

# 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

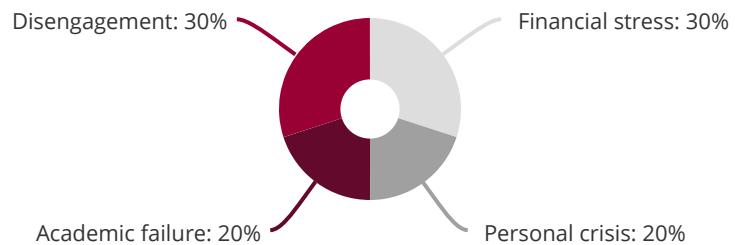
All new freshmen: 40%

First generation: 31%

Pell grant recipients: 27%

Underrepresented minority: 23%

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



(UW System, 2014 cohort)

(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



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.



## What's in it for me?

**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.