The Student Success Collaborative at Wichita State University

Success Marker Training Presentation
From Insight to Action

**Institution Reports**
*Identifies Opportunities*

- Leverage data about:
  - Critical courses and timing
  - Programmatic trends
  - Patterns of student transitions
  - Pinpoint areas of opportunity

**Advising Platform**
*Creates Vehicle for Action*

- Proactively identify at-risk students
- Compare individual student performance to peers
- Access major guidance and career data
Interpreting Risk Signals

Three Indicators of Student Risk in the Platform

Empirical
Calculated
Compared to Historical Student Performance

Founded in Data
Observed
Informed by Historical Student Performance

1. Predicted Risk Level

2. Success Markers
What Is a Success Markers and Notifications

Keeping Students On Track Toward Graduation in Their Major

Chemistry Major

Success Marker #1  
Success Marker #2  
Success Marker #3  
Success Marker #4  
Success Marker #5

Anatomy of a Success Marker

- **Required milestone course for the major** (e.g., Chemistry 101)
- **Minimum recommended grade** (e.g., B-)
- **Appropriate timing** (e.g., 0 – 30 credits)

Platform Notifications

- ✓ Success markers already **completed**
- ✗ Success markers **missed** due to grade or timing
- ☐ Success markers that are **upcoming**
## Developing Success Markers Based on Predictive Data

Success Markers Developed From Several Sources With Most Information Driven By Our Predictive Workbooks

### Sources for Success Markers

1. **Institutional Research and Program Insights**
2. **Degree Maps and/or Plans of Study**
3. **Insights from Predictive Modeling**

### Process for Success Marker Development

- **Select** potential major GPA threshold to support work list development
- **Review** general, major core/requirement course
- **Determine** appropriate timing based on degree maps
- **Analyze** predictive relevance of those courses
- **Identify** distinct grade gap for course threshold, if applicable
- **Revise** markers and GPA threshold based on institution feedback, as necessary
Deciding What Best Fits the Program

**Single Course**
- One class fits one requirement
- *Example:* Biology students must take BIO101 by the end of Freshman year with a B or better

**Multiple Courses**
- Two (or several) classes are needed to meet a requirement
- *Example:* BIO101 and CHEM101 are both required for Biomedical Science Majors by the end of their Freshman year

**One Course in a Group**
- Many courses can be taken, but only one is needed
- *Example:* Criminal Justice Majors can take either BIO101, CHEM101 or PHYS101 to fulfill their physical science requirement

**GPA-Based**
- Independent of any particular course
- *Example:* Digital Media Majors must maintain a 2.75 or better at the end of each semester
Health Professions Success Marker Course

Where to Draw the Line

Graduation Rate In Selected Program by Grade Earned

- **A**: 43%, N=1,359
- **B**: 33%, N=1,023
- **C**: 18%, N=399
- **D**: 12%, N=73
- **F**: 3%, N=127
- **W**: 23%, N=77
Biological Science Success Marker

How Ambitious? How Conservative?

Graduation Rate in Selected Program by Grade Earned

- A: 44% (N=1,049)
- B: 38% (N=1,410)
- C: 33% (N=1,274)
- D: 22% (N=325)
- F: 12% (N=225)
- W: 25% (N=242)
More Art Than Science

Where to Draw the Line – Is This Clear Cut?

Graduation Rate in Selected Program by Grade Earned

<table>
<thead>
<tr>
<th>Grade</th>
<th>Graduation Rate</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>30%</td>
<td>435</td>
</tr>
<tr>
<td>B</td>
<td>27%</td>
<td>376</td>
</tr>
<tr>
<td>C</td>
<td>21%</td>
<td>238</td>
</tr>
<tr>
<td>D</td>
<td>14%</td>
<td>70</td>
</tr>
<tr>
<td>F</td>
<td>5%</td>
<td>93</td>
</tr>
<tr>
<td>W</td>
<td>13%</td>
<td>80</td>
</tr>
</tbody>
</table>
Taking Action: SSC Advisor Tools and Resources

**Get up to Speed**

**TRAINING**

1. **eLearning Modules**: prepare for onsite training and/or refresh skills
2. **User Guide**: reference how-to’s
3. **Onsite**: participate in EAB-led training exercises
4. **Understanding RISK**: review data analytics and the predictive model

---

**Continue Learning**

**WEBCONFERENCES**

2. **Upcoming**: participate in collaborative-wide discussions about a wide range of Student Success topics
3. **On-Demand**: Catch up on previous topics; learn best practices from other schools

---

**Leverage Best Practices**

**TOOLKITS**

3. **Campaigns**: Learn and leverage best practices; create worklists and prioritize interventions with highest risk students

---

**Share Experiences**

**NETWORKING**

6. **User Groups**: Share internal best practices and gain efficiency
7. **Case Studies**: Present successes; earn positive press
8. **Specialist Program**: Participate in the SSC expert user & leadership development cohort

---

**Discover More**

**RESEARCH & INSIGHTS**

5. **SSC Emails**: Read the latest in student success news from the marketplace and across the Collaborative
6. **Research Publications**: Browse EAB research for ideas and trends

---

**Stay Current**

**NEW FEATURES & UPDATES**

4. **Platform Releases**: Access info about upcoming and previous product updates
5. **Feature Workshops**: Attend interactive practice sessions led by campus Value Leaders

---

Iterative process repeated with product enhancements and campaign progression
Matt Mustard
Consultant
202-266-6420
MMustard@eab.com