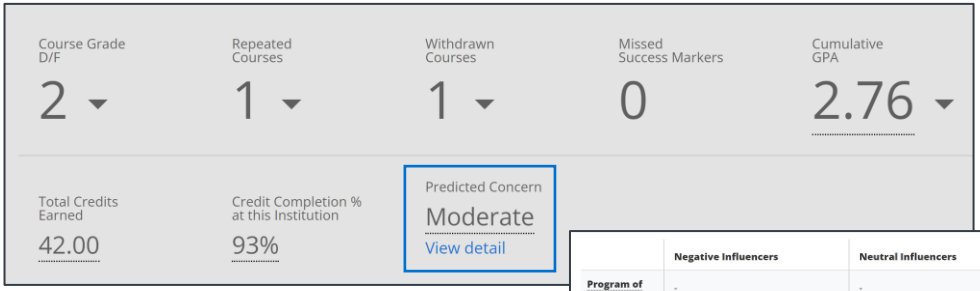




Supporting Individual Students

Student Profile & Predicted Influencers

Goal: Better understand all the factors that may be contributing to a student's predicted support level to best **connect them with helpful resources**



	Negative Influencers		Neutral Influencers		Positive Influencers	
Program of Study	-		-		Average Outcome In Major	0.56
Performance	Cumulative GPA GPA Trend	1.93 -0.69	First Term GPA	2.92	-	
Progress	Average Credits per Term Average Outcome in Credit Range Earned to Attempted Credit Ratio	9 1-60 credits 0.78	-		Lifetime Accumulated Credits	46
Pre-Enrollment Data	High School GPA	2	-		-	

Incorporating Predictive Analytics into Plan-Act-Evaluate

Informing outreach and support strategies

Plan

Act

Evaluate

Refine population of interest

- Current students who fit the parameters of those identified in the Historical Analytics dashboards coupled with support need
- Pockets of support need within a given population
- Support need variation between populations or programs

Act with intention

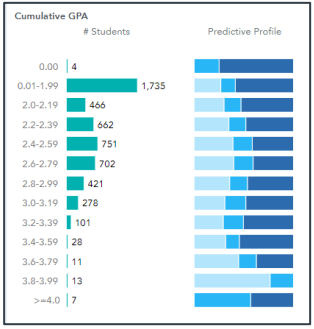
- Redistribute advising caseloads based on support need
- Bring granular groups identified students into Navigate to conduct interventions based on support need
- Tailor support to individual students based on support need

Pulling it all Together

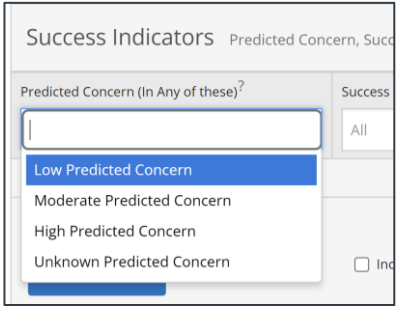
Leverage Predicted Support Level throughout student interactions

Population Health Dashboard → **Advanced Search** → **Student Profile**

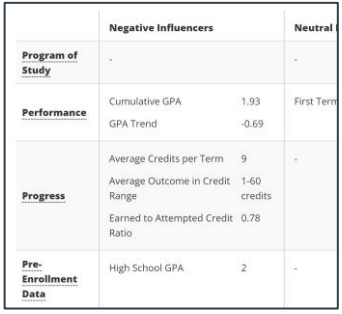
Use the **Predictive Profile** to further refine a population of interest to focus on those with high or moderate support needs



Search for students with the identified parameters of interest, including **success indicators** like support need, and take action



Use data about the student's predicted support level to better inform one-on-one conversations with a student



Predictive Analytics

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The Success Initiative Life Cycle

More focus needed in planning and evaluation

- Historical Population Analytics
- Historical Course Analytics
- Population Health Analytics Dashboard
- Predictive Analytics

- *Strategic Care Analytics*
- *Student Milestone Analytics*
- *Academic Planning Analytics*
- *Survey Analytics*

- *Intervention Effectiveness Analytics*

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