Technological Advances in Student Communication and Retention

AACS 2015 Annual Convention
Back To The Future
Presenters

- Sally Samuels, Director of Compliance FAME
- Tim Golden, President Voyant Analytics
- Colton Woo, CEO KLASS App
Institutional History

• School Technology was virtually non existent
  – Attendance
  – Grades
  – Manual calculation of SAP
  – Home grown student tracking systems
  – Commissioned admissions was a numbers game
  – Focus on providing quality programs, completion rates, and placement
ED History

- Yearly authorizations mailed
- Funds drawn down once or twice a year
- No FSA Workshops
- DCL Letters, Federal Regulations, FSA Handbooks were printed & mailed
- Student Aid Reports (SARs), mailed to student, completed in triplicate, mailed to ED
- Reauthorization of HEA every 4-6 years
- No verification, default rates, net price calculator, GE disclosures
Today

• On-Line access is required for interaction with ED
• Most ED communication/training is on-line
• Funding authorizations are based on COD on-line reporting
• Pell grant funding is limited to 6 years
• Subsidized loans are limited, based on programs after 7/1/12
• Elimination of safe harbors
• Most Federal funding for ATB eliminated
Today’s Challenges

- 3 year cohort default rates
- GE disclosures on-line reporting
- Admissions practices
- Retention
- Clery Act/VAWA
- Placement
- Title IV compliance
Today’s Futuristic Technology

- Web based student information systems
- Document scanning & eSignatures
- Mobile technology for instant student communications.
- Predictive analytics used to identify at risk students.
- Biometric scan readers for attendance
- Automated R2T4, State, and Institutional refund calculations
Presenter

- Tim Golden, President
  Voyant Analytics
Data, predictive analytics, Early Warning Systems and how they can help your student outcomes.
What kind of data are you collecting?
How can you use that data to benefit your school?

### Drop Out Rate

<table>
<thead>
<tr>
<th>Attend stat</th>
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<tbody>
<tr>
<td>Graduate</td>
<td>560</td>
<td>65%</td>
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### Phase (hrs) vs. Percentage of Drops

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<tr>
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<tr>
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<td>31%</td>
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<tr>
<td>Creative (&gt; 1067)</td>
<td>8%</td>
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Do you know your school’s graduation rate? Do you understand the economic and social costs of a lower graduation rate? Not only to the institution but also to the individuals involved?

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Low retention rates cost institutions

- Graduation rates are a key indicator of student satisfaction and success, leading to results in recruitment and morale.
- With 300 students per cohort, increasing retention by 3% will save about $168,000 in lost revenue per cohort.
- Recruitment costs range between $500 to $2,000 per student. This means that in a cohort of 300 students your school might be losing between $26,000 and $100,000.
Low retention rates affect students

- Only 65% of students graduate at private institutions
- Students that fail to graduate will earn up to $500,000 less in future lifetime earnings than graduates
- Dropouts increase pressure to restrict federal aid ($300 million per year)
Low retention rates affect regulatory standing with accreditation organizations and Title IV.
Do you know, from all the data you have gathered, which factors are influencing your graduation rate?

Do you know how these factors influence one another?

Are you able to identify those students who will be at risk of not graduating while there is still time to intervene?
Students drop out due to an interplay of obvious variables

- Grades and attendance
- Lower income
- Older
- Single parents
- First generation in their families to attend a post-secondary institution
- Work more than 15 hours a week while attending school full-time
- Did not pursue a college preparatory program in high school
Students drop out due to an interplay of non-obvious variables

- Late applicant or registrant
- Physical or learning disability
- English as a second language
- G.E.D. graduate
- How they finance school
- Non-continuous attendance pattern
- Lack of participation in extracurricular activities while in school
“When a school attempts to isolate single causal factors they are misguided and their attempts are ultimately futile.”

–Pantages and Creedon
What is predictive analytics?

- A set of statistical techniques for examining an institution’s current and historical data to predict future events
- Look for patterns and combinations of factors that statistically lead to a certain result (e.g. a student dropping out of school)
- Create a mathematical formula to apply to current data and predict the likelihood of said result for each subject
Early Warning Systems identify “high-risk” students prior to dropping out who will benefit from an intervention.

- SIS (FAME) stores all the student data necessary for predictions.
- The analytics makes sense of this large amount of data and how the data interacts.
- Accurate modeling and analytics lead to accurate predictions.
Early Warning Systems, like Voyant, use statistical models built from the demographic data housed by SIS, like FAME.

**Diagram:**

- **Historical Data** → **Model** → **NEW Student data** → **At risk students**
“The time to repair the roof is when the sun is shining.”

–John F. Kennedy
“New starts may drive revenue but without retention, it is meaningless.”

–School director

1. The structure of the experience
2. The culture of the school community
3. The development of specific programs and interventions designed to help improve student success

JB: Associates, 2010
Seidman Retention Formula

- “College Student Retention: Formula for Student Success”

- Retention = Early ID at risk students + Early Intervention + Intensive and Continuous Intervention
Decide how to intervene

- The Institute of Education Science’s “What Works Clearinghouse” evaluated effective interventions.
- They found the earlier an at-risk student is identified, the better the prognosis for their success in school.
- Early alert systems can be instrumental in beginning an intervention that can help facilitate students' success and increase retention.
Decide how to intervene

- An effective intervention will retain an additional **5% to 20%** of students on average compared to control groups.
- The earlier those students at risk are identified the better chance an intervention will help them stay in school.
“Save one or two kids and the EWS has paid for itself. Save three or four and we’re way ahead … and we’re not just talking way ahead monetarily.”

-School owner
Interventions

• Proactive/intrusive advising/counseling
• Academic support services (tutoring, study, skills, writing and math labs, developmental course, SI, etc.)
• “Contracts for Success”
• Continuous monitoring and support

CARE

• Communication
• Academics
• Recognition
• Empathy
Nudging students to graduate

• Sometimes even small interventions can make a big difference.

• Texting students reminders to re-register, complete homework, and attend appointments with faculty increased retention by 14% according to research by Castleman and Page.

• Importantly, there was no effect on sending text messages to students not at risk - you need to know who’s at risk to be efficient!
Status: Risk Score: 96.23

<table>
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<tr>
<th>Multiple Intelligences</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verbal/Linguistic</td>
<td>10</td>
</tr>
<tr>
<td>Logic/Math</td>
<td>9</td>
</tr>
<tr>
<td>Spatial</td>
<td>7</td>
</tr>
<tr>
<td>Bodily/Kinesthetic</td>
<td>6</td>
</tr>
<tr>
<td>Musical</td>
<td>8</td>
</tr>
<tr>
<td>Interpersonal</td>
<td>9</td>
</tr>
<tr>
<td>Intrapersonal</td>
<td>7</td>
</tr>
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Status: Risk Score: 96.23

Risk Factors

Exams: 76.61
Age: 24.00
Miles: 2.77
is_transfer: No
Attend stat: Graduate
Sex: Female
Race: Black/African American
Aid types: SF, PE
Summary

• Retention is a key part in your school’s success, your students’ success, and your school’s reputation.

• Early warning systems, like those implemented by Voyant and FAME and others, analyze large amounts of data to identify risk factors, their interactions, and which students are at risk.

• The earlier the intervention, the more positive the effect on retention.
Summary

• A recent Time magazine article reported that only “125 four-year universities are using predictive analytics but it is one of the fastest growing areas for retention…”

• As one accreditation board member stated, “Every school should be using an early warning system for retention…”
Enterprise Mobility: Key to Improving Your College KPIs (Key Performance Indicators)
Presenter

• Colton Woo, CEO
  – KLASS App Inc.
Understanding the trends

It’s all about Mobile Apps…. 
U.S. Web vs. Mobile App vs. TV Consumption, Minutes per Day

<table>
<thead>
<tr>
<th></th>
<th>Dec 2010</th>
<th>Dec 2011</th>
<th>Dec 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Browsing</td>
<td>70</td>
<td>72</td>
<td>70</td>
</tr>
<tr>
<td>Mobile Applications</td>
<td>66</td>
<td>94</td>
<td>127</td>
</tr>
<tr>
<td>Television</td>
<td>162</td>
<td>168</td>
<td>168</td>
</tr>
</tbody>
</table>

Sources: comScore, Alexa, U.S. Bureau of Labor Statistics, Flurry Analytics
Mobile Has Become Addictive
Worldwide Daily App Usage Distribution (Millions)

Regular Users
- Under 16 Times: 639 (Mar 2013), 784 (Mar 2014)
- 16 to 60 Times: 283 (Mar 2013), 440 (Mar 2014)
- 60+ Times: 79 (Mar 2013), 176 (Mar 2014)

Super Users
- Under 16 Times: 23% (Mar 2013), 55% (Mar 2014)
- 16 to 60 Times: 440 (Mar 2014)

Addicts
- Tables/Phones: 123% (Mar 2014)
- De-facto Wearables: 79 (Mar 2013), 176 (Mar 2014)

Source: Flurry Analytics
Users Want Apps, Not Mobile Websites

Monthly usage of apps and the mobile web by U.S. smartphone and tablet users (hh:mm)

- **Smartphone**
  - Apps: 29:32
  - Mobile Web: 30:58

- **Tablet**
  - Apps: 22:41
  - Mobile Web: 27:45

- **Men**
  - Apps: 3:45
  - Mobile Web: 3:46

- **Women**
  - Apps: 4:07
  - Mobile Web: 6:30

Source: Nielsen Cross-Platform Report Q4 2013

Powered by KLASS
Not all apps are created equal

You need an Enterprise Mobility Solution…….
What is Enterprise Mobility?

- Is custom branded mobile application solution for your school.
- It allows you to extend your operations mobile!
- A solution that allows you to connect and manage your Prospects, Students, Employees & Alumni in ways they prefer.
- Enterprise Mobility Solution improves your Key Performance Indicators (KPIs)
A Must Have.....

Dynamic Communication
Lets Start with Push Messaging.....

- Ability to communicate with prospects and students the way THEY want most!
- Students are able to reach you right from the App
- Ability to “push” other AMAZING engagement or call of actions!
Unleash Your Rich Media Assets....
Build a stronger bond & connect with your audience with Video Chat!
Manage The Essentials

Mobile Extension of Your Operations
A Better Way to Get Results.....

Events & Appointments

Mobile Documents w/ E-Signing

Fun & Interactive Survey for Better Engagement

Apply for Jobs on the APP
KlassAR – Augmented Reality

- Use Augmented Reality to enhance Marketing and Branding activities
- Make campus tour more fun and engaging
- Be part of the Future of Education!
FAME Mobility Solution is not just an App.

It is a system designed specifically for Higher Education to help improve all the key matrix that is important in managing a college or university:

- Admissions
- Retention
- Student Satisfaction
- Placements
- Branding
What’s Your Mobile Strategy?

For More Info:
www.KlassApp.com

Colton Woo:
(847) 848-1831

You are ‘Missing’ a part of Your Business

Not Mobile Yet?
Adding Technology in Today's School

- Types of technology implemented at Bellus Academy
- What has worked well with the staff and students
- Recommendations on introducing new technology to staff members
- Value achieved from new technology
- Mobile technologies impact on school processes and prospect/student interaction
- Guidance on mitigating risk factors
Summary

• Today’s student, delivery systems and regulatory mandates require schools to utilize technology to keep pace and to be able to implement change quickly.

• Tools such as Predictive Modeling, that analyze student patterns are invaluable for determining risk points and improving outcomes.

• In today’s mobile society the need for instant communication and student interaction is expected and brings students closer to their educational providers and the success stories we want to deliver.