


Now you see them, now you...





...still see them!

A blue-tinted background image showing a group of students sitting at long tables in a lecture hall or classroom, looking towards the front. The students are diverse in age and appearance. The text is overlaid on the right side of the image.

Now you see them... **a fresh look at making retention work**

Presented by:

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- **Emily Fjeldsted**, Manager, Services for New Students
- **Margaret Colton**, Facilitator, Academic Advising Support
- **Kirk Kelly**, Partner, CRi Inc.

2016



Setting the scene...



Opportunity to broaden
priorities to include retention

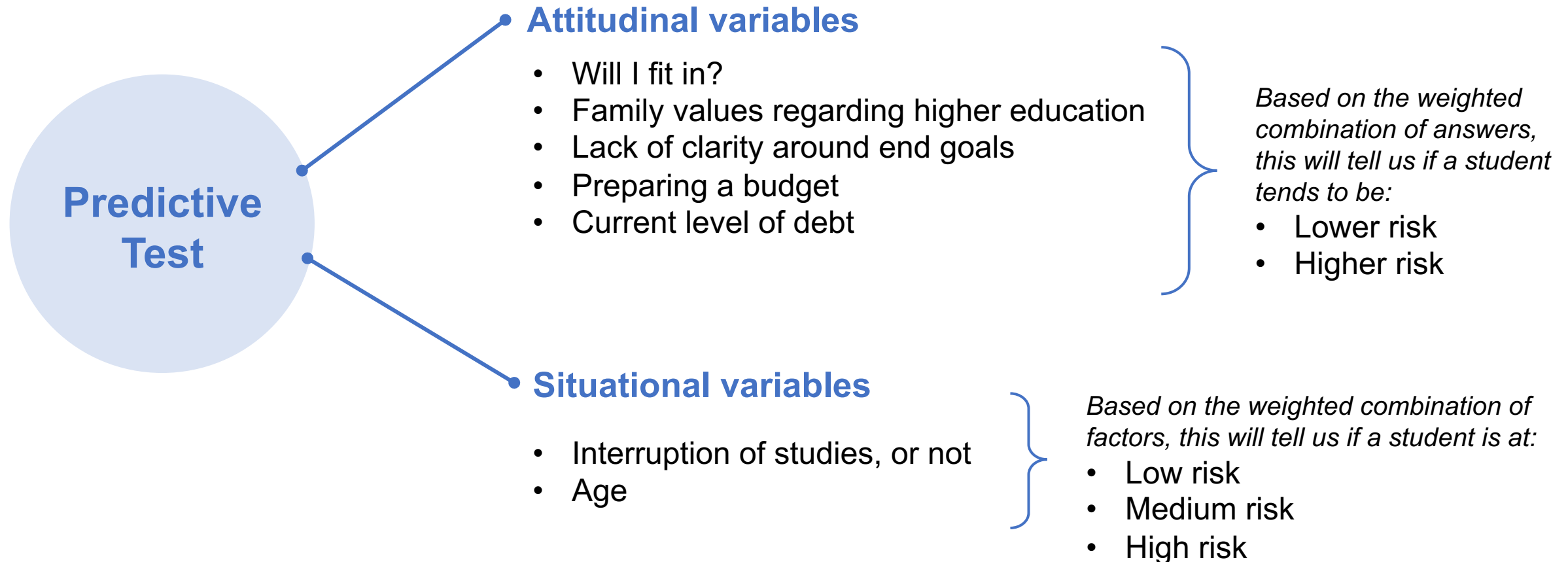


Difficulty of measuring the
impact of student success work



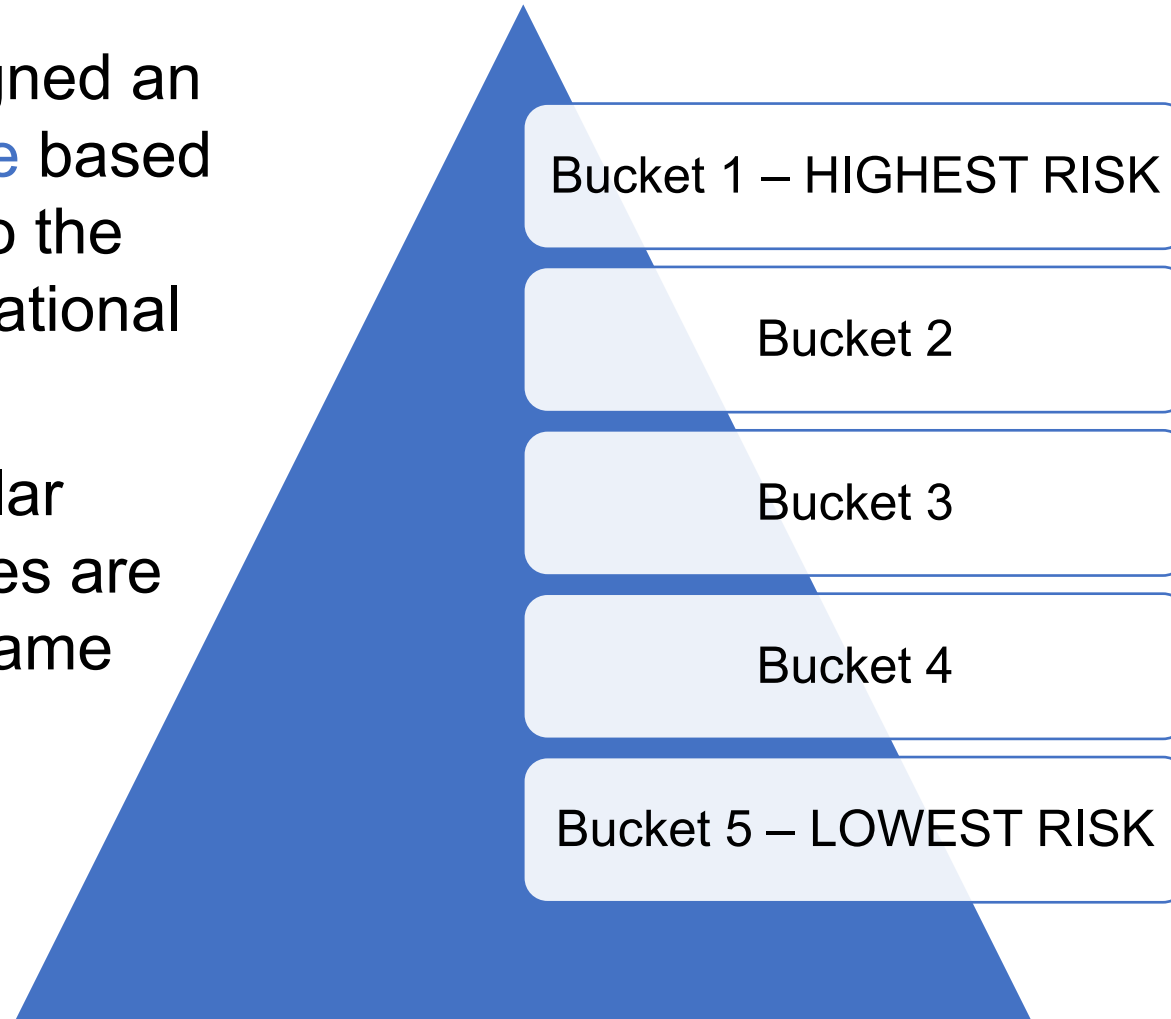
The right collaborators at
the right time

Ability to predict risk



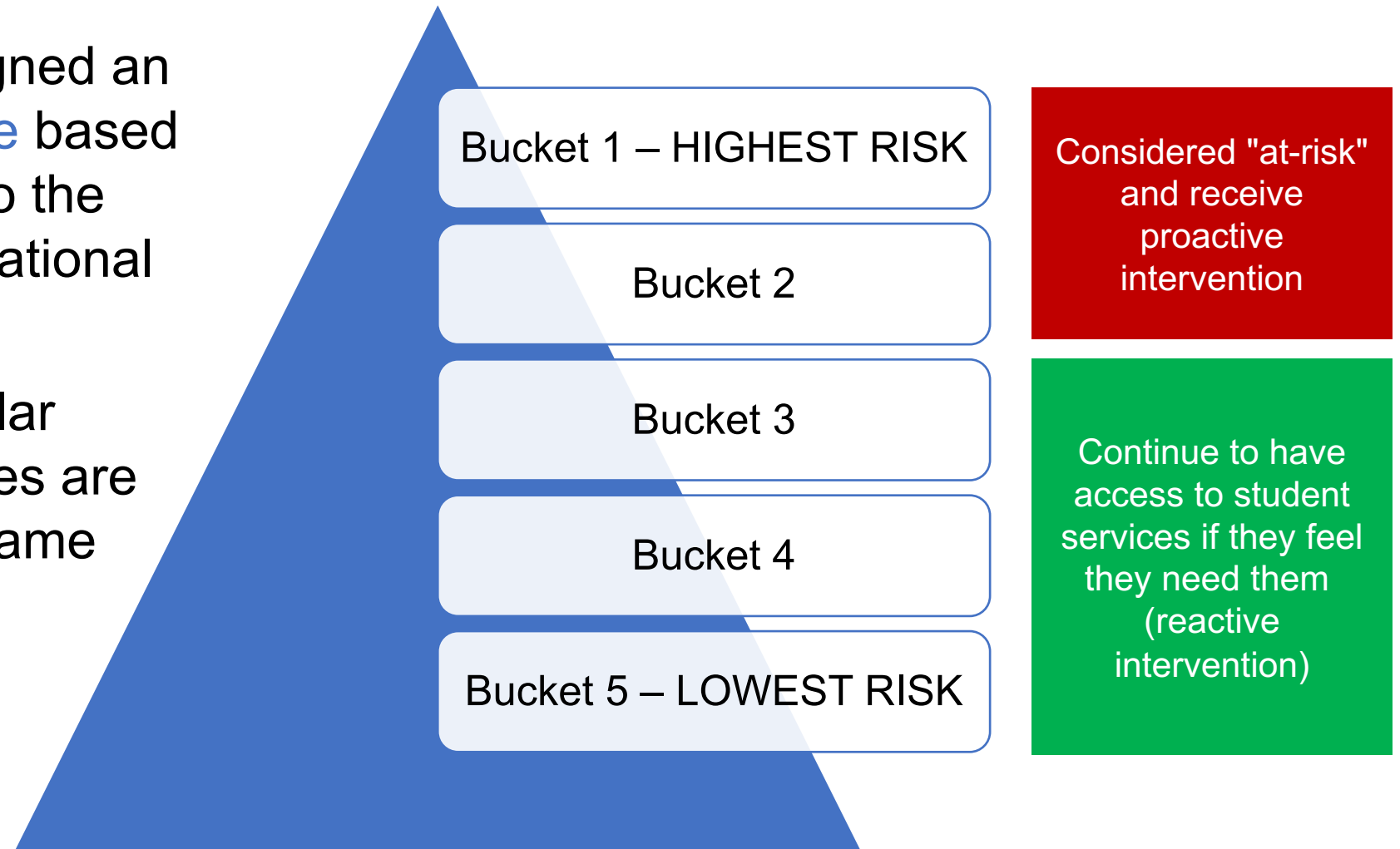
How the predictive test works

- Students are assigned an **Attrition Risk Score** based on their answers to the attitudinal and situational variables
- Students with similar Attrition Risk Scores are grouped into the same **Risk Bucket**



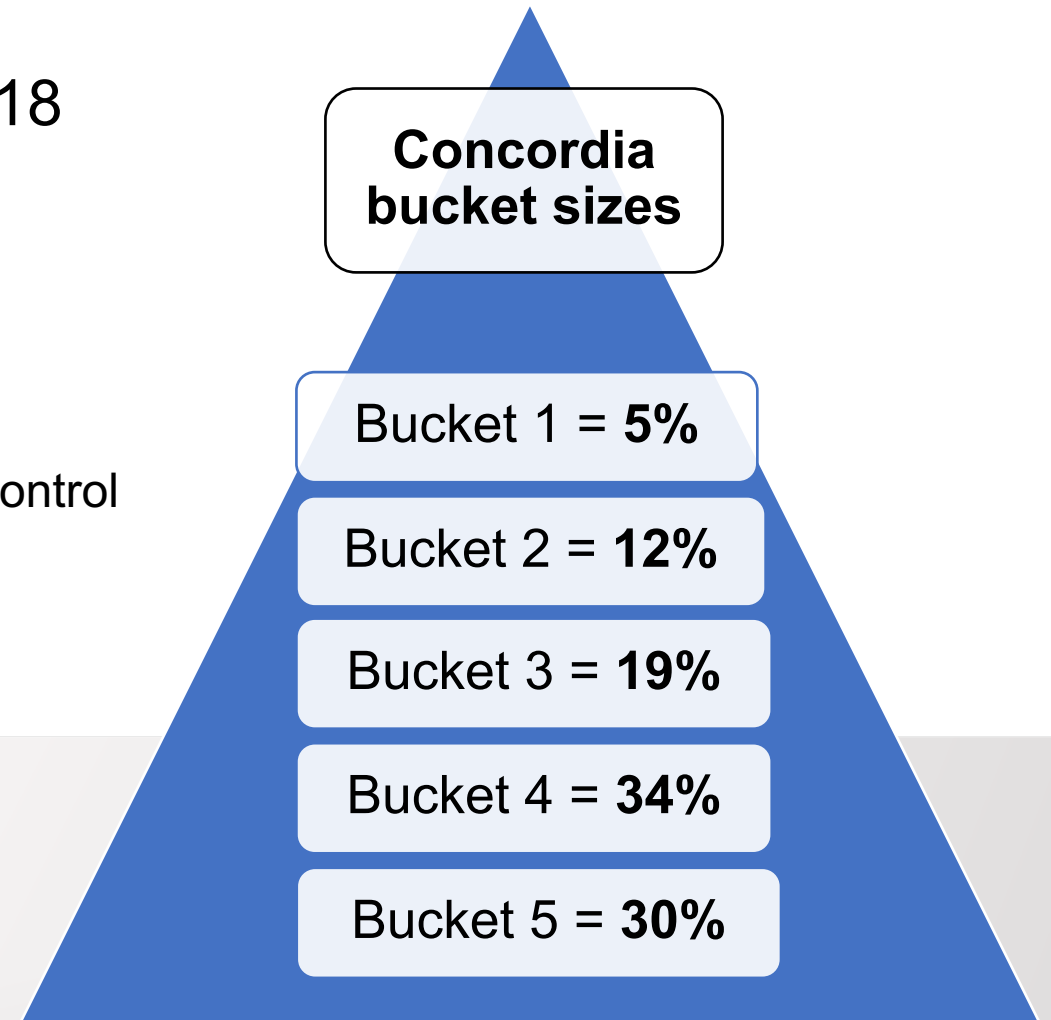
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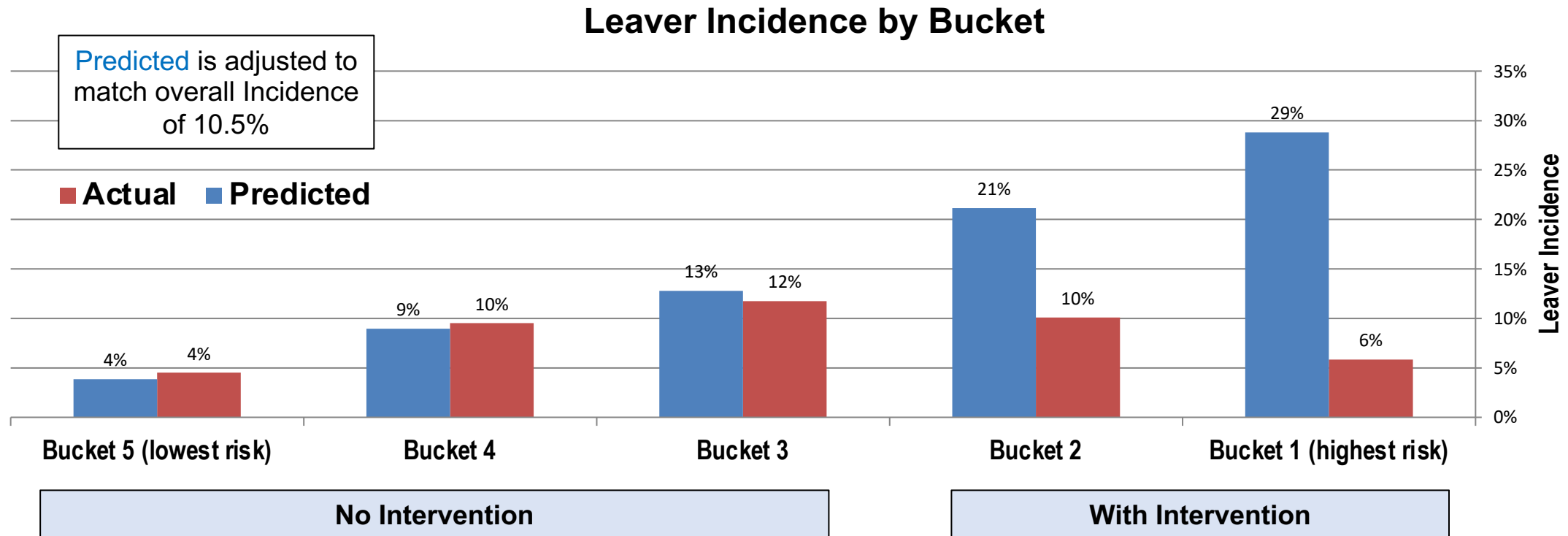


Our first cohorts

- Academic years 2016-2017 and 2017-2018
- Over these 2 years
 - 14,811 students were invited to take the test
 - 2,274 students took the test
 - 12,537 students declined the test and serve as a control group

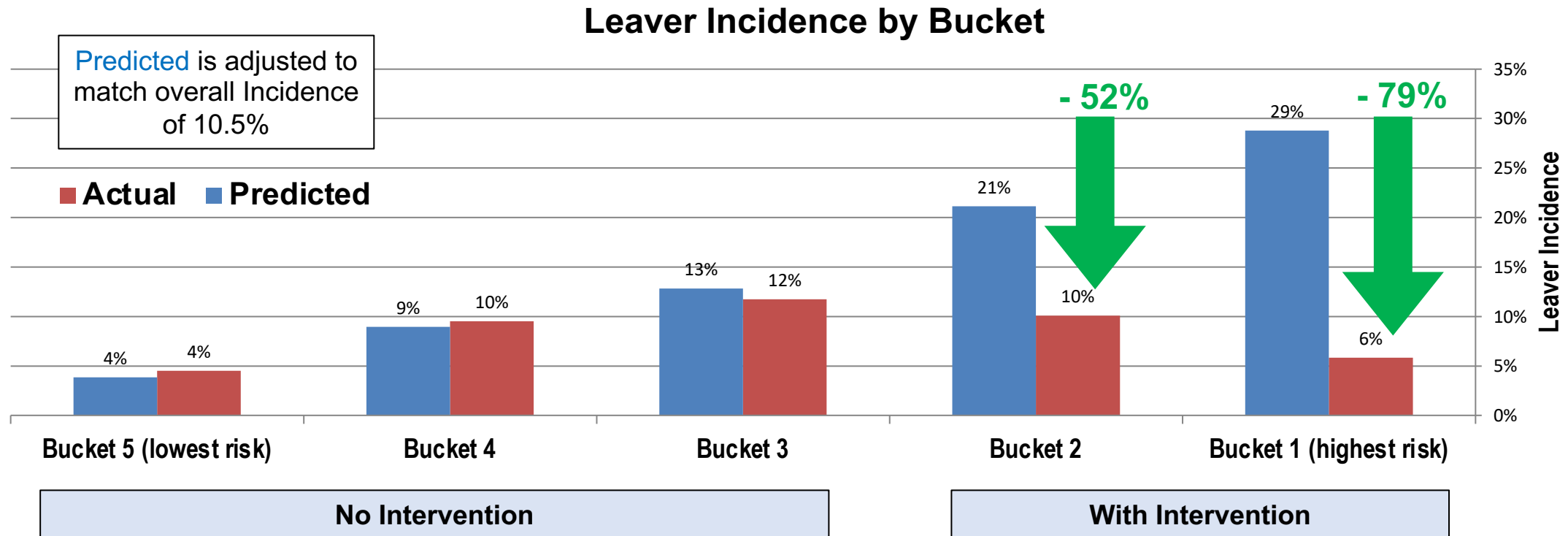


Predicted versus Actual Leaver rates by bucket



➔ Actual rates match Predicted rates very closely for Buckets 5, 4 and 3, where there was no intervention.

Predicted versus Actual Leaver rates by bucket



➔ Attrition rates in Buckets 1 and 2 with proactive intervention are significantly lower.

Interventions for student success

CONNECT TO A NAVIGATOR

And find the resources you need to succeed.

[REQUEST A NAVIGATOR](#)

Email campaign including targeted referrals to existing services

Welcome Crew Mentor outreach (by phone)

Pairing with staff Navigators

Invitation to attend Learning Services events

Advertisement of University Skills for Success course

Direct outreach from Financial Aid and Awards

Direct outreach from Academic Advisors



A blue ribbon graphic with a 3D effect, featuring a lighter blue top surface and a darker blue bottom surface, framing the text on the left and bottom.

There was no *new* investment at the start, just realignment of resources to be outward-looking and proactive rather than reactive.



Taking the project further



Integration with CU Student
Information System (SIS)



Build on proactive & direct
outreach from CU services



Use of CRI Readiness
Factors to curate referrals
& interventions

Readiness Factors



Academic habits



Academic confidence



Persistence & grit



Financial health



Interpersonal skills



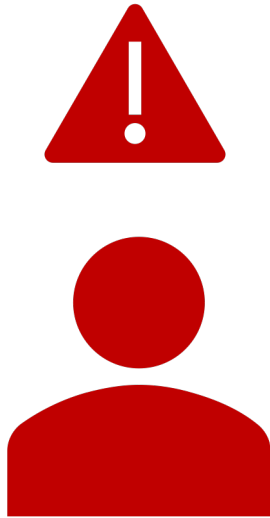
Stress management



Comfort with social interaction

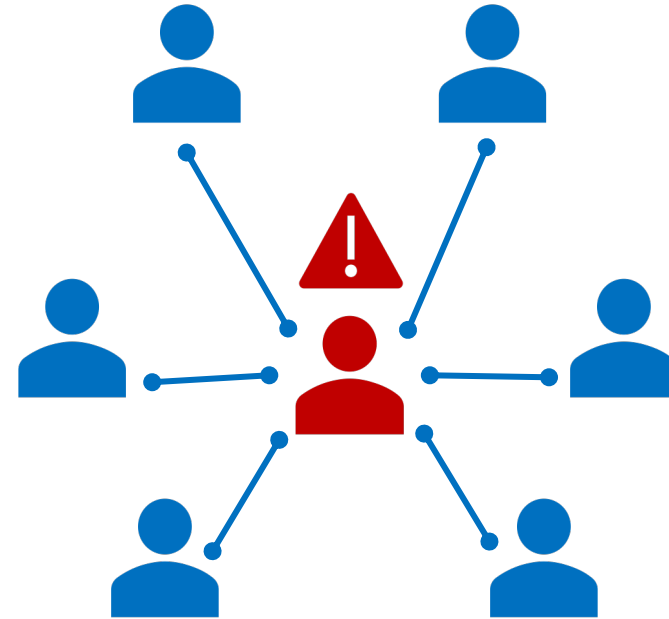
Two instruments in one

Predictive Test



Identify students at risk

Readiness Assessment



Build bridges to invested staff

| Impact on our work

Cross-campus
collaboration &
network of
support

Shift from reactive
to **proactive**
approach

Culture shift
towards student
persistence over
retention

Data to prove
importance of
student success
work

Key takeaways

- ✓ Possible early results lead to proactive intervention
- ✓ The solution is scalable
- ✓ It pays for itself
- ✓ CRi initially handles all IT requirements, distributes all reports
- ✓ It's a learning system

Questions?



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