# SSC Campus

## SUNY Potsdam

*"SUNY Potsdam is undergoing tremendous change. We must identify and address the needs of our students in order to increase their engagement, retention, and graduation. SSC Campus provides the tools to make that happen."*

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EAB

The best practices are the ones that work for you.SM

## Start with best practices research

- Research Forums for presidents, provosts, chief business officers, and key academic and administrative leaders
- At the core of all we do
- Peer-tested best practices research
- Answers to the most pressing issues

## Then hardwire those insights into your organization using our technology & services

### Enrollment Management

Our **Royall & Company** division provides data-driven undergraduate and graduate solutions that target qualified prospective students; build relationships throughout the search, application, and yield process; and optimize financial aid resources.

### Student Success

Members, including four- and two-year institutions, use the **Student Success Collaborative™** combination of analytics, interaction and workflow technology, and consulting to support, retain and graduate more students.

### Growth and Academic Operations

Our **Academic Performance Solutions** group partners with university academic and business leaders to help make smart resource trade-offs, improve academic efficiency, and grow academic program revenues.

**1,100+**
College and university members

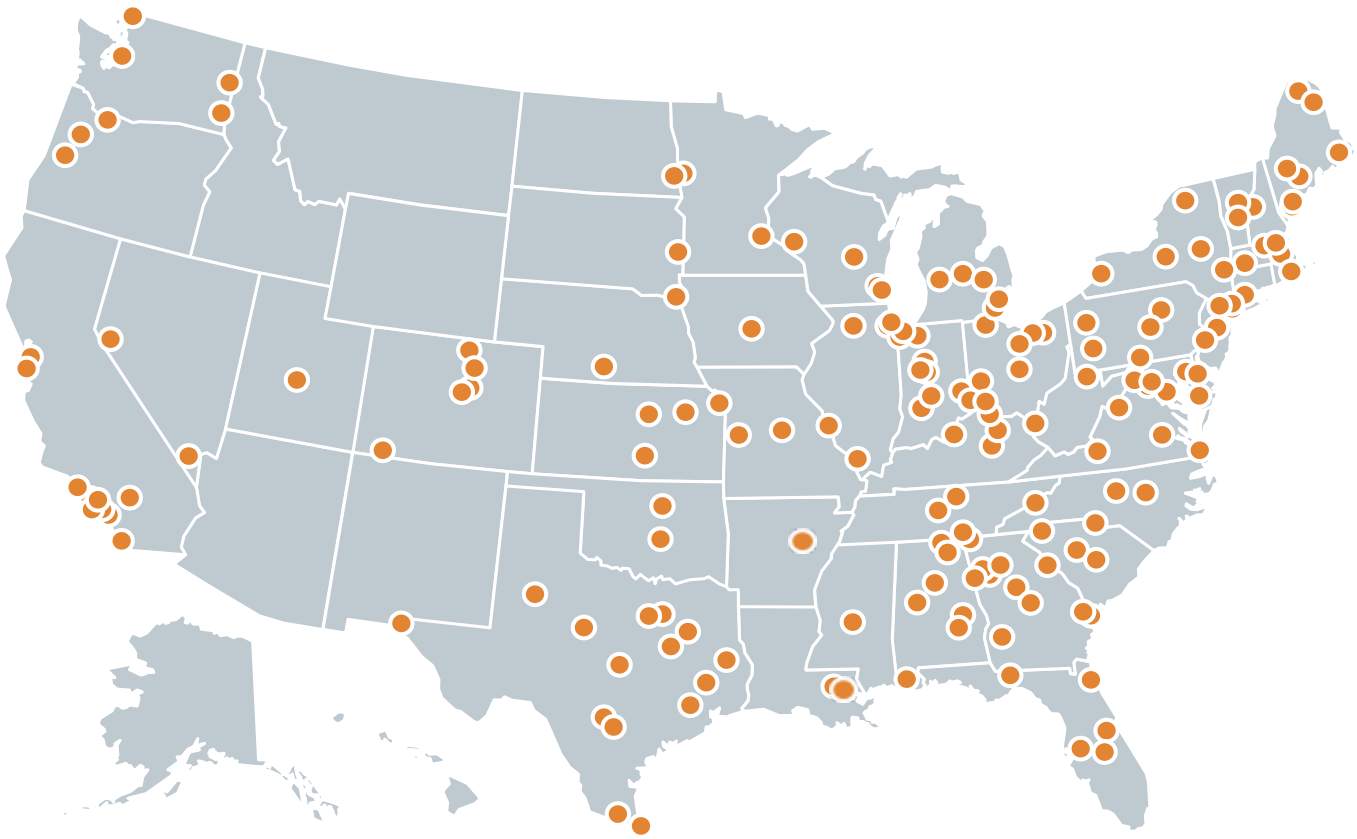
**10,000**
Research interviews per year

**250M+**
Course records in our student success analytic models

**1.2B**
Student interactions

# The Student Success Collaborative

## A National Movement to Elevate Degree Completion



- AAU Members
- Hispanic-Serving Institutions
- Historically Black Colleges & Universities
- Institutes of Technology
- Liberal Arts Colleges
- Private Research Universities
- Public Flagships
- Religious Affiliates
- State Systems
- Urban Universities

**200+** Member Institutions

**42** States Represented

**5,900** Total End Users

**10M+** Student Records

**250M+** Course Records

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# SSC Members Seeing Impressive Results



## Selected Impact Stories From Around the Collaborative

California State University Fullerton

**+11%**
**Increase in graduation rate**

Purdue University Calumet

**+4.7%**
**Increase in first year, full time retention**

SIU Carbondale

**+7.5%**
**Increase in first year, full time retention**

Fort Lewis College

**+3.0%**
**Increase in first year, full time retention**

UT Brownsville

**+7.0%**
**Increase in first year, full time retention**

Georgia State University

**+3.0%**
**Increase in graduation rate**

BGSU Bowling Green State University

**+1.6%**
**Increase in first year, full time retention**

Middle Tennessee State University

**+1.5%**
**Overall undergraduate persistence (fall to spring)**

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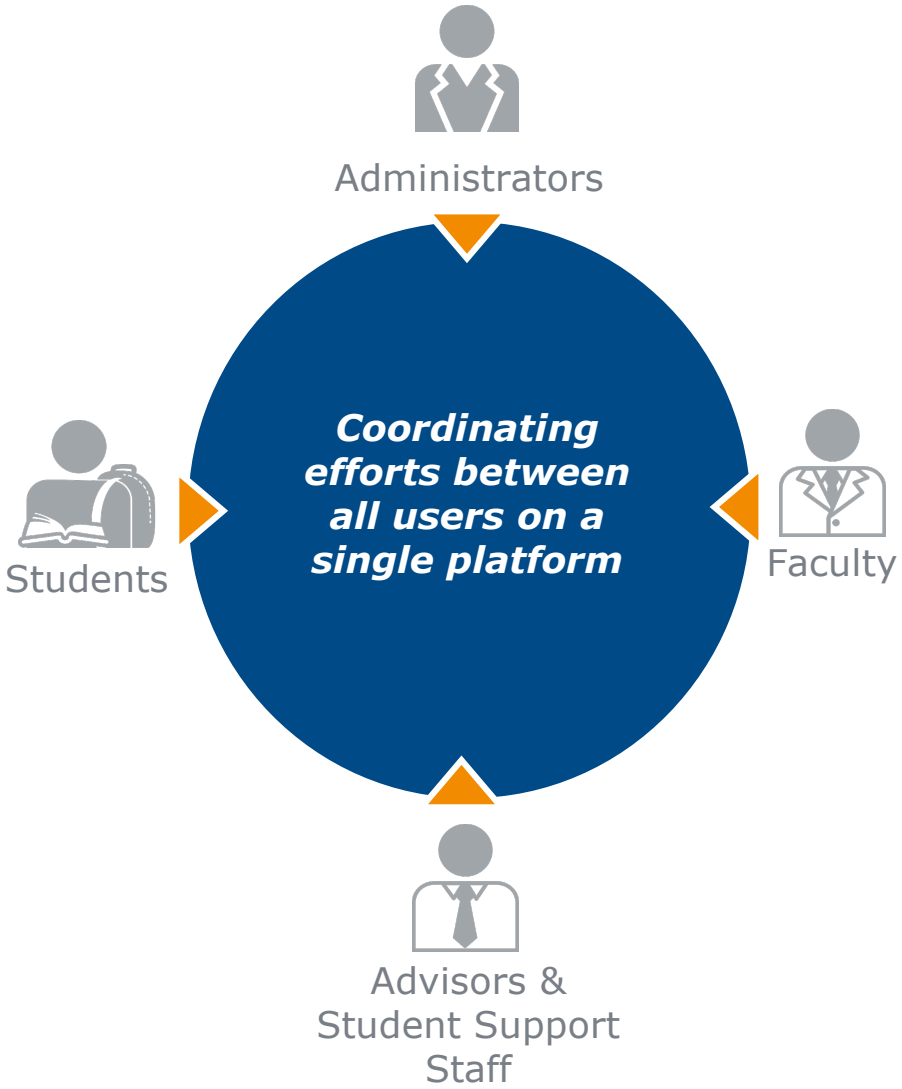
# Simplified Workflow

## Consolidating Multiple Technologies Into a Single, Integrated System

**Risk Analytics**
Predictive modeling and historical insights

**Student Success CRM**
Quick access to critical student information

**Communications**
Email and text, plus tracking and records




**Early Warning**
Instructor-submitted performance alerts

**Advising Notes**
Single record of every support interaction

**Appointments**
Interactive scheduling accessible by students

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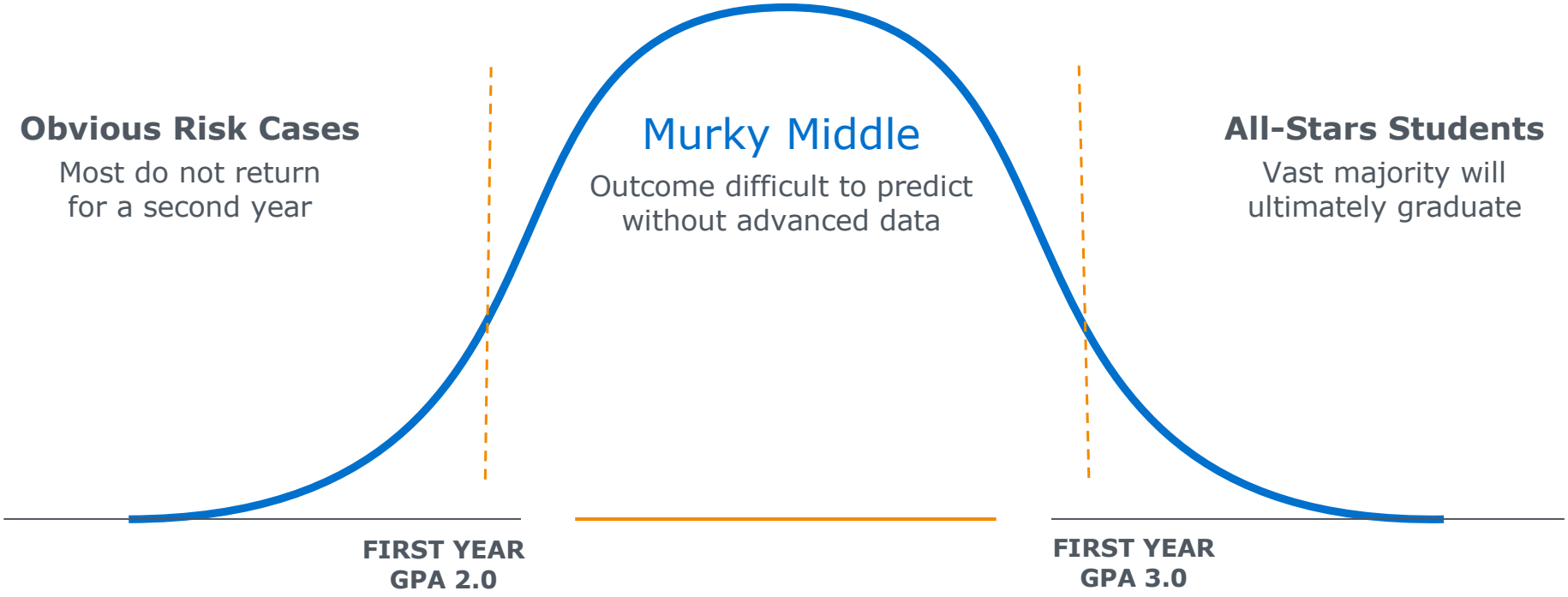
# Informed Outreach

## Using Data Analytics to Spot Struggling Students Before It's Too Late




### How a Predictive Model Focuses Efforts

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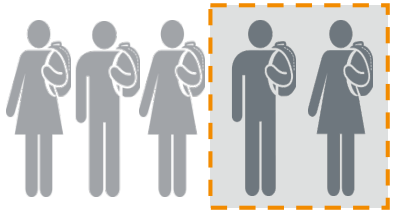
# Creating the "Coordinated Care Network"

## A Connected and Informed Student Support Infrastructure

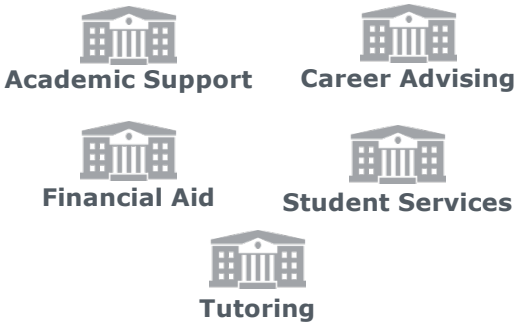
**1** **Advisors** Identify, triage, and refer struggling students

**Predictive Model**



**Targeted Advising and Referrals**

**Campus Resources**

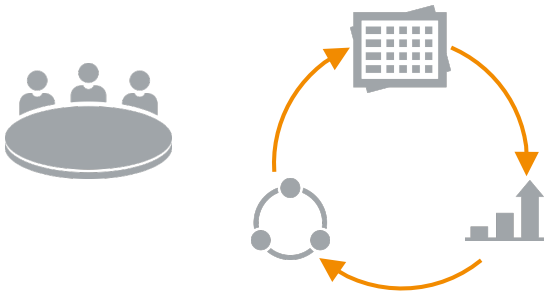



**2** **Support Services** Share insights on student risk and intervention outcomes

**Collaboration**

**3** **Administrators** View reports, assess effectiveness and make improvements

**Systemic Improvement**



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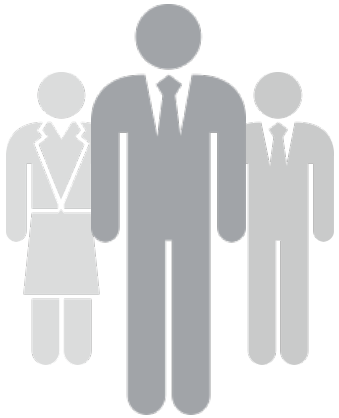
# Different Audiences, Different Goals



## SSC – Campus Impacts Hundreds on Campus, Answers Important Questions

### Academic Leaders



- What are the institutional barriers to success?
- Which students need more support?
- How can I ensure we are having an impact?

### Faculty

- How can I support my student's progress?
- What are common challenges across my program?

### Advisors

- How can I help students with greatest needs?
- How can I manage my population efficiently?
- How can I improve the student experience?

### Support Services

- How can I connect resources with students?
- Are we improving student outcomes?

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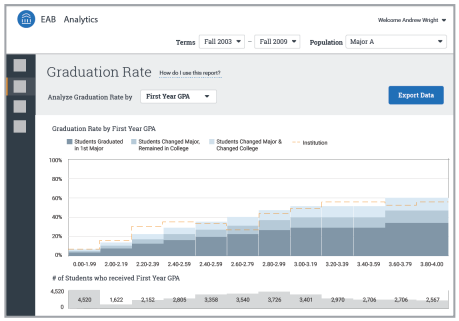
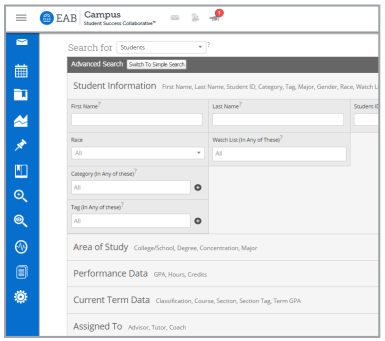
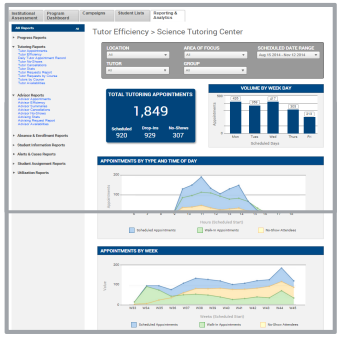
# Supporting **Academic Leaders**

## Campus Strategy and Decision Making

| **Area of Interest** | 1 Understanding historical patterns of performance | 2 Identifying current student opportunities | 3 Ensuring institutional accountability and measuring outcomes |
|---|---|---|---|
| **Example** |  |  |  |
| **Key Components** | Critical course analysis<br>Major switching patterns and timing<br>Sub-group analysis | Advanced filters<br>Campaign management | Resource utilization<br>Effectiveness reports<br>Activity reports |

> "I have been engaged with student success for 30 years. The kinds of things SSC is doing, I have been wishing I could do for 25 of them."
> *Associate Provost, Institutional Research & Reporting*

# Analyze Historical Course Data

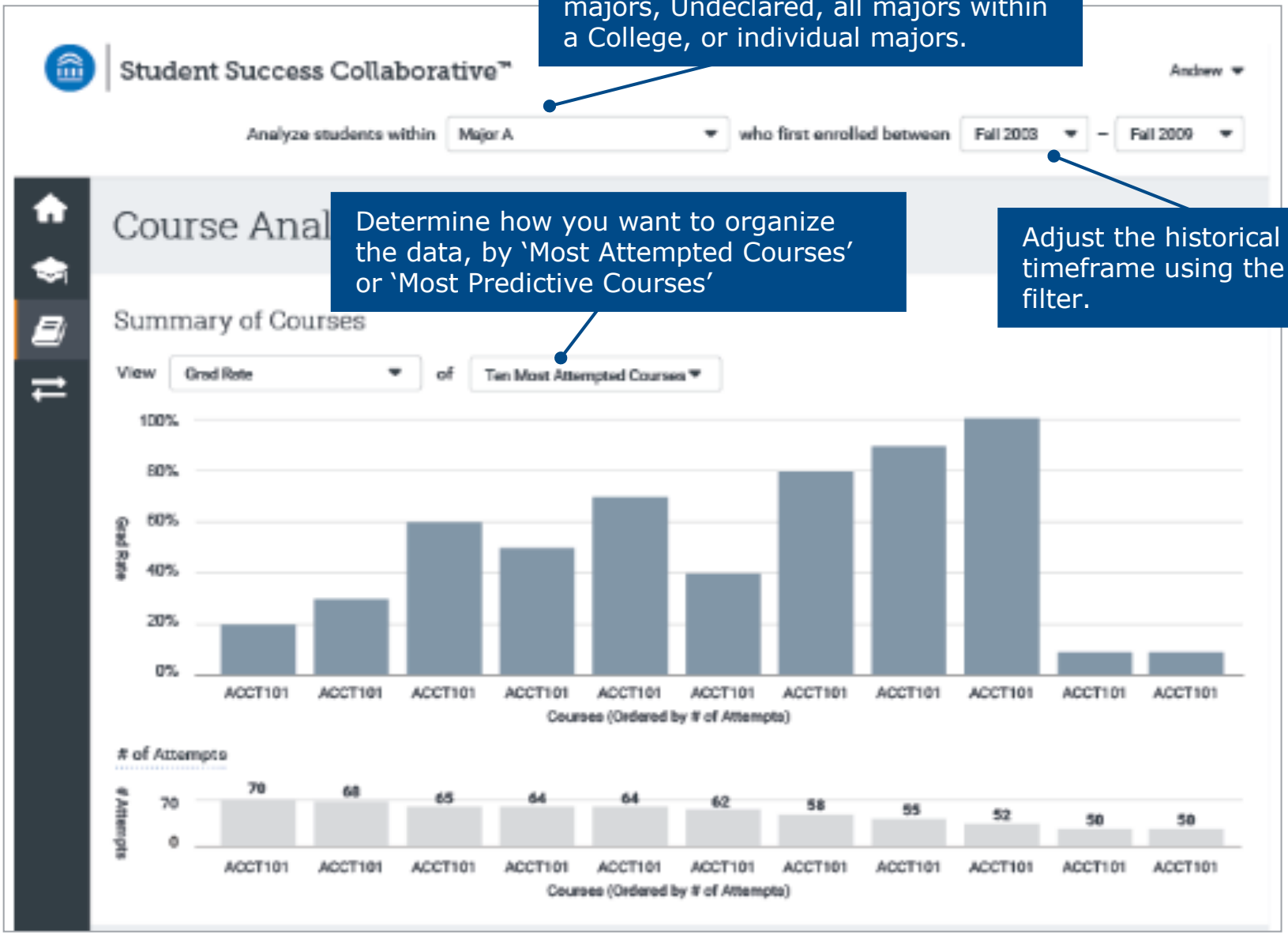


## Course Analysis Report

**Additional Analysis Filters:**

Graduation Rate:
- Ever
- 8 year
- 6 year
- 4 year

Student Population:
- Transfer & Non-Transfer
- Transfer Only
- Non-Transfer Only

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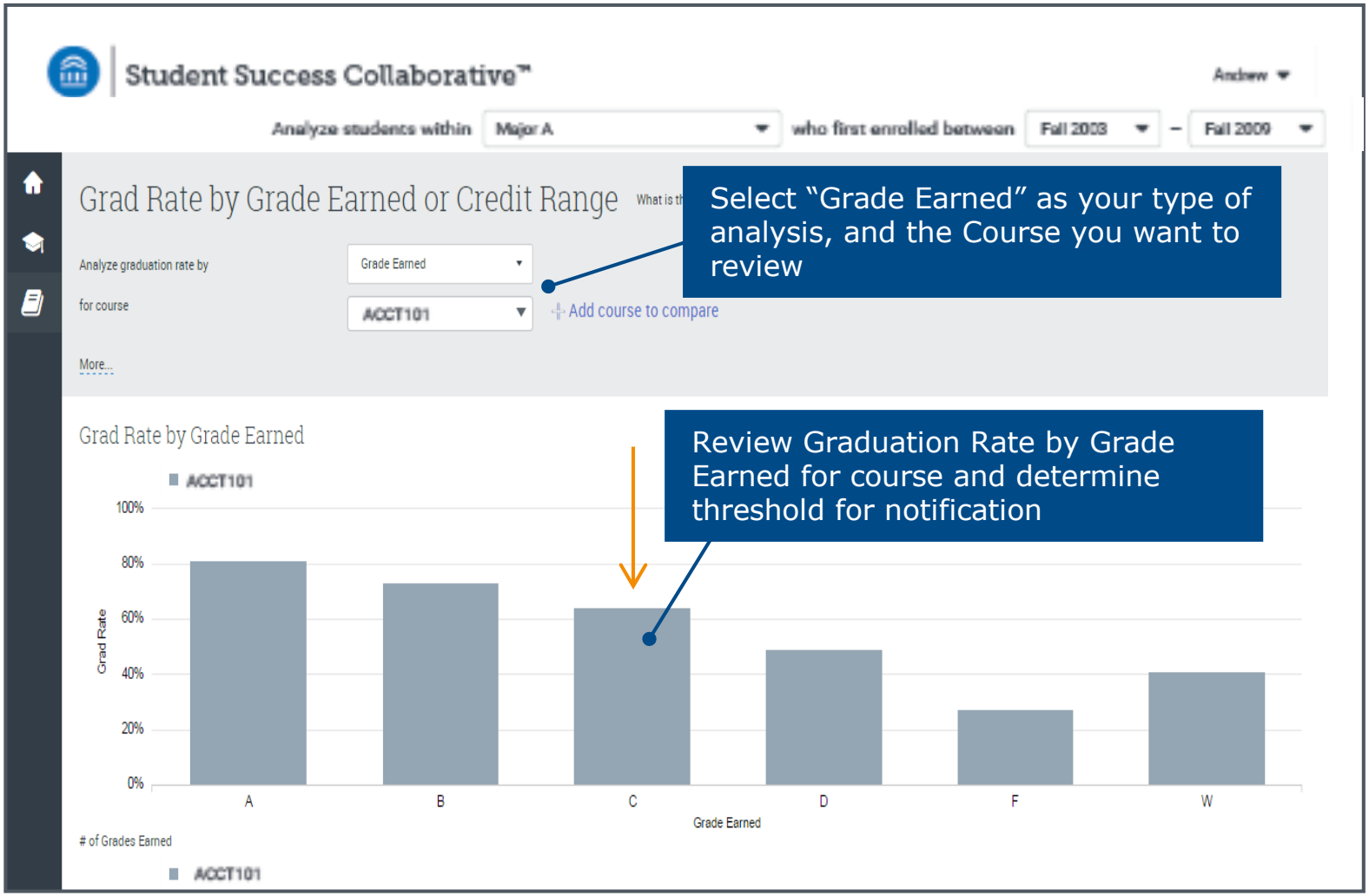
# Analyze Graduation Trends by Grade

## Grad Rate by Grade Earned or Credit Range Report

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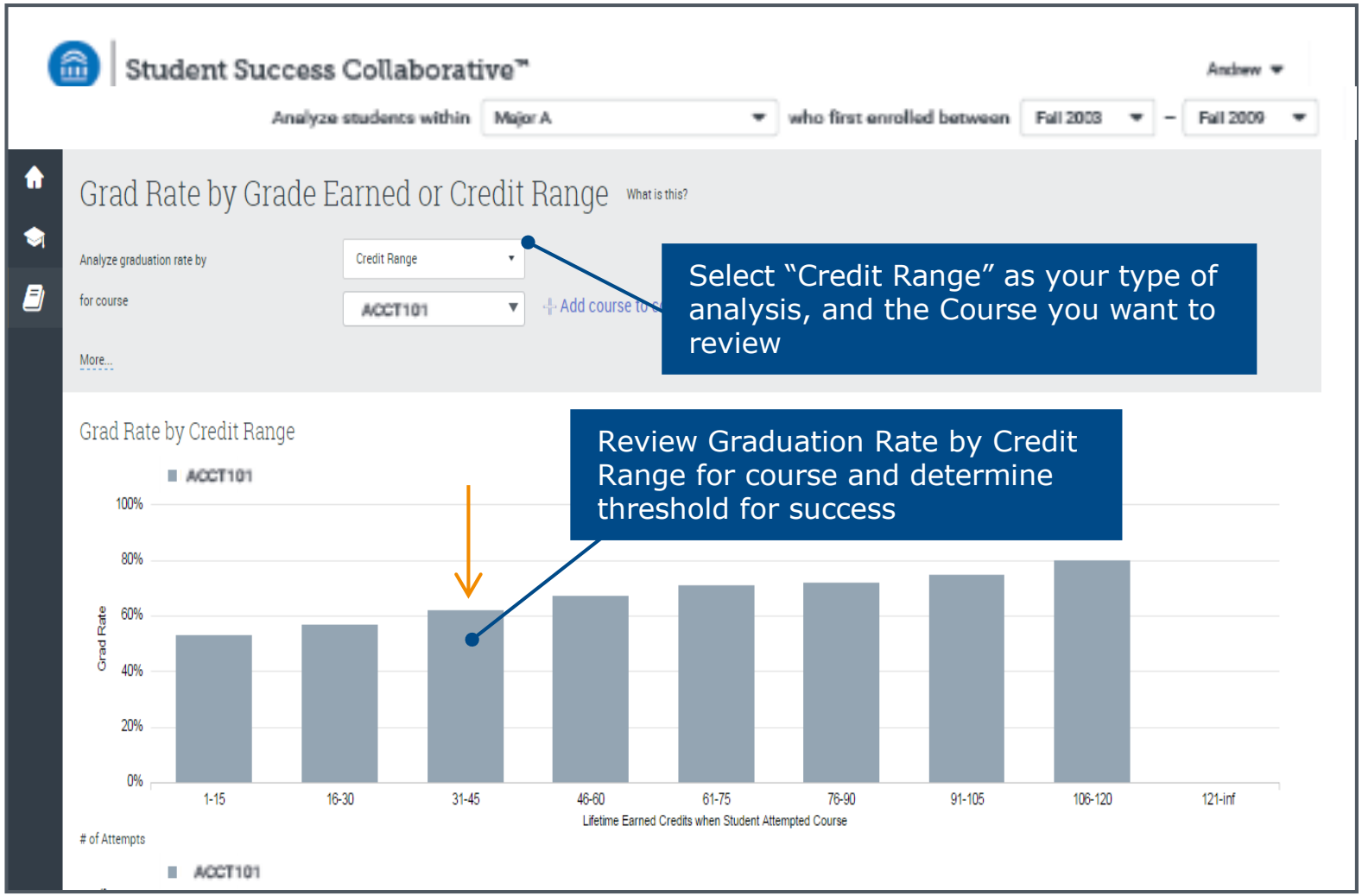
# Analyze Graduation Trends by Credit Range



## Grad Rate by Grade Earned or Credit Range Report

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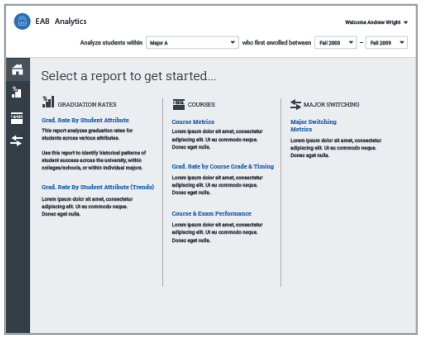
# Supporting **Faculty**

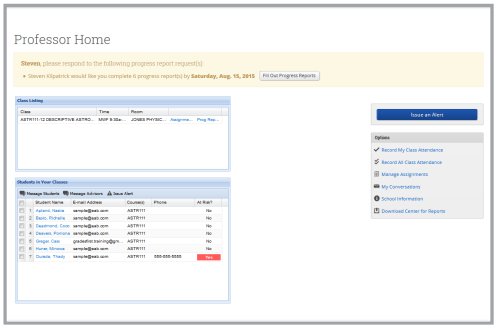
## Improving Student Outcomes

**Area of Interest**

1. Understanding historical patterns of performance
2. Providing valuable input into student performance

**Example**




**Key Components**

Critical course analysis

Major switching patterns and timing

Sub-group analysis

Early warning progress reports

Issue student alerts

Track attendance (if desired)

Monitor individual students

Connect with students

Critical course milestones

> "I think the real question is, 'why wouldn't I use the tool?' As a faculty advisor, I will be expected to fill that role for the student and this tool is phenomenal."
>
> *Faculty Advisor*

# Providing Student Input

## Responding to Academic Progress Reports

### Student Feedback

**Your information is secure.**
Security measures allow your school to adhere to government rules and regulations concerning FERPA and overall student privacy.
Thank you!

**Professor Lynch:**

You have been asked to fill out progress reports for students in the following classes. Update each student based on your best knowledge of their performance at this point in the term.

ACCT225-6 INTRO TO FINANCIAL ACCT

| | Student Name | At-Risk to Fail Your Class? | Alert Reasons (You must choose at-least one if the student is at risk) | Absences | Grade | Comments |
|---|---|---|---|---|---|---|
| 1 | **Angell, Eric**<br>Student ID: 6437233 | ○ **Yes**<br>○ **No** | Alert Reasons | | | |
| 2 | **Kelley, Chris**<br>Student ID: 1163221 | ○ **Yes**<br>○ **No** | Alert Reasons | | | |
| 3 | **Mopar, Roy**<br>Student ID: 1163147 | ○ **Yes**<br>○ **No** | Alert Reasons | | | |

Submit only marked students (but I'm not done)

This button will submit students you have marked as being complete (effectively removing them from your list of students). However, the students you have not marked will remain on your list. As a result, you can re-use the link in the progress report email, at any time, to continue marking the rest of the students in your classes. Repeat this process until all students have been marked in some form or fashion.

Submit unmarked students as not At-Risk (I'm all done)

This is your "I'm all done" button. It will submit the students you have marked as you indicated. It will also submit the rest of your students as not at-risk. For example, if there are ten students in your course and only two of them are at-risk, you don't have to mark them all. You can mark the two at-risk students and then use this button to mark the remaining students as not at-risk, therefore saving time and effort. Please use this button carefully because with just

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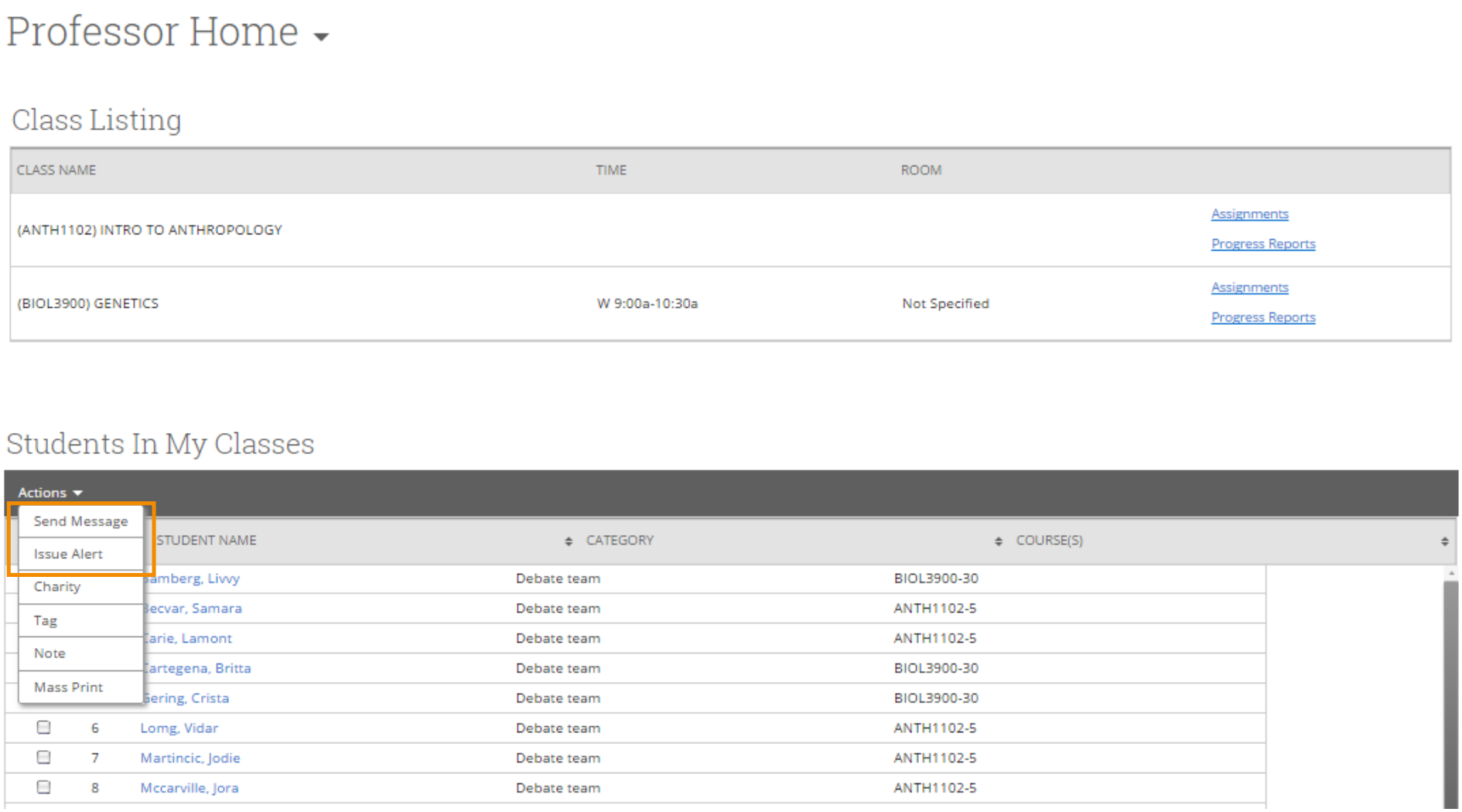
# Professor Home

## Interacting with Students in Courses

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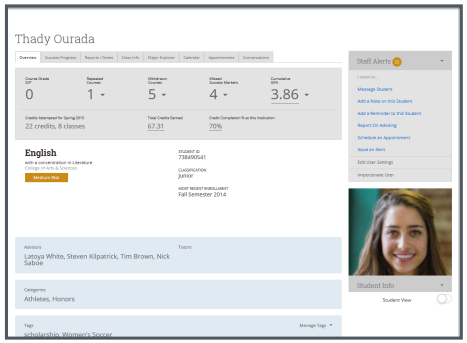
# Supporting **Advising**

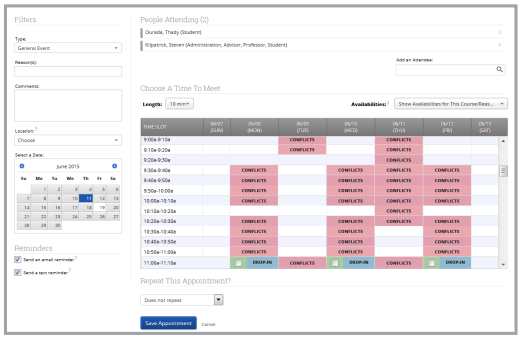
## Focusing on Individual Student Success

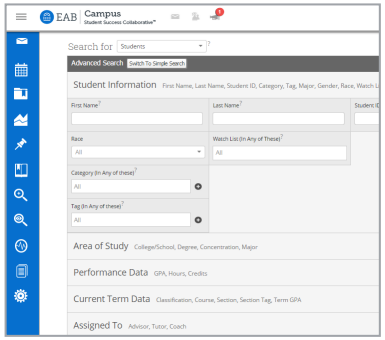
**Area of Interest**

1. Assessing student risk for more meaningful conversations
2. Increasing user efficiency and coordination
3. Identifying and segmenting student populations

**Example**





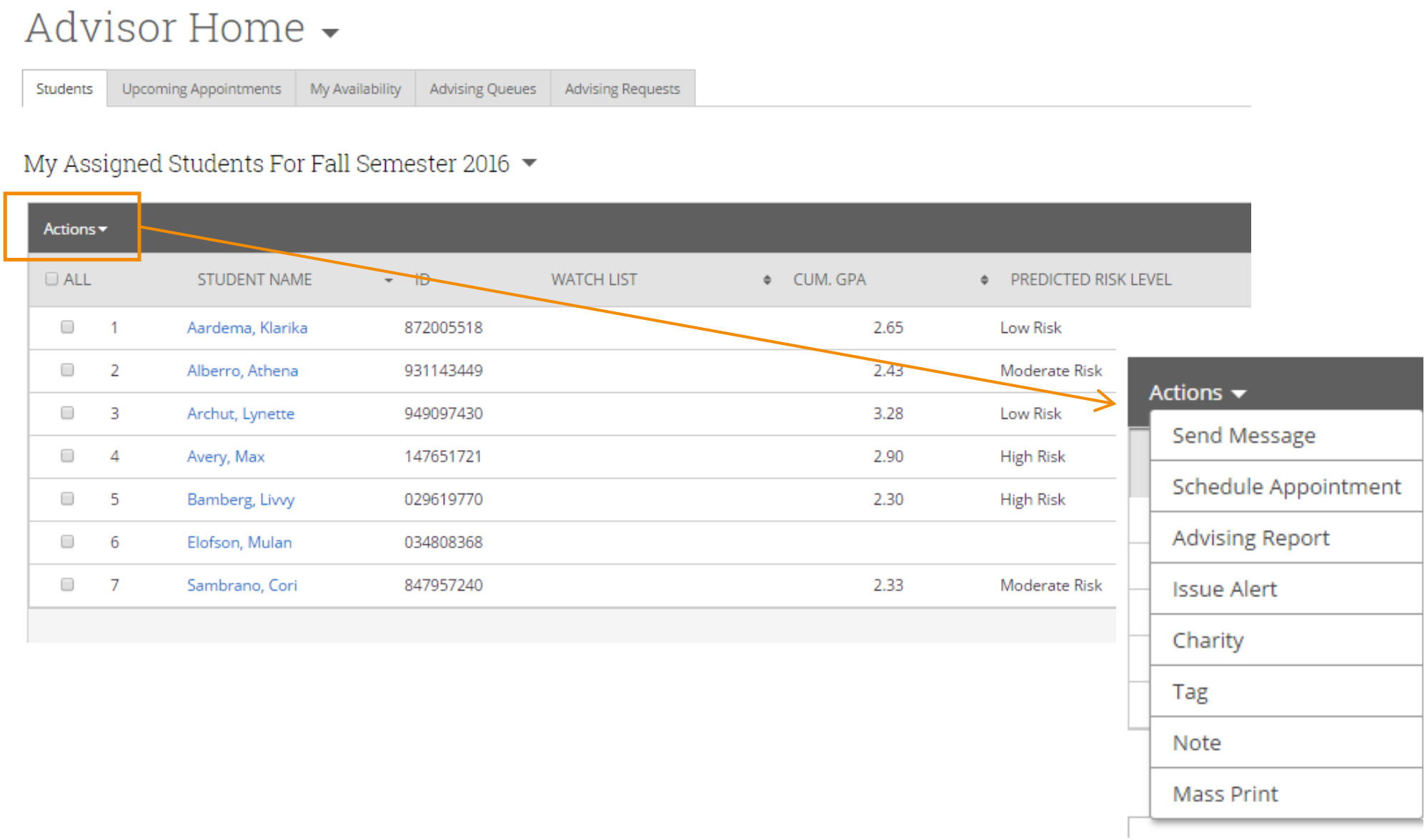

**Key Components**

| | | |
|---|---|---|
| "Smart view" of academic factors | Appointment management | Advanced filters |
| Shared notes & reporting | Multi-modal communication (email, text, phone) | Reminder lists |
| Progress indicators & alerts | Reminder management | Watch list |
| Major and career exploration | Cross-campus referral system | |

> "Previously, we were advising based primarily on gut instinct. Now, we have all the data to give them an objective sense of where they are and what they can do to improve. The conversation has changed dramatically."
>
> *SSC Advisor*

# Advisor Home

## Interacting with Assigned Students

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# Student Profile

## Monitoring Student Progress

EAB

### Mulan Elofson

Overview | Success Progress | History | Class Info | Major Explorer | More

| Course Grade D/F | Repeated Courses | Withdrawn Courses | Missed Success Markers | Cumulative GPA |
|---|---|---|---|---|
| 5 | 1 | 2 | 0 | 2.43 |

| Total Credits Earned | Credit Completion % at this Institution | Predicted Risk Level |
|---|---|---|
| 62.00 | 74% | High |

**Journalism**
with a concentration in Telecommunications
College of Arts & Sciences

Major History

**Journalism**
Bachelor of Arts
Enrolled Fall Semester 2014

**Marketing**
Bachelor of Business Admin.
Enrolled Fall Semester 2012

**Journalism**
Bachelor of Arts
Enrolled Fall Semester 2007

STUDENT ID
034808368

ALTERNATE ID
testing123

CLASSIFICATION
Junior

MOST RECENT ENROLLMENT
Spring Semester 2016

Advisors
Ashlie Prioleau (Whitehurst University), Steven Kilpatrick (Whitehurst University), Frances Altvater (Whitehurst University), Thomas Bradley (Whitehurst University), Chuck Colarulli (Whitehurst University), Irene Conley (Whitehurst University), Jessica Nicklin (Whitehurst University), Irwin Nussbaum (Whitehurst University), Joan Pedro (Whitehurst

Tutors
Ashley Ward

Staff Alerts 101

I want to...
Message Student
Add a Note on this Student
Add a Reminder to this Student
Report On Advising
Report On Tutoring
Schedule an Appointment
Add to Watch List
Issue an Alert
Edit User Settings
Impersonate User

Links
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