



GANNON UNIVERSITY DROVE A 5 POINT IMPROVEMENT IN RETENTION IN ONE YEAR

This translates to lifelong success for that group of students – and an additional \$2M in annual tuition revenue.

THE BASICS: GANNON UNIVERSITY

- 1** A Diocesan Catholic school, is focused on educating students in and around Erie, Pa
- 2** Is increasingly focused on improving student success and retention
- 3** Using GlyphEd's data visualization software to develop a more holistic understanding of the nature of student risk factors and methods for lowering attrition

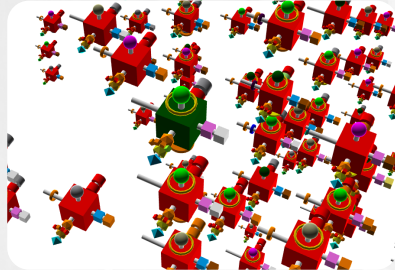
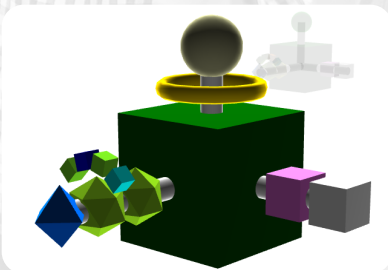
THE VALUE OF RETAINING STUDENTS: PRICELESS

Administrators, focused on both the success of the student and school, recognize the long-term value of student retention in multiple facets, from recruiting to financial management.

Steven Mauro Ph.D., Vice President for Academic Administration at Gannon University understands the intricacies of student retention. Using insights generated from student data, Mauro and his team at Gannon are building retention programs designed to provide encouragement, coaching, and advisement to students at the earliest sign of risk.

DIGINOMICA: 12 HIGHER EDUCATION TRENDS TO EMPOWER STUDENT SUCCESS IN 2018

“Institutions that create a data enabled culture for insight and discovery can improve student success, contain or reduce tuition loss, and improve access to higher education.”



INSIGHT DELIVERED

Colleges and Universities, like Gannon, find themselves with a vast array of useful data but lack the functionality to see that data in more useful, comprehensive, contexts. Administrators and teams often find themselves cobbling together data from multiple sources that they must then analyze individually in separate spreadsheets and systems. Historically, seeing all of their student related data holistically has required significant effort at great cost and many headaches.

GlyphEd™'s visualization software changes the way that schools see and use all of their student data. GlyphEd™ presents student financial aid, recruiting, admissions, academic, and extracurricular data within a single multi-dimensional graphical/visual representation on the user's computer screen. Users can view all of their student related data in a single view to enhance analysis and find answers that inform student success programs more quickly and easily.

MEASURABLE IMPACT

Dr. Mauro and Gannon University began using GlyphEd™ in June 2017. Within less than a year, they created dramatic success in student retention.



WITH GLYPHED™:

1

Identified at risk students through comprehensive analysis of financial aid, engagement and academic data – far more easily and in less time.

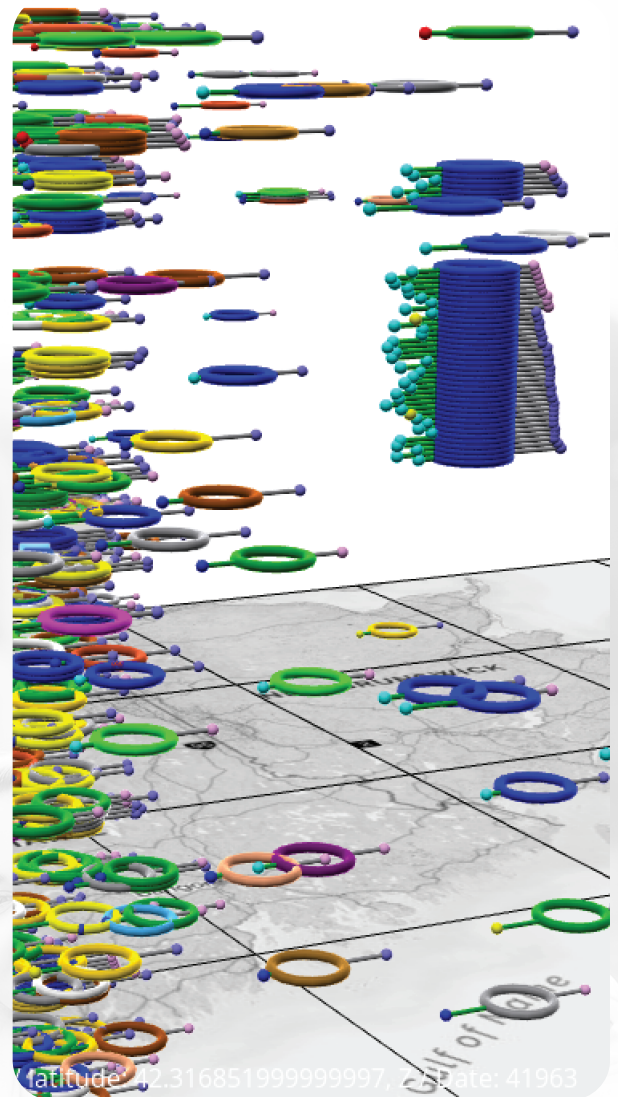
2

Discovered previously unknown behavioral factors that indicate student risk.

3

Increased student retention by 5 points which translates to \$2 million in revenue for the school this year and lifelong success for that group of students."

"Ultimately, this translates to lifelong success for that group of students. GlyphEd™ was an integral part of identifying those students and helping them to stay in school. We are very excited about our results," said Dr. Mauro.



A combination of color coded shapes, of varying sizes, gives us a full picture to clearly see retention risks and discover new insights.

**STUDENT SUCCESS IS
ONE OF THE TOP 3 IT
ISSUES FOR HIGHER
ED IN 2018**

*EDUCAUSE Top 10 IT Issues,
2018: The Remaking of
Higher Education*