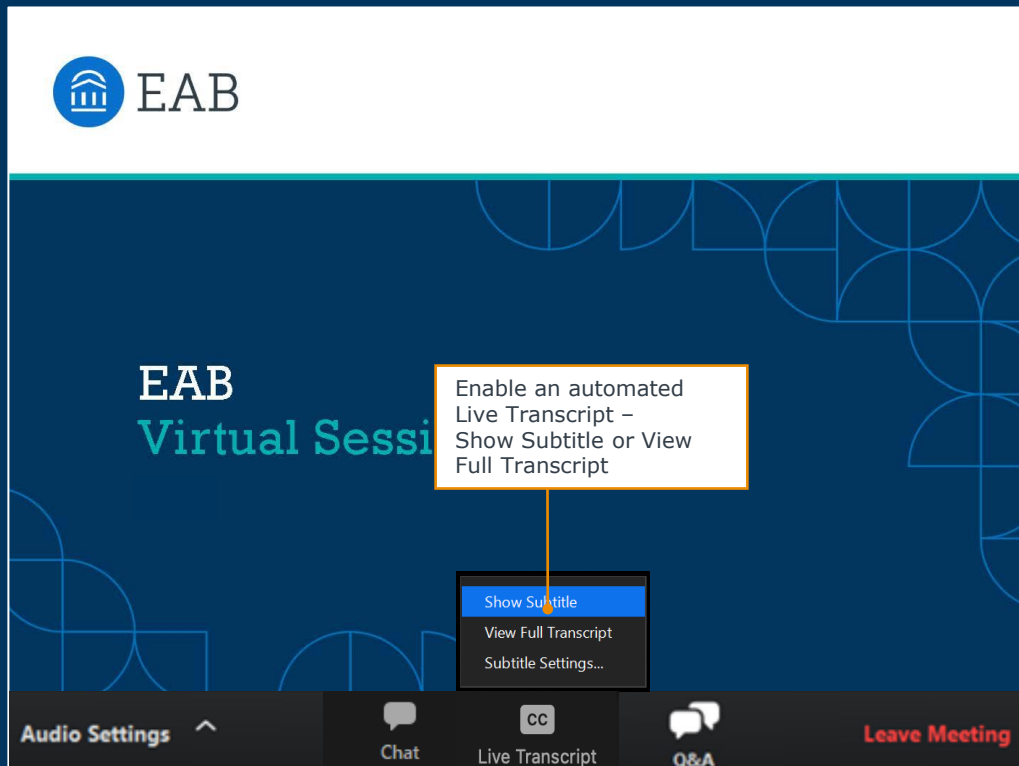


# Captioning



# Using Strategic Analytics Data to Set Your Fall Cohort Up for Success

September 6th, 2022



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Starfish Strategic Leader



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Starfish Strategic Leader

# House Keeping

Change your name in Zoom to include your name **and** institution.

This will be recorded. The recording and deck will be shared out following the session.

If you have questions, please use the QA box. We will work to answer the questions as we present, live during our QA period (if time), or will send responses to questions as follow up.

# Captioning

The screenshot shows a Zoom meeting window. At the top, there is a white header bar with the EAB logo (a blue circle containing a white building icon) and the text "EAB". Below this is a large blue area with the text "EAB Virtual Session" in white and teal. A yellow callout box with an orange border points to the "Show Subtitle" option in the captioning menu. The menu is open, showing three options: "Show Subtitle" (highlighted in blue), "View Full Transcript", and "Subtitle Settings...". At the bottom of the window is a dark grey toolbar with several icons: "Audio Settings" with an upward arrow, "Chat" with a speech bubble icon, "CC" with a white box icon, "Live Transcript" with a speech bubble icon, "Q&A" with a speech bubble icon, and a red "Leave Meeting" button.

EAB

EAB Virtual Session

Enable an automated Live Transcript – Show Subtitle or View Full Transcript

Show Subtitle  
View Full Transcript  
Subtitle Settings...

Audio Settings ^

Chat

CC

Live Transcript

Q&A

Leave Meeting

- Strategic Analytics Deliverables
- Why This Is Important Now
- Analyzing At-Entry Characteristics, Policy Considerations, and Factors that Can Be Influenced by Early Alerts
- Next Steps

# Predictive Analytics is an Input for Decision-Making

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The Predictive Scores from our models are not guaranteed outcomes for individual students; they are 'scientific forecasts' based on available data and mathematical algorithms. We recommend combining scores with your own more personal knowledge of students in order to better target resources and supports toward the students who need them most.

## About Strategic Analytics..

- Based on consensus across the community membership when PAR was **founded in 2011**
- Designed to ensure **consistency within the Analytics database**
  - Helps to build strong predictive models
  - Enables comparisons across Analytics Community
  - Empowers the ability to share insights and establish best practices

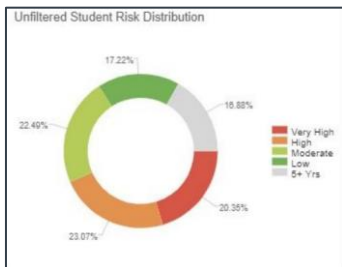
## Goals of Strategic Analytics

- The goal of Strategic Analytics is to democratize data to provide access to more efficiently answer your data questions.
- Strategic Analytics is not to replace your official data out of Institutional Research (IR)/Institutional Effectiveness (IE)
  - Data numbers may be different than the numbers IR/IE prepare as Strategic Analytics focuses on common definitions around "qualified students"

# What is Included in Strategic Analytics?

## Student Explorer

- The analytics reports allow exploration of predicted outcomes for different groups of students
- Users can understand potential risk factors that influence retention and completion for specific student populations



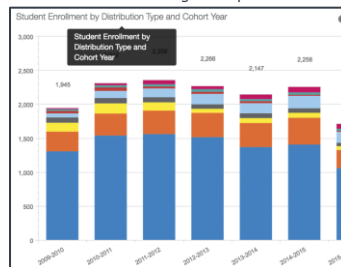
## Course Explorer and Course Trends

- The tools allow exploration of student course outcomes and course trends by year
- Users can specify a term or range of terms for analysis
- Analysis can range from the institution level to college to program to individual sections



## Historical data

- Allows you to view enrollments and student outcomes over time
- Enrollment numbers, credits earned and retention rates, and more can be viewed in order to help identify trends and whether changes to programs or with certain groups of students are having an impact



## Other reports available:

- **Benchmarks Report** helps you compare your institutions' student performance with the student performance of similar Starfish institutions.
- **Model Performance Report** displays various items about model, including Factor Importance, Model Summary, and Distribution of Scores.

# Key Symbols



Add filter. The number beside it tells you how many filters you have selected.



Maximize the chart or data you have selected.



Minimize the chart or data you have selected



Download the data in a Power Point, PDF, or Raw Output (CSV)\* only if you have Download permission.



Bookmark and rename for ease of use.

**Please log in to your Strategic Analytics Dashboards** if possible



# Why Now?

## Strategic Analytics Quarterly Insights



### Factors that Fall 2022 Bring to Campus

- Post Spring 2020, students have been arriving in various states of being under-prepared academically and in many cases with decreased levels of engagement for face to face encounters on campus.
- High School GPA, Credits Transferred In
- [Test Optional College Admissions Rubric](#) (Shaffner, 2019)



### Policy Considerations

- Looking at the historical patterns of student success for first year students, are there policy considerations worth considering to set your Fall 2022 or 2023 cohort up for success?
- Start term, Course Withdrawals
- [Investments to Improve Student Comfort, Success](#), and Retention (Raab, 2022)
- [Two Academic Policies that May Be Hindering Student Progress on your Campus](#)



### Early Alert

- By the end of your Fall term, freshmen will have earned a GPA and earned credits. There may be opportunities to optimize your existing early alert strategy to support Cohort 2022.
- [Four Steps to Address Course Completion Rates](#) (EAB, 2019)

## Have you logged into your strategic analytics dashboards?

- a. Yes
- b. No
- c. I don't have access
- d. My institution doesn't currently have strategic analytics *(if interested in learning more, place in chat your name and institution)*

Poll



# At-Entry Characteristics

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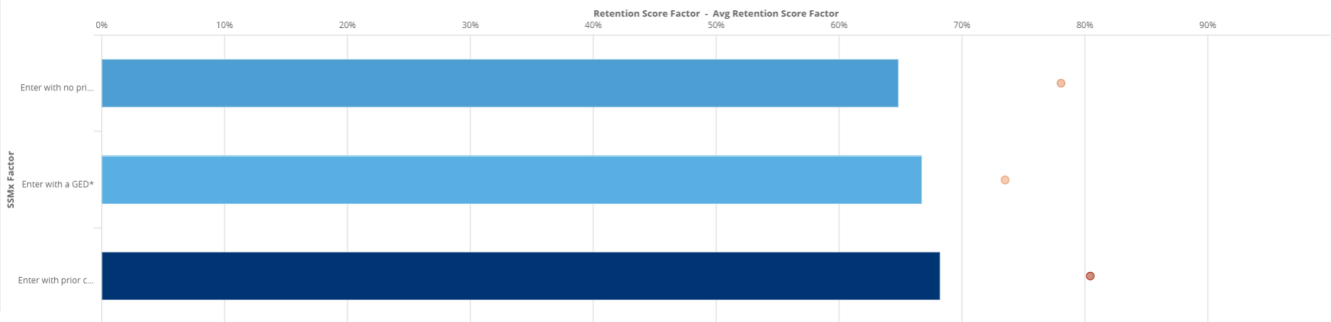


# Upon Entry Student Characteristics Should Be Considered



Student Explorer - Retention Factors +Filter-1st-Year Student- HS GPA, Transfer credits brought in after entry, No Transfer credits brought in after entry

SSMx Factors by Student Retention Score



## Questions for Consideration:

If data reveals a trend, should this information be shared back with admissions?

## Recommendation:

-Create cohorts for students who are identified as being at greater risk for not retaining

### Use dashboards to dig deeper:

Include additional filters such as Enter with GED, Enter with Prior Credits, Enter with No Prior Credits.

Add in retention risk level. Does the gap grow bigger?

# On Student Explorer-Retention Factors, Filter for Class Level First Year. What are your top risk factors for at-entry characteristics?

## POLL

If you chose another at-entry characteristic, chat it in!

- a. High School GPA
- b. Transfer Credits Brought In After Entry
- c. No Transfer Credits Brought In After Entry
- d. Enter with Prior Credits
- e. Enter with No Prior Credits
- f. GED

**Use dashboards to dig deeper:**

**Department Chairs and Deans filter on your set of students by adding programs or courses to see top risk factors for your students.**

**Don't forget to add a bookmark for easy return!**



# Factors that May Influence Policy Changes

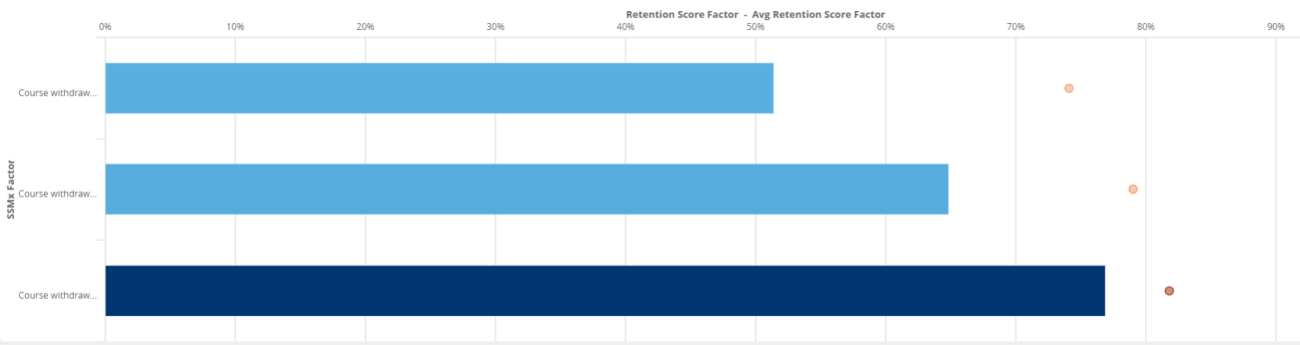




# Freshmen who Withdraw from Courses, especially More Than One, is a Retention Risk

Student Explorer-Retention Factors-+Filters- 1st Year Students-Course Withdrawal=0, Course Withdrawal <1, Course Withdrawal >1

SSMx Factors by Student Retention Score



## Questions for Consideration:

What is your institution's withdrawal policy? Is there a specific withdrawal policy for freshmen? If not, should there be?

## Recommendation:

- Setup the experimental course withdrawal flag in Starfish to notify support staff when ANY student withdrawals from a class.
- Target outreach of this flag for freshman students with direct language on the implications of course withdrawal.
- Use the Starfish System Announcement as an opportunity to highlight resources available to students ahead of the withdrawal period.

# Fall Start Matters for Freshmen Success

Student Explorer-Retention Factors--Filters-1st-Year Students--Q1 Start, Q2 Start, Q3 Start, Q4 Start



## Questions for Discussion:

- What characteristics typically align with a later start student? Should there be additional resources to support these students OR should there be a policy that freshmen must start during the traditional fall start?

## Recommendation:

- Create a cohort in Starfish to identify freshmen whose first term at the institution was winter or spring term. Prioritize outreach and monitoring.



# On Student Explorer-Retention Factors, Filter for Class Level First Year. What are your top risk factors for policy considerations?

- a. Course Withdraw
- b. Start Date

**POLL**

If you chose another characteristic, please chat it in!

**Use dashboards to dig deeper:**

**Department Chairs and Deans filter on your set of students by adding programs or courses to see top risk factors for your students**

**If you are involved in campaigns around equity, you may want to examine these factors on race/ethnicity**



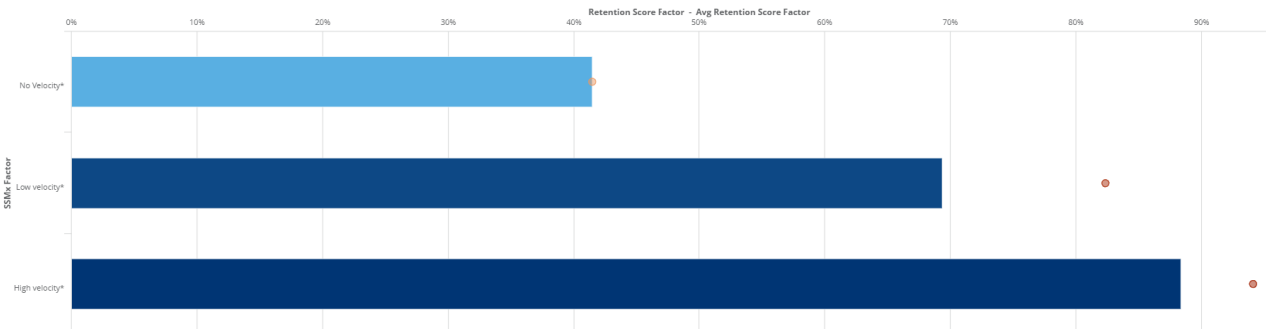
# Factors that Early Alert May Influence



# Low Velocity Significant

Student Explorer-Retention Factors-+Filters-1st Year Students, No Velocity, Low Velocity, and High Velocity

SSMx Factors by Student Retention Score



## Questions for Discussion:

- What strategies do we have in place to identify those who are not pacing appropriately in their first year?

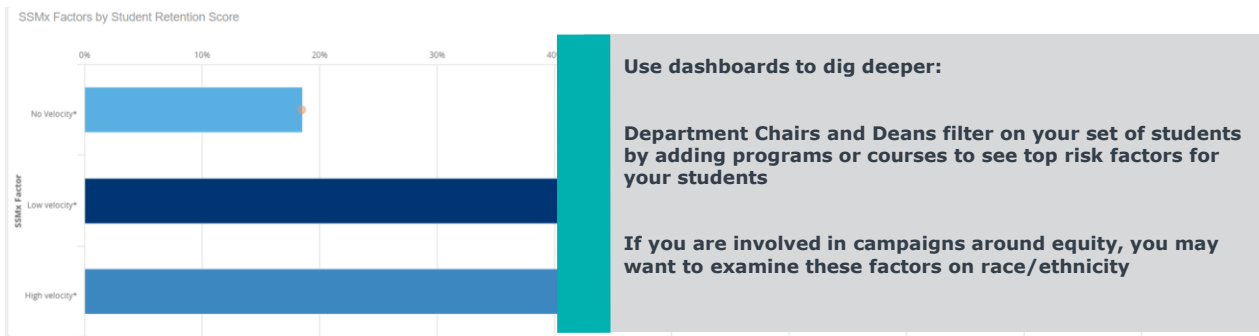
## Recommendations:

- Setup an automated flag with targeted messaging as well as a cohort when a freshman drops below X credit hours (12 or 15)
- Setup an automated flag with targeted messaging as well as a cohort when ANY student drops below X credit hours (12 or 15)

# Focus on Student Factors with Increased Risk



Student Explorer-Retention Factors+Filters-1st Year Students-- Risk Level Retention - Very High, High, Moderate



# What 15 Courses Do Freshmen Struggle in the Most?



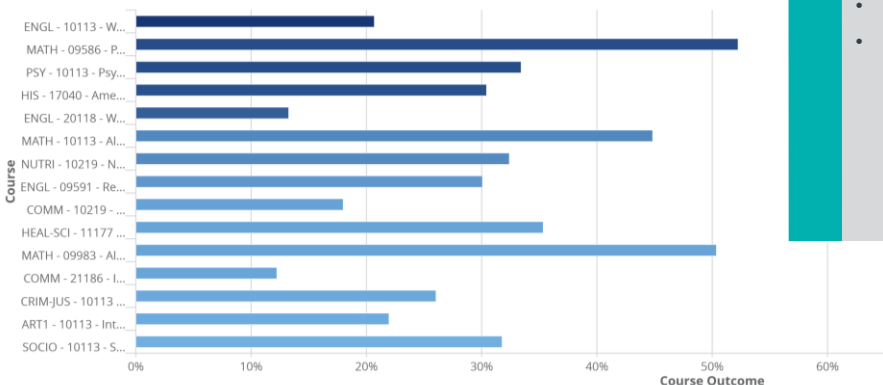
21

Course Explorer-Course Outcomes, Less Than C Grade, +Filter-1st Year Student

Course Explorer ▾ / Course Outcomes ▾

= Starfish U   = Top 15 Records   = 1st Year Student   = Less than C Grade

Course Outcomes Sorted by Top 15 Enrolled Courses (Click bar for details)



## Questions for Consideration:

- Were any courses a surprise?
- Do you have intervention resources (e.g tutoring, Supplemental Instruction, Open Labs, Boot Camps, Library support) for each of these courses?

## Recommendation:

- [Immediate Action] Create cohorts within Starfish to proactively monitor the students when enrolled in these low success courses.
- [Immediate Action] Provide proactive communication to these students regarding support resources and encourage them to engage quickly.

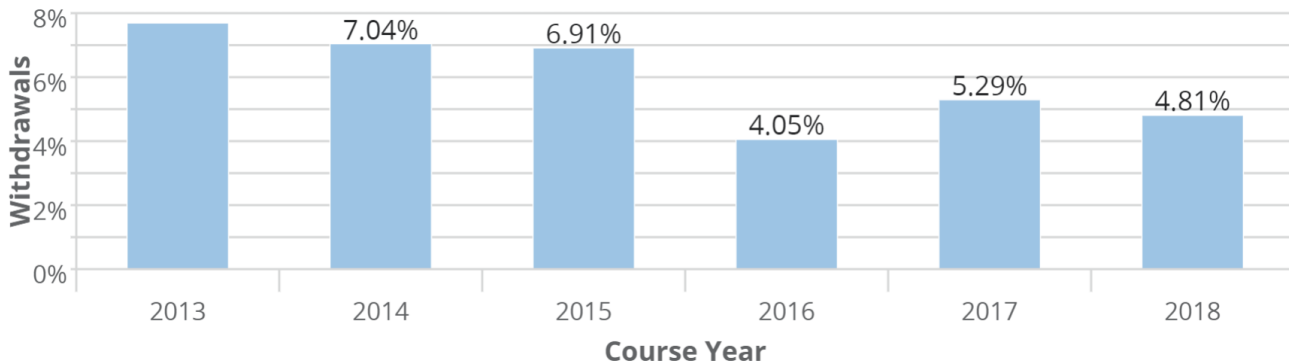
## Use dashboards to dig deeper:

- Does this change when filtering by program? What supports/changes can your Deans and Department Chairs make at the program level?

# When Freshmen Are Struggling, What Courses See the Largest Impact on Risk for Retention?



## Withdrawal Trends by Course Record



### Recommendations:

- Create cohorts within Starfish to proactively monitor the freshmen students when enrolled in these high retention risk courses.
- Leverage the Failed Final Grade experimental flag to target freshmen who have failed or withdrawn (D,F, W) from these selected courses and provide outreach and intervention support.
- [Post-1<sup>st</sup> Semester] Create cohorts of these students to monitor and support since there is a retention risk.

### Use dashboards to dig deeper:

- Drill into your course on the left. What additional details can you learn?

## Which subject had the most retention risk at your institution?

Poll

- a. Mathematics
- b. English
- c. Social Sciences (Sociology, Psychology, etc.)
- d. Sciences (Biology, Chemistry, etc.)
- e. First-Year Experience Course

# Next Steps



- If you currently have Strategic Analytics and want to get started on some of this work, reach out to your Strategic Leader for what could make sense for your institution.
- If you don't have Strategic Analytics, connect with your Strategic Leader and/or your Account Manager to learn more.
- If you are not part of your institution's team who supports Starfish, but want to leverage your existing Strategic Analytics data to operationalize efforts to support students, like you saw in today's session, connect with your Starfish Core team with ideas.
- Additional Help on the [Strategic Dashboards](#)
- Join the Starfish Analytics Community via Strategic Analytics Office Hours

## **Starfish Strategic Analytics Office Hours** **Next Occurrence: October 7th, 2:00-3:00pm ET**

Join other Starfish Partners working with Strategic Analytics on the first Friday of every month. [Click here](#) and comment on the post to be added to a recurring calendar hold as a reminder for this series. **No registration.**

**Just join session at: <https://eab.zoom.us/j/97829625894?from=addon>**



# Coming in February 2023

## 3rd Installment of Quarterly Insights with Strategic Analytics

We hope you can join us for our next webinar where we plan to discuss how to use Strategic Analytics to evaluate time-to-degree and answer questions about the amount of credits students are earning based on historical trends at your institution, as well as, what summer programming may be offered.

We hope this will bolster your registration efforts as you ensure students are registered for the next Fall term. We hope to see you there!

# CONNECTED22

Orlando, FL | November 7, 8 and 9

Come together for the largest and most transformative student success conference, gathering leaders from across higher education to experience pivotal new student success research, best practices from peers, innovative ideas and much more!

Join us and your peers *in-person* in Orlando as we reimagine student success in a changed higher education landscape.

**On the second day of the conference, we will have a separate breakfast for our Strategic Analytics partners to gather and enjoy face to face time. Please coordinate with your Strategic Leader or Partner Success Manager for more information.**

Reserve your spot at [connected.eab.com](https://connected.eab.com)





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