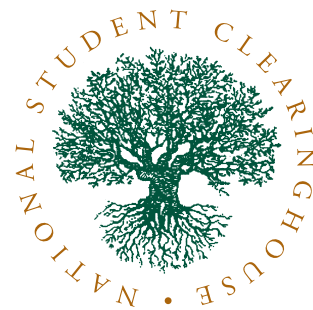


Clearinghouse Announces Major StudentTracker Enhancements

New Data Elements & Pricing Options Available



Since 2004, the Clearinghouse has been working with its Advisory Committee on ways to make its StudentTracker research service more valuable to the higher education community. At the urging of the committee, as well as many of our collegiate partners, we have increased the number of data elements that institutions can report to us.

According to David Yeh, chairman of the Clearinghouse Advisory Committee and assistant vice president and university registrar at Cornell University, “This was a multi-year effort. We regularly sought input from a wide range of schools through focus groups and other channels. This approach ensured that our final selection reflected the needs and desires of the diverse collegiate community, representing institutional researchers and planners, financial aid officers, and registrars.”

If you participate in StudentTracker, you will have the option to utilize a more robust data set, which can significantly expand your research capabilities. Many departments on your campus can benefit: admissions, registration, enrollment management, financial aid, and more.

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Costs Savings for All StudentTracker Schools

Along with adding new data elements, effective March 1st, the Clearinghouse also substantially lowered its StudentTracker fees. All educational institutions will automatically receive a 17% discount when they sign up for StudentTracker or renew their service. In addition, there are two options to save an additional 50% and even a way you can **get StudentTracker for free!**

For some schools, the cost savings can add up to hundreds or even thousands of dollars a year. This is the Clearinghouse’s way of thanking the higher education community for its support of our StudentTracker service, which is now widely used by institutional researchers nationwide.

New Data Elements Eagerly Anticipated

The Clearinghouse announced its expanded data elements collection and StudentTracker pricing at a special presentation during the 2007 AACRAO Annual Meeting in Boston. “For three years, we’ve worked closely with our Advisory Committee and focus groups to identify data elements to add to our database, so we knew colleges would be receptive to our news,” said Jeff Tanner, vice president of Higher Education Development, “In fact, during our session, it was standing room only. Clearly, this is the kind of student information that administrators and researchers have been waiting for.”

A Look at the New Data Elements

The following is a description of each new data element, why it has been added, and how the element can be used.

- **Current Major & CIP Code:** The current major for each student your school reports to the Clearinghouse by CIP code or, if the CIP code is unavailable, title of the current major. With this information, enrollment managers and researchers can gain greater insight into student transfer



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and career decisions. Additionally, it allows the Clearinghouse to verify the enrollment of students without degrees for employers who require the information.

- **Institutional ID:** The ID that your school provides to its students. Reporting institutional IDs enables students without Social Security numbers or TINs (e.g., international students) to benefit from Clearinghouse services, like free Student Self-Service. Student IDs are used by the Clearinghouse for identification purposes only and are not reported to third parties.
- **Institutional Email Address:** Your student's school email address. This enables the Clearinghouse to deliver information to students at institutions that do not participate in Student Self-Service. (Student email addresses will not be used by the Clearinghouse or provided to third parties for solicitation purposes.)
- **Good Student Discount:** A flag to indicate an individual student's eligibility for good student discounts based on academic performance: generally, a grade point average of "B" (3.0 or higher) for the most recent term or cumulative, on dean's list, or in top 10% of class. This data element enables students to obtain "good student" certifications via Student Self-Service so they can qualify for discount auto insurance.



- **Middle Name:** The student's middle name, if available. The Clearinghouse will use this data to help identify the student.
- **High School Code:** List of SAT/ACT high school codes. This information can bolster the matching logic used to identify students. It can also reveal the migration of students as they move from secondary through postsecondary education and graduation.
- **First-Time/Full-Time Student:** A flag that indicates which of your undergraduate students is enrolled for the first time. Institutional researchers can use this information to establish cohort classes or groups for aggregate-level research.
- **Degree Seeking Student¹:** A flag that indicates whether or not a student is seeking a degree. This information can help establish the number of students who are taking non-degree courses, providing a better context for graduation rate and pipeline research studies.
- **Gender¹:** A flag indicating the student's gender. This data field is useful for developing a range of aggregate studies.
- **Race/Ethnicity¹:** A student's race/ethnicity according to the categories used by IPEDS. This data field is useful for developing a range of aggregate studies.
- **Class Level:** With this information (e.g., freshman, sophomore, ...master's, doctoral, etc.), researchers can easily understand persistence and differentiate between undergraduate and graduate students. Additionally, it allows the Clearinghouse to verify the enrollment of students without degrees for employers who require the information.

To Learn More, Contact the Clearinghouse

Expanding the Clearinghouse data set also expands the research capabilities of our StudentTracker participants. To learn how your school can benefit from the new data elements and StudentTracker pricing options, contact your Clearinghouse regional director or service@studentclearinghouse.org today.

¹Reported at aggregate level only.

New StudentTracker Pricing

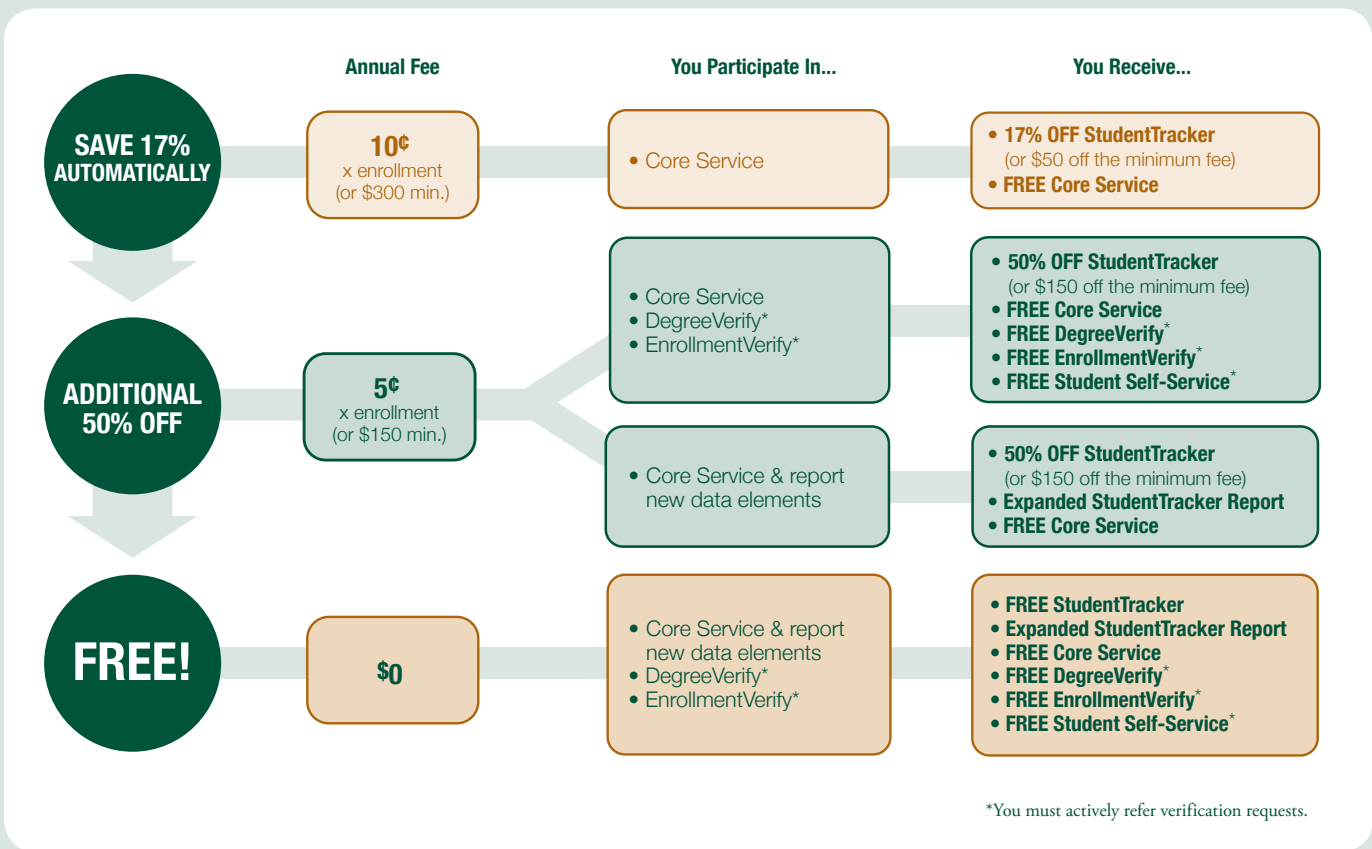
Save 50% or Get StudentTracker for Free!

In appreciation of the higher education community's support of StudentTracker, we are giving each of our member schools a substantial discount on the service. The annual rate of 12¢ x enrollment has been reduced to 10¢ x enrollment – a cost savings of 17%! (The \$350 minimum has been reduced to \$300.)

In addition, we are offering two ways to cut your new StudentTracker fee in half. You can even combine both options and **get our enhanced StudentTracker program for free**. The chart below outlines the new options.

Our free StudentTracker option yields the greatest combination of time- and money-saving benefits as well as substantially expanding the research value of the data you receive. If you choose not to take advantage of the free option, consider one of our 50% discount offers. Do nothing at all and you will still receive the automatic 17% deduction to your annual fee when you renew StudentTracker.

To take advantage of the free StudentTracker offer or one of the 50% discounts, contact your Clearinghouse regional director or service@studentclearinghouse.org.



*You must actively refer verification requests.

**UW System
Participation in National Student Clearinghouse Services**

NSC Service	MSN	MIL	EAU	GBY	LAC	OSH	PKS	PLT	RVF	STP	STO	SUP	WTW	UWC
Core Service	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
EnrollmentVerify	✓	✓	✓	✓	✓	✓		✓		✓			✓	✓
DegreeVerify	✓	✓	✓	✓	✓	✓				✓	✓	✓	✓	✓
StudentTracker	✓	✓	✓		✓		✓	✓	✓	✓	✓	✓		