Leveraging Predictive Analytics in UW System

EAB Student Success Collaborative Proposal and Discussions

October 23, 2018

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2020FWD – 360 Advising

- 360 Advising Workgroup Plan
  - Policy – Systemwide "15 to Finish" Program
  - Technology – Predictive Analytics Package
  - Best Practices – Convenings and Peer Training

- Technology and Best Practices proposal

UW System Approach

- Expansion of existing contracting – EAB and Mapworks
- UWS leveraging improved pricing
- Multi-institutional Training (Peer and Vendor)
- Consulting Services
- Convenings for UWS

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EAB's Student Success Collaborative - SSMS

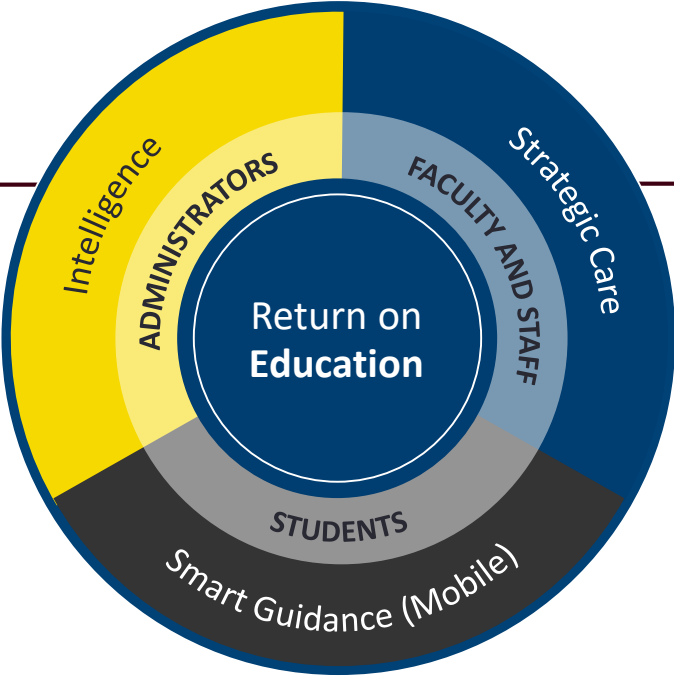**What Is a Student Success Management System (SSMS)?**

The SSMS is an enterprise-level technology that links administrators, advisors, deans, faculty, other staff, and students in a coordinated care network designed to help schools proactively manage student success and deliver a Return on Education.

SSMS Platform

Intelligence

Unlock the power of data analytics, bringing real-time insights and student success management intelligence to administrators and leaders

- ✓ Predictive Analytics
- ✓ Historical Trend Analytics
- ✓ Population Health Analytics
- ✓ SSMS Activity Analytics

Strategic Care

Create a connected and coordinated network of support for every student, enabling targeted intervention and proactive, strategic care

- ✓ Smart Student Profile
- ✓ Campaign Management
- ✓ Appointment Scheduling
- ✓ Multi-Modal Communication
- ✓ Coordinated Care Network

Intelligence · ADMINISTRATORS · Strategic Care · FACULTY AND STAFF · Return on Education · STUDENTS · Smart Guidance (Mobile)

Smart Guidance

Provide curated, intelligent guidance at the most pivotal moments students encounter in college, simplifying and structuring the student journey to completion

- ✓ Guided Onboarding
- ✓ Term-to-Term Planning Toolkit
- ✓ Major Selection Guidance

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UWS support

- Critical piece for addressing enrollment challenges
- Opportunity to fulfill 360 Advising promise

- Discounted Pricing
- UWS Matching funds
- Project Management

Next Steps

- Opt-in by institutions (October 2018)

- Procurement work with EAB (November 2018)

- Board Item to approve contract (December 2018)

- Spring-Summer implementation (March-June 2019)

- Fall operational (August 2019)

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