

# University of Wisconsin System Investment in Student Success

- UW System 2020FWD Strategic Framework includes initiatives to increase retention and completion and close achievement gaps
- 360 Advising Initiative strategies include predictive analytics and tools for coordinated, targeted student support

## Challenges and opportunities

UW System challenge: Low 4-year graduation rates and persistent achievement gaps

All new freshmen: 40%

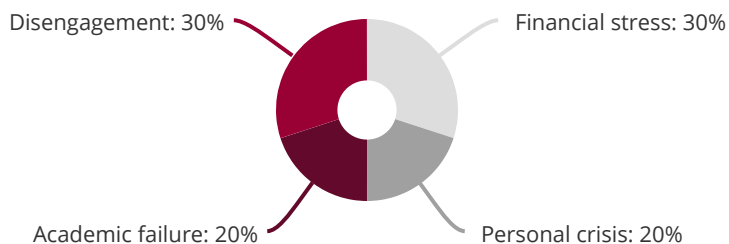
First generation: 31%

Pell grant recipients: 27%

Underrepresented minority: 23%

*(UW System, 2014 cohort)*

Opportunity based on national data: 80% of non-retained students leave for reasons other than academic failure



*(Beginning Postsecondary Students Longitudinal Study, 2011)*

## Costs of not retaining students



Students incur debt, sometimes without completing a degree to boost their earning power



Wisconsin higher education institutions will not meet the need for an educated workforce, at a time when the population is aging and fewer students are graduating from high school



UW System institutions lose tuition revenue that otherwise could be reinvested in programs and services

## UW System capacity-building solution



Partnership with EAB on Navigate student success management system to:

- Join network of 500+ higher education institutions using Navigate
- Lower cost to 4 UW institutions already using Navigate
- Provide affordable entry to 8 more UW institutions

Develop intra-system network sharing best practices among UW System colleagues



## Potential impact on student outcomes



Implemented in 2013-14 at UW-Milwaukee, where officials consider Navigate key to increasing retention rate of first-year students from 68% to 74%

Georgia State University officials credit multiple strategies, including Navigate implementation, with successes:



- Increased undergraduate degrees awarded by 67% from 2010-11 to 2016-17
- Increased degree awards to Pell grant recipients & students of color

# What is Navigate?

wisconsin.edu/ss-eab-project

A technology system that supports student success through:

- "Smart" guidance at pivotal points to clarify the student's path to progress and degree completion
- Proactive, targeted intervention to ensure students at higher risk receive services to succeed
- Analytics that reveal opportunities to reduce barriers, identify intervention needs and support student success

## Smart guidance for students



Guided onboarding



Customized tips & reminders



Cross-campus appointment scheduling

## Strategic care by advisors, faculty, support staff



360-degree view of actionable student data

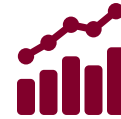


Targeted outreach; direct emails & texting from platform



Campus-wide coordinated student care

## Analytics for administrators



Historical student success patterns



Strategic care based on predictive model



Identification of intervention opportunities by discrete populations



Student service activity analysis

**Administrator:**  
I can find out which colleges or majors have the most students at risk for not graduating.

**Department chair:**  
I can use data to reveal barriers to program completion in my department.

**Retention coordinator:**  
I can run a campaign for students on probation to connect them with resources.

**Advisor:**  
I can find key data about the student who's my next appointment...in 30 seconds.

**Student:**  
The app keeps me on track for things I have to do each week.



## What's in it for me?