STUDENT SUCCESS: Expanding Advising Intelligence With Predictive Analytics & Success Markers
INTRODUCTION
Vision

- Improving student retention rates through a robust academic “early warning” system for academically at risk students, drawing on data from both traditional and non-traditional sources.
- Improving student retention rates by providing rich analytics for advisors to help them guide students into academic areas that may be better suited for their skills, abilities, and interests.
- Fostering a richer student relationship with their advisors, faculty, and staff
- Fostering improvements in admissions practices by predicting the likelihood of student success, potentially opening the door to applicants who might otherwise have been overlooked.
- Supporting and promoting experiential education activities of students and faculty through monitoring, tracking, and development of said activities.
Combining cutting edge data analytics and building student success teams across campus which will empower students to reach new levels of success.

THE UALBANY ADVANTAGE
Historic Freshmen to Sophomore Retention Rate

Freshman to Sophomore Cohort Retention Rate (fall semester, year of admission)

Source: https://nces.ed.gov/programs/digest/d15/tables/dt15_326.30.asp
Freshman to Sophomore Retention Rate (High Touch programs)

Retention by student group and population

- All
- EOP
- Honors
- LLC

PLATFORM FOR ENGAGEMENT COLLABORATION
Where Tech meets Touch

- Advising Tools: Informed student interactions
- Campaigns: Data-driven pro-active outreach
- Success Markers: The next level
Advising Tools: Gut Check
Advising Tools: Individual Trends

Success Markers
The student has missed guidelines for progress. Acting on them can help get the student back on track for successful completion.

1 missed markers

<table>
<thead>
<tr>
<th>Notification</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACHM121: B+ 10-25 Recommended grade: B+ (1 course) Complete between 15 and 45 credits</td>
<td>Needs attention 1 Attempt</td>
</tr>
</tbody>
</table>
Advising Communication

All Messages

- [ ] Actions

- [ ] Abigail, Schedule an Advising Appointment
- [ ] Amy, Schedule an Advising Appointment
- [ ] [Appointment Reminder] English Advising @ 10/19/2016 2:30
- [ ] [Appointment Notification] Psychology Advising @ Oct 14 2016
- [ ] [Appointment Notification] English Advising @ Oct 19 2016 2
- [ ] [Appointment Notification] General Appointment @ Aug 18 2

CREATE AN ADVISING REPORT

Appointment Details
- Appointment: 05/30/2016 2:30p-3:00p - Advising
- Reason:
- Course:

Attendee
- Steven Doellefeld
- Arrived: 02:30 PM
- Departed: 03:00 PM
- This person attended

Attendee
- Jayne Wood
- Arrived: 02:30 PM
- Departed: 03:00 PM
- This person attended

Date of visit:
Location:

Appointment Summary And Reminders

Summary:
- Suggested time: 
- Suggested date: 

This will be saved on the report as a suggestion. No appointment will be created.

- Attach File
- By checking this box, I confirm that I have not violated any applicable rules or regulations (University, NCAA, etc.) in providing services to this student.

Save this Report
Campus Communication
### Winter 2017 Campaigns

<table>
<thead>
<tr>
<th>NAME</th>
<th>STATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 16 Academic Standing</td>
<td>Appts. Made (81%)</td>
</tr>
<tr>
<td></td>
<td>Reports Created (100%)</td>
</tr>
<tr>
<td></td>
<td>Attend. Rate (63%)</td>
</tr>
</tbody>
</table>

**ADVISING [Expired] 10/12/2016 - 10/28/2016**
PLATFORM FOR SUCCESS
Success Markers: Definition

- Beyond identification of predictive courses
- Focus on *level* of course *success* to predict future success in *major*.
Success Markers: Course Analysis

Summary of Courses

Courses (ordered by predictive rank):
- ACHM120
- ACHM121
- AMAT100
- ABI0212Y
- ACHM220
- ACHM124
- APHY105
- ABI0110
- ABI0402
- APSY101

# of Attempts

Courses (ordered by predictive rank):
- ACHM120
- ACHM121
- AMAT100
- ABI0212Y
- ACHM220
- ACHM124
- APHY105
- ABI0110
- ABI0402
- APSY101
<table>
<thead>
<tr>
<th>Course</th>
<th># of Students</th>
<th>Predictive Course Rank</th>
<th>Predictive Cutoff Grade</th>
<th>Avg. Grade</th>
<th>Avg. Lifetime Earned Credits when Attempted</th>
<th>Grad. Rate</th>
<th>Number of Grads</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACHM120</td>
<td>1334</td>
<td>1</td>
<td>B</td>
<td>2.41</td>
<td>28.36</td>
<td>28.90%</td>
<td>385</td>
</tr>
<tr>
<td>ACHM121</td>
<td>1183</td>
<td>2</td>
<td>B</td>
<td>2.15</td>
<td>45.75</td>
<td>34.10%</td>
<td>403</td>
</tr>
<tr>
<td>AMAT108</td>
<td>1220</td>
<td>3</td>
<td>A</td>
<td>2.74</td>
<td>42.14</td>
<td>33.60%</td>
<td>410</td>
</tr>
<tr>
<td>ABO212Y</td>
<td>1057</td>
<td>4</td>
<td>B</td>
<td>2.74</td>
<td>61.19</td>
<td>46%</td>
<td>486</td>
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<tr>
<td>ACHM220</td>
<td>1085</td>
<td>5</td>
<td>C</td>
<td>1.99</td>
<td>67.38</td>
<td>50%</td>
<td>543</td>
</tr>
<tr>
<td>ACHM124</td>
<td>1294</td>
<td>6</td>
<td>B</td>
<td>2.98</td>
<td>27.32</td>
<td>30.40%</td>
<td>393</td>
</tr>
<tr>
<td>APHY105</td>
<td>951</td>
<td>7</td>
<td>B</td>
<td>2.45</td>
<td>68.63</td>
<td>44.90%</td>
<td>427</td>
</tr>
<tr>
<td>ABO110</td>
<td>616</td>
<td>8</td>
<td>B</td>
<td>2.71</td>
<td>24.84</td>
<td>29.90%</td>
<td>184</td>
</tr>
<tr>
<td>ABO402</td>
<td>730</td>
<td>9</td>
<td>C</td>
<td>2.79</td>
<td>102.26</td>
<td>69.60%</td>
<td>508</td>
</tr>
<tr>
<td>APSY101</td>
<td>1007</td>
<td>10</td>
<td>B</td>
<td>2.76</td>
<td>38.98</td>
<td>28.80%</td>
<td>290</td>
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<tr>
<td>ACHM125</td>
<td>1110</td>
<td>11</td>
<td>A</td>
<td>2.95</td>
<td>43.58</td>
<td>35.80%</td>
<td>397</td>
</tr>
<tr>
<td>ABO121</td>
<td>535</td>
<td>12</td>
<td>C</td>
<td>2.23</td>
<td>45.58</td>
<td>31.60%</td>
<td>169</td>
</tr>
<tr>
<td>ABO111Z</td>
<td>563</td>
<td>13</td>
<td>B</td>
<td>2.64</td>
<td>39.76</td>
<td>32%</td>
<td>180</td>
</tr>
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</table>
# Success Markers: MAPs

**Biology Major Academic Pathway (MAP)**

Bachelor of Science

### Fall Semester 1
- ABio 121 NS
- AChm 120/ or TChm 130
- AChm 124
- Mat elective (AMat 108 or above) MS
- Humanities Gen Ed HU
- Social Science Gen Ed SS

### Spring Semester 1
- ABio 120 (formerly 110)
- AChm 121/ or TChm 131
- AChm 126
- Mat elective (AMat 108 or above)
- UUNI 110 WCI

### Summer 1
- Consider coursework
- Look for a summer job in the area of your studies

### Fall Semester 2
- ABio 212 or ABio 217
- ABio 201
- AChm 220
- AChm 222
- U.S. History Gen Ed US
- Foreign Language 1 FL

### Spring Semester 2
- ABio 217 or ABio 212
- ABio 202
- AChm 221
- AChm 223
- International Perspectives Gen Ed IP
- Arts Gen Ed AR

### Summer 2
- Consider study abroad options
- Look for shadowing opportunities if considering career in healthcare

### Fall Semester 3
- Bio 365
- Bio elective
- APhy 106
- APhy 108
- Challenges 21st Century Gen Ed CH
- Elective

### Spring Semester 3
- Bio 402
- Bio lab
- APhy 108
- APhy 109
- Elective
- Professional Development/Elective

### Summer 3
- Participate in summer internship or research program

### Fall Semester 4
- Bio elective
- Bio lab
- Elective
- Elective
- Elective
- Elective
- Elective

### Spring Semester 4
- Bio elective
- Bio lab
- Elective
- Elective
- Elective
- Prof Development/Elective

### Congratulations!

*ABio 212 and ABIO 217 are offered every fall and spring semester.*
Success Markers: Advising Insights

Success Markers
The student has missed guidelines for progress. Acting on them can help get the student back on track for successful completion.

1 missed markers

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**ATTEMPT HISTORY**

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<thead>
<tr>
<th><strong>ACHM121; B+; 15-45</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete between 15 and 45 credits</td>
<td></td>
</tr>
<tr>
<td>Recommended grade: B+</td>
<td></td>
</tr>
<tr>
<td>Pending, 1 course remaining (out of 1 recommended)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course</th>
<th>Term</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACHM121 LEC</td>
<td>General Chemistry II</td>
<td>Fall 2014</td>
</tr>
</tbody>
</table>
Combining cutting edge data analytics and building student success teams across campus which will empower students and UAlbany to reach new levels of success.

THE UALBANY ADVANTAGE
Impact of UAlbany Advantage

- Unified technology
- Proactive outreach
- Fostering collaboration across the University
- Sharing information to improve student outcomes
- Leveraging success teams
QUESTIONS?
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