What is EAB and SSC?

EAB = Education Advisory Board  www.eab.com
  – KU is a member
  – Everyone can get access

SSC = Student Success Collaborative  eabssc.ku.edu
  – Platform
Why are we interested?

With an ambitious goal to reach a 90% first-year retention rate and a 70% six-year graduation rate by the year 2022, KU is deeply committed to helping each undergraduate student make progress toward degree, remain on the path to graduation, and succeed.

Predictive analytic tools such as the EAB Student Success Collaborative represent an important component in KU’s plan to achieve the 90/70 goal.

~ Sara Rosen, Senior Vice Provost for Academic Affairs
How does the tool help us?

• Ability to quickly identify students for proactive outreach
• Assess the student population by risk
• Find the overlooked students not already targeted (Murky Middle)
• Customize success markers based on student’s major plan
How does it work?

Two Major Deliverables

Predictive Workbooks

- Critical courses and timing
- Programmatic trends
- Patterns of student transitions
- Pinpointing areas of opportunity

Historical Data

Advising Platform

- Proactively identify at-risk students
- Compare to previous students
- Major Guidance
- Career Analytics

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Highlights of the Platform

• Academic Summary
  – 30 second gut check
• Success Progress
  – Success Markers
  – Notifications
  – GPA and credit review
• Term Details
  – Term trends
• Major Explorer
Student Lists

- Quick lists
- Filter for key retention and progression data points
- Save lists and filter when needed
- Watch lists
- Export for email campaigns
Success Markers

**Math Major**

- Success Marker #1
- Success Marker #2
- Success Marker #3 (X)
- Success Marker #4
- Success Marker #5

**Anatomy of a Success Marker**

- Required milestone course for the major (e.g., MATH 101)
- Minimum recommended grade (e.g., B-)
- Appropriate timing (e.g., 0 – 30 credits)

**Platform Notifications**

- ✓ Success markers already **completed**
- ✗ Success markers **missed** due to grade or timing
- ❓ Success markers that are **upcoming**
Success Markers

How to determine Success Markers

• Department knowledge of the curriculum
• Known advising concerns within the major
• EAB/SSC Predictive Course Information
  – Based on graduation rate data from 2001 - 2010
Success Markers

Next Steps

• Look at drafts from CLAS SAS
• Confirm with Bridget Bradley
• Questions? Set up meeting with us.
• Deadline – End of the Fall 2015 semester
Want more information on EAB/SSC access?

Contact Bridget Bradley bbradley@ku.edu

IT Training – Coming Soon!