



**Inside
Higher
Ed**

Harnessing Data to Support Holistic Student Success

1.31.2024, 2 p.m. Eastern

Webinar: Harnessing Data to Support Holistic Student Success

Hosts:

- Doug Lederman, *Inside Higher Ed*
- Colleen Flaherty, *Inside Higher Ed*
- Ashley Mowreader, *Inside Higher Ed*
- Dale Vander Wall, Salesforce

Panel:

- Ben Brandon, National Institute for Student Success, Georgia State University
- Kirsten Turner, University of Kentucky
- Todd Brann, University of Kentucky
- Patty Morales, University of California, Irvine
- Meghan Casello, Southern New Hampshire University

Streamlining Services and/or Communication

1. Georgia State University/National Institute for Student Success:

- Wanted to reduce summer melt
- Identified barriers to actual enrollment
- Launched new student portal for enrollment and chatbot Pounce
- Reduced summer melt by 22% in first year (2016) alone
- Have continued this work to increase retention and aid students in the classroom

2. University of Houston Downtown:

- Completed data review by NISS
- Insights led to development of Gator Success
- Institute will oversee 7 success initiatives (degree maps, bilingual programming for parents, etc.)



If used sparingly and strategically, “the chatbot can cut through the communication clutter.”
—**Timothy Renick, executive director of the National Institute for Student Success**

Providing Holistic and Equitable Advising

1. SNHU:

- Faculty and staff advisers assisted by AI-enabled analytics
- Proven high-risk behaviors trigger outreach
- Chatbot Penny aids students 24/7 and triggers alerts

“We view [AI] as a tool and never something that would replace an adviser.”

—Scott Barker, VP student advisement

2. UC-Irvine:

- Enrollment Management Analytics connects advisers to student data
- EMA connected to larger data-driven student success UCI initiative (Compass)

“It starts from a student who ends up as application data. Now, we’re reanimating that data and bringing the student back into focus.”

—Patty Morales, VP enrollment management, UC-Irvine



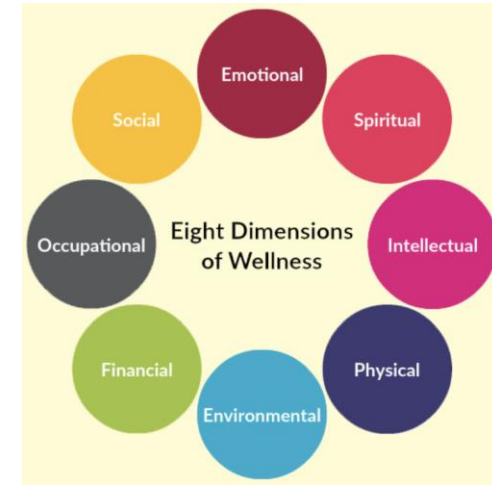
Supporting Student Wellbeing

UK Invests:

- Part of a larger data-driven student success initiative dating back to 2016
- Targets academic success, wellness and financial stability
- Rewards proven success behaviors with financial deposits
- Students get \$10 for pursuing involvement and using wellness resources, \$15 for strengthening financial literacy and employability skills and achieving academic success

Students are utilizing the program and acquiring healthy habits, which “we know will benefit them for a lifetime.”

—Kirsten Turner, VP of student success, University of Kentucky



A promotional graphic for UK Invests. On the left, a dark blue box contains the text "UK Invests" and "Build healthy habits on our dime". To the right, a teal background features the text "UK WANTS TO GIVE YOU FREE MONEY*" and "*IN A BROKERAGE ACCOUNT SO YOU CAN LEARN ABOUT MONEY ON OUR DIME". An illustration of a dollar bill is in the top right corner.

Panel Discussion

Sponsor Spotlight: Salesforce

**Dale
Vander
Wall,
*Higher ed
industry
adviser***



Audience Q & A

Thank you!

