Discussion:

- ❖ **Student success and retention**

- ❖ **Contributors to Student Success**

- ❖ **Making Blue data part of that equation**

- ❖ **Missing opportunities**

Student success and retention

Statistics

Higher Education Challenges

❖ **4.1%** one-year decline in post-secondary enrollment[2]

❖ **51%** of enrolled students complete their education **within 6 years** at the same institution where they started[3]

❖ AIR/NASPA/EDUCAUSE survey on use of data & analytics for student success[4]

  ❖ 95% of respondents' institutions conduct student success studies

    ❖ Only 40% strongly agree/agree they are able to effectively implement results

Continuous Improvement in Higher Education

❖ **74%** of colleges are facing financial challenges

❖ Cost of student retention is **1/3ʳᵈ** compared to student recruitment

❖ "Technology has the potential to free colleges to design and **implement high-impact practices that increase student success**, but it is important to view technology as a tool that supports the institution's plan to increase student success and to avoid the temptation to chase technology for technology's sake." (Educause, 2021)**

 * National Student Clearinghouse Research Center (2022), *Completing College National and State Reports*

** Educause (July 2021), *Increasing Student Success: A Never-Ending Process*

Contributors to Student Disengagement

- Finances
- Family/ commitments
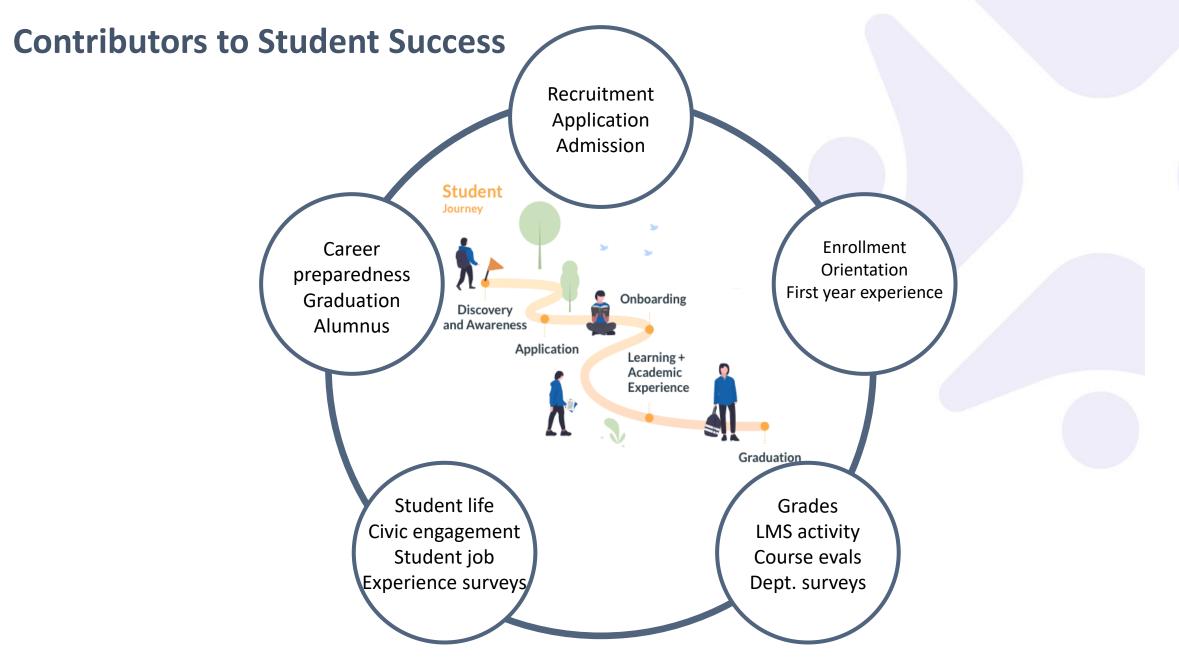- Not the right fit
- Lack of time
- Health
- Employment change
- Program delivery change

Contributors to Student Success

Recruitment
Application
Admission

Career preparedness
Graduation
Alumnus

Enrollment
Orientation
First year experience

Student life
Civic engagement
Student job
Experience surveys

Grades
LMS activity
Course evals
Dept. surveys

Student Journey

Discovery and Awareness
Application
Onboarding
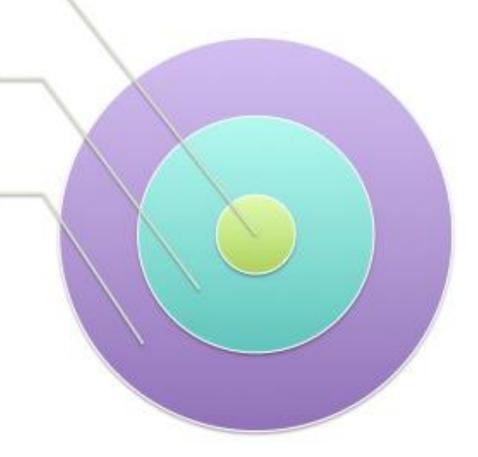Learning + Academic Experience
Graduation

Span of Control

What you can **control**

What you can **influence**

Everything else--**outside of your control and influence**

Where can we be the greatest influence?

Control

- **Reporting out trends in qualitative feedback**
- **Identifying data ecosystem stakeholders**
- **Staff professional development***
  - **(As an institution)**

***Blue 360**

Influence

- **Your superiors**
- **Other data teams**
- **Culture-shift: "insight-to-action"**
- **Contributing to strategic and institutional planning**

Are we considering professional development?

71%
of higher-ed staff would be more likely to stay at their institution if they had more access to professional development.

88%
say access to new professional development opportunities is "extremely important" to them as employees.

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Tactical solutions to consider

blue 360

* **Identify staff skill and knowledge gaps**
* **Identify areas for faculty professional development**

BlueML

* **A targeted way to get deeper insights of your qualitative data**
* **Immediate insight-to-strategy**
* **Ingest non-Blue data**

Workshops to consider

Sitting on a Data Goldmine: Using Aggregate 360 Assessment Results for Strategic Insights

- **Monday, 3:10 – 3:50**
- **Session:** *Honore*
- **Presenter(s):** Peggy Parskey, Explorance

The Student Life Cycle: Understanding the Student Journey Inside and Outside

- **Tuesday, 10:30 – 11:10**
- **Session:** *Honore*
- **Presenter(s):** Michael Weisman, Explorance

Thank you

Session Survey Link

https://bit.ly/BNG2022_013