



EAB

Strategic Use of Your Predictive Data in Starfish

Furthering Retention Initiatives

Starfish

Meet Your EAB Presenter



Elaine Sheehan

*Strategic Leader, Starfish
She, her, hers*

esheehan@eab.com

Moved from Starfish Admin at
SLCC to EAB Strategic Leader
in March 2021

M.Ed. In Educational
Leadership and Policy

- Thesis Topic: Ethical uses
of Analytics in Higher
Education

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- 1 Quick Recap of Webinar
- 2 Q+A
- 3 Partner Next Steps



Webinar Recap

Strategic Use of Predictive Data in Starfish



1

3 Lessons Learned from Partner Presenters

5



Getting Buy in for Cultural Shift

- Begin conversations with larger group and leadership early
- Use this Webinar or have your Strategic Leader Present to leadership to help set the vision for leadership



Follow 4 Steps of Moving to Retention Score Strategy:

- Start with theory and data
- Layer in your knowledge
- Create Levels of Care
- Configure, Document, Train



Plan to Assess Your Interventions

- Determine metrics that will be impacted by your work, goals, and methods for measuring
- Our [Quantifying Impact Toolkit](#) and your SL can help!

Other Resources



[Preparing Advisors for Proactive Caseload Management](#) (Webinar)



[A Student-Centered Approach to Advising](#) (Study)



[61 Advising Campaign Ideas](#) (Infographic)



[How to Proactively Manage Your Student Caseload](#) (Toolkit)



[Next-Generation Advising](#) (Study)



[65 Community College Advising Campaign Ideas](#) (Infographic)



[The Need for Equity in Support Outreach](#) (Webinar)



[What Can Health Care Teach Us about Student Success?](#) (Whitepaper)

CASE STUDY

Ramapo College of New Jersey



Joseph Connell

Assistant Vice President
Student Success

"After implementing best practices in new student experiences, academic advisement and early alert, Ramapo's Center for Student Success strategically increased the one year retention rate of our transfer students over the last five years from 76% to 84%."

Background



Midsized college in Mahwah, NJ
founded in 1969

"New Jersey's Public Liberal Arts
College"



Approximately 6,000
credit-earning students

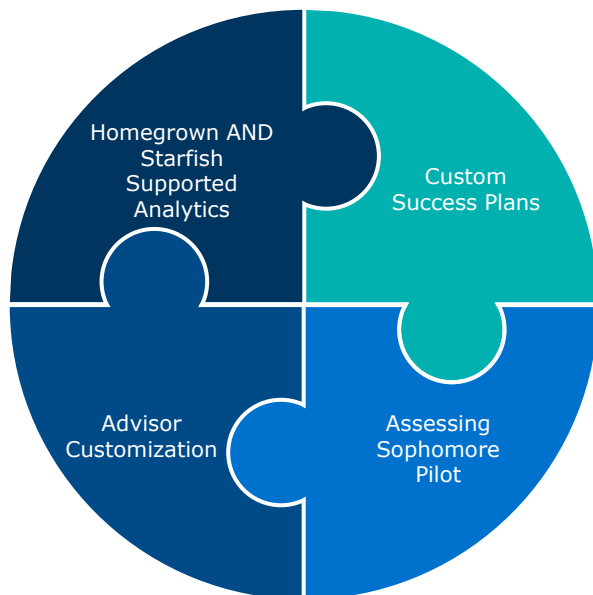


88% retention rate and
74% graduation rate



Highlights of Featured Work w/ Retention Scores

Ramapo College



● **Homegrown AND Starfish Retention Scores**

Built trust in analytics with a homegrown model that validated the Starfish Retention Scores

.....

● **Custom Success Plans**

Based on level of support (red, yellow, green) and academic status, students will be given different task lists to complete

.....

● **Advisor Customization**

Advisors can use tracking items (flags) to move students to a different level of support based on interactions with student

.....

● **Assessing Sophomore Pilot**

Tracking registration and hold removal rates among sophomore cohort to confirm that proactive outreach based on scores is effective

CASE STUDY

Northeast Wisconsin Technical College



**Matt Petersen,
Ph.D**

Manager of Student
Retention

Background



Career and technical college with main campus in Green Bay, WI; part of Wisconsin Technical College System (WTCS)



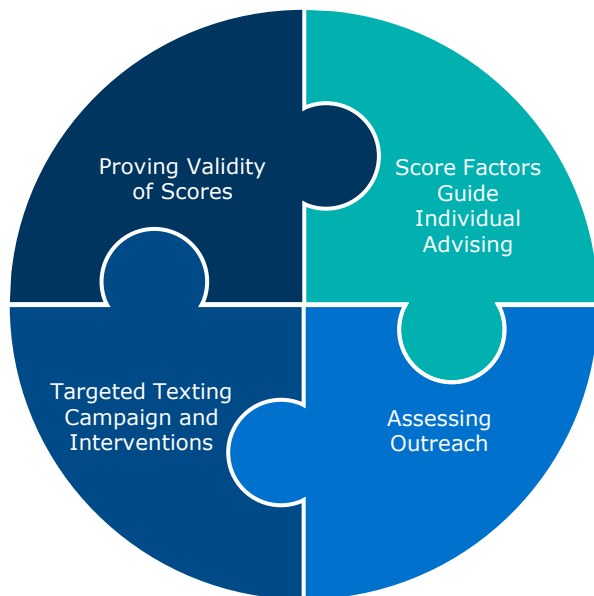
5,100 FTE students, 60% part-time, 20% students of color



65% term-term retention rate and 45% graduation rate

Highlights of Featured Work w/ Retention Scores

Northeast Wisconsin Technical College



● **Proving Validity of Scores**

Tracked a cohort of students to see that the retention rates correlated to retention score ranges over a large population

.....

● **Score Factors Guide Individual Advising**

Trained advisors to ask specific questions based on students' predictive factors

.....

● **Targeted Texting Campaign and Interventions**

Used Predictive scores to determine the timing of outreach campaigns and which students received intervention for certain behaviors.....

● **Assessing Outreach**

Assessed whether they were intervening with and targeting the right students based on predicted vs. real retention



Q+A



2



Partner Next Steps

Starting your Retention Score Transformation



3

Steps for Using Scores for Retention Strategy



Step 1: Start with Retention Data and Theory



Consider Retention Scores and all other Retention Factors at your institution. Retention Scores will provide baseline Retention prediction

Step 2: Integrate Your Knowledge



Consider your unique context, culture, the needs of your students, and reasons they may not complete. Combine with Score data.

Ask your Strategic Leader to lead our new workshop to tackle these steps!

Step 3: Determine Levels of Care



Create levels of care for Flag Triaging or Outreach Strategies based on Retention Scores and your initiatives

Step 4: Configure and Document



Configure Starfish for easy rollout:

- Import attributes for key factors
- Configure levels of care in cohorts

Follow up w/ training!



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CASE STUDY

Ramapo College of New Jersey

Background



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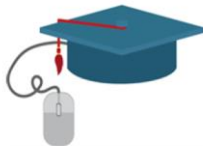
"New Jersey's Public Liberal Arts
College"



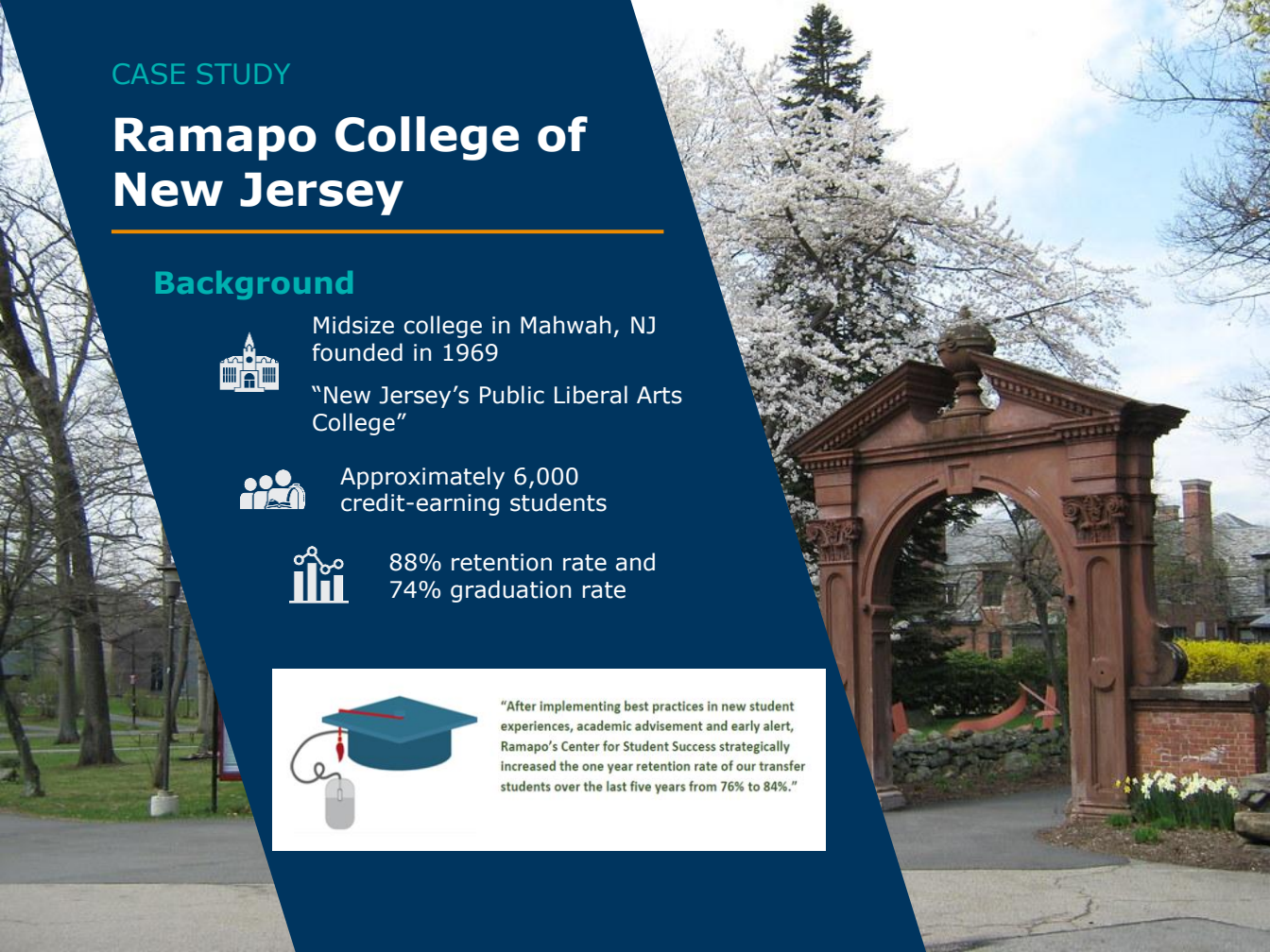
Approximately 6,000
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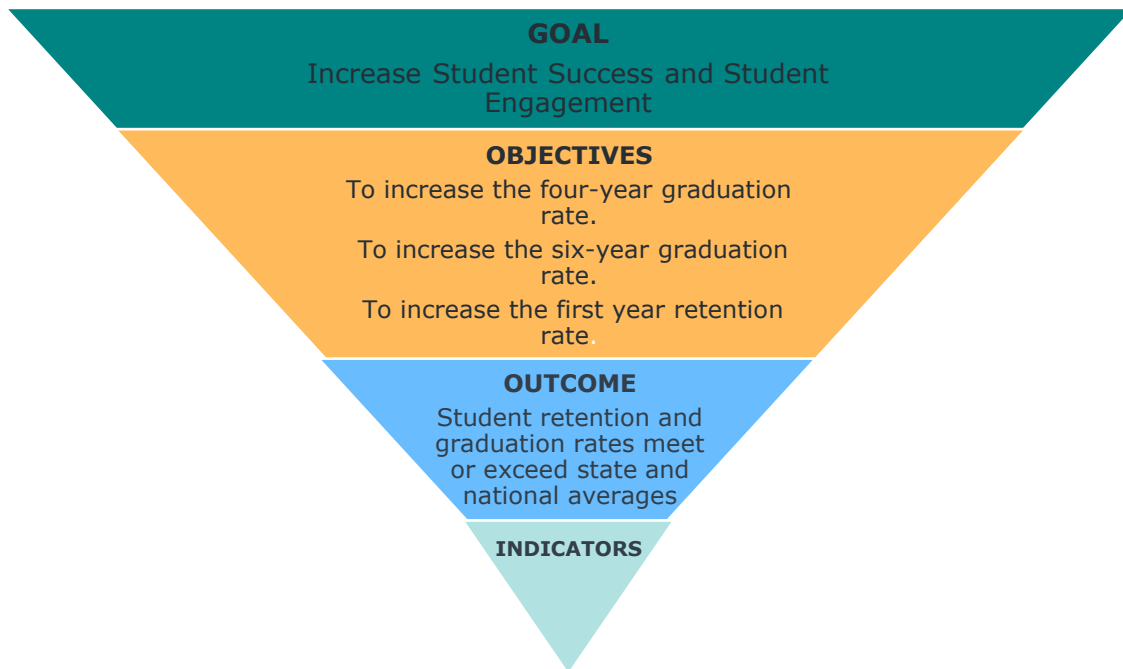
88% retention rate and
74% graduation rate



"After implementing best practices in new student experiences, academic advisement and early alert, Ramapo's Center for Student Success strategically increased the one year retention rate of our transfer students over the last five years from 76% to 84%."



Student Success Leads our Strategic Plan



"The purpose of our work is student success. At Ramapo College, student success is defined across four dimensions: **access, engagement, completion, and employment.**"

Starfish Partner Since 2013



Intrusive/Proactive Advising

- Since Fall 2016, faculty completed over 60% of progress surveys every semester.
- Since the implementation of Starfish success plans for students on academic warning the number of students continuing on warning has decreased by 11%
- Starfish cohorts are used as a case management tool creating a team approach to student success

Transfer Student Success

- Expanding early alerts used with full-time, first-time students to transfers assisted with our rising one-year retention rate for transfer students, which has increased from 76% to 84% over the last five years
- Today, 70% of transfer students begin to work with our transfer advisor at their County College. Starfish's Prospective Student feature allows us to keep advisement notes on these students that merge with their enrolled student record upon matriculation

Career Pathways

- Career Pathways Program, a mandatory graduation requirement, is managed through Starfish success plans
- Faculty and Career Advisors use Starfish cohorts to communicate with students in their majors and other academic programs about symposia, speakers, career opportunities and other learning opportunities

Predictive Modeling and Retention Scores

- Predictive modeling inputted into Starfish identifies at-risk students for advisors
- Success plans based on predictive model for new students with customized To Do Items

A History of Our Predictive Model & Looking Forward

17

1. Homegrown model established in 2012

- Predictions developed by Political Science Professor based on past retention rates of first-year students. Goal was to identify characteristics we could use to increase student persistence (e.g., Major, Residence, GPA).
- Added the Predictions by Attribute to Starfish in 2014

Expanded data in Starfish for Starfish Retention Scores in 2020-2021

- Compared Starfish Retention Scores with our Homegrown model in Spring 2021

2. Expanding our Outreach using Starfish Retention Scores with Sophomores

- Plan to expand use of Retention Scores to reach at risk upperclass students



An Advisor's Toolbox: A Case Management View of Starfish with Retention Scores

18

MY STUDENTS

Flag

Referral

To-Do

Kudos

Success Plan

Message

Note

Download

Prospective Student

Search

Student Name, Username, or ID

Go

Connection

Academic Advisor

Term

Spring 2022

Cohort

Additional Filters

Add Filters

☐	Name	Retention Score	Email	Phone	Cell Phone
☐					
☐					
☐					
☐					
☐					
☐					
☐					
☐					
☐					
☐					

TRACKING

Flag

Referral

To-Do

Success Plan

Message

Note

Appointment

File

Overview

Info

Success Plans

Courses

Tracking

Meetings

Notes

Network

Admissions

Transfer First Term	No	Fall 2021	High School GPA	3.80
---------------------	----	-----------	-----------------	------

Placement Scores

Reading:	265	Writing:	5
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Demographics

Date of Birth	09-29-2003 (18 years)	Gender	Female
Pell Grant Eligible	No	Race/Ethnicity	White
US Citizenship Status	US Citizen	Residency Type	In-state

Programs

BA-Psychology	
Primary Major:	PSYC
Credits Needed:	128
Start Term:	202140

Term Status

All Terms

Fall 2022			
Enrollment Status:	Full-time	Cumulative GPA:	3.925
Class Level:	Freshman/First-year	Total Credit Hours:	16
Credits Attempted in Term:	16	Course Load:	4 courses
Receiving Financial Aid:	No	Living On Campus:	No
Spring 2022			
Enrollment Status:	Full-time	Term GPA:	0.000
Cumulative GPA:	3.925	Class Level:	Freshman/First-year
Total Credit Hours:	16	Credits Earned in Term:	0
Credits Earned in Term:	0	Course Load:	5 courses
Receiving Financial Aid:	No	Living On Campus:	No
Fall 2021			
Enrollment Status:	Full-time	Term GPA:	3.925
Cumulative GPA:	3.925	Class Level:	Freshman/First-year
Honors:	No	Total Credit Hours:	16
Credits Attempted in Term:	16	Credits Earned in Term:	16
Course Load:	4 courses	Receiving Financial Aid:	No
Living On Campus:	No		

Profile

93

Spring 2022

Low Risk

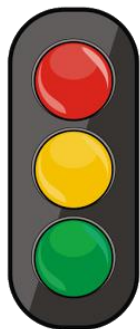
Since 04-10-2022

Contact

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1. A Homegrown Approach Implemented in Starfish

19



★

Additional Filters

Clear All Filters

Never Mind

Submit

Tracking Items

Cohorts & Relationships

Meetings

Success Plans

Success Scores

Attributes

Add Attribute

Attributes	Values
Attribute Ramapo Color	☐ Assigned to Student
Term Active	☐ Not Assigned to Student
	☒ Specific Value
	red
Attribute Ramapo Color	☐ Assigned to Student
Term Active	☐ Not Assigned to Student
	☒ Specific Value
	yellow

ⓘ This filter only returns students for whom you have permissions to view attribute data.

★ Required fields

Clear All Filters

Never Mind

Submit

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Custom Success Plans Based on Student Retention Scores & Academic Status



Students on Academic Warning

 **Success Plan:** Academic Success Plan for Students on Academic Warning

Dear First-Year Roadrunner:

We recognize that everyone struggles at times, but we are here to help make sure you get back on track. As you engage in the second semester of your undergraduate career at Ramapo, we want to make sure you have a plan in place to attain good academic standing. This email is intended to introduce you to your Academic Success Plan, which is designed to help you improve your academic performance. You can manage your plan through the Connect software introduced to you in your First-Year Seminar course by your peer facilitator. To access Connect, go to web.ramapo.edu and select the red "Connect" button on the right side of the Intranet Home Page. The Academic Success Plan provides you with a guide to academic achievement this semester through meetings with your assigned Center for Student Success Advisor and referrals to other resources as necessary.

As the Academic Warning letter that you received from the Registrar indicated, we want you to get on track towards academic excellence this semester. I encourage you to use your Academic Success Plan as an invitation to increase your classroom success with the support of Ramapo's resources. The first step in this plan is to schedule an initial meeting with your designated academic advisor in Student Success in February to review your academic performance thus far, plan coursework, and to refer you to other resources. If you do not know who your advisor is, you can check your Connect Success Network. After you meet with your advisor in February/March, you should schedule a follow up meeting in March/April with your advisor to review your U.Achieve plan and to discuss your progress. Your advisor may also ask to meet with you for additional meetings as necessary.

For more information about Ramapo's Policy on Academic Warning, review the College's Academic Standing Policies (<https://www.ramapo.edu/catalog-2021-2022/academic-policies/academic-standing/>).

If I can support your success in any way, please email me directly at jconnell@ramapo.edu.

Best wishes,

Joseph Connell
Assistant Vice President of Student Success

Created By: Connell, Joseph on 02-11-2022 **Status:** In Progress

Plans based on Predictive Scores

 **Success Plan:** Student Success Path: Spring 2022

Dear First-Year Roadrunner:

We hope your second semester at Ramapo College is going well! This semester is an important semester for your continued discovery of Ramapo's extensive opportunities and resources and to work with your academic advisor to use U.Achieve, our Degree Planning Software, to plan your personalized path to graduation. We are here to help you find your way.

It is my responsibility and that of my colleagues across campus to advance for you an environment that is simultaneously challenging and navigable. Your Success Path in Connect is a resource to do just that - to assist you in navigating your undergraduate experience.

Further, your faculty, academic advisors, peers, and others have a shared responsibility in fostering your academic success. It is no secret, though, that all of the efforts put forth by me and my colleagues will amount to very little if you are not equally invested in your coursework and engaged in campus life.

Over the past decade, I have become increasingly impressed by the diligence, care, and zeal that Ramapo students bring to their studies and I encourage you to approach your time with us as one brimful with opportunities for growth and reflection.

I look forward to learning about your successes and invite you to share them with me at success@ramapo.edu.

Sincerely,

Christopher Romano
Vice President of Enrollment Management and Student Affairs

Created By: Connell, Joseph on 02-11-2022 **Status:** In Progress

Customized To Do Items Based on Success Plan Type

DECLARED First Year Students Success Paths/Plans

Green: Note that half of the green population will attend a UAchieve planning session and the other half will complete the Canvas course using the setup [listed here](#) for Canvas course plans.

1. Attend a UAchieve planning session with your academic advisor:

- Description:** Meet with your advisor at a UAchieve Planning Session to help you identify what courses to take next semester. This session may be individual or a group. Your advisor will review your UAchieve Plan with you and remove your Advisement Hold. For a review of UAchieve, visit <https://www.ramapo.edu/myadvisor/files/2019/09/How-to-create-a-UAchieve-plan.pdf> or <https://www.ramapo.edu/myadvisor/how-to-videos>.

Yellow: All students complete a meeting with their academic advisor and Explore Campus Resources

1. Meet with your Academic Advisor

- Description:** Schedule an appointment with your academic advisor on Connect. You will review your UAchieve plan with your advisor and discuss strategies for academic success. Your Advisement Hold will be removed after you attend the appointment. Complete an academic advisor requested reflection activity.

2. Explore Campus Resources:

- Description:** Talk with your academic advisor about what resources you've explored here on campus.

Red: Two meetings with advisor

1. First Meeting with Academic Advisor

- Description:** Schedule an appointment with your advisor on Connect to review your academic experience at Ramapo and identify strategies for a successful second semester. Complete an academic advisor requested reflection activity.

2. Second Meeting with Academic Advisor

- Description:** Schedule an appointment with your academic advisor on Connect to check in on your academic progress this semester and create a UAchieve plan identifying courses to take next semester. Your Advisement Hold will be removed after you attend this second appointment.

3. Explore Campus Resources:

- Description:** Talk with your academic advisor about what resources you've explored here on campus.

The screenshot shows a 'Success Plan' interface with a sidebar on the left and a main content area on the right. The sidebar includes links for Overview, Info, Success Plans, Courses, Tracking (highlighted), Meetings, Notes, and Network. The main content area displays a list of items with columns for Item Name, Status, Created, Due, Assignee, and Context. Three orange arrows originate from the text blocks on the left and point to specific items in the plan: one to 'Student Success Advisement Hold', one to 'Second Meeting with Academic Advisor', and one to 'First Meeting with Academic Advisor'.

Item Name	Status	Created	Due	Assignee	Context
Academically at Risk	Active	02-28-2022 by Ecker, Martha via Survey			FOOD AND POPULATION Section 01 (Sp22, SOC009-01)
Student Success Advisement Hold	Active	02-23-2022 by System			Attributes Success Adv Hold: TRUE (No Term Associated w/ Flag)
Explore Campus Resources	Active	02-11-2022 by Connell, Joseph			
Journal					
02-11-2022 Connell, Joseph		Create Comment Talk with your academic advisor about what resources you've explored here on campus.			
Second Meeting with Academic Advisor	Active	02-11-2022 by Connell, Joseph			
Journal					
02-11-2022 Connell, Joseph		Create Comment Schedule an appointment with your academic advisor on Connect to check in on your academic progress this semester and create a UAchieve plan identifying courses to take next semester. Your Advisement Hold will be removed after you attend this second appointment.			
First Meeting with Academic Advisor	Active	02-11-2022 by Connell, Joseph			
Journal					
02-11-2022 Connell, Joseph		Create Comment Schedule an appointment with your advisor on Connect to review your academic experience at Ramapo and identify strategies for a successful second semester. Complete an academic advisor requested reflection activity.			
ASB Career Pathways Required	Active	09-01-2021 by System			Attributes ASB Path: TRUE (No Term Associated w/ Flag)

Advisor Customization

Raise Flag for

Never Mind

Save

★ Flag

Course Context

Comment

★ Advisor Change to Green

Raised by Student Success Advisor as a reminder that the flagged student should be in a different predictive model bracket based on one-on-one discussion and review.

★ Advisor Change to Red

Raised by Student Success Advisor as a reminder that the flagged student should be in a different predictive model bracket based on one-on-one discussion and review.

★ Advisor Change to Yellow

Raised by Student Success Advisor as a reminder that the flagged student should be in a different predictive model bracket based on one-on-one discussion and review.

★ Behavioral Intervention Team Concern

If you have a behavioral concern about student and would like to alert the Behavioral Intervention Team this flag will immediately bring the concern to their attention. The Behavioral Intervention Team is designed to coordinate the support services of Ramapo

Permissions: A track

★ Required fields

Edit Success Plan for

Never Mind

Submit

★ Plan Type

Student Success Path: Spring 2022

★ Plan Name

Student Success Path: Spring 2022

Overview

Dear First-Year Roadrunner:

We hope your second semester at Ramapo College is going well! This semester is an important semester for your continued discovery of Ramapo's extensive opportunities and resources and to work with your academic advisor to use U.Achieve, our Degree Planning Software, to plan your personalized path to graduation. We are here to help you find your way.

It is my responsibility and that of my colleagues across campus to advance for you an environment that is simultaneously challenging and navigable. Your Success Path in Connect is a resource to do just that - to assist you in navigating your undergraduate experience.

★ Tracking Item

Due Date

Course Context

Specific Recommendation

✓ Academic Success Activity

Complete an activity assigned by your academic advisor designed to help you improve your academic performance.

✓ Access and Explore Connect

Connect is an online tool that allows you to review academic feedback from your professors, make appointments with your academic advisor and other campus resources, and view your personal Success Network of campus staff and faculty.

✓ Access Your U.Achieve Degree Audit and Create a U.Achieve Plan

Before meeting with your academic advisor to discuss courses for Spring 2022, log on to U.Achieve to run your degree audit and to create a U.Achieve plan. Use the audit to review the graduation requirements for your program and use the plan to identify courses you can take next semester. For assistance, review <https://www.ramapo.edu/myadvisor/how-to-videos>.

✓ Advisement Follow Up

This indicates that a student is recommended to attend an advisement follow up meeting.

★ Advisor Change to Green

Raised by Student Success Advisor as a reminder that the flagged student should be in a different predictive model bracket based on one-on-one discussion and review.

↓

Meet with

Status: Con

Schedule an

discuss str

Complete at

↑

Explore Campus Resources

Status: Completed

Talk with your academic advisor about what resources you've explored here on campus.

★ Required fields

Never Mind

Submit

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Up-to-Date Reporting/Completion Rates

23

✱

Additional Filters

Clear All Filters

Never Mind

Submit

Tracking Items

Cohorts & Relationships

Meetings

Success Plans

Retention Scores

Attributes

☒ Students

Plan Type

Student Success Path: Spring 2022

☒ With Success Plan

And Success Plan is

☐ Complete

☒ In progress

☐ Without Success Plan

✱ Required fields

Clear All Filters

Never Mind

Submit

2. Expanding our Outreach using Starfish Retention Scores with Sophomores



Objectives:

- Improve 2nd to 3rd year persistence rate for sophomores

Context:

- Sophomores: 806 students registered in the Spring 2022 Semester
 - At risk - 21
 - Moderate Risk - 68

Measures:

- Persistence rates as measured by the College Factbook
 - 2nd to 3rd year persistence is currently 77%
- Open rates of messages sent to sophomores
- Are there behaviors of sophomore students that we can measure?

Targets:

- Benchmark sophomore student behaviors
- Increase sophomore persistence rate to 78% for third year

Expanding our Work with Sophomore Students: Sample Message



Example monthly message using the 6 design principles from EAB, choice architecture theory and the [Simpler Framework](#)

Re: Welcome to the Spring Semester:

Dear Sophomore Roadrunner,

We are so excited to be welcoming you for your second semester on campus (and 4th with us) at Ramapo College! I hope you join us for our Winter Welcome activities. Make sure you join the Student Involvement Fair on Thursday, 1/20, at 1 pm in the Student Center.

As two of our student leaders said, "Ramapo College has a million opportunities to grow, learn, and find the place where you truly belong. You simply have to take hold of that opportunity by showing up and getting involved." -Janea and Mattison, Peer Facilitators and Members of the Class of 2023

A full schedule of Winter Welcome events is available online at www.ramapo.edu/welcome/winter.

Assessing our Pilot Outreach with Sophomores

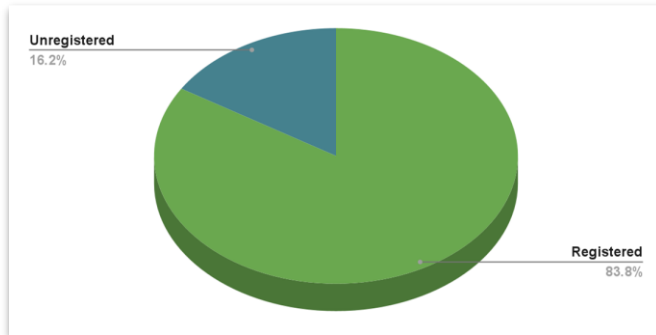


Holds Removed in the Fall 2021 Semester through Faculty Advisement

- 96% of sophomore students met with their faculty advisor and had their hold removed by November 30, 2021, which was a 1% increase of holds removed over the historical average.

Persistence Rate

- 74% of our sophomores are currently registered for the Fall semester, which compares to 73% at this same time in recent years. This puts us on track to achieve our persistence rate goal.
- 57 of the 68 Moderately At Risk Students Registered for Fall 2022 (see pie graph):



CASE STUDY

Northeast Wisconsin Technical College

Background



Career and technical college with main campus in Green Bay, WI; part of Wisconsin Technical College System (WTCS)



5,100 FTE students, 60% part-time, 20% students of color



65% term-term retention rate and 45% graduation rate

Challenge

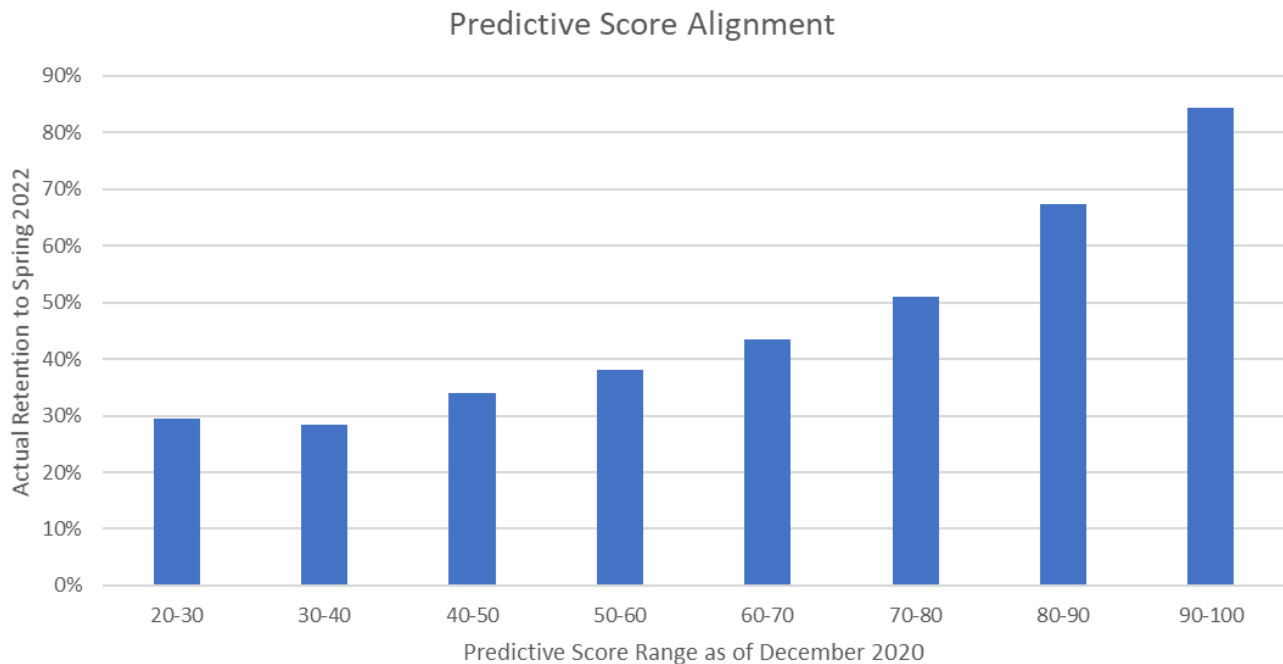
In the midst of increasing student need and decreasing resources, how can we best identify the students that need us most and use our student support resources as impactfully as possible.



Just How Predictive are Predictive Retention Scores?

28

December 2020-Spring 2022, NWTC



We've Got Scores... Now What?

NWTC's Predictive Priorities

- Informing and Improving Case Management
- Targeting Real-Time Student Communication and Intervention
- Evaluation of Retention Efforts



Coaching around Predictive Score Factors

- Ask extra questions based on positive and negative score factors
- Examples:
 - Score Factor= Time since last class
 - Questions assessing finances, time, and college supports available
 - Score Factor= Lowest grade in last term
 - Questions assessing study approaches, time commitments, and learning styles

Targeted texting campaign

- Week 2-3 of session: High Risk Score
- Week 4-5: Moderate Risk Score
- “How is your semester going?”
 - A- Great!
 - B- I could use some help (follow-up and referrals made)
- >30% response rate
- Response predicts retention



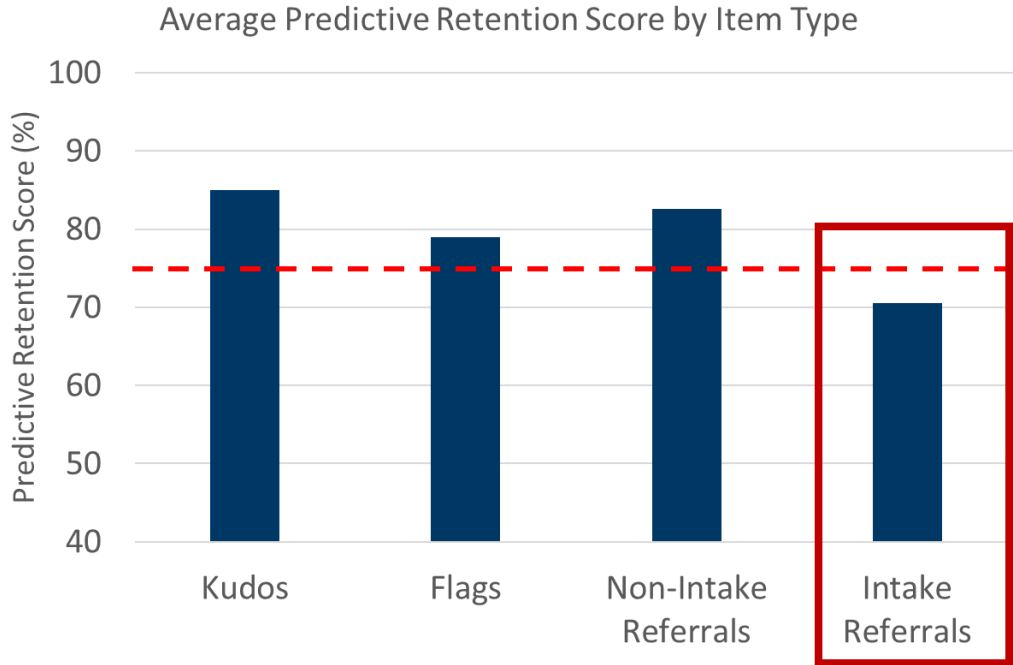
Filtering Student Lists for Intervention

- Predictive Scores
- PLUS...
 - Active flags?
 - Credits load?
 - GPA?

Are We Reaching the Right Students?



Example: NWTC's New Student Welcome (Intake) Survey



Are Success Initiatives Moving the Needle?



Example: NWTC's Faculty Mentoring Initiative

