



The Business Case for Student Success

Why Your Retention Efforts Can (and Should) Pay for Themselves



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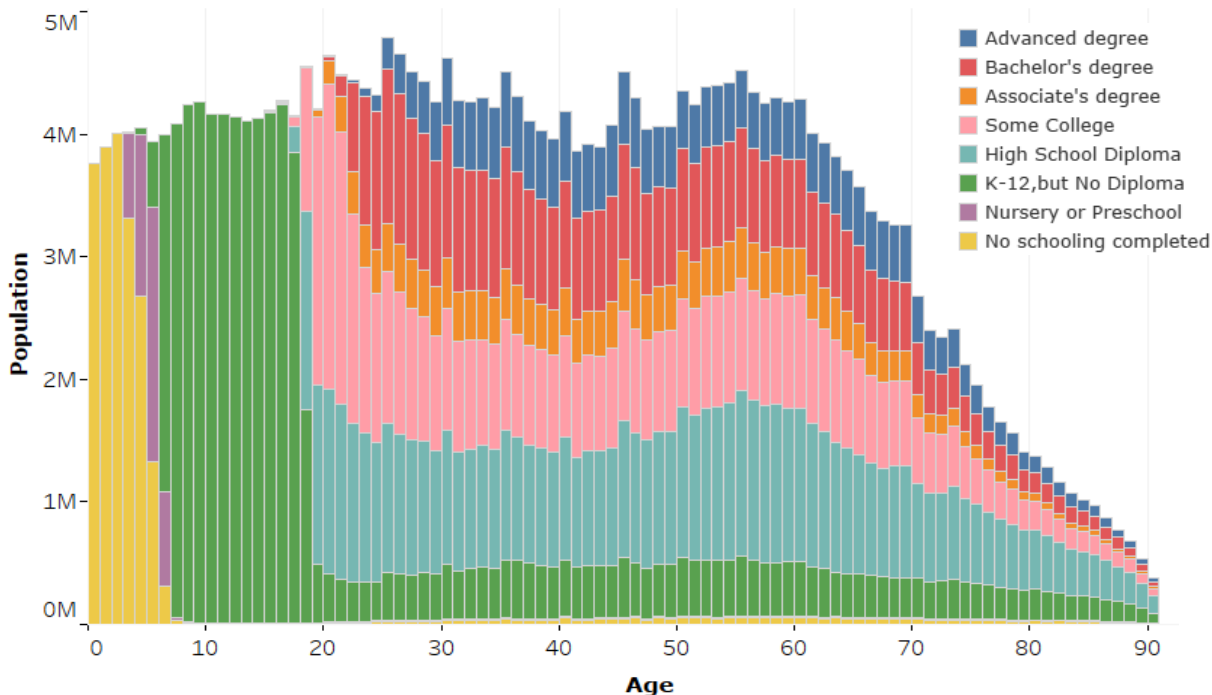


Our Mission



Ensure More Americans Get a 'Return on Education'

American Educational Attainment by Age, 2016



Our Mission



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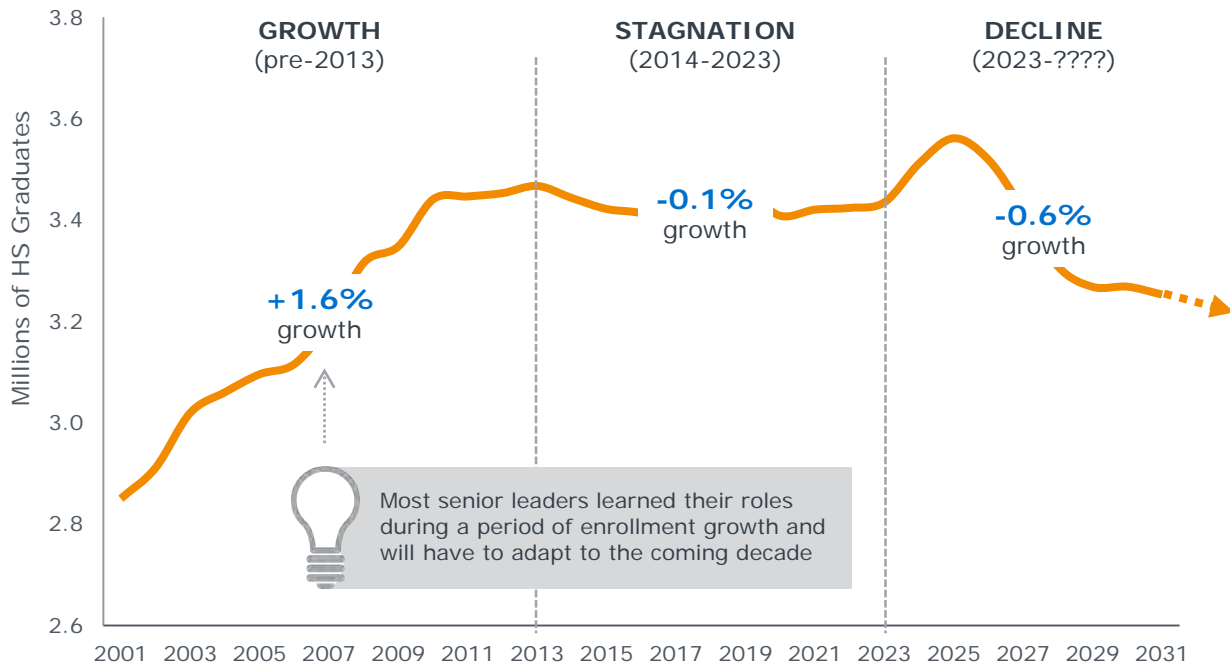
American Educational Attainment by Age, 2016



Slowing Growth of High School Graduates

Gen Z High School Graduates Won't Be Enough to Fulfill Growth Goals

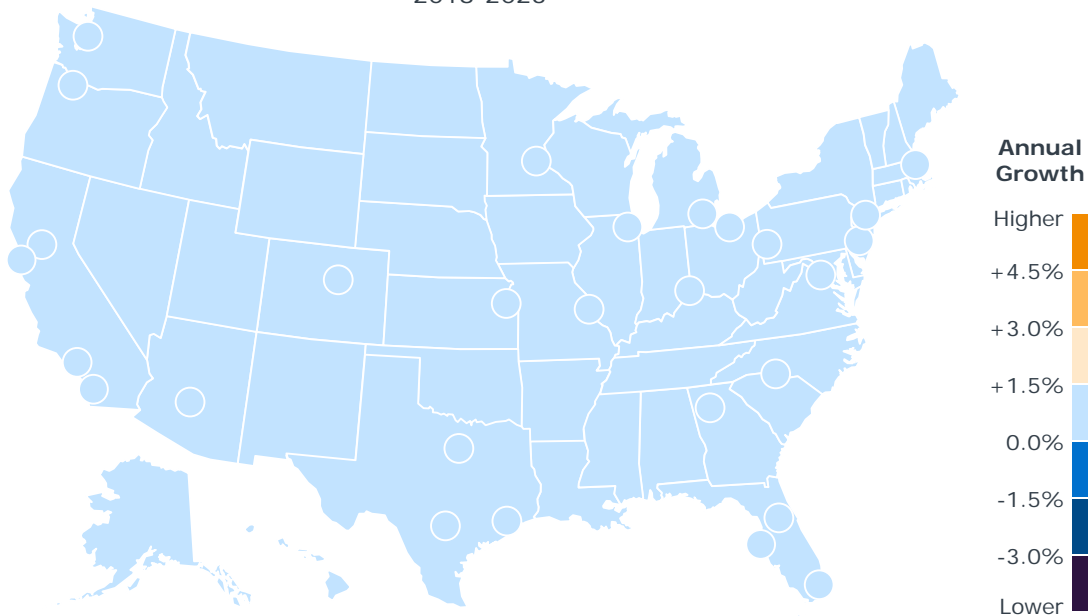
Growth in High School Graduates 2001-2031



Some Regions More at Risk Than Others



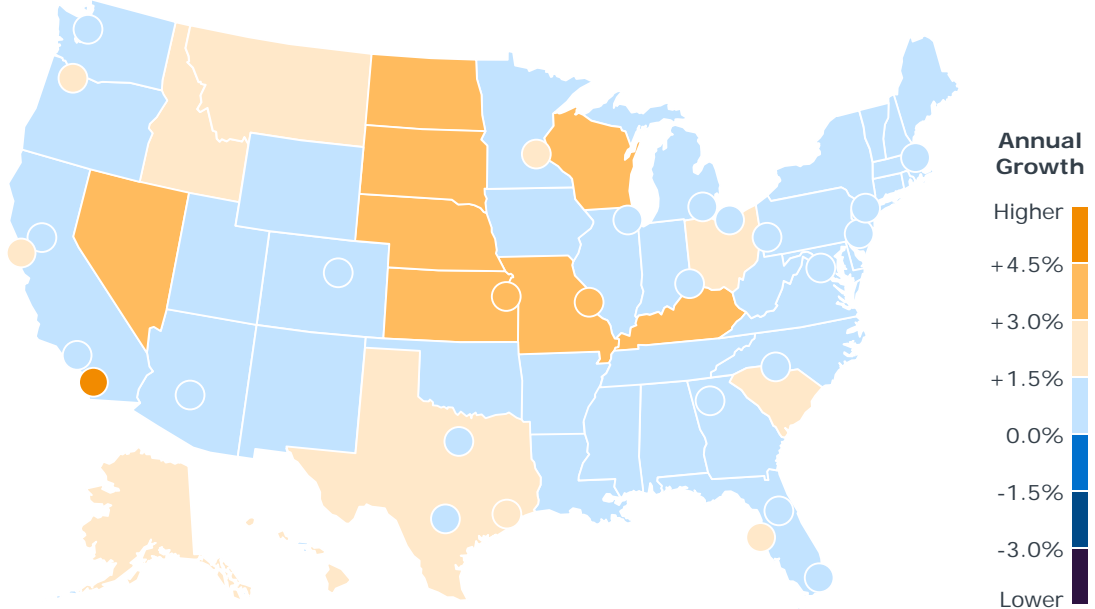
Annual Change in Americans Predicted to Attend 4-Year Colleges
2018-2023



Some Regions More at Risk Than Others

Growth Through 2023 Will Be Largely Found in Less Populated Areas

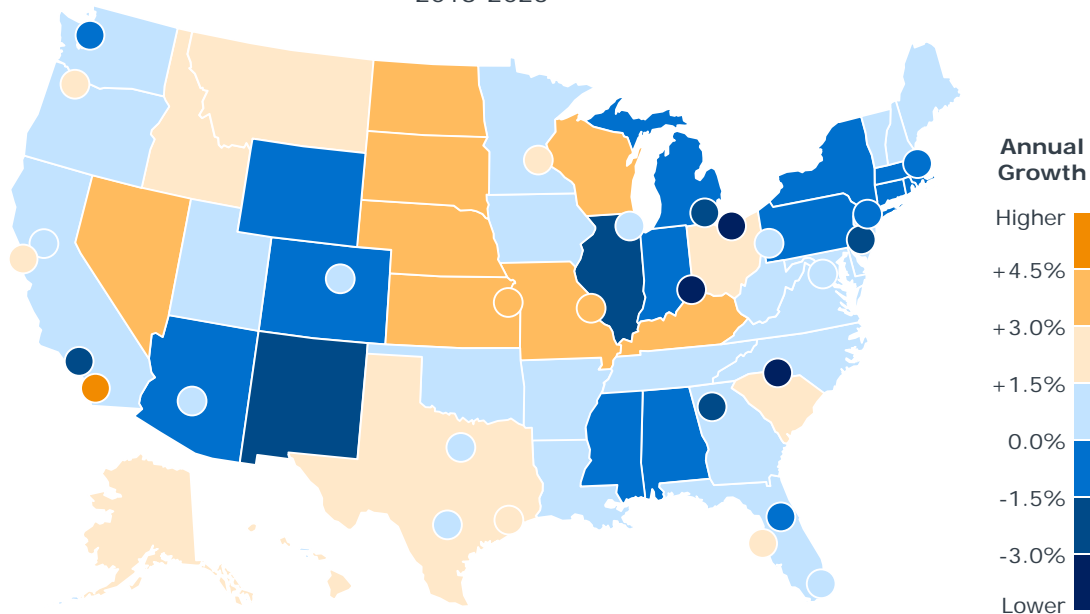
Annual Change in Americans Predicted to Attend 4-Year Colleges
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Some Regions More at Risk Than Others

Decline Felt Most Strongly in Urban Centers, Midwest, and Eastern US

Annual Change in Americans Predicted to Attend 4-Year Colleges
2018-2023

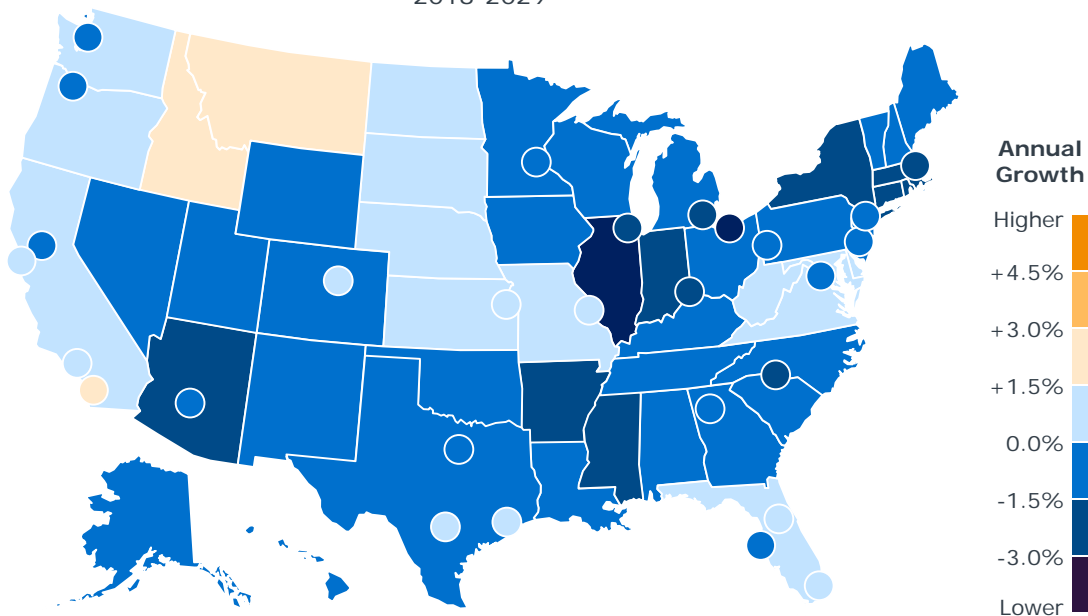


Looking Further Out



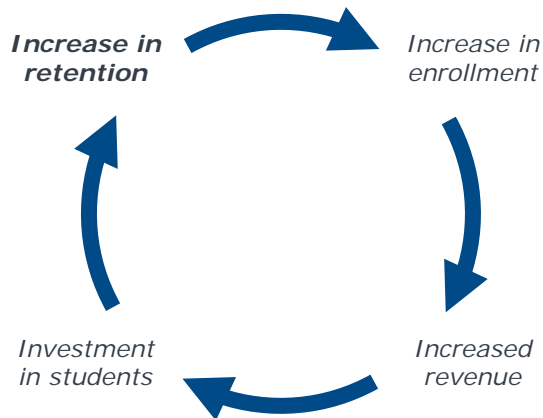
Majority of Nation Goes Into Enrollment Decline at the End of the 2020s

Annual Change in Americans Predicted to Attend 4-Year Colleges
2018-2029



The ROI Mindset

Ensure Financial Health While Reinvesting in Students



Why Adopt an ROI Mindset



Advance the financial health of your institution



Break free of budget constraints



Ensure you deliver a **Return on Education**

Where Do We Get the Best ROI? Hard to Say

Difficult for Most Schools to Disentangle the Impact of All Their Initiatives

WSU Doing a Ton on Student Success

- General education reform
- Warrior VIP Program
- Gateway course transformation
- EAB mobile app (Guide)
- Predictive analytics / alerts
- Case management
- Financial aid enhancements
- Success steering committee
- Advisor training academy
- Chief diversity officer
- Office of Teaching and Learning
- Exploratory students program
- Undergraduate research
- Summer bridge
-and more

But Which Initiative Gets the Credit?

\$2.4M

Additional tuition
revenue from
increased retention

\$2.7M

Additional revenue
from increased credit
hour enrollment

”

“I can tell you the ROI of all our student success initiatives. But I cannot tell you the ROI of any individual one.”

**Monica Brockmeyer, Senior Associate
Provost for Student Success**

WAYNE STATE UNIVERSITY



**WAYNE STATE
UNIVERSITY**

Do Advisors Pay for Themselves?

Case Study: Multi-Year Advisor ROI Assessment from East Tennessee State

East Tennessee State University

- 12,000 undergraduates
- \$8,000 net tuition per student
- 12 new FY advisors hired in 2014
- 3% sustained FY retention improvement



EAST TENNESSEE STATE
UNIVERSITY

	F14 cohort additional students	F15 cohort additional students	F16 cohort additional students	Total additional students	Total Revenue Increase	Cost of 12 new advisors (\$60,000/yr)	Net Tuition Revenue
2015	60			60	\$480,000	\$720,000	(\$240,000)
2016	51	60		111	\$888,000	\$720,000	\$168,000
2017	43	51	60	154	\$1,232,000	\$720,000	\$512,000

Revenue from Retention



Early Findings Suggest that Tech-Enabled Advising Has Positive ROI

Integrated Planning and Advising for Student Success (iPASS)



- Early alerts
- Predictive models
- Interventions
- Degree planning
- Communications
- Notes and profiles



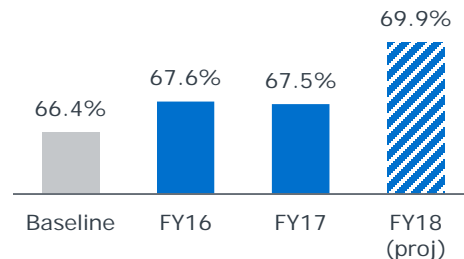
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iPASS institutions used
EAB Navigate

BILL & MELINDA
GATES foundation

rpk GROUP
from mission to market

Average Retention Rates¹ for iPASS Participants



Net Revenue Gains

** After accounting for the cost to serve added students*

\$400K

Average

\$5.9M

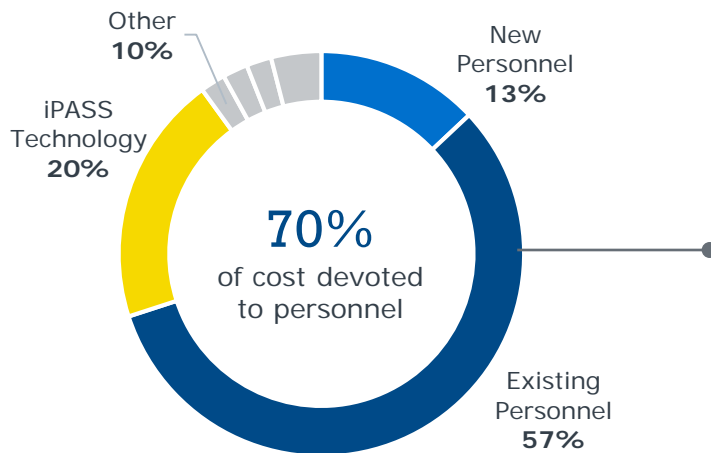
Top Performer

1) Retention rate is defined here as all first-time students (full-time, part-time, and transfer) who return for a second year

iPASS* Is a Cyborg

ROI Depends on an Simultaneous Investment in People and Technology

iPASS Expense Breakdown FY14-FY17



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from mission to market

"[Per unit technology] costs can be reduced over time if there are opportunities to expand access and usage

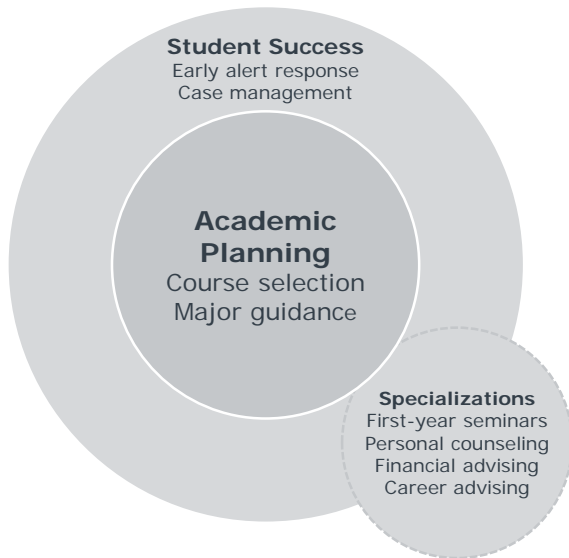
"Technology is not a substitute for advising staff, and instead is intended to leverage change in advising approaches and roles."

* Integrated Planning and Advising for Student Success

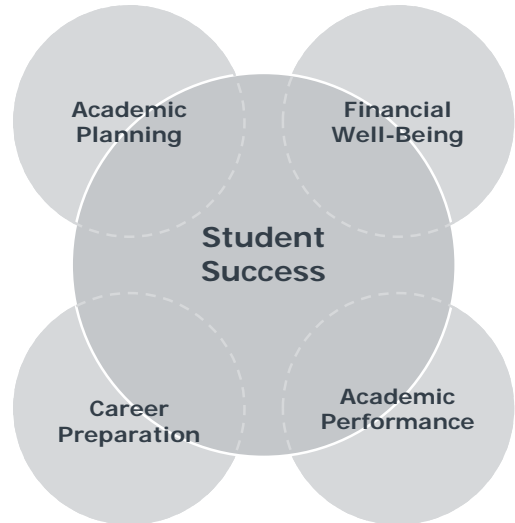
The Evolving Role of Advising

Moving Beyond Registration to Put Student Success at the Core

Traditional Advising

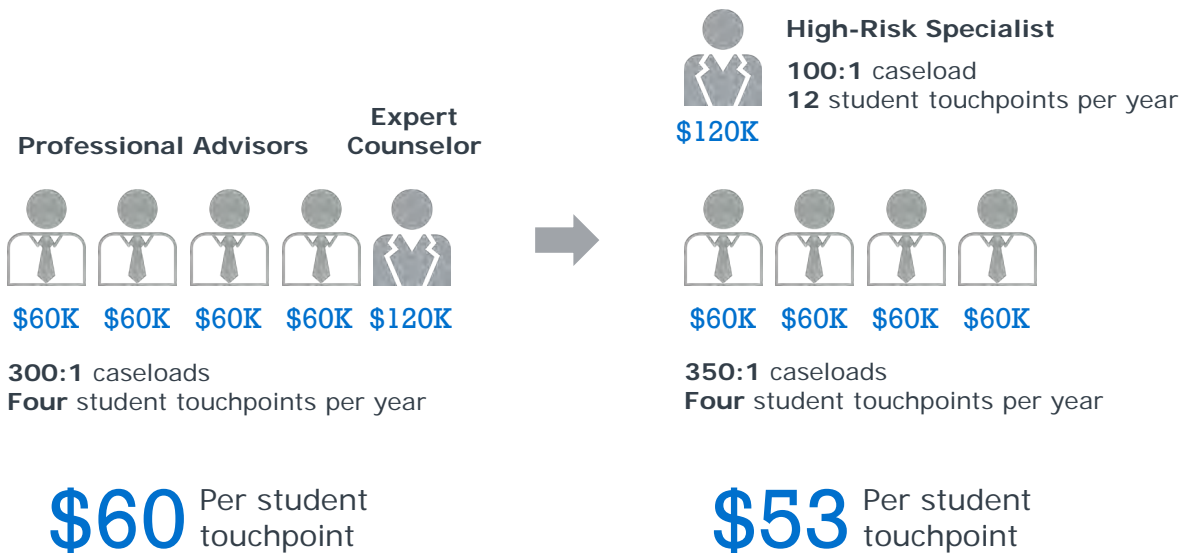


"Success Advising"



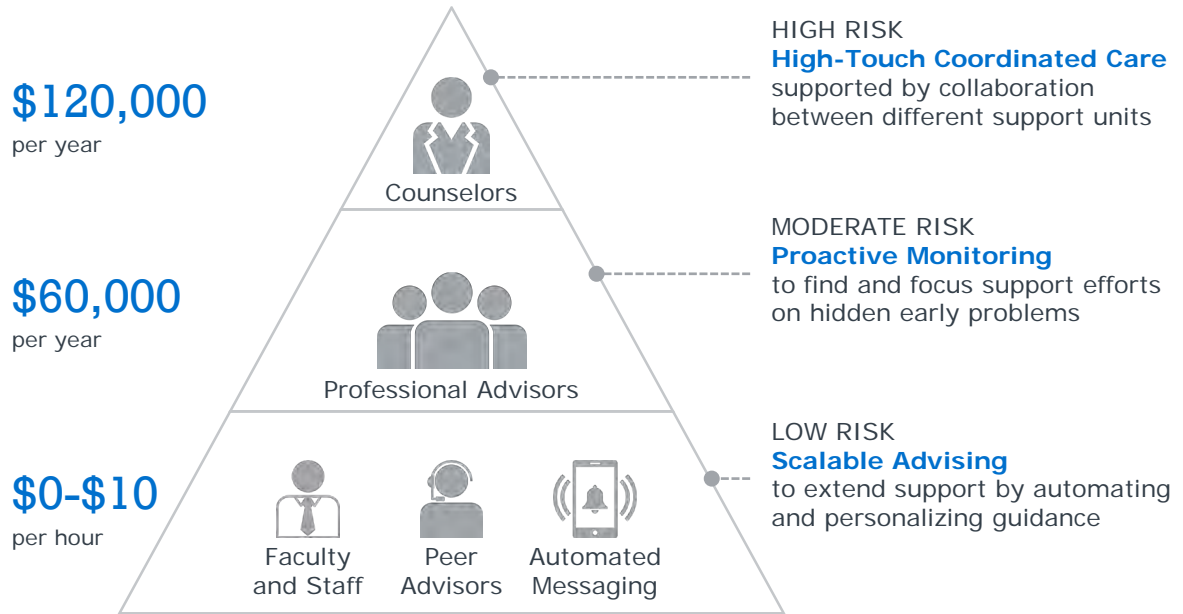
Could Reorganizing Staff Improve ROI?

Deploying Staff to Operate at 'Top of License' Maximizes Value, Efficiency



Population Health Management

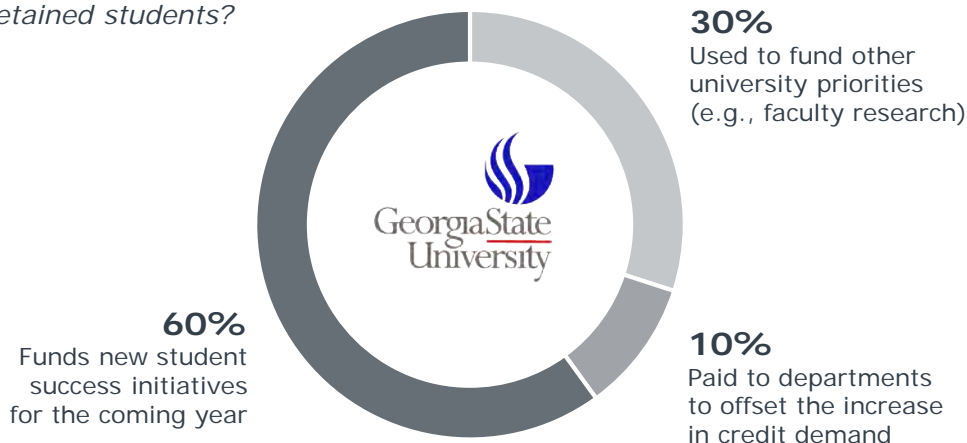
A More Efficient Way to Organize Staff and Provide Better Support



The Path to Sustainability

GSU Reinvests Their Enrollment Gains into Additional Success Initiatives

What happens to the additional tuition revenue from an increase in retained students?



NOTE: Funding becomes permanent in subsequent years if retention gains hold



INDEFESSA GERENS REDIVIVIS BELLA COLVBRIS ARGOLIS AD LERNÆ TYNDITVR HYDRA VADVM



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