Creating a Framework for an Institutional, Data Driven Approach to Student Success

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Increased Focus on Student Success

Journal references to “Student Success”
Evolution in How We Use Data

Institutional
- External Reporting
- Internal Metrics

Transactional
- LMS
- CRM
- SIS

Predictive
- Models Based on Data
Legacy View
Framework Components

- Define Goals
- Inventory Initiatives
- Evaluate Efficacy

Common Data Infrastructure
Structured Process for Student Success Insights

1 - Data is gathered from a variety of systems

2 - Data is normalized and modeled in a central repository

3 - Success metrics and risk scores are delivered via dashboards and CRM integration
Define Success Goals (using data!)
## Inventory and Segment Initiatives

<table>
<thead>
<tr>
<th>Student Lifecycle</th>
<th>Student Attributes</th>
<th>Student Supports</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicant</td>
<td>Program</td>
<td>Pilots</td>
</tr>
<tr>
<td>Entry</td>
<td>New/Returning</td>
<td>Ongoing Services</td>
</tr>
<tr>
<td>Progressing</td>
<td>Stop outs</td>
<td>Policy Change</td>
</tr>
<tr>
<td>Near Completer</td>
<td>Military</td>
<td>Curricular</td>
</tr>
<tr>
<td>Graduate</td>
<td>Financial Aid</td>
<td></td>
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</tbody>
</table>
Analytics at Critical Lifecycle Milestones

Prospect Scoring
Success Outcome: Enrollment, Course Completion

Retention/Graduation
Success Outcome: Graduation

Application Scoring
Success Outcome: Enrollment, Course Completion

Course Completion
Success Outcome: Successful Course Completion

Persistence Scoring
Success Outcome: Re-enrollment
Evaluate, Evaluate, Evaluate
Evaluate, Evaluate, Evaluate

ROI ?
Thank you!

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