Developing a Culture of Student Success Through Data and Action: Learnings from Moving the Needle

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Sarah Ferguson, Vice President for Academic Affairs, Texas Lutheran University

Peter Holbrook, Provost, Tiffin University

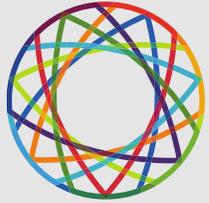Sycora Wilson, Director of Student Success and Retention, Texas Lutheran University

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The Council of Independent Colleges

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Sarah Ferguson – Vice President of Academic Affairs, *Texas Lutheran University*
Tim Gilrain – Associate Vice President for Accounts, *Credo*
Peter Holbrook – Provost/CAO, *Tiffin University*
Rachel Phillips-Buck – Vice President Student Success, *Pharos Resources*
Sycora Wilson – Director of Student Success & Retention, *Texas Lutheran University*

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Pharos
Guiding Relational Retention

TIFFIN UNIVERSITY

TLU
TEXAS LUTHERAN UNIVERSITY

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Session Description & Agenda

...use data to connect all facets of the student's individual journey

....make that data practitioner-focused and actionable

...organize structures and culture around student success

Introductions (People & Moving the Needle)
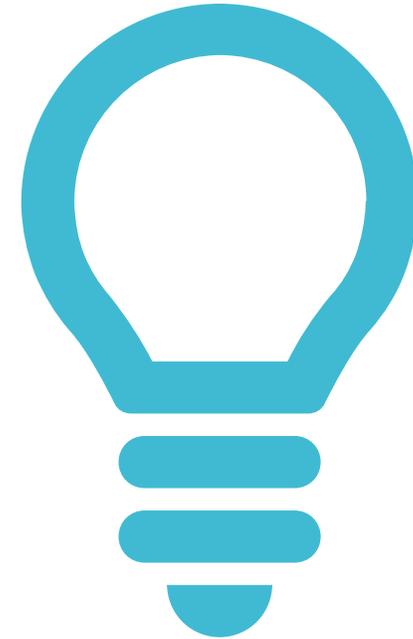
Lifecycle of Data

Texas Lutheran University & Tiffin University

Discussion

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Our Vision

Be the national catalyst in radically improving student outcomes through **strategy**, **leadership**, and **culture**.

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Higher Ed Landscape

CULTURAL / SOCIETAL

Rise of AI

Global Exhaustion

National Ideological Divide

Changing National Demographics

State Mandates on DEI

HIGHER ED

Race-Based Admissions Decision

Cost & Affordability

Enrollment Cliff

Challenge to the Value Proposition

Challenges of Shared Governance

Structural Financial Challenges

STUDENTS

Retention Stagnation

1st Gen Numbers Increasing

Connecting Education to Career

Increased Support Needs

Student Mental Health Crisis

Horizontal vs. Vertical

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The Problem:

Persistence and Retention

75.7% The national rate for fall 2021 first-time students returning for a second year to **any institution**

67.2% The national rate for fall 2021 first-time students returning for a second year to their **initial institution**

Racial equity gaps in first-time retention rates

74.9%	White students
69.1%	Latinx students
61.1%	Black students
60.0%	Hawaiian/Pacific Islander students
58.5%	Native American students

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The Problem:

Research ≠ Practice

"There is **no shortage of empirical studies** and conceptual examinations related to student success…"

". . .Yet, institutions do not faithfully and effectively **implement** the kinds of promising **policies and practices that seem to work elsewhere and in ways that are appropriate** for their campus context and students."
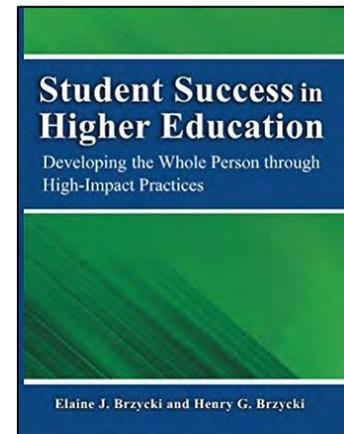
Jillian Kinzie & George Kuh, Center for Postsecondary Research and National Survey of Student Engagement (NSSE) Institute at Indiana University, (2017)

5-year partnership

2-year intensive, 3 years support + accountability, 100% success rate

strengths-based approach

What excellence can an institution leverage and translate across all student groups?

data rich in a relationship environment

Success Intelligence Platform and Professional Development combine to build a sustainable campus-wide student-ready culture

revenue-share based

Credo is only compensated for our work when the needle moves, & institutions experience increased revenue from retained students

delivered individually and enhanced by cohorts

Groups of institutions with a common focus/ mission network their learning; individual institutions continue as well

about Moving the Needle

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MTN 5-Year Outcomes

MTN 5-Year Outcomes

Empowering highly functional student-ready campuses

Positive Quantitative Measures	Robust Student Success Systems
Advanced Student-Centered Practices	Inclusive Student Success Leadership

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Phase 1

ALBRIGHT COLLEGE 1856

ANNA MARIA COLLEGE

BLUFFTON UNIVERSITY

CHARLESTON SOUTHERN UNIVERSITY

DWU DAKOTA WESLEYAN UNIVERSITY

Felician UNIVERSITY

HCU HOUSTON CHRISTIAN UNIVERSITY

L Linfield University

MISERICORDIA UNIVERSITY

Mount Saint Mary's University LOS ANGELES

ROANOKE COLLEGE

1866 ROBERTS WESLEYAN UNIVERSITY

SCHREINER UNIVERSITY FOUNDED 1923

SIENA HEIGHTS UNIVERSITY 1919

TLU TEXAS LUTHERAN UNIVERSITY

UMHB

Wittenberg UNIVERSITY

Phase 2

AVERETT UNIVERSITY SINCE 1859

BLUEFIELD UNIVERSITY

CARSON-NEWMAN A CHRISTIAN UNIVERSITY

Davis & Elkins College D&E FOUNDED 1904

EMORY & HENRY COLLEGE 1836

FAULKNER UNIVERSITY 1942

GWYNEDD MERCY UNIVERSITY 1948 VERITAS ET MISERICORDIA PA.

METHODIST UNIVERSITY

MOUNT ST. MARY'S UNIVERSITY

NU NEWMAN UNIVERSITY

Ohio Wesleyan University

TU TIFFIN UNIVERSITY

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What is happening with your students right now?

How do you know these strategies are having impact?

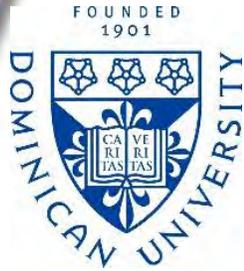|		
We can't get data	We don't trust the data	We have too much data
"They" won't share data	We have no idea how to interpret the data	We must get more data

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Pharos Resources

Highlighted Partner Institutions

SIS   LMS   Admissions   Intervention   Res Life   Engagement

Athletics   FYE   Card Swipe   Conduct   Financial   Historic

Pharos Data Lake

Pharos

Texas Lutheran University

Sarah Ferguson, Ph.D.
Vice President for Academic Affairs

Sycora Wilson, Ed.D.
Director of Student Success & Retention

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Texas Lutheran University

- Location: Seguin, TX

- Enrollment: 1361

- Hispanic Serving Institution 41.7%

- Minority Serving Institution 53.3%

- Largest concentration of majors: Business, Education, Kinesiology, Nursing

- Sports: Division III

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Tiffin University

Peter Holbrook, Ph.D.
Provost & Chief Academic Officer

Andrea Faber, MBA
Dean of Retention and Persistence

TIFFIN
UNIVERSITY

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Tiffin University

- Tiffin University is located in Tiffin, Ohio

- Established in 1888

- Private, coeducational

- Mascot is a Dragon

- 1,354 Undergraduate On-Campus Students in the Fall 2022

- Offer BA, BBA, BCJ, BS, MBA, Med, MH, MS, Ph.D. programs

- 21% minority, 18% international, 42% Pell eligible, 31% first generation

- NCAA Division II – G-MAC conference and 64% student athletes

The Lifecycle of Data

Who drives data collection?

Where does it come from?
Who/What/When/How?

Is it accurate? How do you know?

Is it transparent and accessible?

Is it actionable?

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Question #2

Describe how the use of data has helped you to empower others and to drive action.

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Organizing strategies for student success

Leverage — Processes are very clean, all of the indicators of institutional health are present, and some really exciting things can be looked at as opportunities

Strategic — Operations are pretty well defined and the institution can focus on strategic initiatives

Operational — Many processes need to be cleaned up throughout the institution to ensure efficient systems and appropriate levels of service

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Question #3

Talk about the successes that have resulted thus far.

What's next for you?

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Reflection and Sharing

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Campus decision-making through the eyes of students

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...the challenge to higher education leaders is to "re-imagine their role from stewards of an existing enterprise to innovators of a new venture"

- Louis Soares, American Council on Education

Thank you
for attending
this session!

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Independent Colleges