



Student Success in 2020: Engage and Retain Students in a Virtual Environment



Danial Jameel

President, Founder
Ready Education

Housekeeping

- Check audio and video
- All participants audio turned off by default
- Type any questions that come up
- Two audience polls
- We will follow-up with a recording of today's session

Speakers



Dr. Eddie Howard

Vice President Student Affairs

**Youngstown State
University**



Julia Arreguy

Software Integration Manager,
Office of Student Equity and
Achievement

Sierra College



Dr. Christine Deacons

Director, Academic Support
Programs, Holman Success

Eastern Michigan University



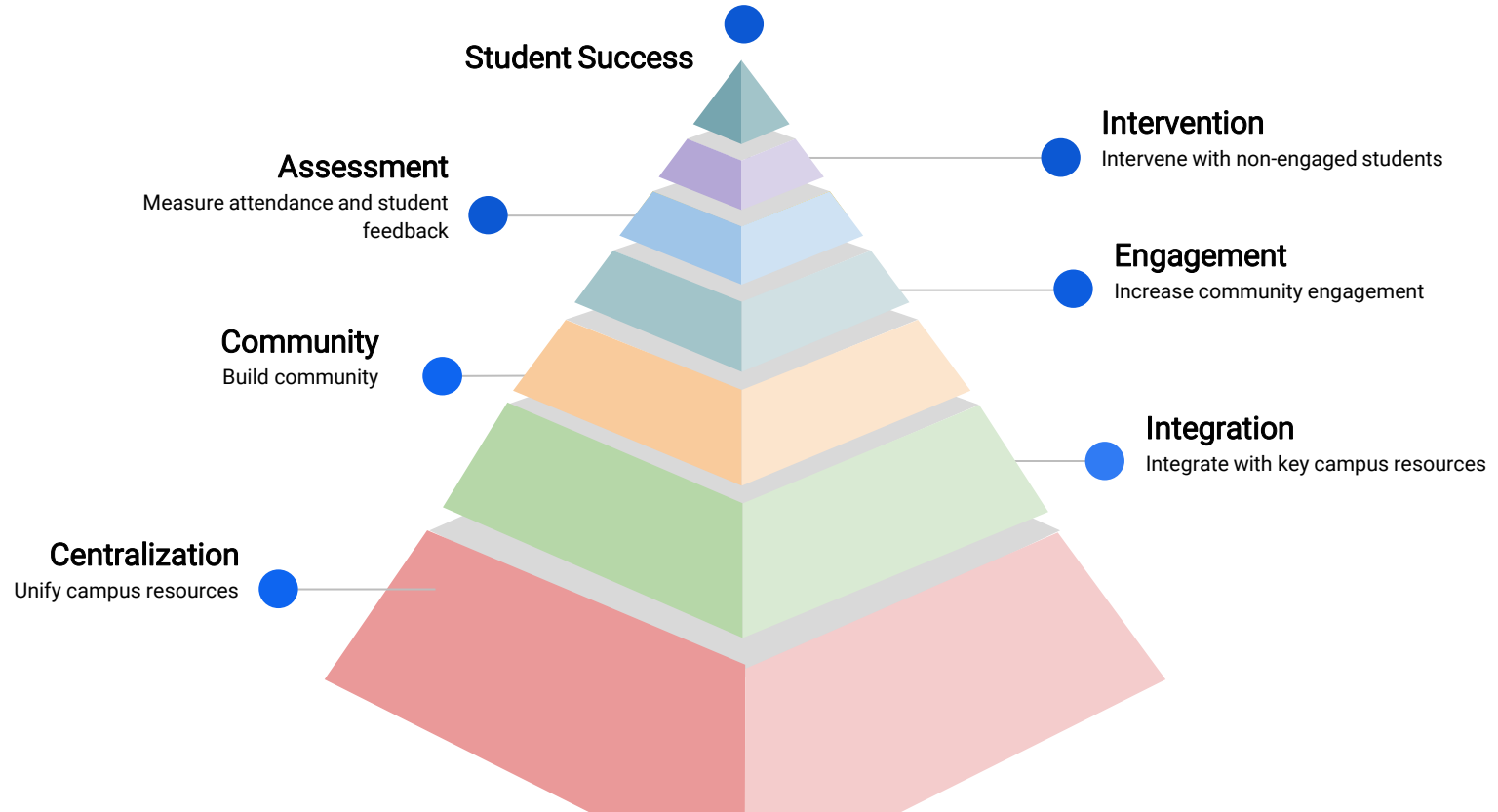
Audience Poll

Do you believe virtual engagement is an important factor in driving student success in 2020?

Virtual engagement - Why it matters

- Most colleges are opening this fall with a hybrid approach.
- At risk students require more support than ever before.
- Real time data is essential for improving planned strategies.
- Building a virtual community is key to driving student success in this new normal.

Student Success Framework





Retention Report

Enrollment

2000 Students

Data sources

Retention, Demographic, App data

Timeline

2016-2019 (4 years)

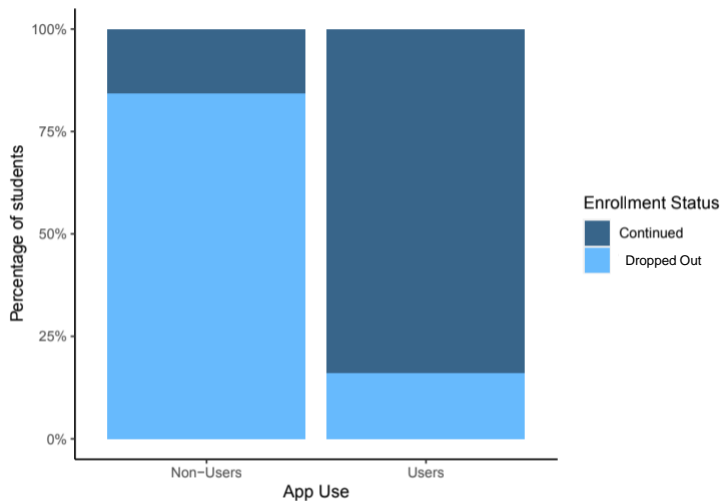




Results

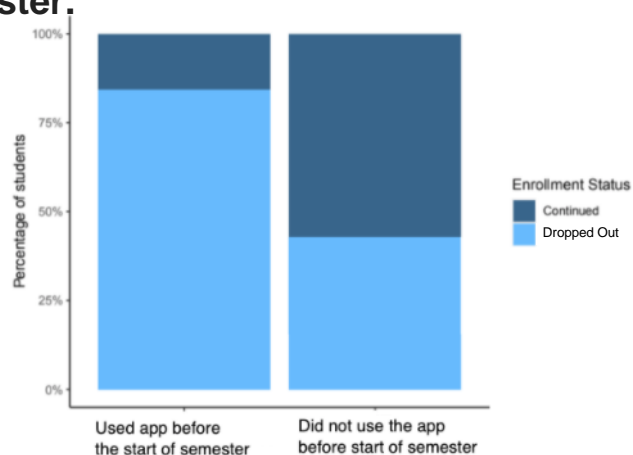
App Use

- The probability of continued enrollment is **16%** for students **who never used the app**, and **84%** for students **who used the app** at least once.



App Use Before Term Start



- The probability of continued enrollment is **42%** for students **who did not use the app** before the start of the semester, and **86%** for students **who did use the app** before the semester.







Results

Event Attendance

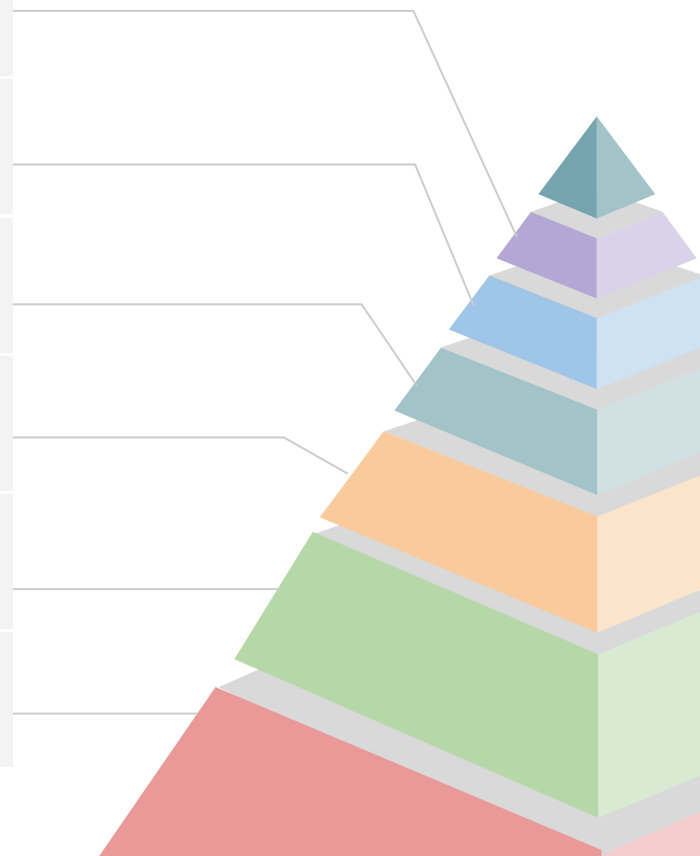
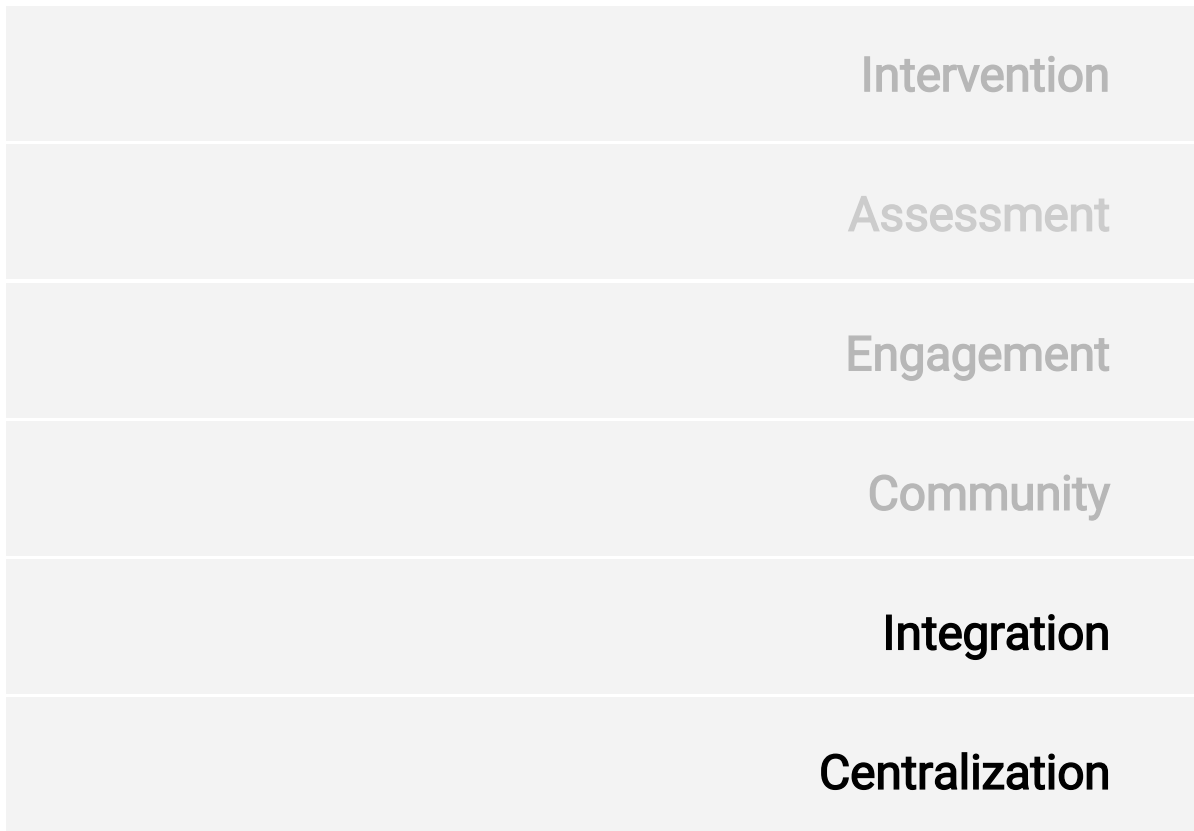
 Events Attended	 Retention
0 Events	81%
1-5 Events	83%
> 5 Events	95%

The probability of **continued enrollment** is **81% for** students who attended **no campus events** (n = 752), 83% for students who attended between 1 and 5 events (n = 913), and **95% for students who attended more than 5 events** (n = 277) .

Chat Messages Received/Sent

 Messages Sent/Received	 Retention
10th Percentile	78%
90th Percentile	98%

The probability of continued enrollment is **78% for** students who received none or few messages, and **98% for students who received a lot of messages.**





Dr. Eddie Howard

Vice President Student
Affairs



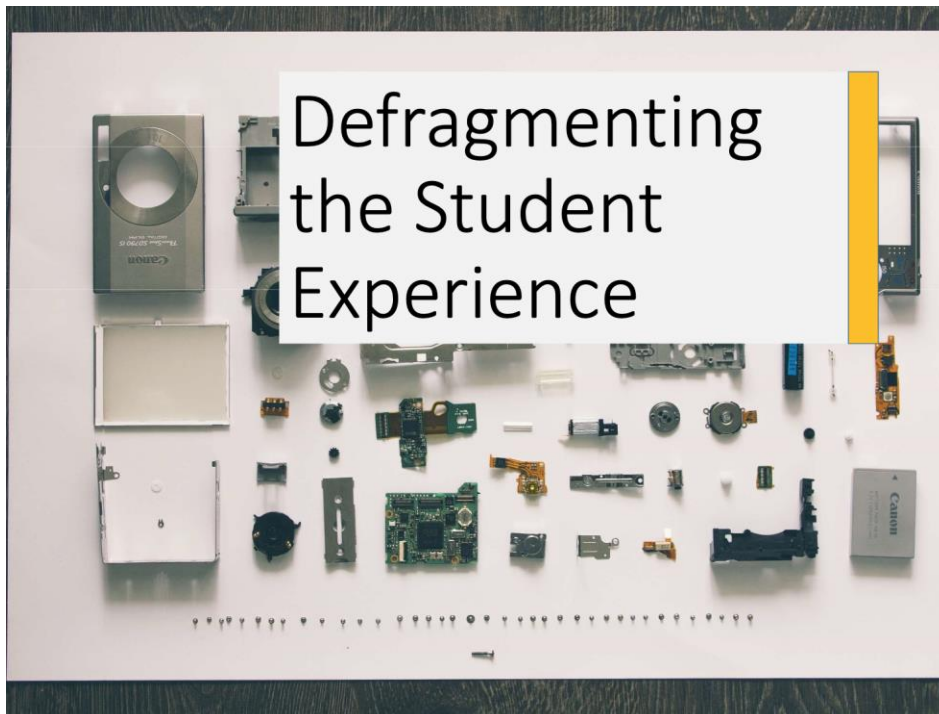
- *Urban, research Institution*
- *Youngstown, OH*
- *Founded in 1908 by the YMCA*

“Not too big, not too small”

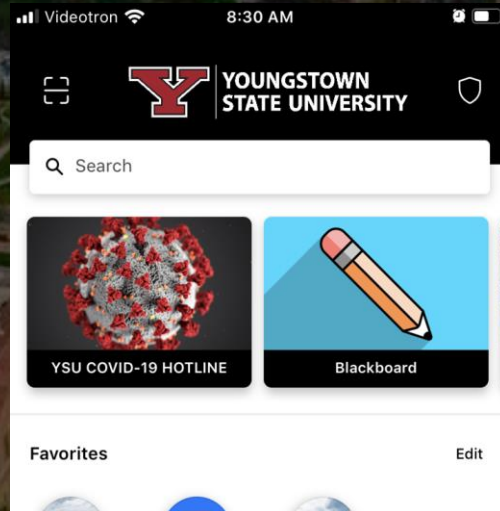
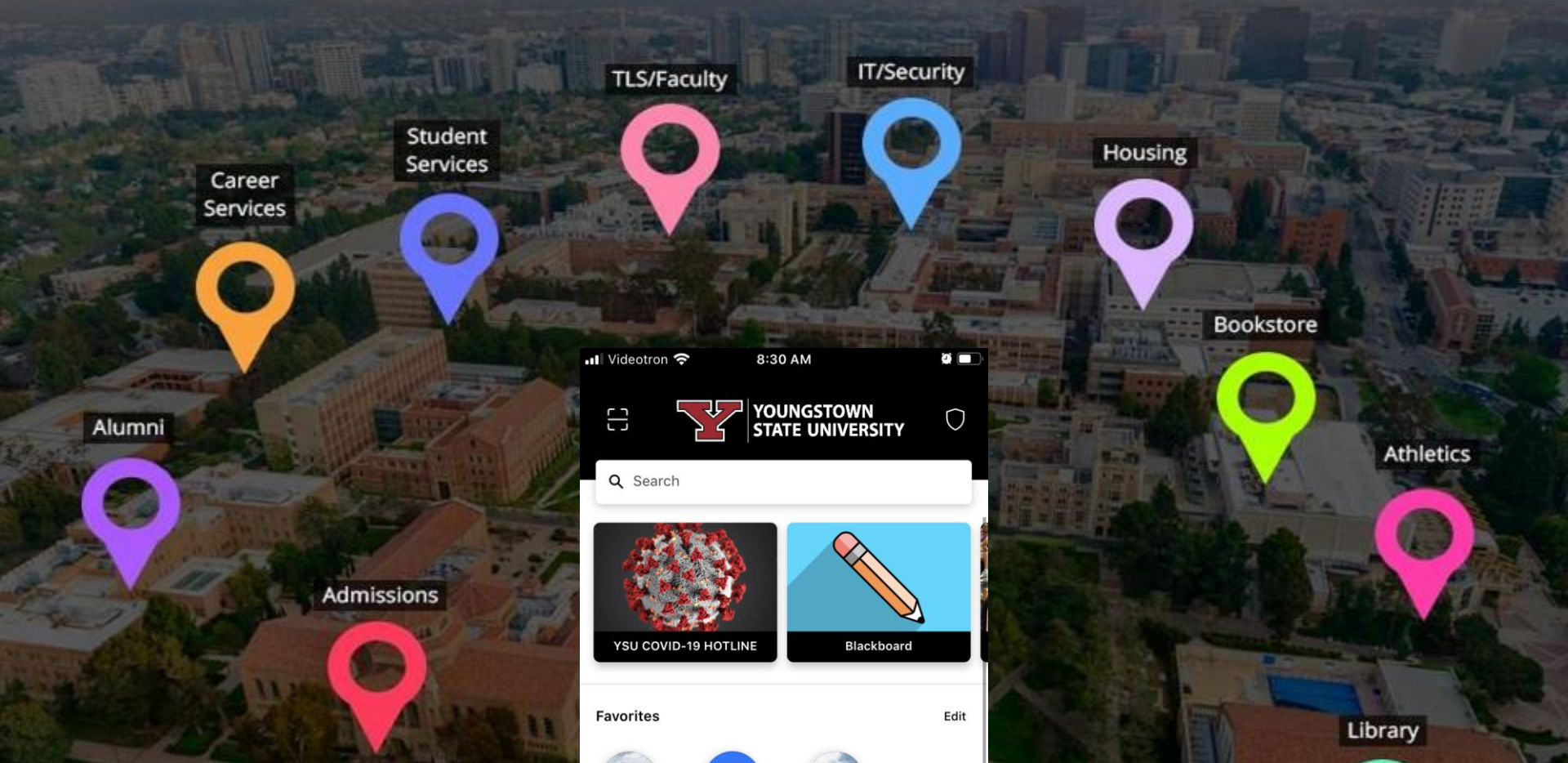
12,756 students

145 Acre Campus

Challenge

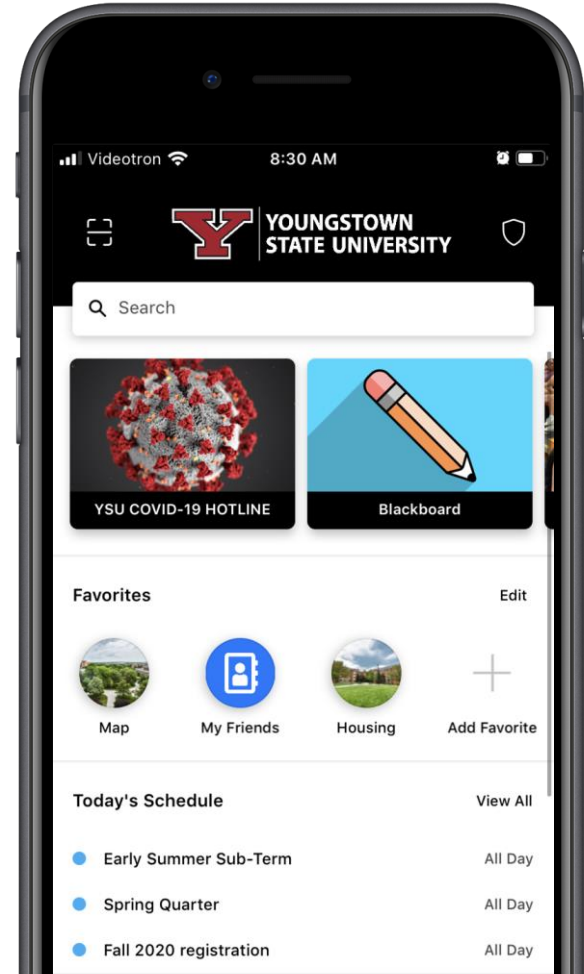


Hybrid Model: In Person & Virtual Engagement



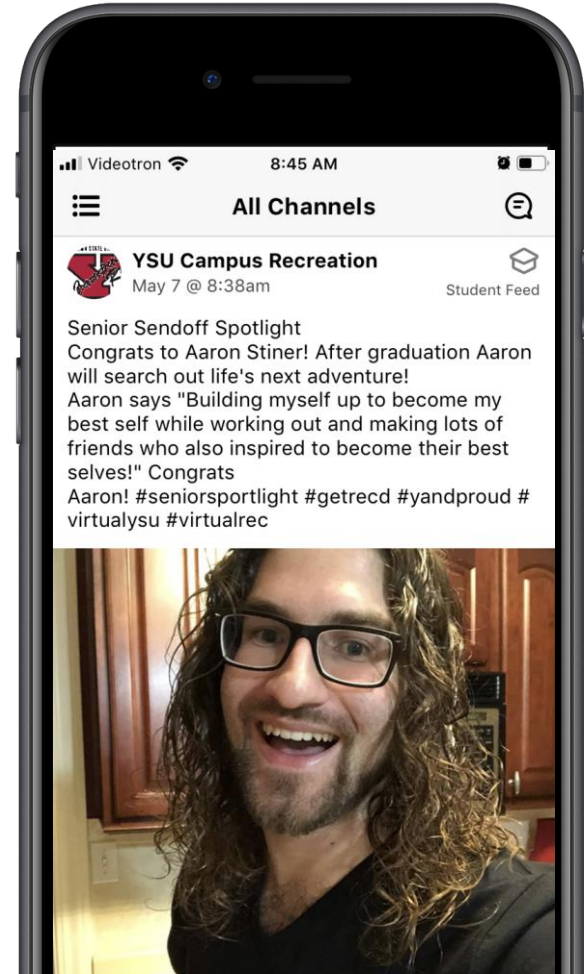
COVID-19 (Student Affairs)

- Support resources on Covid-19
- SA Division was already virtual
- The YSU app was the most engaging platform during peak covid period.
- Result: 12,000 app opens every day during peak Covid period.



Virtual Events

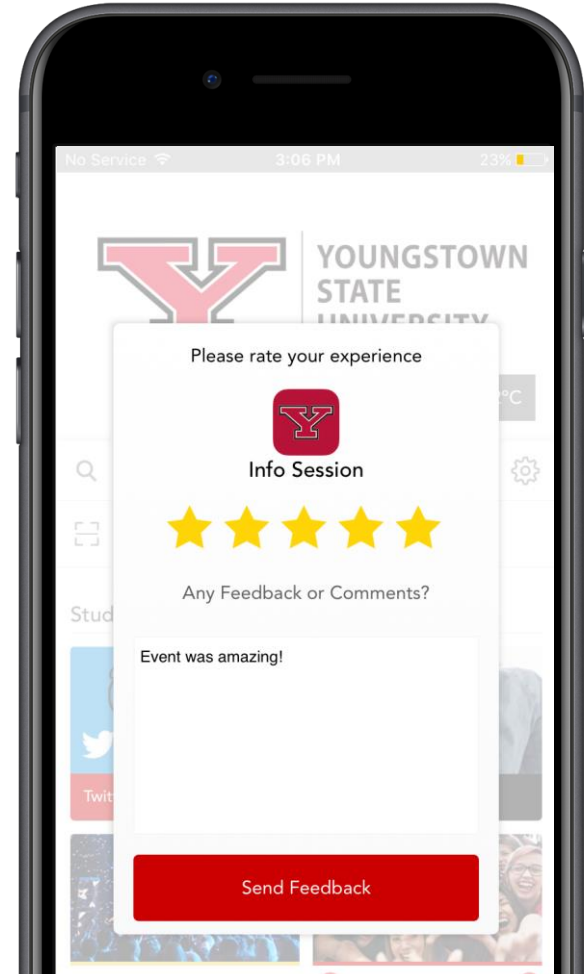
- Facilitate Virtual Town halls
- Virtual Greek sing
- Virtual Graduation



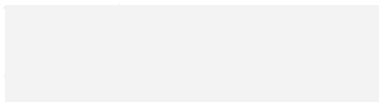
Virtual Services:

Academic Coaches & Supplemental Instruction:

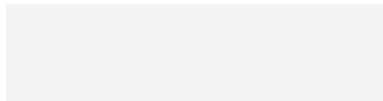
- No touch attendance tracking for services
- No touch Real-time feedback
- 54,000 Academic visits with 80% feedback



Virtual Services: Academic Coaching



“Tara is a big help! she encouraged me not to let one very, bad test score keep me down and depressed. She informed me to “let it go” and let’s move on, because she knows I will be down on myself forever over it.”



“It was a beautiful meeting, Honestly she was a huge help!”

Results

EMAIL



20%

Engaged students

YSU App



80%

Engaged students



★★★★★ August 24, 2016

I love being able to stay in touch with all of my peers 🤗 😊 🙌

Orientation Onboarding

Past 5 years, Over 2700 freshman each year used the app to engage with resources & peers

Yearly Engagement

- 1M yearly APP SESSIONS
- Average Student Opens the YSU App 821 times/ a year
- 3M times out of classroom resources were accessed

Lessons learned



A big shift for staff and leadership team.



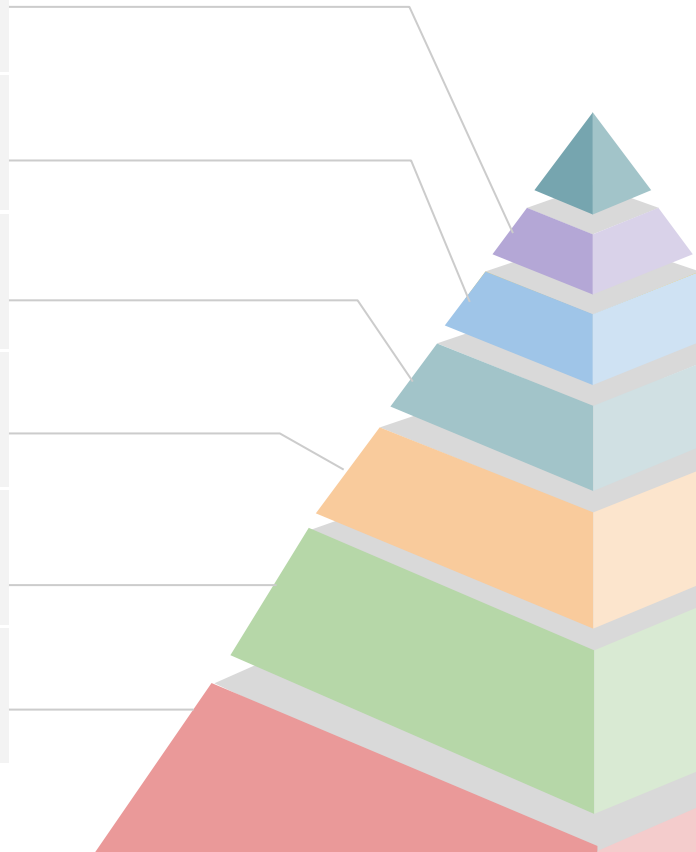
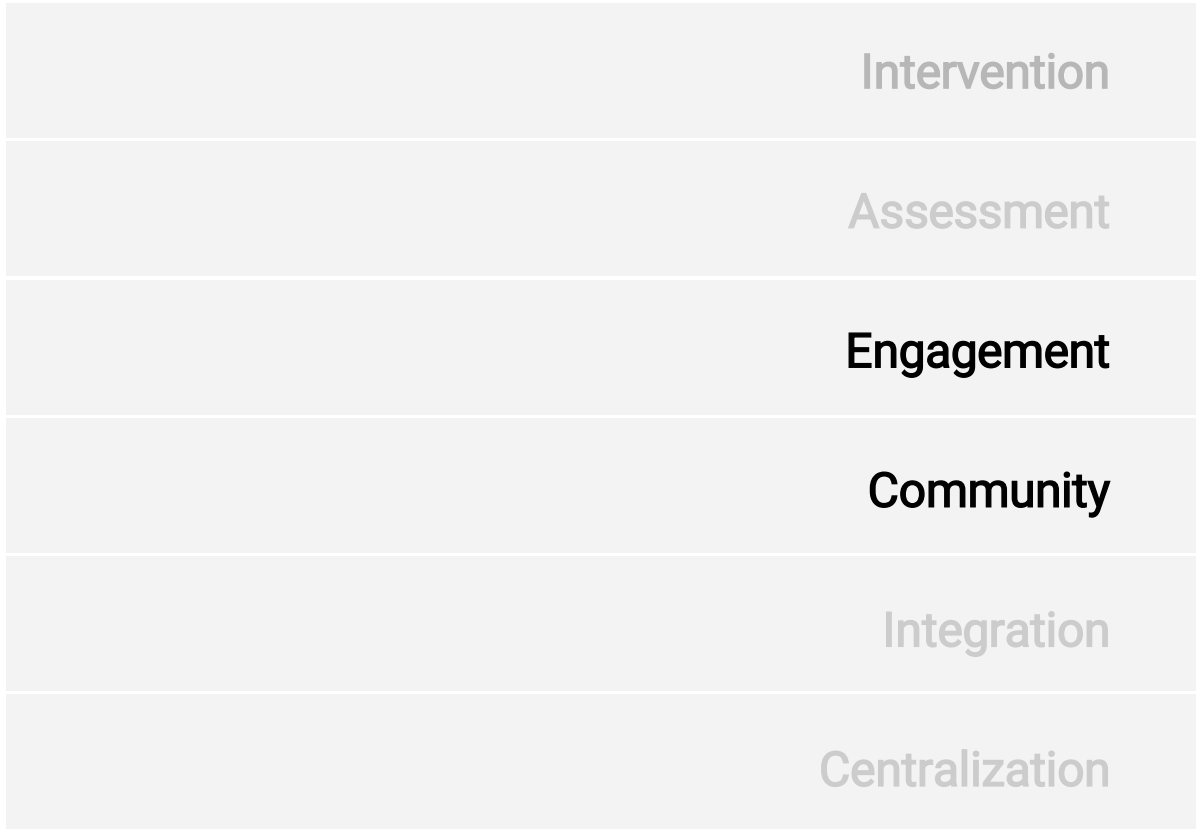
How volatile higher education is, but also how agile higher education can be.



It takes the right strategy, team mindset, and technology tools to succeed.



Be open to collaborative partnership. Show leadership in crisis.





Julia Arreguy

Software Integration
Manager, Office of
Student Equity and
Achievement



*Member of the California
Community College System
Rocklin, California*

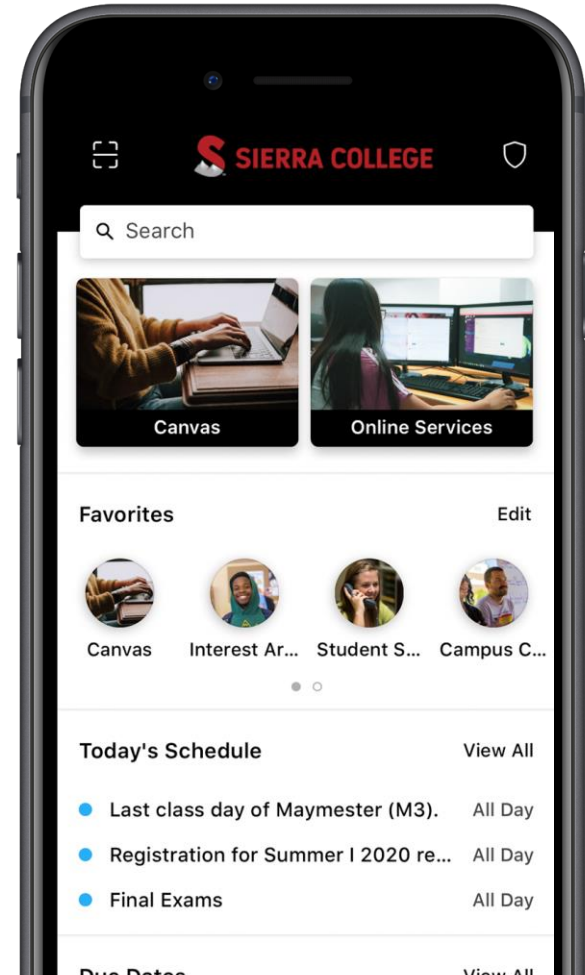
18,000 students

Challenges: Communication

- Students not reading email.
- Providing the right information to the right student at the right time.
- A guided experience for students.
- Getting students through completion is the ultimate goal.
- Covid-19 has compounded existing communication challenges.

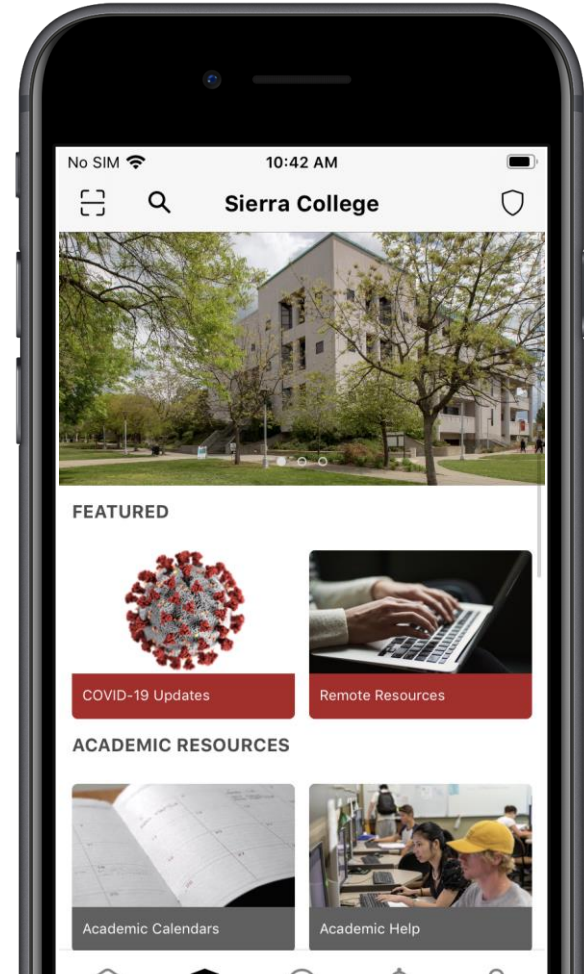
Why a specific mobile strategy?

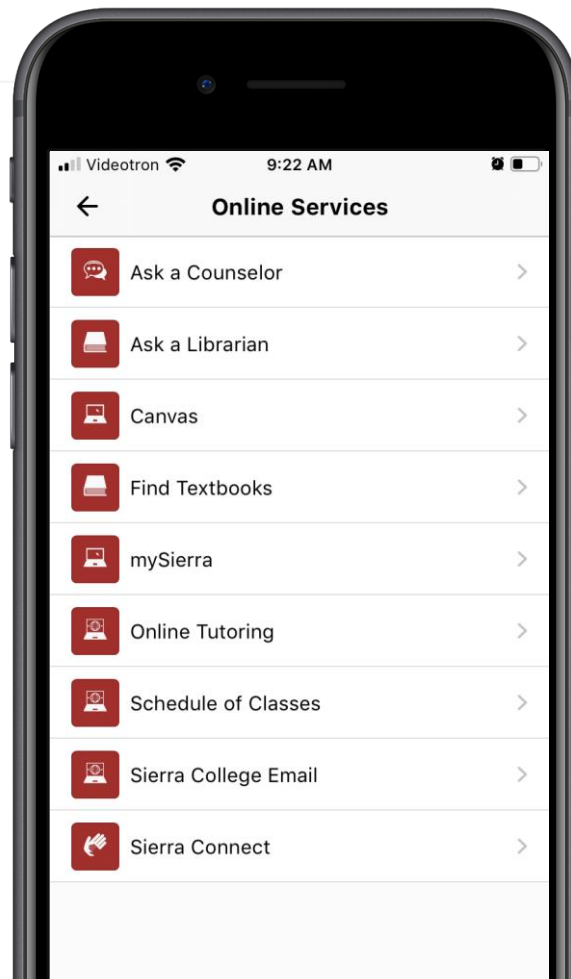
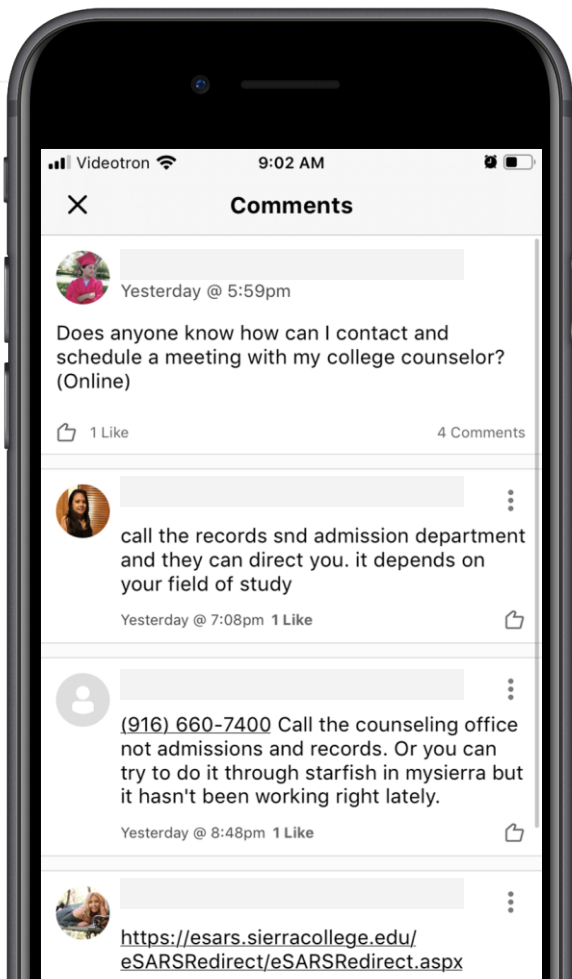
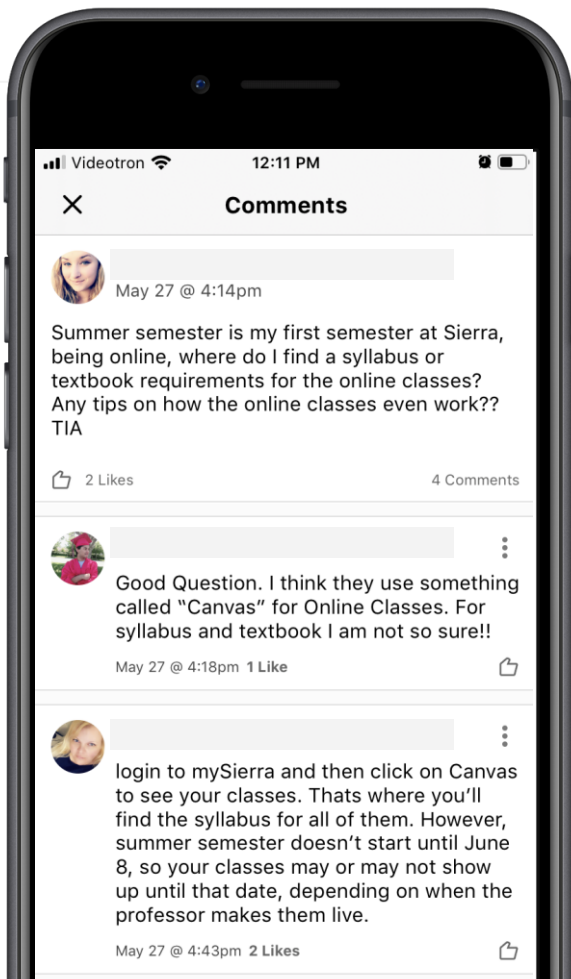
- Deliver critical time-sensitive information
- Achieve high “stickiness”
 - Engage students
 - Build a sense of community
- Achieve high app adoption among students
- Integrate systems (Banner and Canvas)
- Centralize key resources
- Reaching students where they are already at (spending time on)



COVID 19 (IT)

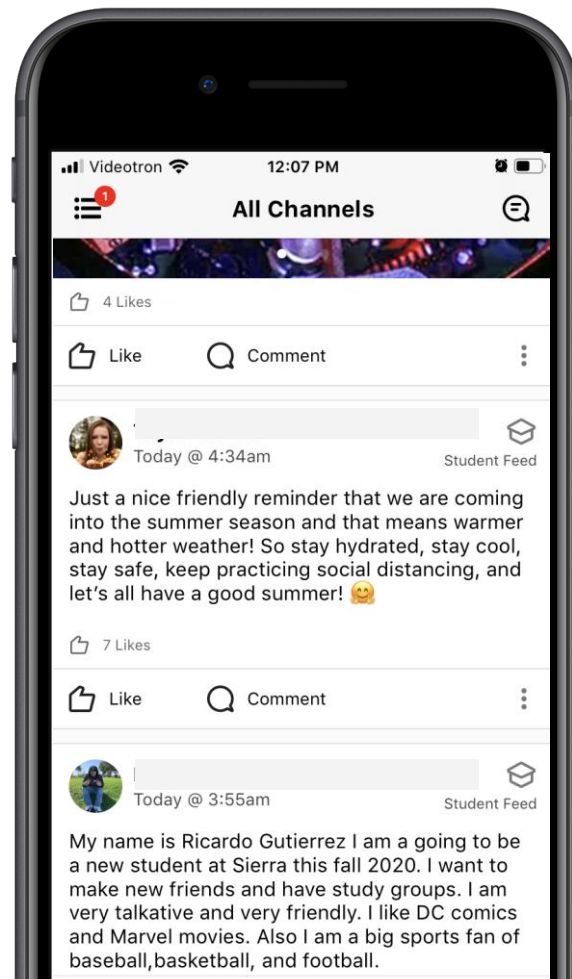
- Academic & Remote support
- COVID support
- Community support





Community Building

- Build Sense of Community
- Campus Pulse
- Get peer answers less 10 mins
- Immediate Feedback



Impact of Virtual Community on retention

The probability of continued enrollment is **78% for students who received none or few messages**, and **98% for students who received a lot of messages**. - *Ready Education + Columbia University data science team's study.*

Results



1M

Yearly App Session



224,744

Total Conversations



10k

Friendships Formed



413 Hours

Hours Admin Time
Saved By
Crowdsourcing
Student' Questions

Lessons learned



Due to the current crisis, suddenly the virtual environment is the only tool students have.




Campus services may have paused but student still need support.



Getting students through completion is the ultimate goal.



The Ready app enabled staff to stay connected with the pulse of the community.

A photograph of two young women sitting on a concrete ledge outdoors. The woman on the left is wearing a bright yellow jacket and has long brown hair. The woman on the right is wearing a dark jacket and has long brown hair. They are both looking at a smartphone held by the woman in yellow. The background is a blurred outdoor setting with trees and a building.

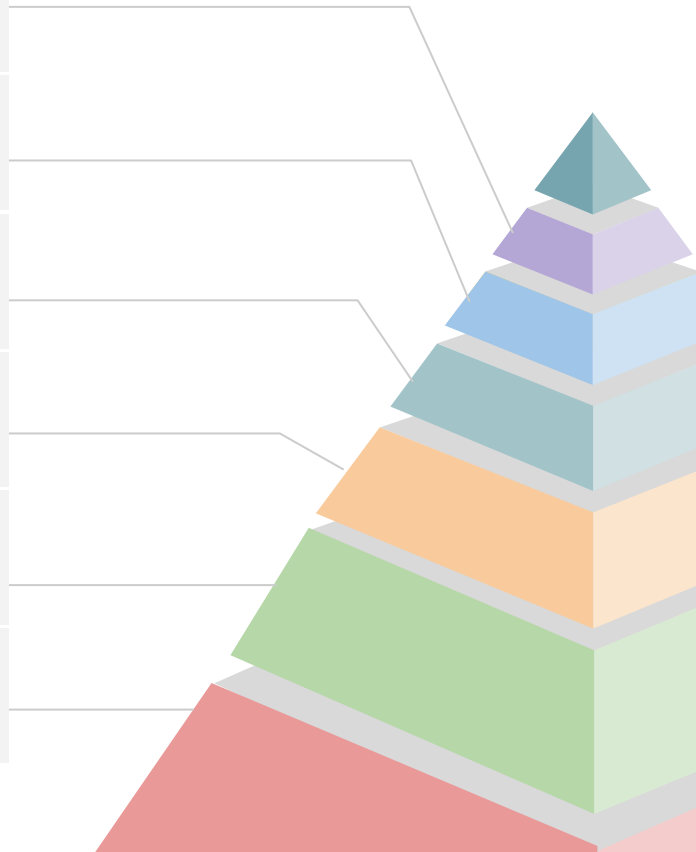
“When we launched the upgrade for our Mobile App, we were caught completely off guard by the magnetic impact of “The Wall.”

*Within just a couple of days, **thousands of students had flocked to the medium, thrilled with the opportunity to easily connect and engage with others in their college community.***

*With appropriate protocols in place, **it has required minimal supervision as students self-monitor for inappropriate content.***

Further, students help each other by answering the many questions that are posted – in nearly every instance, accurately!”

Mandy Davies, Vice President of Student Services





Dr. Christine Deacons

Director, Academic Support
Programs

Holman Success Center



**EASTERN MICHIGAN
UNIVERSITY**

- Public, 4-year university in Ypsilanti, MI
- Enrollment: 21,105 Students
- Representing 40 countries and 46 states
- 66% full time students; 92% In state
- 21% live on campus; 68% receive need-based Financial Aid

Support Services

- Supplemental instruction
- Tutoring
- Success coaching
- Peer academic coaching
- Eagle study tables
- Eagle Rewards program
- Book loan program
- Academic skills workshops
- EMU Edge Program



EMU Edge Program

- Grant funded
- 200+ new participants each fall
- Academically and/or economically “at-risk”
- 58% first-generation



Challenge: Supporting At Risk Students

**Theoretical
Framework**

**Individualist Culture
&
Collectivist Culture**

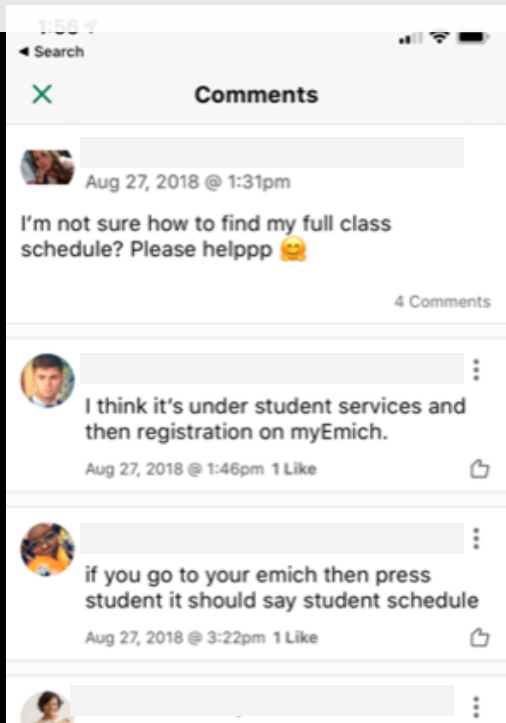


Building a Campus Community



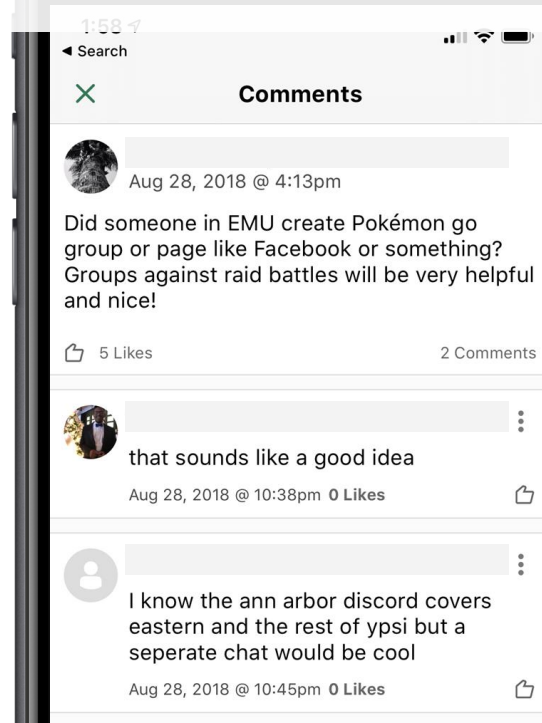
Making Friends

you beautiful black woman, epsilon chapter



Freshman Asking Help

under registration.



Interests

Assessment : Structured Support

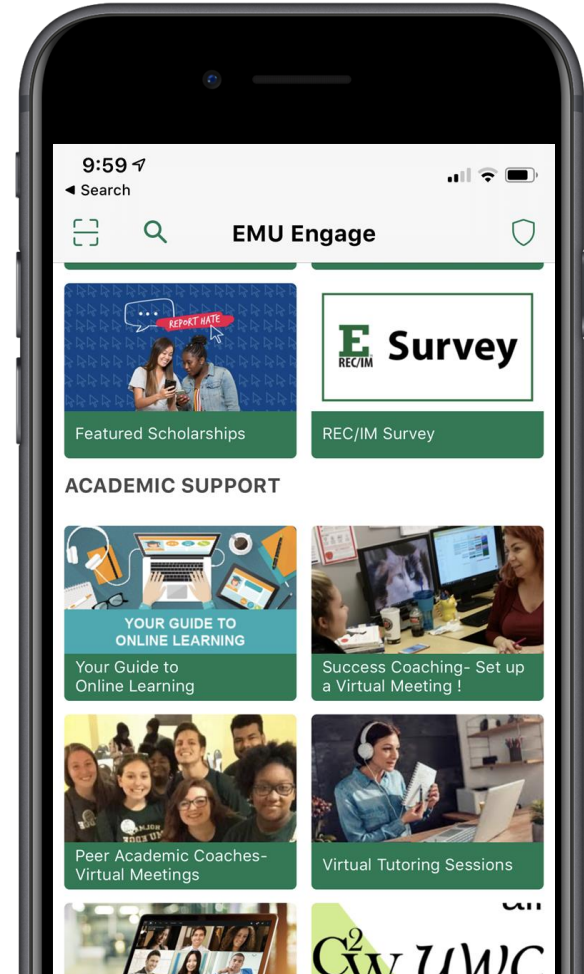
Measured Attendance

- Success Coaches
- Study Tables
- Supplemental instructions
- Drop-in tutoring
- Peer Academic coaches

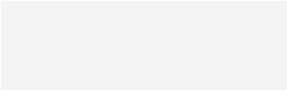
Assessment & Real time feedback allowed us to make adjustments faster:

- Study tables were reorganized based on student feedback.
- The book loan program, more computers into the space
- Changed our time of opening

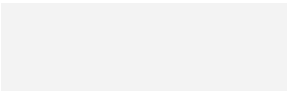
Results: 161,000 Visits , 90% real-time feedback



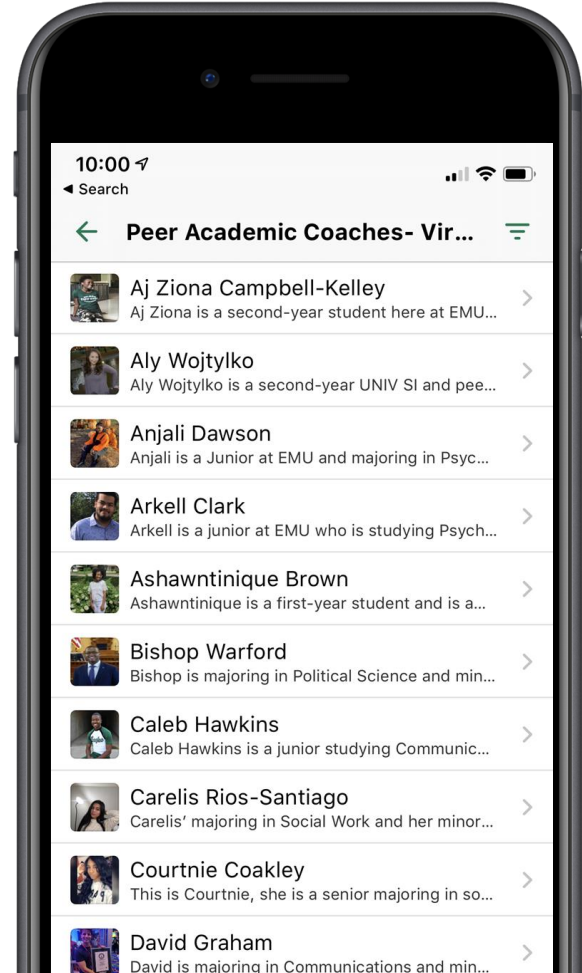
Assessment : Support Services



I was very satisfied with the service I received today I feel like I learned a lot and, he was very nice and helpful



“He was very neiprui and did not mind going over whatever I needed help with!”



Interventions

Right Information at the right time

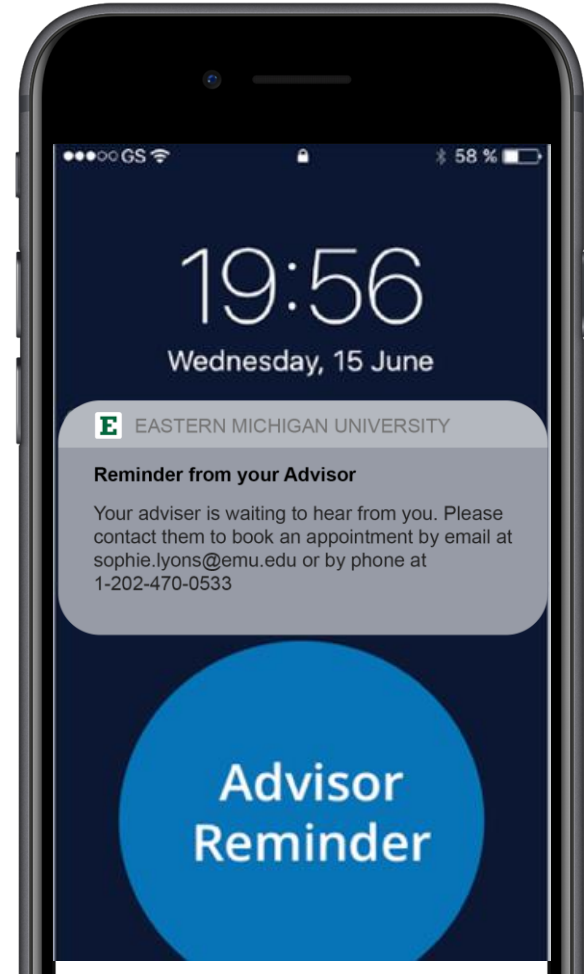
Mapping Intervention across the student lifecycle

Intervention Category

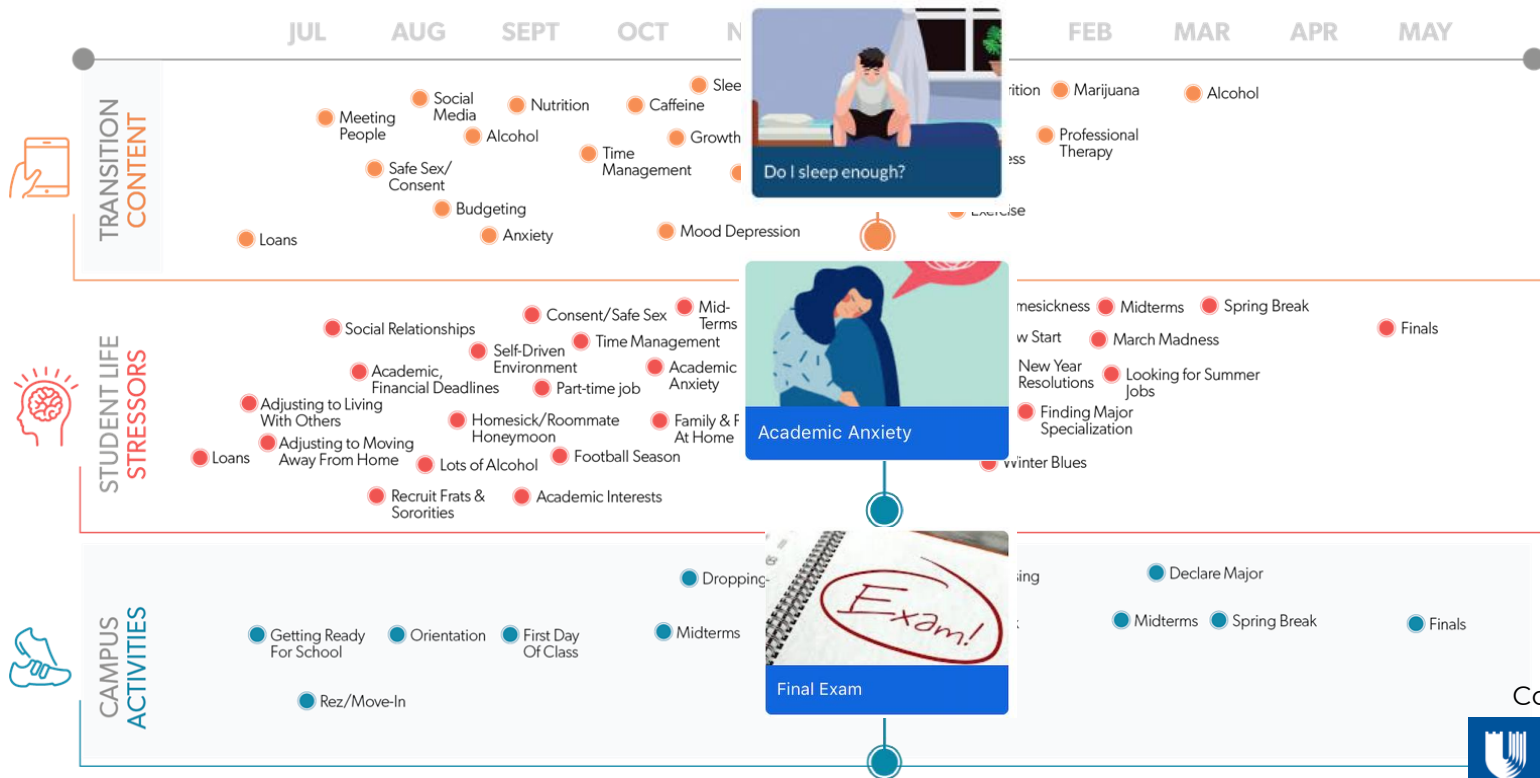
- Academic
- Financial
- Engagement
- Mental Health

Examples

- FAFSA Application
- Bills due, registrations
- Deadlines, last day to drop/withdraw
- Covid-19 information
- Scholarship



Mental Health Interventions - Emotional First Year Journey



Collaboration with:

Student Success Results

EMU App is Top 4 predictors among 54 predictive variables of First Year student Success



1. High School GPA



2. Participation in Study Tables (access to resources)



3. ACT / SAT Test Score



4. **EMU App Registered User**

What students say about the app?

- 88% of students feel like they belong to the university community while using the app.
- 90% of students say the app helped them get off to a good start.

EMU Engage

Ratings and Reviews

4.1 out of 5

261 Ratings



Kriegmachtspass, 03/31/2020

Makes making friends easy!!

Best way to connect with other students across campus! Plus I always know what is going on.

App Engagement Results



775K

yearly app session



943

On Average students open the app/year



165,000

Total Conversations



8K

Friendships formed



344

Hours admin time saved by crowdsourcing student' questions

Lessons Learned + Covid



Centralization of campus resources into one platform



Build Community



Move from mass messaging to intentional messaging.



Use student feedback to increase iteration cycles for service improvement (from once semester/weekly)



Audience Poll

Are you interested in learning more about Ready Education and engaging your students in a virtual environment this fall?

Email
research@readyeducation.com

(webinar slides, retention study)



Danial Jameel

President, Founder
Ready Education