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

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Institute for Chief Academic Officers with Chief Advancement and Chief Communication and Marketing Officers
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Developing a Culture of Student Success Through Data & Action:

Learnings from Moving the Needle

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

**CULTURAL / SOCIETAL**
- Rise of AI
- Global Exhaustion
- National Ideological Divide
- Changing National Demographics
- State Mandates on DEI

**STUDENTS**
- Retention Stagnation
- 1st Gen Numbers Increasing
- Connecting Education to Career
- Increased Support Needs
- Student Mental Health Crisis
- Horizontal vs. Vertical

**HIGHER ED**
- Race-Based Admissions Decision
- Cost & Affordability
- Enrollment Cliff
- Challenge to the Value Proposition
- Challenges of Shared Governance
- Structural Financial Challenges
The Problem: Persistence and Retention

Racial equity gaps in first-time retention rates

<table>
<thead>
<tr>
<th>Race</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>White students</td>
<td>74.9%</td>
</tr>
<tr>
<td>Latinx students</td>
<td>69.1%</td>
</tr>
<tr>
<td>Black students</td>
<td>61.1%</td>
</tr>
<tr>
<td>Hawaiian/Pacific Islander students</td>
<td>60.0%</td>
</tr>
<tr>
<td>Native American students</td>
<td>58.5%</td>
</tr>
</tbody>
</table>

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

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

“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)
Moving the Needle

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
MTN 5-Year Outcomes

- Positive Quantitative Measures
- Robust Student Success Systems
- Advanced Student-Centered Practices
- Inclusive Student Success Leadership
What is happening with your students right now?

How do you know these strategies are having impact?

<table>
<thead>
<tr>
<th>We can’t get data</th>
<th>We don’t trust the data</th>
<th>We have too much data</th>
</tr>
</thead>
<tbody>
<tr>
<td>“They” won’t share data</td>
<td>We have no idea how to interpret the data</td>
<td>We must get more data</td>
</tr>
</tbody>
</table>
Highlighted Partner Institutions
Sarah Ferguson, Ph.D.
Vice President for Academic Affairs

Sycora Wilson, Ed.D.
Director of Student Success & Retention
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
Peter Holbrook, Ph.D.
Provost & Chief Academic Officer

Andrea Faber, MBA
Dean of Retention and Persistence
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

<table>
<thead>
<tr>
<th>Question</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who drives data collection?</td>
<td>Who/What/When/How?</td>
</tr>
<tr>
<td>Where does it come from?</td>
<td></td>
</tr>
<tr>
<td>Is it accurate? How do you know?</td>
<td></td>
</tr>
<tr>
<td>Is it transparent and accessible?</td>
<td></td>
</tr>
<tr>
<td>Is it actionable?</td>
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</table>
Question #1

Talk about the challenges you faced in getting the data.
Question #2

Describe how the use of data has helped you to empower others and to drive action.
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.
Question #3

Talk about the successes that have resulted thus far.

What’s next for you?
Reflection and Sharing
Campus decision-making through the eyes of students
...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
Moving the Needle:
Radically Transforming Student Outcomes
Thank you for attending this session!