AIKCU Technology Conference: Putting the Student in Student Success

John Whattam
Sales Executive
Today’s Agenda

• Barriers to Student Success & Completion
• Put Your Students into Student Success Strategy
• Enable Your Team to Work Smarter
• Starfish Approach
• Questions/Next Steps

“Starfish’s ease of use and transparency among all parties on campus has transferred the focus from the confusion of silos to the goal of student success.”

Dr. Charles Cullum, Provost and Vice President for Academic Affairs, Worcester State University
External Barriers

- Demographics shifts = ↔ or ↓ Enrollment
- Flat or Stalled Economy = Increased Affordability Concerns
- US Dept of Ed Ratings = Increased Accountability
- Customer Grade Services
- Digital Natives vs Digital Immigrants
Internal Barriers: Let’s begin with our team
First:  We are Outnumbered

Source: NACADA 2011
Second: Students Have Different Backgrounds
Third: Need Help From The Entire Campus
In theory our Technology should help us........

• **Apply Lens of Student Success**
  - Know which students are engaging academically and socially with the campus community.
  - Know who else on the campus (advisors, faculty, support) is engaging with them.

• **Facilitate Students & Advisor Interactions**
  - Simplify students ability reach out for help.
  - Enable advisors to proactively reach out to students.
  - Insure that meeting are less challenging and more impactful.
  - Help everyone know what the next steps are.

• **Support Communication and Collaboration**
  - Easily track student issues through to resolution with different departments involved.
In Theory our Technology should fit together...
Fourth: But in reality our data lives in silos
The Key: Student-Centered & Actionable Data

LMS:
- Blackboard
- Brightspace by D2L
- Canvas
- Moodle
- Sakai
- eCollege

SIS:
- Banner/Colleague by Ellucian
- Peoplesoft
- Jenzabar
- Campus Management

Starfish:
- Appointments Tool
- Attendance Tool
- Kiosk Tool
- Custom Flags
- Notes Tool
- Progress Survey Tool

Others:
- AdvisorTrac/TutorTrac
- Civitas Learning
- Clickers
- DegreeWorks
- GradesFirst
- Hobsons
- Noel-Levitz
- Pearson MyLabsPlus
- Smarthinking

Starfish Intelligent Data Integration

Student
Leadership
Faculty
Student Services
Advising
Keep the “Student” in “Student Success”
Student Home Pages

Embedded Access
Starfish appears in another container (such as an LMS or campus portal) with single sign-on

Helpful Resources
Students see a personal Student Success Network – with online Appointment Scheduling

Important Action Items
Students see new Alerts and Kudos, Referrals, To-Do tasks, Success Plans and Messages.
Student Self-Service

Student-Friendly
Simple interface with limited, specific options

Less Guesswork
Students can raise an Alert (EA) or request a Referral (CO), worry-free

Prioritized Concerns
Advisors can “catch” these concerns and prioritize them for action and intervention
One Stop/Walk In Service Models

<table>
<thead>
<tr>
<th>Internship &amp; Career Counseling</th>
<th>Scholarship and Financial Aid</th>
<th>Center for Teaching and Learning</th>
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<td>0 minutes</td>
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</table>

(indicates students with appointments)

**Student-Friendly**
Plan ahead and reduce “look in, walk out” at busy service centers

**Less Guesswork**
Can be provisioned for single-service or one-stop-shops with multiple services

**Use Your Technology**
Sign-in integrates with student ID or swipe-card systems
Working Smarter
Be better prepared for student meetings with more information at your fingertips
Fewer clicks means more efficient outreach – and more time helping students
Grouping students for review and intervention is efficient and targeted

<table>
<thead>
<tr>
<th>Student</th>
<th>Success Score</th>
<th>Item Name</th>
<th>Status</th>
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<th>Assigned</th>
<th>Due</th>
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<td>Gilmore, Lexy</td>
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Context: College Composition II (ENGL112.014.02)
### Roll Data Into Success Scores

#### Visual Indicators
Success Scores combine predictive modeling with student activity data

#### Custom Algorithms
Each institution determines which milestones and data contribute to Success Scores

#### Multiple Contexts
Success Scores appear here on the Tracking Tab but also on Student Folders and more

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End-User Reporting

No technical skills required to generate actionable lists of students, issues, etc.

Multiple Variables

Choose from a wide variety of data points and variables to find what you want

Custom Attributes

Unique data from your unique institution to inform your unique efforts
Assign Flags, Referrals, and To-Dos

Easily Route Concerns

New Notifications

Engagement Scores

Manage your team’s workflow, reach out to specialists, cover for absences
Prioritize items that are assigned to you so you can resolve those issues first
See who else in the campus community is involved with that student’s success
Starfish helps students finish what they start
Success depends on academic participation
You have to understand what happens in the classroom

Success is a moving target
Your students need different kinds of encouragement at different times

Success is measurable
To see the bigger picture, you need to tie specific activities to outcomes

Success requires engagement
Everyone is busy, so you need to make it easy for people to connect - and stay connected
Learn More, Earlier, About Your Students
• Let both people and systems trigger alerts
• Faculty-friendly progress surveys
• Customize unlimited flags and Kudos

Make it Easy for Students to Engage
• Embedded services catalogues and kiosks
• Simple appointment tools that sync with calendars
• Capture notes, tasks, referrals and Success Plans

Point Students in the Right Direction
• Deploy Academic Plans based on custom templates
• Show students the impact of their choices
• Track student’s changing goals and enrollments

Measure Your Efforts
• Leverage a leading business intelligence engine
• Extensive department-specific dashboards
• Automated report generation and delivery
The Starfish Approach
A Culture of Collaboration
Thank You!

• Next Steps
• Visit us on the web at www.starfish.hobsons.com
• Contact Me
  • John C Whattam  john.whattam@hobsons.com  303-913-3362

“After adopting the Starfish platform as part of our student success and retention initiatives, we are seeing valuable gains in our student persistence metrics.”

Holly Hebard, Coordinator of Academic Research, University of North Carolina Greensboro