

Improving Student Outcomes with EAB's Data Warehouse and Best Practice Consulting

Gateway Technical College

ABOUT

Gateway Technical College (Gateway) is a technical college with 20,000 students serving Kenosha, Racine, and Walworth counties in SE Wisconsin.

KEY RESULTS

8 percentage point

Increase in third year completion from 47.8% in AY20-21 to 55.6% in AY21-22

\$72K

Projected tuition revenue from hold reform policy changes

\$78K

Reallocated to other priorities after sunsetting unneeded Tableau licenses

EAB's Solutions

Among solutions to help schools and students thrive, EAB offers **Edify**, a data management platform designed for higher ed, and **Moon Shot**, a technology-enabled partnership for change management.

OPPORTUNITY

Gateway needed a trusted data warehouse with consistent definitions to support Strategic Plan goals of improving third-year completion rates and eliminating equity gaps by 2030.

Gateway identified significant equity gaps in degree completion, including gaps by race/ethnicity and financial status. To address these disparities, Gateway brought their data sources together in Edify—EAB's data management platform designed for higher ed—to establish consistent data definitions. They also partnered with EAB's Moon Shot for Social and Economic Mobility to establish clear goals for improving student outcomes in their 2024-2028 Strategic Plan.

SOLUTION

With Edify's data warehouse and Moon Shot change management consulting, Gateway launched several data-informed best practice teams.

Gateway's Best Practice Teams—guided by Moon Shot coaching and powered by Edify insights—focus on initiatives such as providing microgrants, reforming holds, and expanding the adoption of teaching best practices. With Edify as a centralized data source, Gateway's Moon Shot committee efficiently delivers progress updates on key metrics to executive leaders, while democratizing data access to foster informed decision-making.

IMPACT

Gateway's agile data warehouse and strategic approach drove higher completion and retention rates, as well as greater student engagement with existing resources.

Gateway's EAB partnership has led to significant progress toward their ambitious student success goals. By leveraging Edify as their single source of truth and Moon Shot for strategic guidance on utilizing the data, Gateway increased their third-year completion rate, reduced costs by eliminating a redundant data vendor, and positioned themselves to generate additional tuition revenue.

Accelerating Data Inquiry with Moon Shot Consulting and the Edify Data Warehouse

Gateway implemented [Moon Shot for Social & Economic Mobility](#) and [Edify](#) data platform to improve student outcomes. While Gateway's IR team had access to extensive data, it was scattered across systems and inconsistently utilized. Edify allowed Gateway to build a multi-system data warehouse with reliable, unambiguous baseline measurements to serve as the foundation for improvement. Moon Shot complements this effort by providing strategic consulting, actionable guidance on effectively leveraging the data, and access to a network of subject matter experts and peer leaders.



Common Barriers to Data-Informed Decision-Making

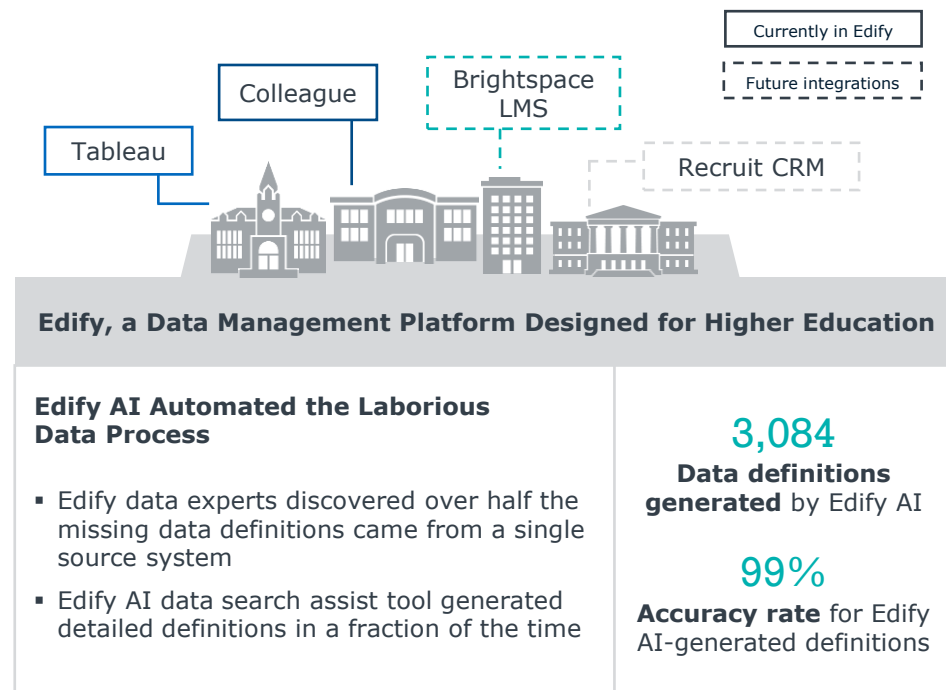
- Limited capacity
- Not part of the campus culture
- Lack of confidence in using data
- Lack of access to data or to the 'right' data
- Overwhelmed by data
- Lack of direction

Edify

A data management platform built for higher ed that enables institutions to bring together disparate data, build a culture of enterprise-level data governance, and power their teams with insight.

Centralizing Disparate Data to Make it Consistent, Understandable, and Actionable

With Edify, Gateway centralized their data sources so senior leaders can act on their strategic goals.



➔ An expanded data warehouse make it easy and efficient to compile data for **state reporting**

➔ **Full-Time Equivalent dashboard** provides leadership with reliable data

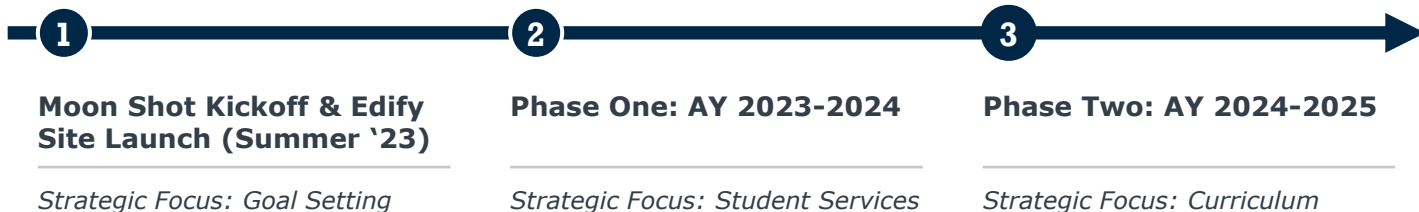
- President uses data for monthly meeting with the Board of Trustees
- Senior leaders allocate resources based on data insights

➔ **DFW dashboard** supports data-informed program decisions

- Deans and Program Chairs can adjust curriculum based off data

Gateway's Phased Approach to Improve Student Outcomes and Close Equity Gaps

Gateway sets Moon Shot priorities each academic year to rapidly make tangible improvements to their student experience. Future phases will align with their 2024–2028 Strategic Plan.



Moon Shot

- Steering Committee formed
- Moon Shot goal established and integrated into Strategic Plan
- Practices prioritized, building on previous regional efforts
- Workstreams launched:* Reengaging Stopouts, Microgrants, Hold Reform, and Proactive Advising
- Executive leaders provided immediate feedback on recommendations as well as approval for implementation
- Workstreams launched:* Curricular Mapping, Belonging in the Curriculum, Improving Course Outcomes
- Next:* Executive and campus updates set for Spring 2025

Edify

- Began ingesting multiple sources of data into Edify
- State reporting project completed
- Course Outcomes Dashboard and FTE Dashboard developed
- Moon Shot KPI tracking through [Rapid Insight](#) reports
- [Course Planning Optimization and Strategic Enrollment Management Accelerators](#) in development



Edify implementation coincided nicely with our expanded data governance efforts at the College. Edify has already changed a lot of our data practices at Gateway and it's shaped our strategy for the future."


Sean Riordan, Manager of Business Intelligence
Gateway Technical College

Transforming Policies and Programs Through Gateway's Best Practice Teams

Moon Shot drives organizational culture transformation through structured milestones that break down silos, enabling faculty and staff to identify and act on opportunities to improve student outcomes. These efforts include the launch of best practice teams. In AY 2023-24, Gateway focused on four best practices with three additional workstreams planned for AY 2024-25.

- Best Practice Team Process:** Moon Shot consultants provide ongoing leadership development and coaching, guide team leads through each milestone, and maintain direct communication with decision-makers. Key milestones include team leader orientation, team launch retreat, inquiry and discovery, recommendation formation, and implementation and evaluation.
- Completion Drivers Analysis with Edify:** The steering committee tracked progress toward their third-year completion goal using Edify. As improvements in this key performance indicator emerged, the Institutional Research Team leveraged Edify to provide timely insights and answers to executive leaders' questions.


Enhanced Student Services to Re-Enroll and Retain Students (AY23-24)

Reengaging Stopouts 

Gateway participated in Moon Shot Community of Practice focused on reengaging stopouts

- **Red Hawk Return Initiative:** Partnered with ReUp (program to reach and re-enroll stopouts) and allocated more resources to reconnect and support stopped-out students
- **Fee Waivers:** Secured dollars and developed processes to waive fees for returning students with financial barriers
- **Communication:** Updated communication plan for prospective returning students, emphasizing early resource connections


204 Admission fee waiver recipients **\$7K** Grant dollars allocated to fee waivers

Microgrants 

Gateway participated in Moon Shot Community of Practice focused on microgrants

- **Completion Grant:** Awarded students with past due balance and less than 12 credits to completion
- **Emergency Grants:** Created awareness and increased the number of students using the Foundation and Wisconsin Technical College System emergency funding
- **Re-Enrollment Initiative:** Raised funding for the Fresh Start to Finish Program, providing returning students a grant to cover past due balances


18 Fall '24 completion grant pilot recipients **14** Recipients who completed all remaining program credits

Hold Reform 

Gateway participated in Moon Shot Community of Practice focused on hold reform

- **No Transcript Withholding:** Discontinued withholding transcripts and diplomas from students with debts
- **Higher Debt Threshold:** Raised registration debt threshold from \$200 to \$500

\$72,610 Projected ROI (\$260k additional tuition revenue minus \$187k outstanding debt)

Proactive Advising 

Moon Shot Team facilitated advising focus groups to uncover pain points and opportunities

- **Technological Investment:** Build in-house report to identify students who are "off" their academic plan and in need of outreach
- **Partnership Model:** Redefined the faculty role in advising to emphasize mentorship and industry connections

6 Strategic areas of evaluation in EAB launch playbook to guide early team inquiry



EAB has been very receptive to the aims and goals that my institution and I have in regard to using Edify. They've helped tailor our data tools accordingly and offered suggestions of where to go in the future."

Sean Riordan, Manager of Business Intelligence
Gateway Technical College

Improving the Curricular Student Experience (AY24-25)

With Phase 1 recommendations in implementation, Gateway launched three new priorities focused on enhancing the student experience within the curriculum and classroom.

Priorities:

Curricular Mapping

Goals:

Build a responsive, student-centered curriculum that is communicated clearly via curriculum sheets.

How EAB helped:

Edify Course Planning Optimization Accelerator: Will enable leaders to use data to align course offerings with student needs, ensuring students can complete required credits for graduation

Belonging in the Curriculum

Expand adoption of inclusive pedagogy and teaching practices that deepen student engagement and belonging.

Moon Shot Learning Cohort: Gateway leaders participated in a three-part learning cohort focused on fostering a belonging within the curriculum. Insights from this cohort are now informing Phase 2.

Course Outcomes Improvements

Engage academic leaders in course outcomes data and support tactic identifications to increase ABC rates and help more students meet course learning outcomes.

Edify Course Outcomes Dashboard: Provides data access to Best Practice Team and academic leaders to evaluate ABC rates, allowing leaders to make data-informed decisions about course design, classroom practices, and curriculum

Data-Informed Decision-Making to Improve Course Outcomes Using Rapid Insight

Gateway used Rapid Insight, a suite of self-service analytics tools within Edify, to examine early math course pass rates. They discovered a 24 percentage-point increase in pass rate linked to tutoring. Given this data, Gateway is now pursuing grant opportunities to embed tutors within the math courses and further expand tutoring access.

Impact of Gateway’s Partnership with Edify and Moonshot

Gateway’s partnership with Edify and Moonshot is transforming the campus by implementing best practices and fostering a data-informed culture. With expanded access to data, tailored coaching ensures leaders and teams turn insights into meaningful action to improve student outcomes.

