

Student Success Analytics

Client

A leading US public university with 23 campuses across California.

Business challenge

The client was constantly faced with improving graduation rates. There was a need to monitor each student's detailed progress and performance - as close to real-time as possible. Analysis providing key performance indices (KPIs) for monitoring student success was frequently inadequate:

- Difficulties existed in estimating demographic graduation and drop-out rates and approximating graduation times
- Student advisements needed to be integrated with student records and census data
- Challenges made it difficult to identify improvement areas; hampering the school's ability to make well-informed decisions to improve each student's performance and the whole institution

Approach

ThoughtFocus assessed all current student systems and proposed a one stop shop for end-to-end student success analytics:

- Create an analytics platform comprising data from disparate sources: admissions, student records, census information, and student advisement
- Report and organize key performance indices including graduation and drop-out rates across various demographics
- Ensuring accuracy and display all information in a user-friendly and intuitive format
- Design early alert features; identifying and addressing at-risk students

Results

The student success analytics platform provided end-to-end analysis for monitoring student performance across various demographics:

- The institutional level summary with multiple KPIs and close to real-time data showed sensitive areas of improvement
- University decision-makers could investigate problem areas and identify solutions for improving student performance, retention rates, and graduation rates
- The platform made it possible for faculty, advisors, and administrators to reach out to students, letting them know there was someone looking out for them so they completed the program; thereby addressing the challenge of raising graduation rates

Business benefits

- Reduced complexity through improved student monitoring
- User friendly platform
- Improved decision making

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