Today's Session

1. RNL's approach to student success

2. Retention Surveys

3. Satisfaction and Priorities Surveys

4. Predictive Modeling and Analytics

5. Student Engagement Outreach

6. Consulting

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Overview

RNL Student Success Solution

We focus on the first four semesters of the student experience for undergraduate students and potentially the entire graduate population of a campus.

We have learned through many years of research at hundreds of colleges and universities that if a student persists and progresses to their third year for our four-year campuses, and year two for our two-year campuses, they are more likely to complete.

Key Benefits

Student Success Solution

- Provides a holistic, data-informed set of tools to address retention and student success

- Supports retention and graduation goals with surveys at key points in a student's college experience

- Leverages consulting to connect the solutions to proven student success strategies

- Builds a campus-specific retention model to help campus leaders predict their students' retention likelihood

- Maximizes RNL's student survey expertise from implementation to data analysis

- Informs campuswide efforts including strategic planning, accreditation, and recruitment

Investing in Your Students

Student Success Impacts Net Tuition Revenue

Annual net tuition revenue at four-year institutions*

- Private: $14,385 per student

- Public: $8,245 per student

Net Tuition Revenue gained over time

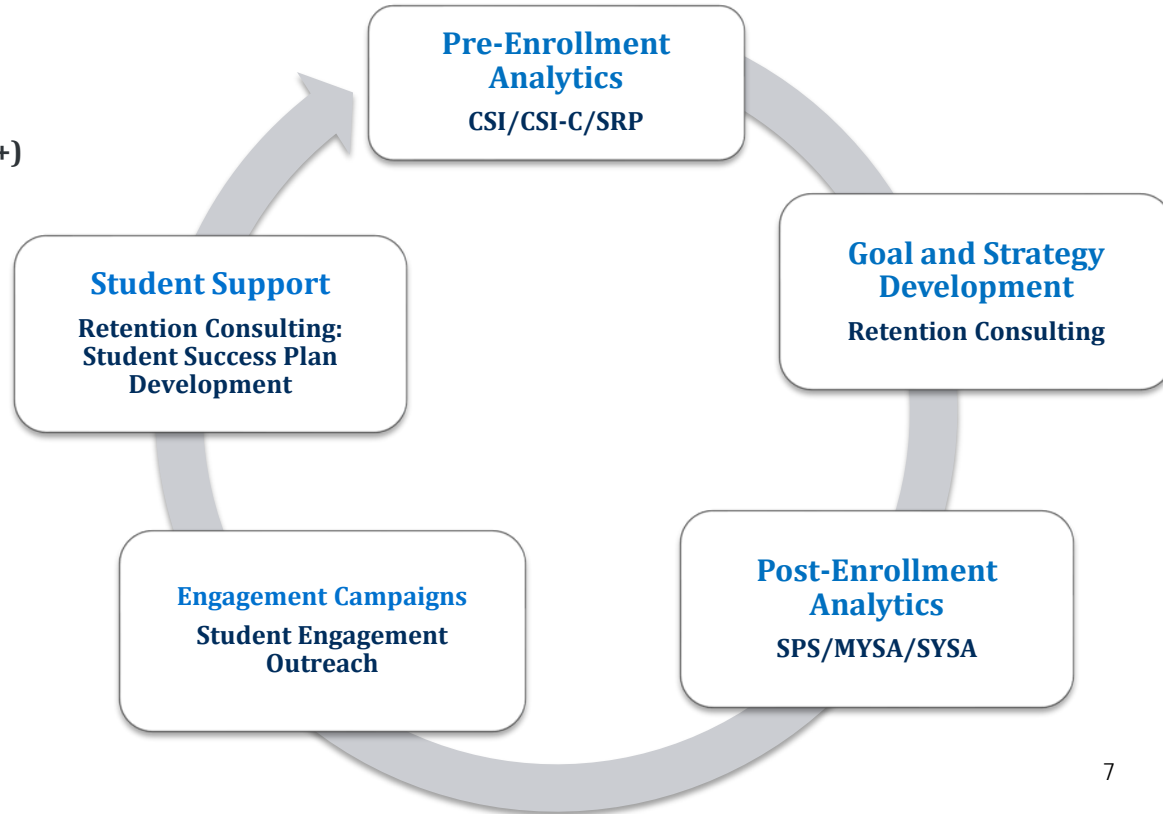1 more student graduates – Private 4-year: $57,540, Public 4-year: $32,980

5 more students graduate – Private 4-year: $287,700, Public 4-year: $164,900

10 more students graduate – Private 4-year: $575,400, Public 4-year: $329,800

RNL Student Success Solution

Proven Products, Engaging Strategies

- **Satisfaction-Priorities Surveys (SPS)**
  - SSI/PSOL/ASPS
- **Retention Management System Plus (RMS+)**
  - CSI/MYSA/SYSA/CSI-C
- **Student Retention Predictor (SRP)**
- **Student Engagement Outreach**
  - Online and Telephone Survey
  - Email fulfillment
  - Visual Caller ID
  - Texting
- **Retention Consulting**
  - Goal and Strategy Development
  - Student Success Plan Development

Pre-Enrollment Analytics
CSI/CSI-C/SRP

Goal and Strategy Development
Retention Consulting

Post-Enrollment Analytics
SPS/MYSA/SYSA

Engagement Campaigns
Student Engagement Outreach

Student Support
Retention Consulting:
Student Success Plan
Development

Retention Management Surveys (RMS)

Retention Management System Plus (RMS+)

Comprised of 3 different surveys:

College Student Inventory (CSI): Early alert system to identify at risk students, focus coaches on key concerns, and provide students with helpful resources ("pre-test")

Mid-Year Student Assessment (MYSA): Examines the non-cognitive motivational needs of students to show how you can adjust your coaching strategies ("post-test")

Second-Year Student Assessment (SYSA): Curb the sophomore slump by assessing non-cognitive and motivational needs of second year students.

A comprehensive suite of non-cognitive, motivational needs surveys and analytics that help universities:

Identify which individuals are most at risk, gauge students' receptivity to assistance in key areas, and immediately engage at risk students.

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Early identification + early intervention to increase student success

Intake

Year One

Years Two through Graduation

Graduation

Pre-enrollment: Orientation or FYE courses

Post-enrollment: Mid-Year as a "Post Test"

Post-enrollment: End of first year or in the summer before second year
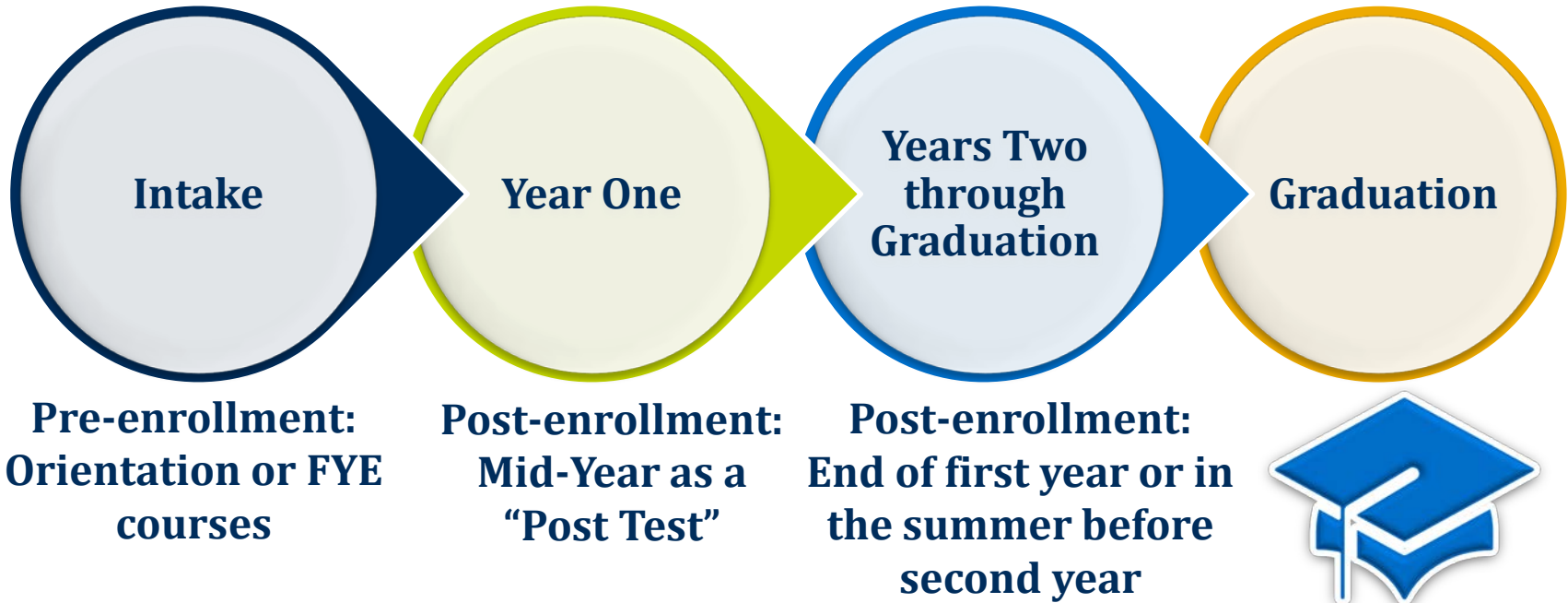
Understand Students' Needs: CSI/CSI-C

Do you know the answers to these questions?

- What is a student's financial security?

- Does a student have good study habits?

- What is the student family support system?

- What is a student's reading / writing confidence?

- What is a student's math / science confidence?

- Does a student plan to work while on campus?

- What is a student self-perceived academic ability?

- How receptive is a student to receiving academic assistance, personal counseling, career guidance, or financial guidance?

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* Insights pulled from our RNL Retention Management System CSI survey results

High predicted risk
+ High receptivity
to help

=

Low hanging fruit
for student
success resources

Sample Report:
College Student Inventory

Personal Success Plan for Stacey

The strength of each recommendation is indicated by its priority score (0 to 3.3 = low, 3.4 to 6.6 = medium, 6.7 to 10.0 = high):

Get help in finding a summer job	7.4
Discuss personal relationships and social life with counselor	7.1
Discuss attitude toward school with counselor	7.0
Get help in finding a part-time job	7.0
Get help in obtaining a scholarship	7.0
Discuss emotional tensions with counselor	6.7
Get help with writing skills	6.4
Discuss job market for college graduates	6.4
Get help in selecting a career	6.4
Get help in selecting an academic program	6.4

Other Indications*

Desires to transfer

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Understand Students' Needs: MYSA

Mid-Year Student Assessment (MYSA) is the follow-up to the CSI

- Measures non-cognitive, motivational needs of students at the mid-point of the first year

- Allows campus teams to adjust interventions for individual students and groups based on current needs and receptivity to assistance

- Identifies changes in students' academic and social needs and concerns

- Determines where there are gaps between students' receptivity to support at the beginning of the year and their actual usage by mid-year

In addition, MYSA assesses student satisfaction with nine aspects of the campus experience, creates benchmarks, and allows for 10 custom items

* Insights pulled from our RNL Retention Management System CSI survey results
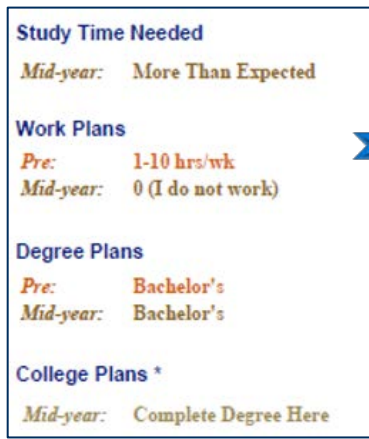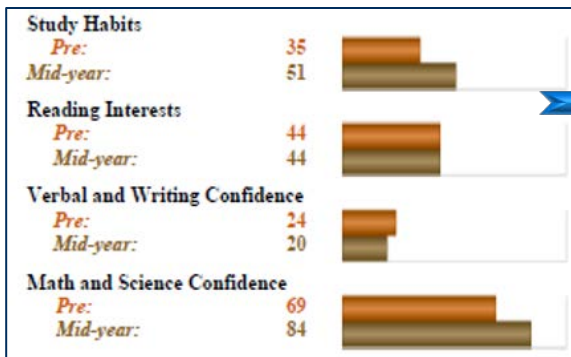
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Gathering mid-year data for meaningful interventions

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Early look at student satisfaction

Sample Report:
Mid-Year Student Assessment

Understand Students' Needs: SYSA

Second-Year Student Assessment (SYSA)

- 68-item online assessment of second-year students' non-cognitive, motivational needs

- Identifies specific needs of second-year and transfer students, including:
  - Level of engagement
  - Commitment to college
  - Receptivity to assistance

- Compares students' receptivity to assistance in their second year with their use of campus services in their first year

- Gathers student intention to complete at your college, unsure of plans, or intentions to transfer

The SYSA can be administered at the end of the first year or beginning of second year, and helps campuses provide a strong transition from first to second year.

RNL *Insights pulled from our RNL Retention Management System CSI survey results*

Focus on the second year transition

+

Understand students' intentions to complete

Sample Report: Second-Year Student Assessment

Integrating RMS *Plus*

Build a first- through fourth-term student success plan

Prior to campus arrival:
Students complete the CSI

Results used for early intervention and planning

College Student Inventory

Advising

Advising:
Student/Advisor use the CSI results for academic planning

Second-Year Student Assessment

Mid-Year Student Assessment

Second-Year Student Assessment:
Use data to strengthen partnerships and deliver services

First-Year Seminar/Courses:
Deeper engagement through course assignments **(CSI + MYSA)**

Second-semester planning

For more information see: www.RuffaloNL.com/RMSPlus

Graduation Rates for RMS Clients vs. Non-Clients Across Institution Types
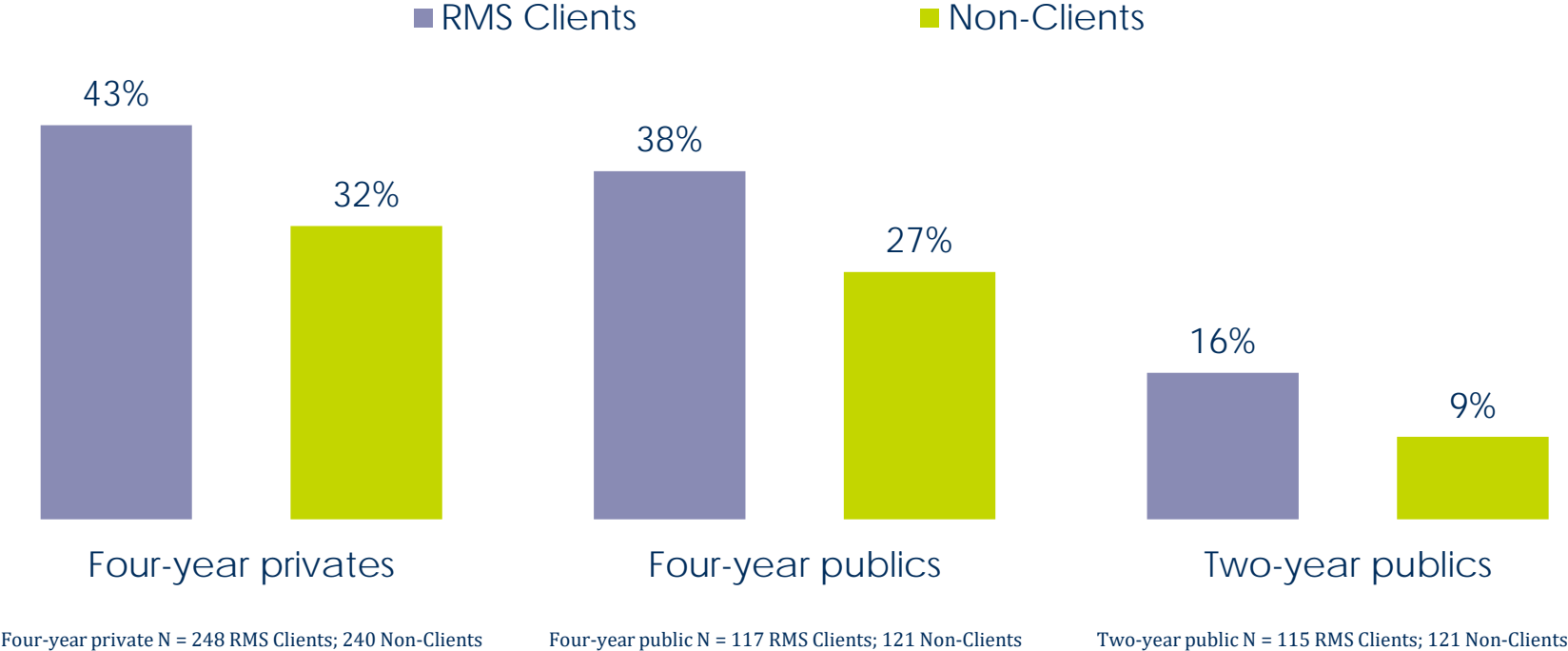
Legend: ■ RMS Clients ■ Non-Clients

Four-year privates: RMS Clients 43%, Non-Clients 32%
Four-year publics: RMS Clients 38%, Non-Clients 27%
Two-year publics: RMS Clients 16%, Non-Clients 9%

Four-year private N = 248 RMS Clients; 240 Non-Clients   Four-year public N = 117 RMS Clients; 121 Non-Clients   Two-year public N = 115 RMS Clients; 121 Non-Clients

Satisfaction-Priorities Surveys (SPS)

Satisfaction assessment instruments which help you identify not only how satisfied students are but also what is most important to them. This combination of data allows you to **celebrate** your institutional strengths and to **prioritize** your challenges. With the results, you can make **data-informed decisions** for student success, strategic planning and accreditation activities.

Matrix for prioritizing action

Institutional Challenges

Very Important

Institutional Strengths

Very Dissatisfied → Very Satisfied

Very Unimportant
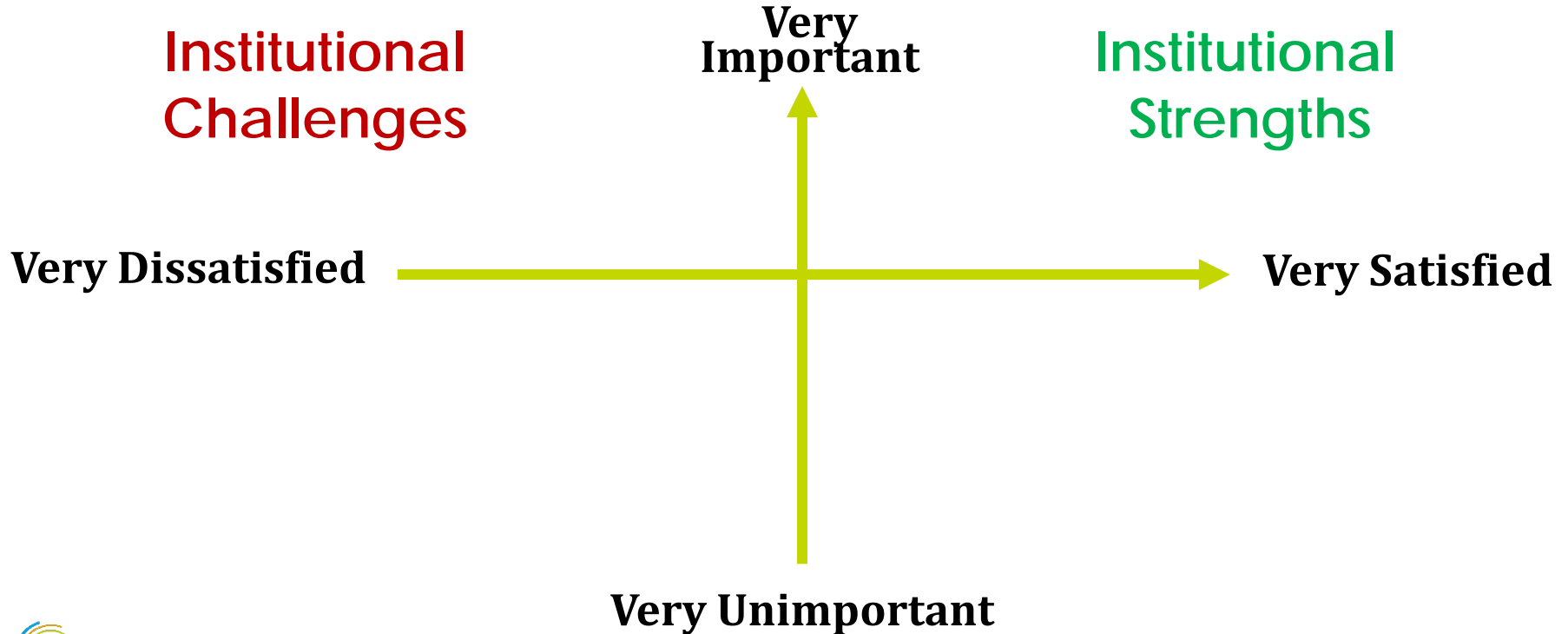
Understand the priorities of your currently enrolled students

Satisfaction within

the context

⌄

of what is

Important

to your students

Satisfaction-Priorities Surveys™

- Comprehensive assessment across all class levels
- Captures experiences both inside and outside of the classroom
- Completed during the academic year (either fall or spring) with an online administration
- Results available in an interactive dashboard within three weeks
- Typically administered at least once every two years to track satisfaction shifts

www.RuffaloNL.com/SPSOverview

Satisfaction-Priorities Surveys

Select the combination of surveys for your student populations

Student Satisfaction Inventory (SSI): Traditional-aged students

Adult Student Priorities Survey (ASPS): Adult Graduate and Undergrad

Priorities Survey for Online Learners (PSOL): Students in Online Learning Programs

www.RuffaloNL.com/SPSOverview

SPS Results: Provide a clear indication of student identified strengths and challenges

Strengths _____

Item
⭐ Campus item 5
⭐ Campus item 9
⭐ I am able to experience intellectual growth here.
⭐ Nearly all of the faculty are knowledgeable in their field.
⭐ This institution shows concern for students as individuals.
⭐ Students are made to feel welcome on this campus.
⭐ My academic advisor is approachable.
⭐ There is a commitment to academic excellence on this campus.
⭐ The campus staff are caring and helpful.
⭐ Faculty are usually available after class and during office hours.
⭐ Faculty care about me as an individual.
⭐ This institution has a good reputation within the community.

Challenges _____

Item
🚩 The content of the courses within my major is valuable.
🚩 The campus is safe and secure for all students.
🚩 The instruction in my major field is excellent.
🚩 I am able to register for classes I need with few conflicts.
🚩 Tuition paid is a worthwhile investment.
🚩 Faculty are fair and unbiased in their treatment of individual students.
🚩 Adequate financial aid is available for most students.
🚩 Security staff respond quickly in emergencies.
🚩 There is a good variety of courses provided on this campus.
🚩 Faculty provide timely feedback about student progress in a course.
🚩 Adjunct faculty are competent as classroom instructors.
🚩 Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)
🚩 Faculty take into consideration student differences as they teach a course.
🚩 There are adequate services to help me decide upon a career.
🚩 Counseling staff care about students as individuals.

Demo - SSI 4YR 2023-Jan 2023

Bottom Line Indicators _____

Satisfied / Very Satisfied

How satisfied are our students compared with students nationally?

Percentages below indicate the students indicating Satisfied/Very Satisfied.

71%	55%
Our Institution	National

Probably / Definitely Yes

How likely are our students to enroll again, if they had it to do over?

Percentages below indicate the students indicating Probably/Definitely yes.

77%	59%
Our Institution	National

Top 5 Factors to Enroll_____

Item	Importance %
Financial aid as factor in decision to enroll.	88%
Cost as factor in decision to enroll.	77%
Academic reputation as factor in decision to enroll.	74%
Personalized attention prior to enrollment as factor in decision to enroll.	64%
Size of institution as factor in decision to enroll.	57%

Gender _____

Demographic Responses	N	%
Female	170	68.27%
Male	79	31.73%
Prefer not to respond	0	0.00%
Transgender	0	0.00%
Genderqueer	0	0.00%
Additional gender category or Other	0	0.00%
Total	249	100.00%
No Answer	11	

Class Level _____

Demographic Responses	N	%
Freshman	60	24.19%
Sophomore	57	22.98%
Junior	74	29.84%
Senior	53	21.37%
Special student	1	0.40%
Graduate/Professional	0	0.00%
Other class level	3	1.21%
Total	248	100.00%
No Answer	12	

Institutional Choice _____

Demographic Responses	N	%
1st choice	190	76.92%
2nd choice	41	16.60%
3rd choice or lower	16	6.48%
Total	247	100.00%
No Answer	13	

Students attending their first-choice institution are more likely to have higher satisfaction levels overall.

What you do after you survey matters…

Inform the campus

Survey your students

Respond to the data with new initiatives

Review and share the results

Explore the data
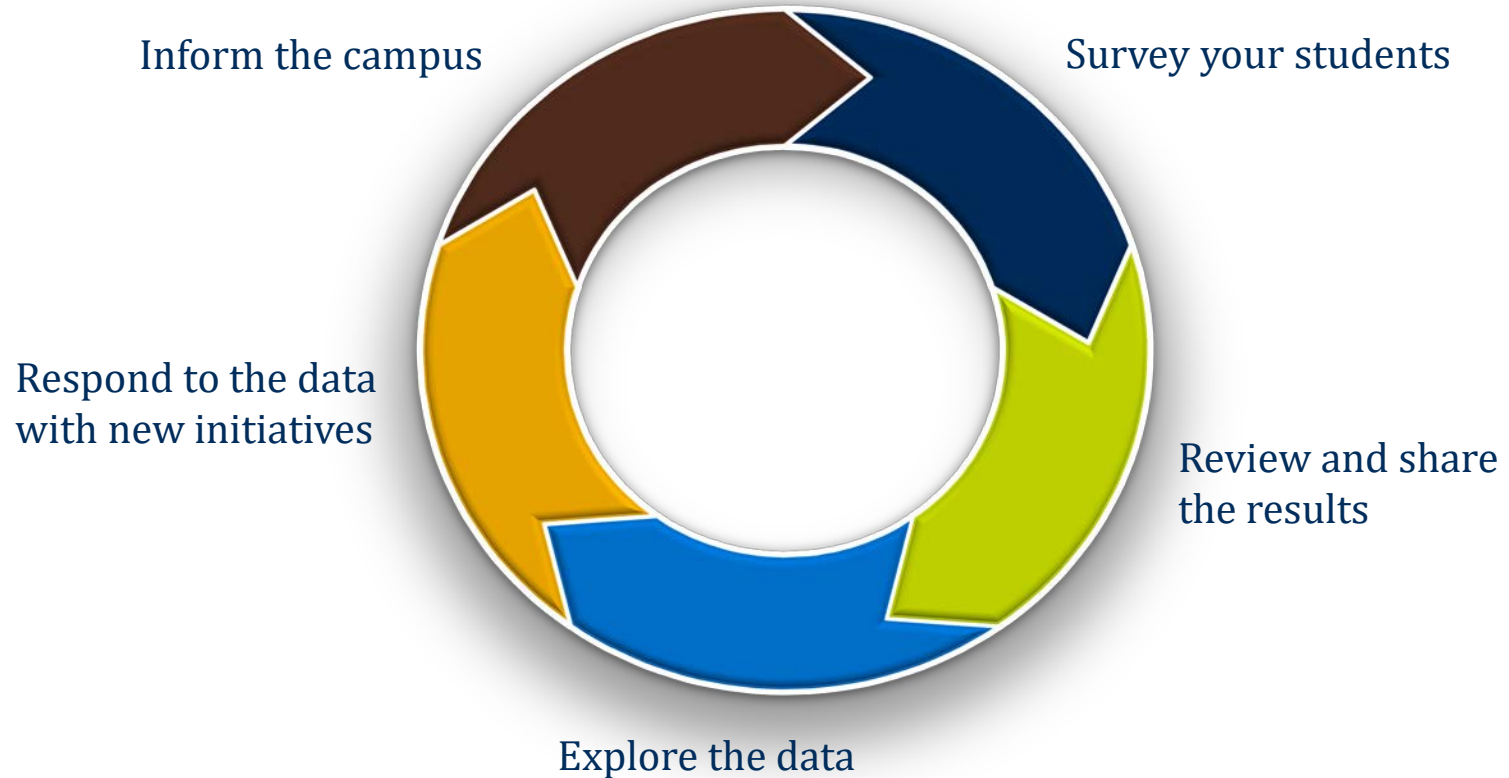
Graduation Rates for SPS Clients vs. Non-Clients Across Institution Types
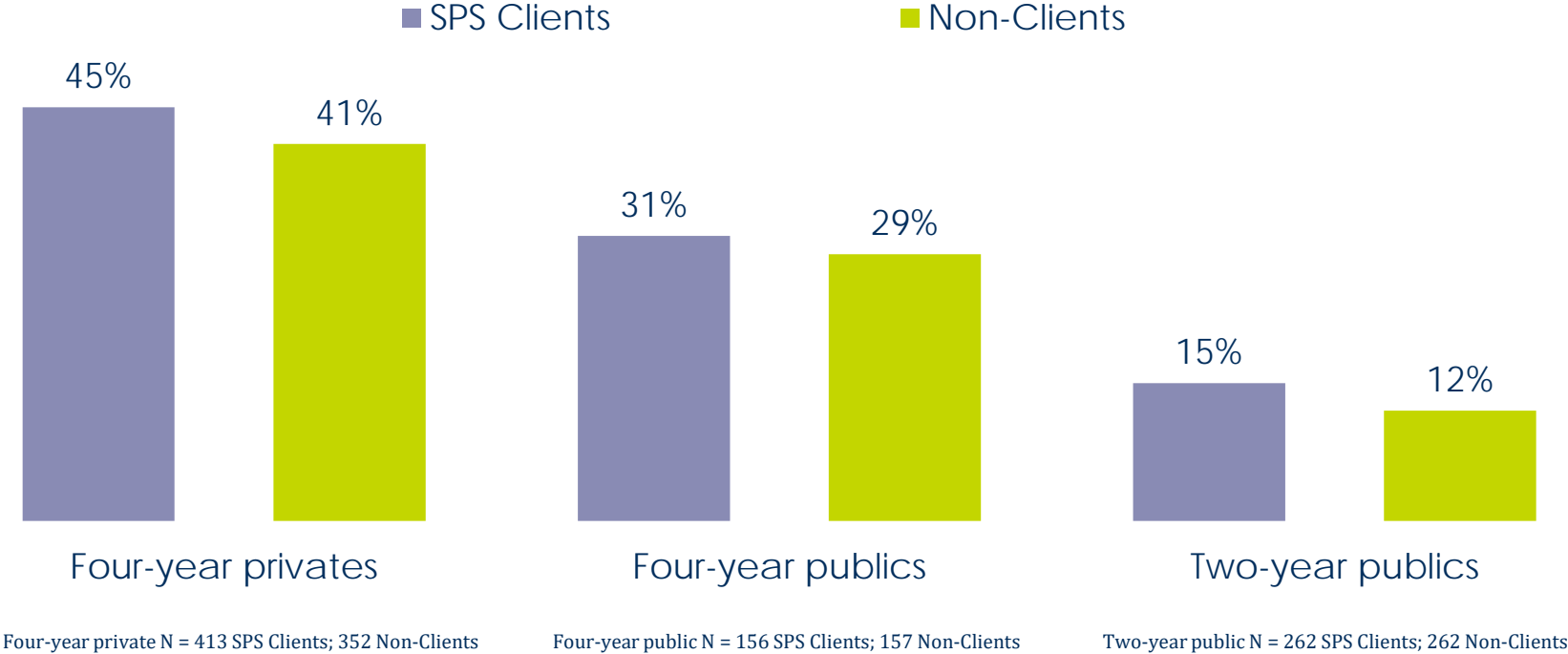
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Four-year publics: SPS Clients 31%, Non-Clients 29%
Two-year publics: SPS Clients 15%, Non-Clients 12%

Four-year private N = 413 SPS Clients; 352 Non-Clients

Four-year public N = 156 SPS Clients; 157 Non-Clients

Two-year public N = 262 SPS Clients; 262 Non-Clients

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Student Retention Predictor

Predictive Analytics

Data-driven insights that help you understand and make better decisions for each student.

Optimize and align your resources by knowing the specific risk factors impacting retention at the individual student level and the aggregate grouping of the data by academic program, college, or campus.

The Attrition Curve: Allows for Focused Strategies

C—Influence of re-enrollment in either direction. What some have called the "Murky Middle."

C

A—Less likely to retain and have lowest historical retention rates

B—Most likely to retain and have highest historical retention rates

Influence

A

B
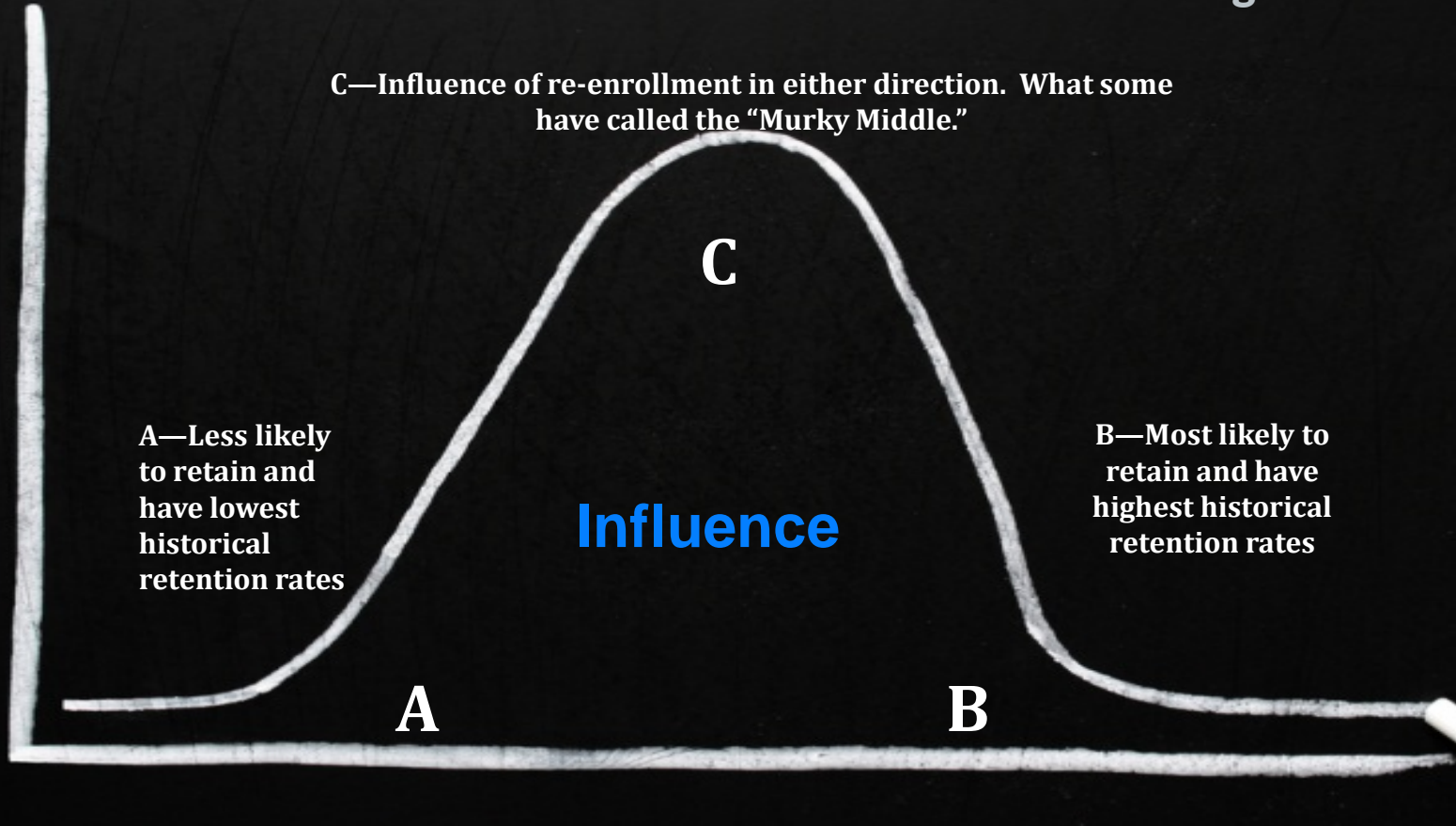
Student Retention Predictor (SRP)

- Personalized predictive models built for each institution's unique data set

- Appended data sets for more precise modeling

- Fully trained data model with two critical outcomes:
  - Cohort Retention Prediction
  - Every student has an individual score to determine risk (High/Med/Low)

- Models for specific cohorts:
  - First year modeling (terms 1-3)
  - Second year modeling (terms 3-5)
  - Transfer student modeling

- On-campus consulting to develop strategies and interventions based on the model and aligned with your retention goals

Personalized data modeling build for retention prediction.

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Know who is at risk and focus your interventions on the right students at the right time.

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A Unique Model for Each Institution and Cohort

Student Retention Predictor

Predictor	Value
Total FA Package	22.0%
Initial Contact Source	11.5%
High School GPA	10.2%
Entering Department at Admit	8.6%
Counselor	7.5%
ACT Composite Score	6.7%
Parent Income	6.5%
Financial Need	6.5%
Institutional Rating	5.9%
SAT Composite Score	5.9%
Housing	5.4%
Distances From Campus	1.3%
No of Days as Applicant	1.1%
Financial Aid Gap	0.5%
Gender	0.3%
Inquiry	0.1%
Flag Athlete	0.0%
Flag Pell Eligible	0.0%

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Key Performance Indicators At-A-Glance

Student Retention Predictor

Multiple filters for analysis

Individual Ranking and Risk Level Groups

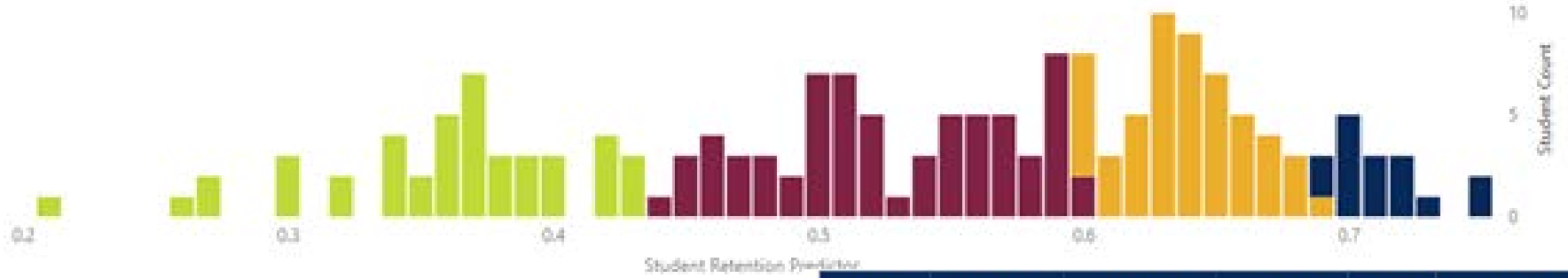| Student ID	First Name	Middle Name	Last Name ▲	Prediction	Risk Level
Student 01	First Name 01	Middle Name 01	Last Name 01	0.57	2- Low Not Persisted
Student 02	First Name 02	Middle Name 02	Last Name 02	0.63	3- Low Persisted
Student 03	First Name 03	Middle Name 03	Last Name 03	0.72	4- High Persisted
Student 04	First Name 04	Middle Name 04	Last Name 04	0.65	3- Low Persisted
Student 05	First Name 05	Middle Name 05	Last Name 05	0.49	2- Low Not Persisted
Student 06	First Name 06	Middle Name 06	Last Name 06	0.64	3- Low Persisted
Student 07	First Name 07	Middle Name 07	Last Name 07	0.61	3- Low Persisted

Risk Level	Model Score	Student	Persist	Not Persist	%Persisted	%Non Persisted	Persistence Rate
1- High Not Persisted	0.3232 - 0.3383	3	1	2	0.18%	0.36%	33.33%
2- Low Not Persisted	0.3628 - 0.5492	195	105	90	18.99%	16.27%	53.85%
3- Low Persisted	0.5402 - 0.7562	367	228	139	41.23%	25.14%	62.13%
4- High Persisted	0.7570 - 0.9377	251	219	32	39.60%	5.79%	87.25%
Total		816	553	263	100.00%	47.56%	67.77%

Build Strategies Around Four Risk Level Groups

High/Low Not Persisted & Low/High Persisted

Adding Survey Data to Impact Score

Student Retention Predictor + CSI

Student ID	First Name	Middle Name	Last Name	Prediction ▼	Risk Level	SRP Prediction
Student 52	First Name 52	Middle Name 52	Last Name 52	0.51	3- Low Persisted	0.56
Student 689	First Name 689	Middle Name 689	Last Name 689	0.51	3- Low Persisted	0.72
Student 122	First Name 122	Middle Name 122	Last Name 122	0.51	3- Low Persisted	0.61
Student 229	First Name 229	Middle Name 229	Last Name 229	0.51	3- Low Persisted	0.60
Student 180	First Name 180	Middle Name 180	Last Name 180	0.51	3- Low Persisted	0.59
Student 96	First Name 96	Middle Name 96	Last Name 96	0.51	3- Low Persisted	0.55
Student 102	First Name 102	Middle Name 102	Last Name 102	0.51	3- Low Persisted	0.72

5

Student Engagement

Student Engagement Calling Campaign

A multi-channel approach to early intervention

Targeted outreach, based on predictive analytics

Entire first-year population included in outreach

Email series with survey link and next-day fulfillment

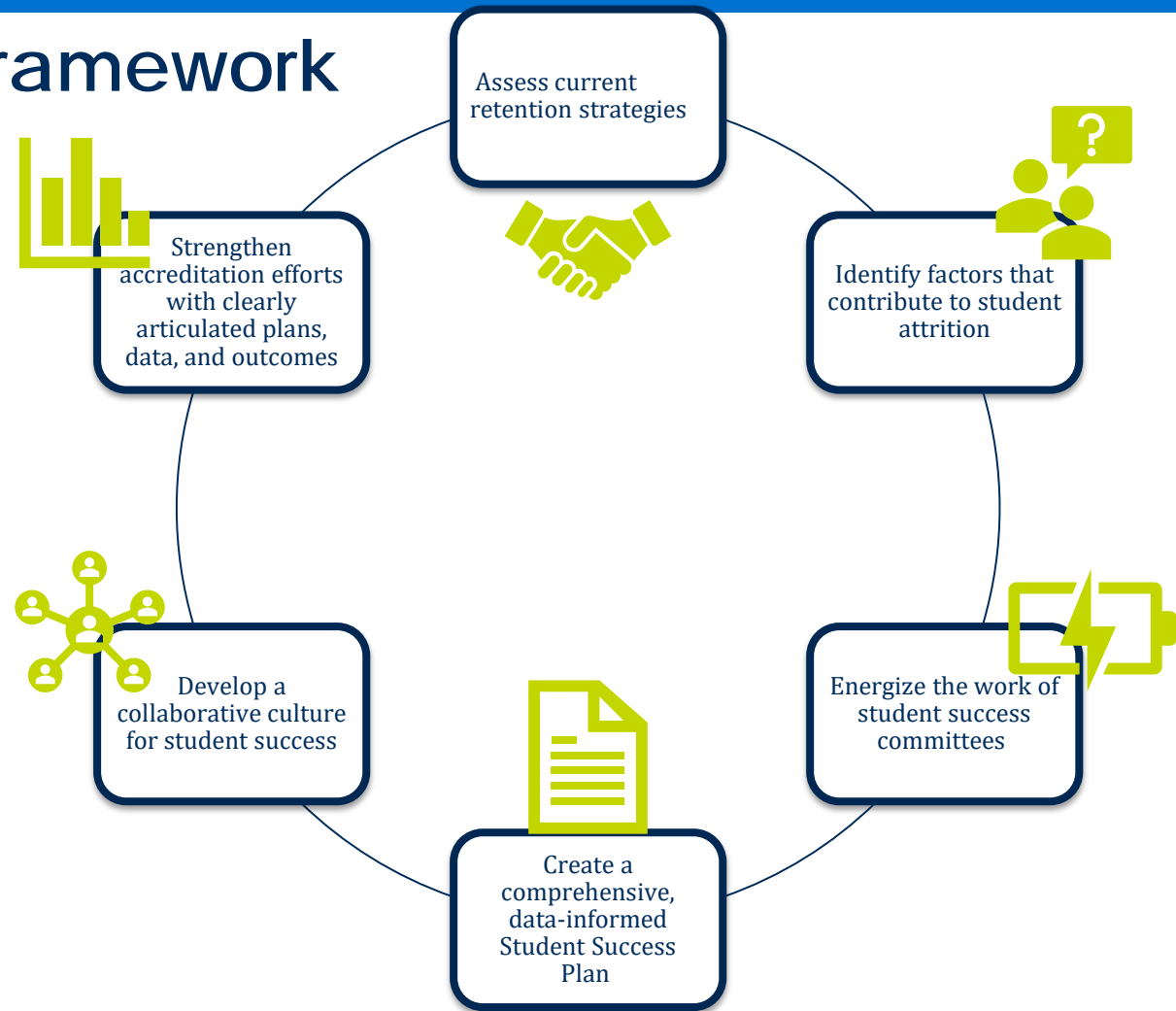**Personal outreach and phone survey**

Text messaging

Consulting to interpret data, develop strategies, and train and empower campus team

Consulting

Consulting Framework

Assess current retention strategies

Identify factors that contribute to student attrition

Energize the work of student success committees

Create a comprehensive, data-informed Student Success Plan

Develop a collaborative culture for student success

Strengthen accreditation efforts with clearly articulated plans, data, and outcomes

Thank You!

Wes Butterfield, Senior Vice President, Student Success

Sherri Erkel, Ph.D., Vice President, Retention Consulting, Student Success