



Akron

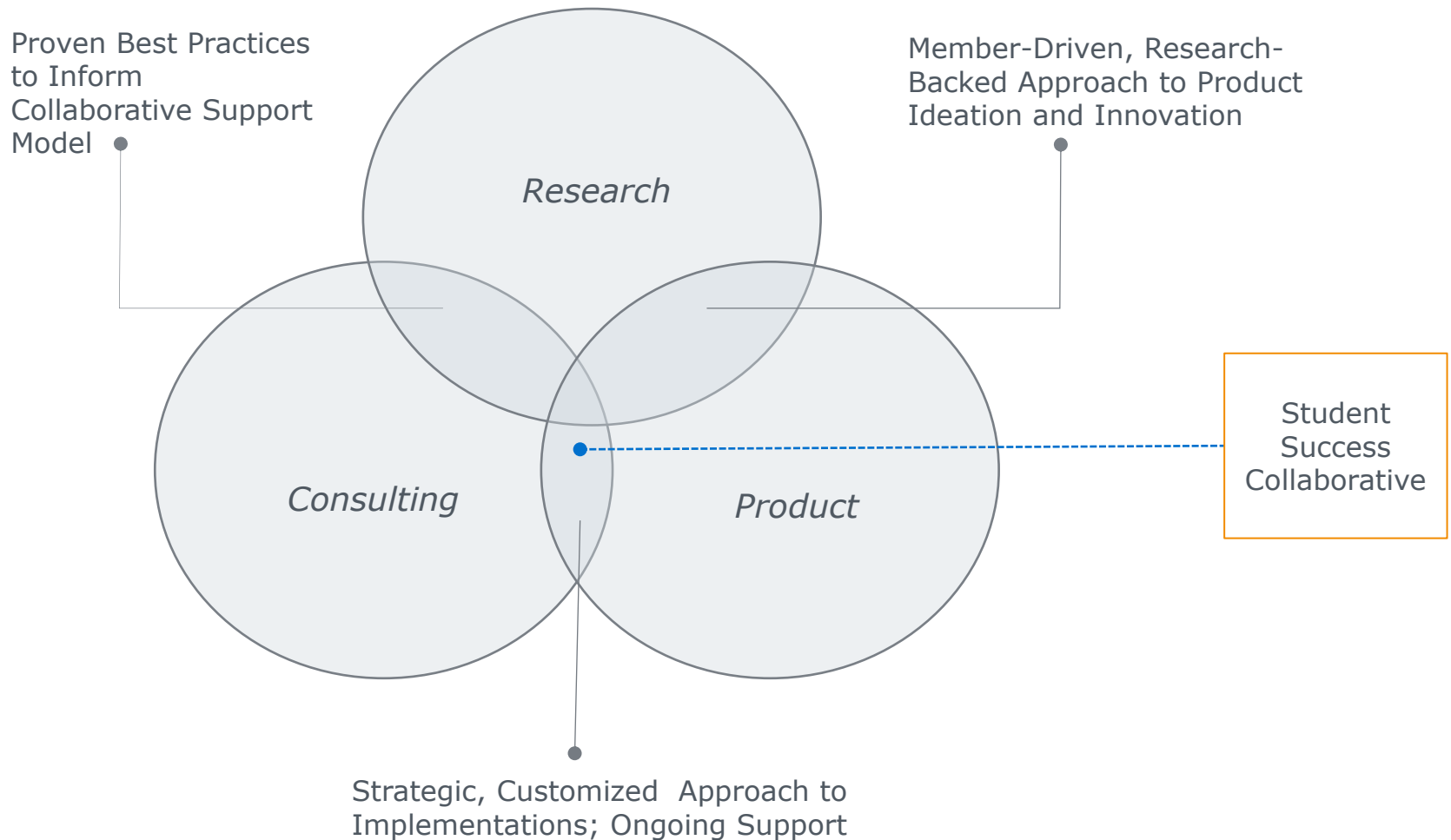
Platform training

Road Map for Discussion

- 1 EAB SSC background
 - 2 Platform training
 - 3 Campaign discussion
-

EAB's different approach to technology

Driving innovation via EAB's deep research and consulting expertise



Welcome to the Collaborative

A Diverse Group From Across Higher Education

160+

Institutions

6,000+

Users

120MM+

Student
Records

1,000

Smallest
Enrollment

60,000+

Largest
Enrollment

38

States
Represented



Institutes of
Technology



Private
Research
Universities



Urban
Universities



State
System



AAU
Members



Hispanic-Serving
Institutions



Liberal Arts
Colleges



Public Flagships

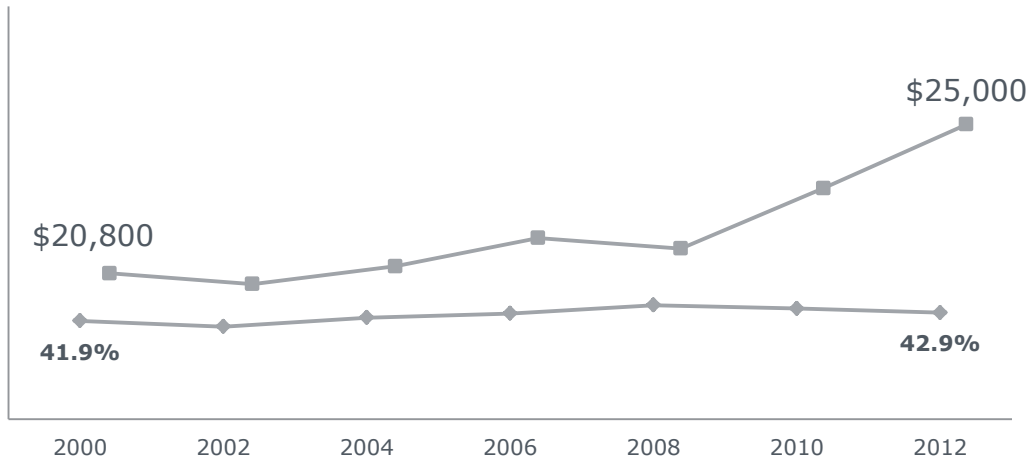
Members You May Know



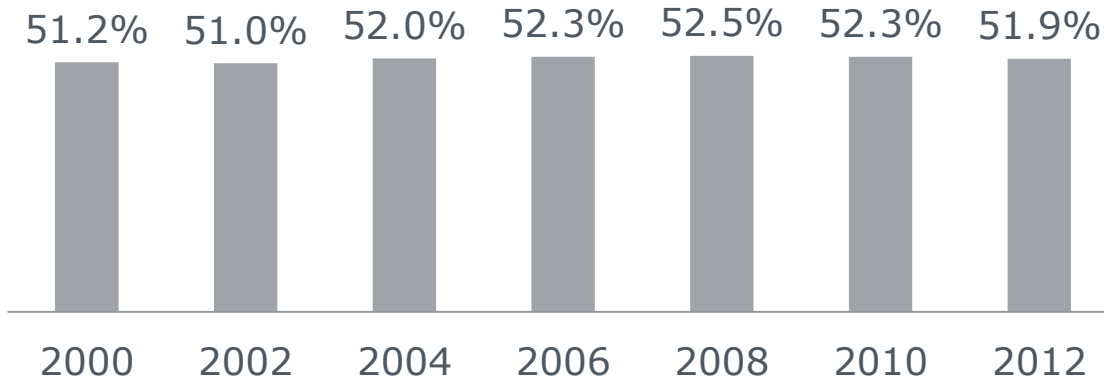
The sources of new pressures

Higher education not moving the dial

Graduation Rates and Average Student Debt
Public Institutions



National Five-Year Graduation Rates



Feeling the Pressure



State funding coming under threat



Institutional reputation and rankings on the line



Concern for traditionally at-risk populations

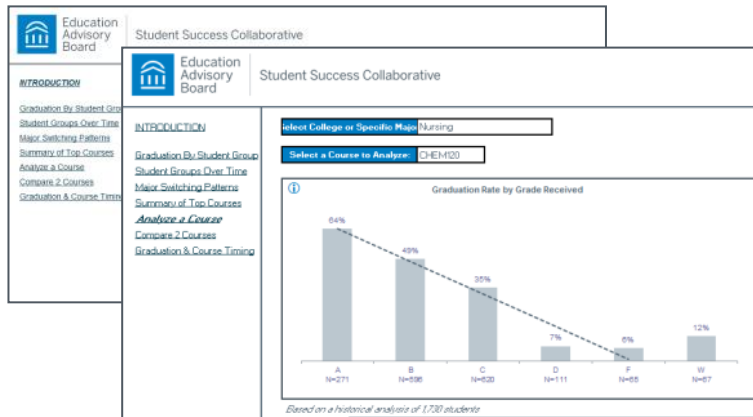


Moral imperative to deliver on value

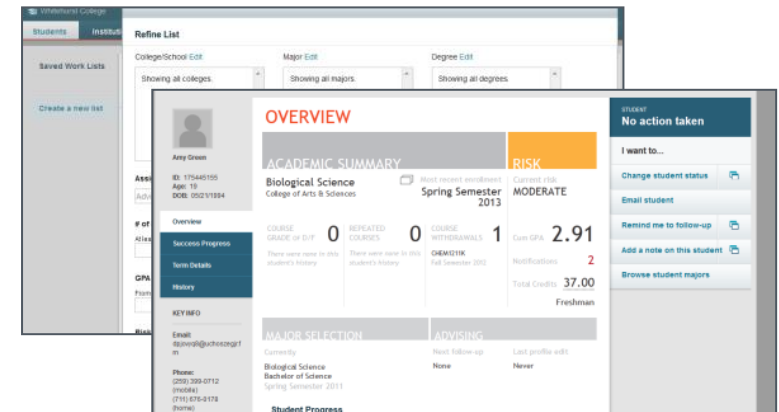
Leveraging your data

Two major deliverables

Predictive Workbooks



Advising Platform



Administrators and Deans



- **Critical courses and timing**
- **Programmatic trends**
- **Patterns of student transitions**
- **Pinpointing areas of opportunity**

Advisors and Advising Directors

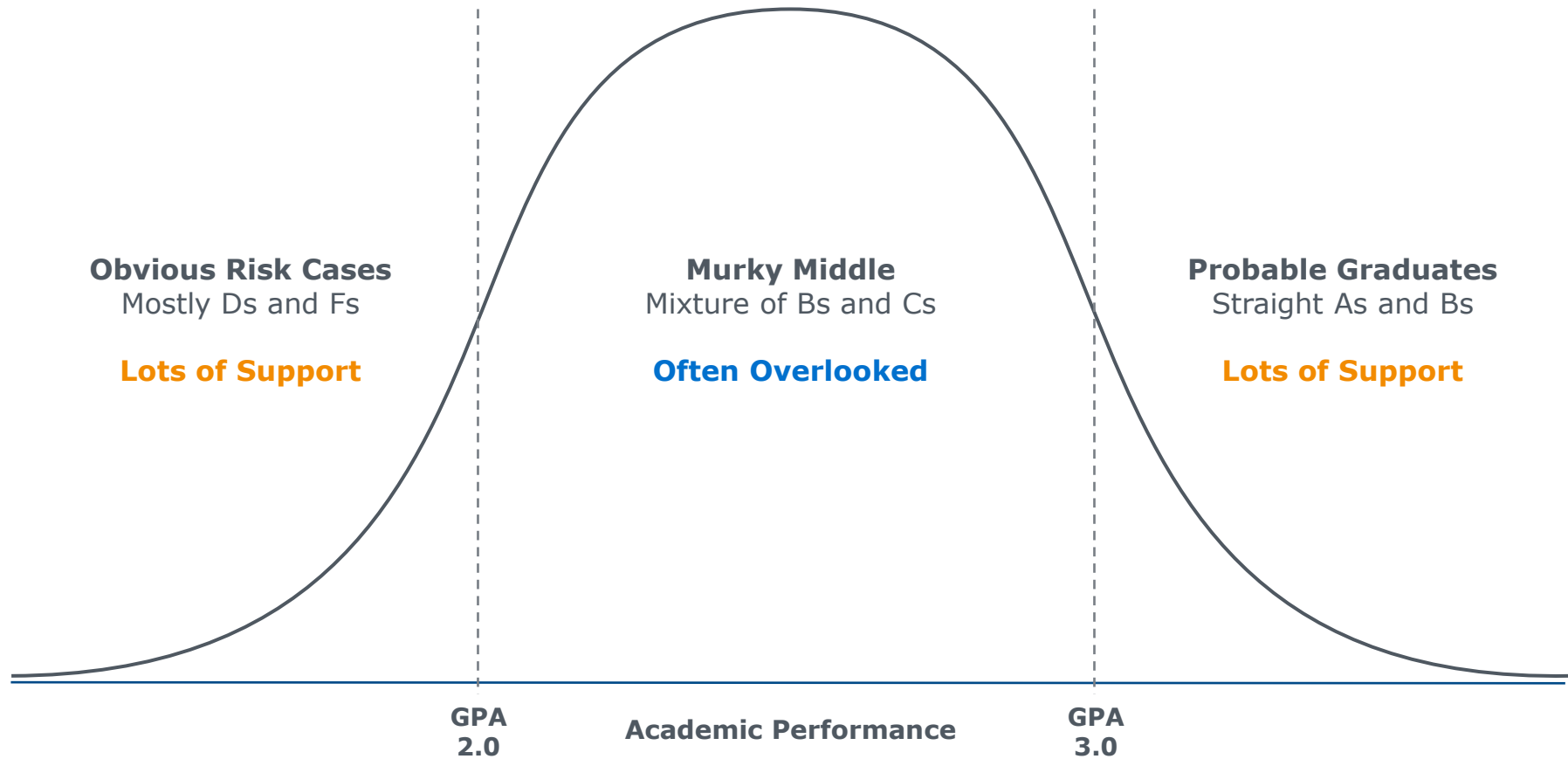


- **Proactively identify at-risk students**
- **Compare to previous students**
- **Major Guidance**
- **Career Analytics**

Breakdown of current student population

Murky Middle students often getting least attention

Which Students Get the Most Support?



Easier to help?

Murky Middle drop outs tend to be academically qualified and engaged

Predominant First-Year Attrition



Academically Adrift

Severe academic difficulties, may need remediation and time to mature before completing

Too costly to remediate?



Poor Fit for Campus

Not well-matched to campus culture and offerings, will likely transfer to another school

Too difficult to engage?

Second-Year and Third-Year Attrition



Murky Middle

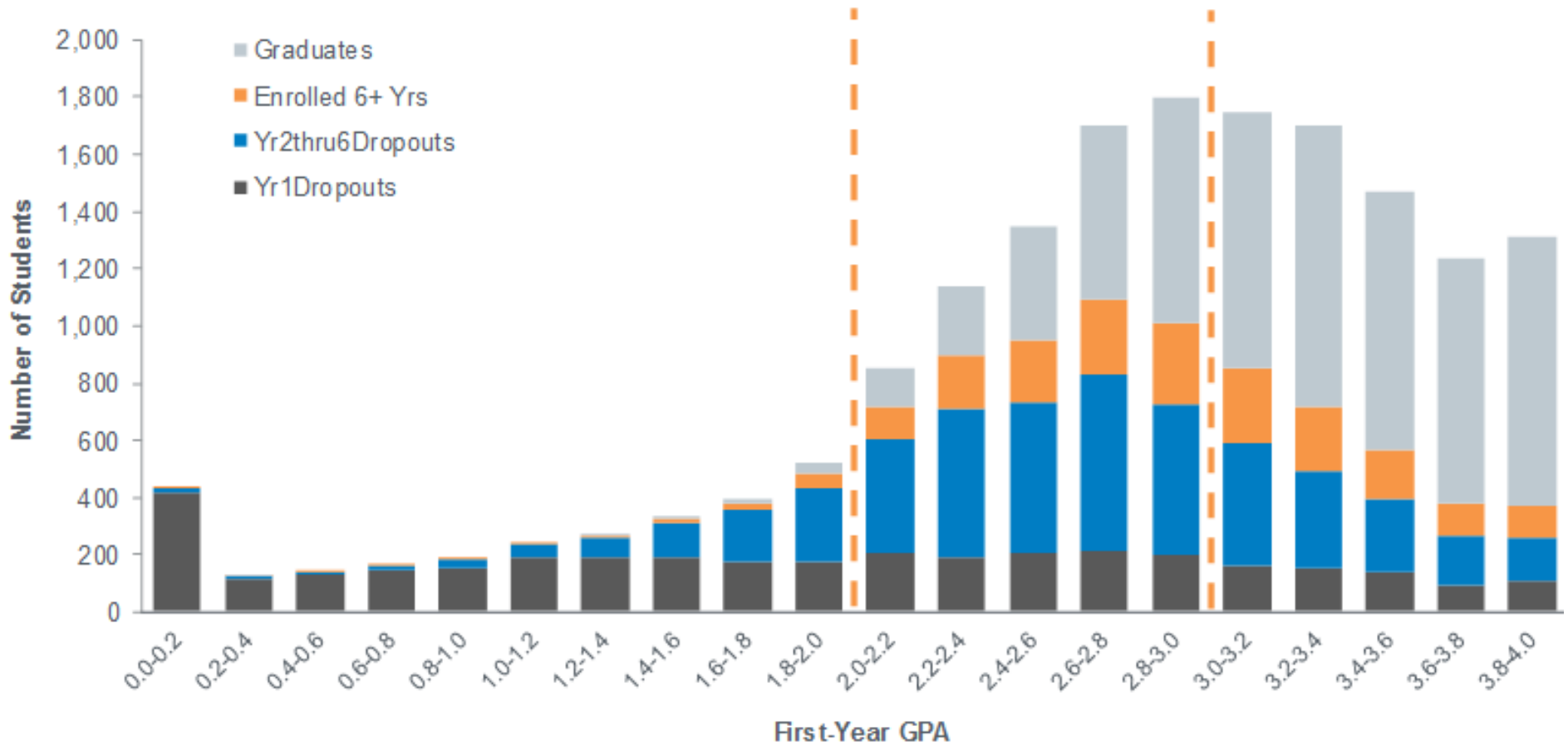
Academically qualified and well-matched to campus, causes of attrition poorly understood

Best chance for ROI?

Murky middle at Akron

Institution-wide

Histogram of Native Students by First-Year GPA



Course grades earned matter

SSC Finding: It matters which courses students get their Cs

Who Will Graduate?



Billy

2.7 GPA / 30 Cr

A in BA 101
C in ACC 225
C in ACC 226
B in BA 253

Graduate

- OR -



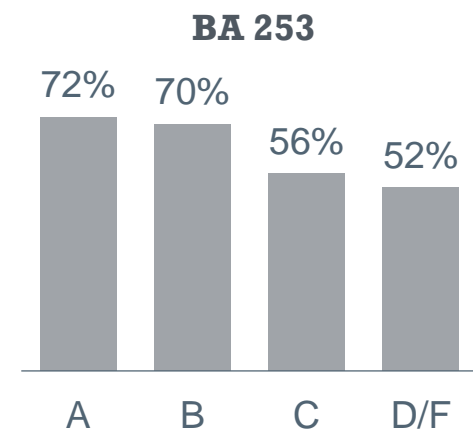
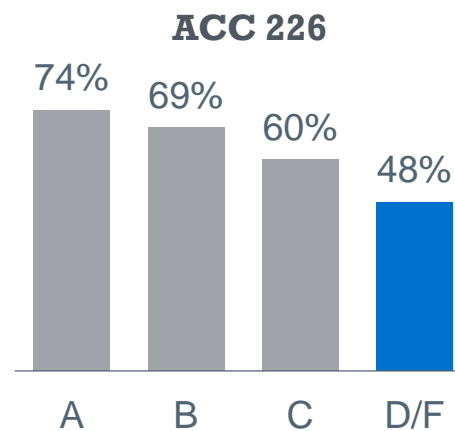
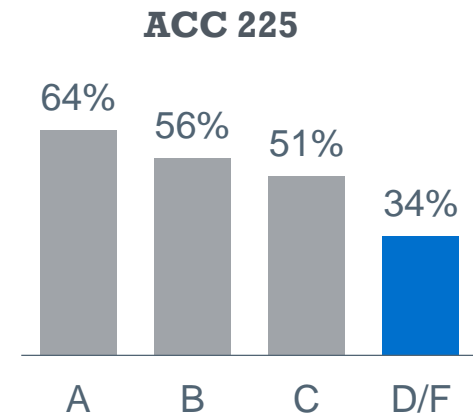
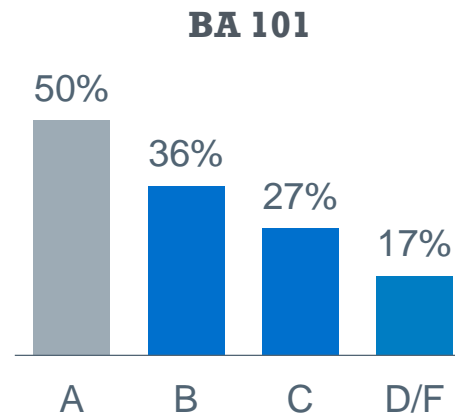
Bobby

2.7 GPA / 30 Cr

B in BA 101
B in ACC 225
D in ACC 226
A in BA 253

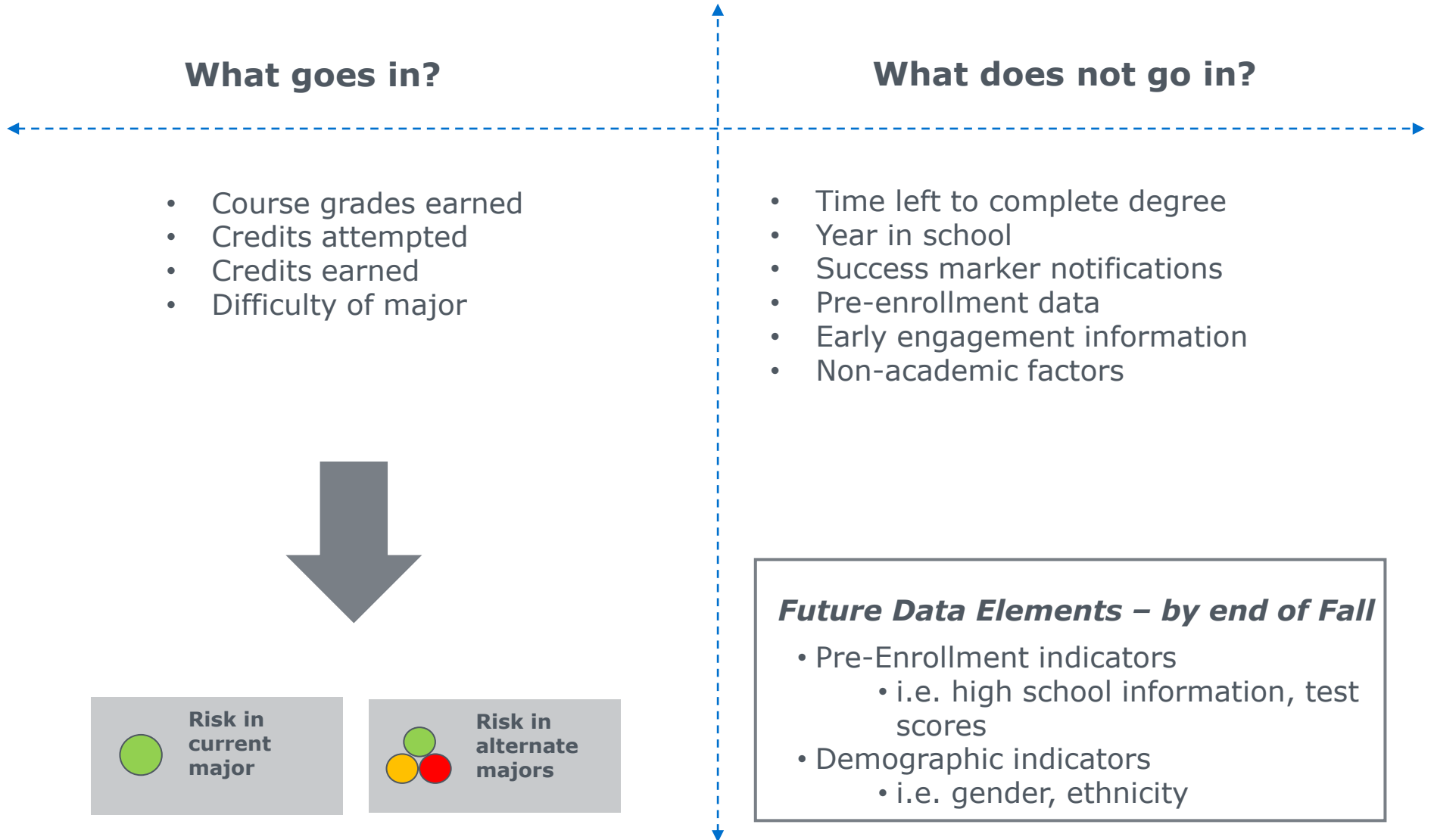
Non-Graduate

Graduation Rate by Course Grade – not Akron data



Risk model -- Akron

General explanation – what goes / does not go into the model?



Skills assessment

Reflects performance in groups of courses

Three Skill Model

1 Math, Engineering, Business

2 Education, Science, Nursing

3 Fine Arts & Communication

Qualitative

- Correlation analysis of historic courses
- Cluster / lump similar courses together based on grades earned (courses requiring similar "skills")
- "Skills" most correlated with student major move to top
- Have ability to name the "skill"

Quantitative

- Compare student score to historical average in skill area
- Student score: how student has performed in courses making up that skill area.
 - i.e. Student in 75th percentile would have earned combo of course grades in that skill area that were better than 75% of students who declared the major
- Average score: shows how students who graduated in major performed on average
 - i.e. Students who graduated in major have, on average, earned combination of course grades in that skill area that were better than 65% of students who declared the major

For students who haven't taken specific courses yet, think...



- Movies / viewers
- Gender / movie type



- Courses / students
- Major / skills



EAB

Education Advisory Board

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