



EAB

Delivering on the Student-Centric Institution

Building Resiliency for the Next Decade

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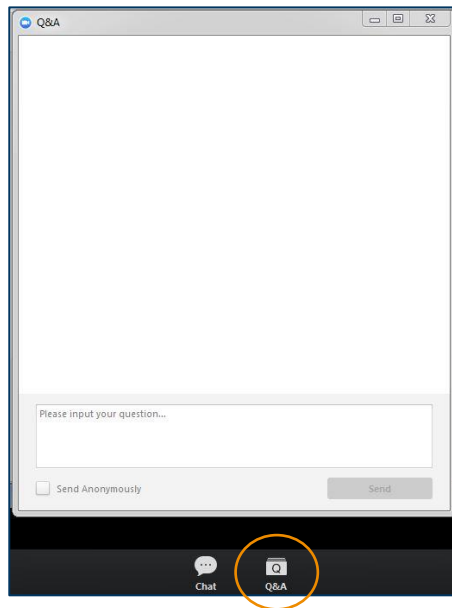


Asking a Question

To ask the presenter a question, navigate to the Q&A button at the bottom of your screen and type it into the Q&A Panel.

After the webinar, a member of our team will be in touch to follow-up on your questions individually.

Type your question here



Today's Presenter



Ed Venit

Managing Director

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Follow me on Twitter

@HigherEdVenit



We help schools support students from enrollment to graduation and beyond

➤ **ROOTED IN RESEARCH**

8,000+ Peer-tested best practices

500+ Enrollment innovations tested annually

➤ **ADVANTAGE OF SCALE**

1,900+ Institutions served

4.1 M+ Students supported by our SSMS

➤ **WE DELIVER RESULTS**

95% Of our partners continue with us year after year, reflecting the goals we **achieve together**

➤ Find and enroll your right-fit students

➤ Support and graduate more students



➤ Prepare your institution for the future

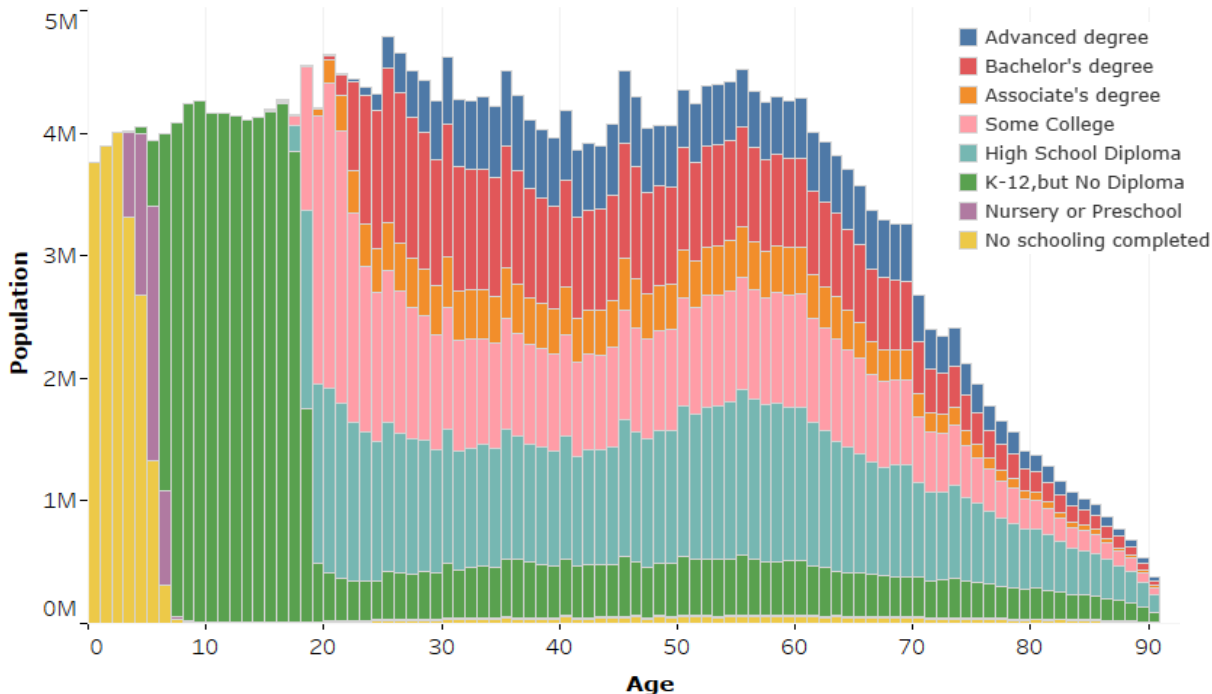
Who are you?

POLL

What best describes your role (pick one):

- a. Cabinet-level administrator
- b. Academic affairs administrator
- c. Student affairs administrator
- d. Enrollment management administrator
- e. Student-facing advising or support staff
- f. Information Technology
- g. Faculty

American Educational Attainment by Age, 2016



Source: Overflow Solutions analysis of US Census data

<http://overflow.solutions/interactive-visualizations/how-do-americans-differ-by-age-16/>



American Educational Attainment by Age, 2016



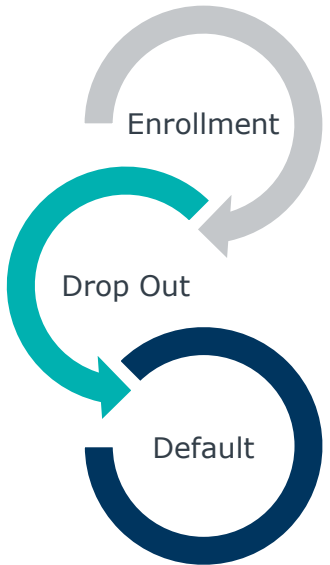
Source: Overflow Solutions analysis of US Census data

<http://overflow.solutions/interactive-visualizations/how-do-americans-differ-by-age-16/>



Perpetuating the Cycle of Poverty

College Can Be a Risky Gamble for Those Who Don't Complete



1 in 5
Americans have some college but no degree

\$9,300
Average student debt at the time of departure (public four-year)¹

17%
Loan default rate for college dropouts

Expensive Consequences of Defaulting

- Immediate repayment
- Added fees
- Garnished wages
- Damaged credit
- Transcripts blocked

1) Private four-year: \$10,900
 Public four-year: \$9,300
 For-profit: \$7,500
 Public two-year: \$5,700

Source: Overflow Solutions analysis of US Census data <http://overflow.solutions/interactive-visualizations/how-do-americans-differ-by-age-16/>; U.S. Department of Education, 2013, "Federal Student Loan Debt Burden of Noncompleters"; Nguyen M, "Degreeless in Debt: What Happens to Borrowers Who Drop Out" American Institutes for Research (2012); EAB interviews and analysis.

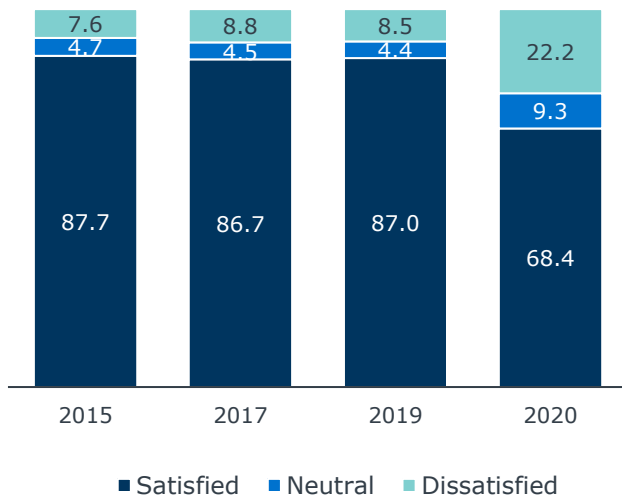
Delivering on the Student-Centric Institution

- 1** The Challenge Ahead
- 2** Increase Connection with Advising and Support
- 3** Adapt to Serve the “Integrated Student”
- 4** A Look to the Future: Integrated Student Data

COVID-19 Impact on Student Attitudes

Student Satisfaction with the College Experience Lowest in Five Years

Satisfaction dropped significantly in 2020



68%

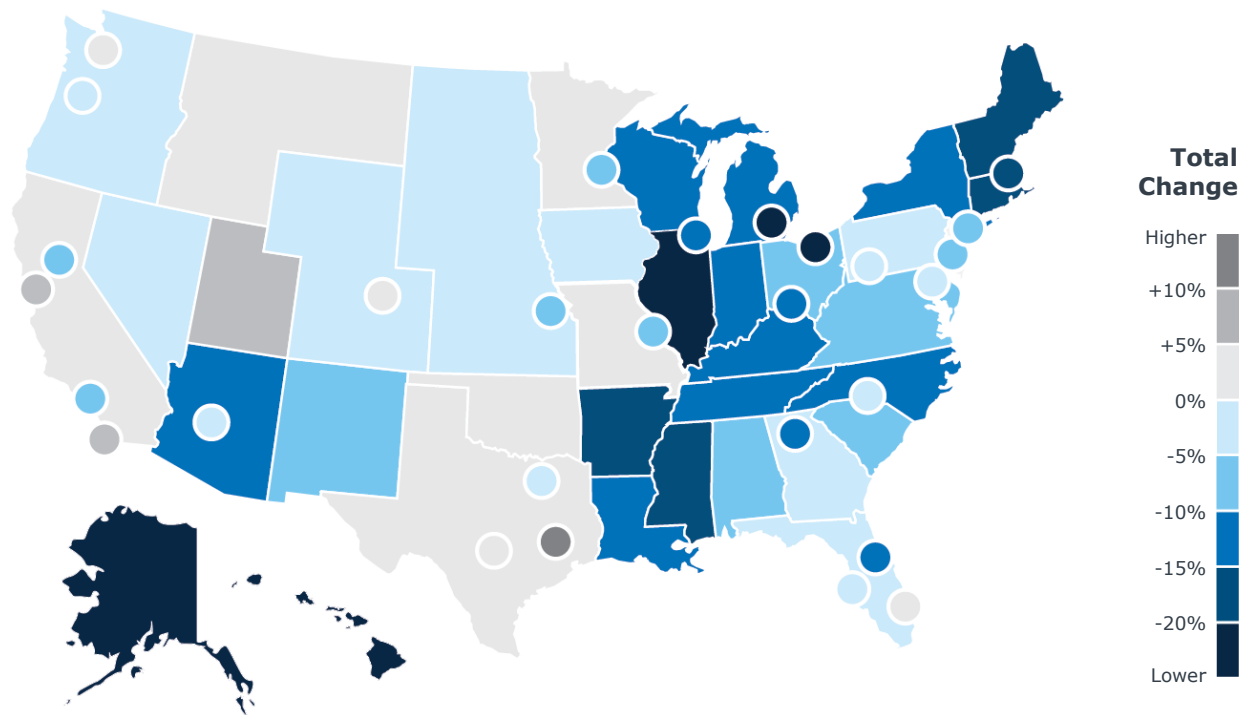
of students are satisfied with their college experience

Satisfaction is lowest at:

- Public schools (64%)
- Schools in the West (61%)
- Schools that were all virtual at the beginning of the term (60%) and the end of the term (63%)

Demographic Declines on the Horizon

Change in Americans Predicted to Attend College, **2019 to 2029**



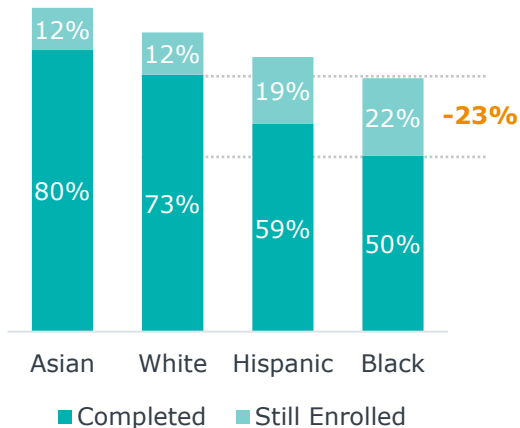
Equity Gaps Compound the Challenge

Schools Must Address Systemic Racism to be Competitive in the 2020s

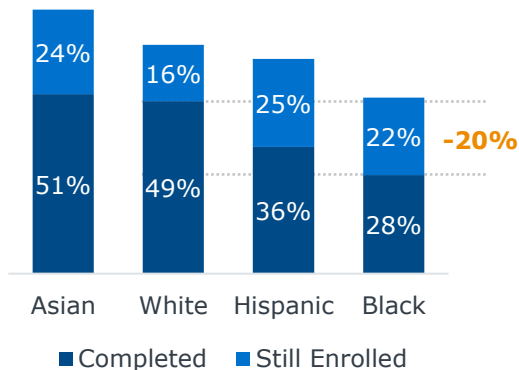
Six-Year Outcomes¹ by Race and Ethnicity

Entering Cohort of 2014

Public Four-Year Starters



Public Two-Year Starters



1) "Completion" means any degree at any institution.
"Still Enrolled" means still enrolled at any institution

Glass Half Empty...



Higher Education is in the midst of a foundational, forced change, that will result in a new normal that will be unrecognizable for large portions of the industry—**and most institutions will find themselves in the new reality by default rather than by design.**

— Dr. Wallace Pond

COVID-19 Will Fundamentally Change Higher Education with Big Winners and Losers

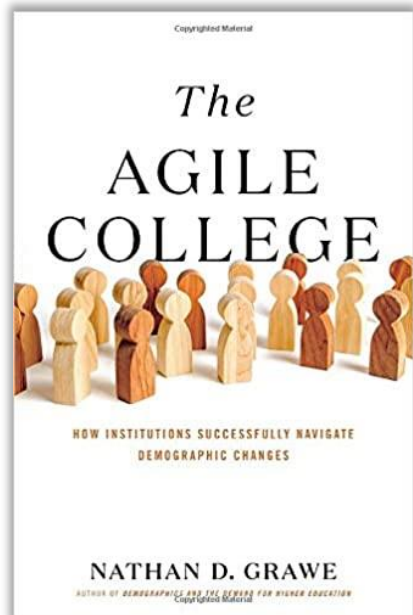
Glass Half Full...



For years we have been talking about meeting students where they are. Now we are really doing it. The pandemic forced us to **stop talking about being a student-centered university and start actually being one.**

— Provost
Mid-sized public university

Advice from Nathan Grawe for Navigating the Decade



Response to Demographic Pressure

- 1 Recruitment
- 2 **Student Success**
- 3 Program reforms
- 4 Cost savings
- 5 Market growth
- 6 Collective action

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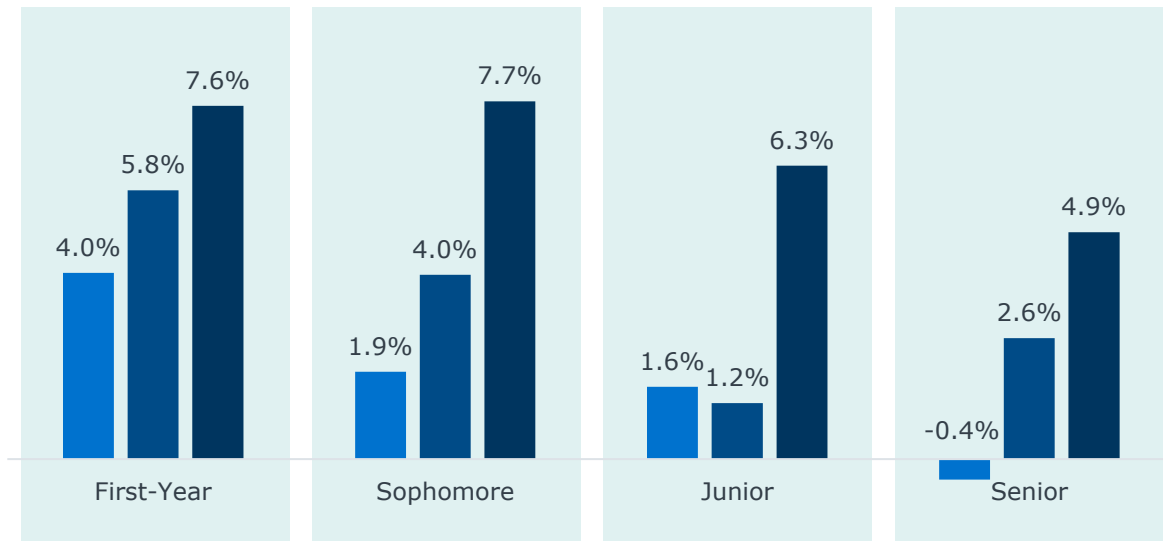
Advising Correlates with Persistence



Students Who Meet with Advisors Exceed Predicted Likelihood to Persist

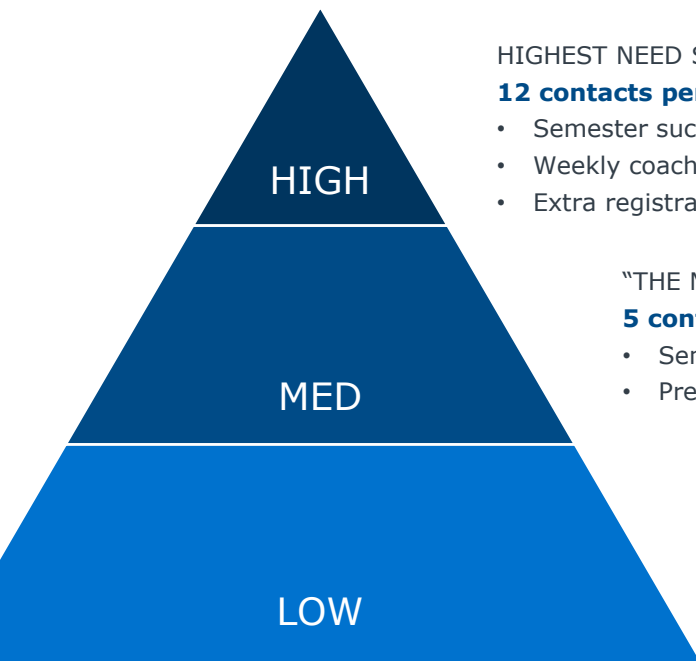
Average Increase Over Predicted Persistence Rate

■ High Likelihood ■ Medium Likelihood ■ Low Likelihood



Equity-Based Advising

Subdivide Advising Cohorts by Need, Then Structure Support to Match



HIGHEST NEED STUDENTS

12 contacts per term

- Semester success plans
- Weekly coaching
- Extra registration support

“THE MURKY MIDDLE”

5 contacts per term

- Semester success plans
- Pre-registration check in

STANDARD ADVISING

3 contacts per term

- Basic check-ups



Expanded Access and Advising Options



COVID-19 Broke the “One Size Fits All” Model of Student Support

Traditional Advising and Student Support

Face-to-face

30-minute meeting

Available during working hours

Limited focus

Virtual Options

More accessible than in-person for many students

Expanded Hours

Available when students want it (staff like it too)

Holistic Care

Better experience for students with complex needs

Right-Sized

Regular check-ins via short calls or texts, as needed



Our equity approach:

Remove systemic barriers for students by connecting community and four-year colleges and providing 15 research-based best practices, policies, and technology across four key areas:

1

**Leadership
and campus
climate**

*Supported by National
Mentors and Experts:*

2

**Access and
enrollment**



3

**Academic
policy and
practice**



4

**Student support
and
belongingness**

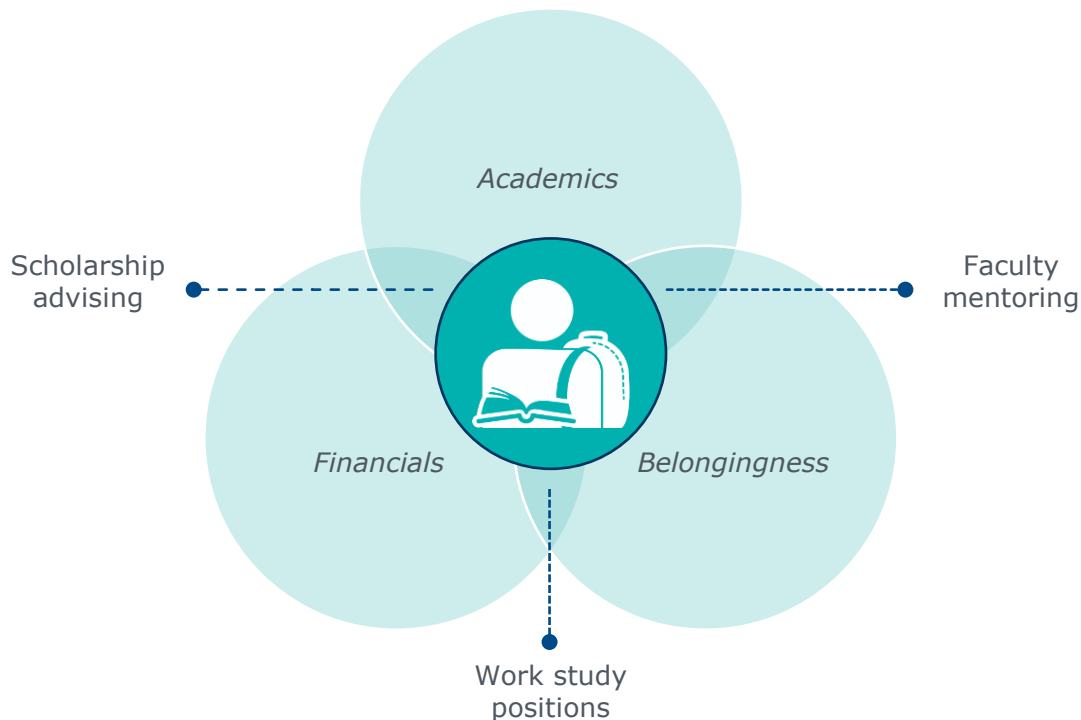


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The Integrated Student

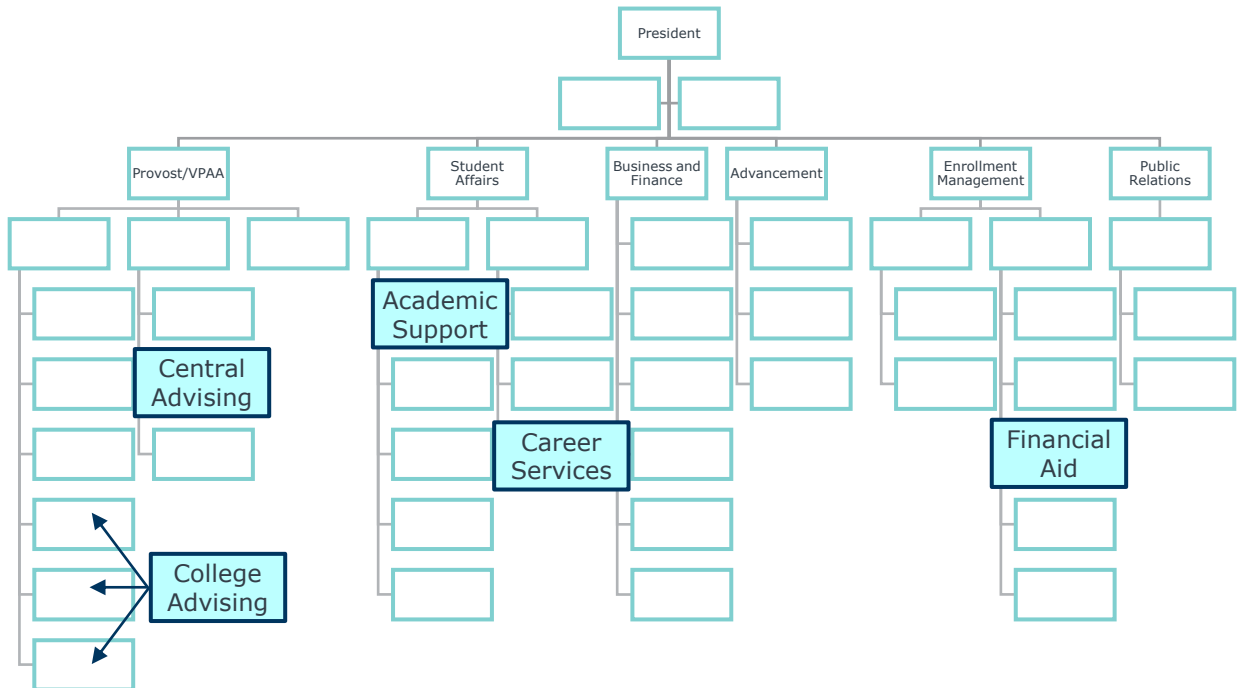
Proven Practices Often Address Multiple Facets of the Student Experience





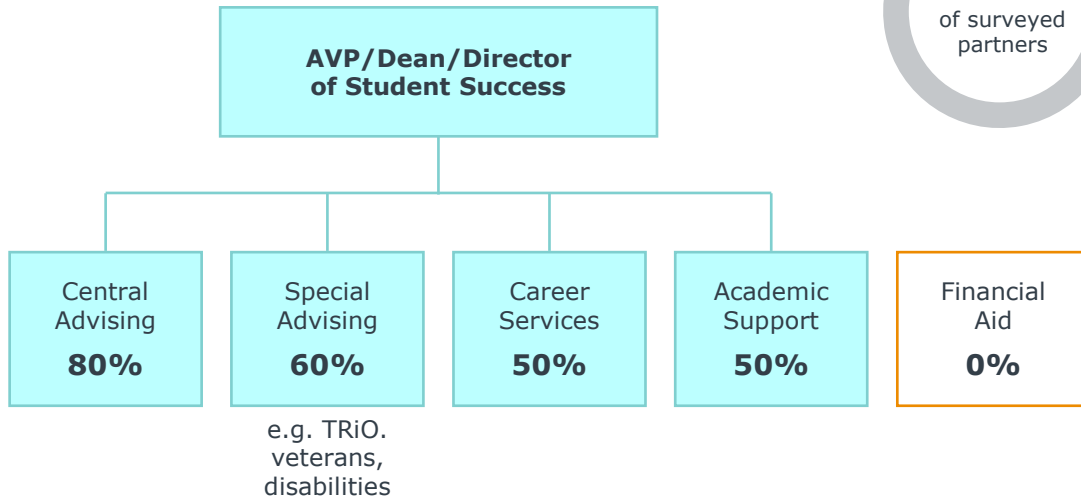
Care Is Not Organized Around Students

Key Support Units Often Lack Common Leadership and Coordination



Aligning Units to Create a Core of Support

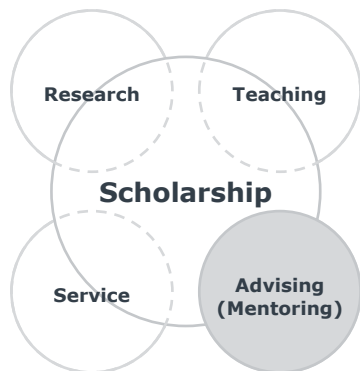
Becoming More Common, But Still Relatively Rare



The Evolution of “Advising”

Disruption Forced All Schools to Start Providing Support More Holistically

Faculty Advising



Traditional Advising



Holistic Advising



Coordinated Care

Breaking Silos That Inhibit Students' Connection with Support

Students Cut Off from Campus by COVID-19



Students



Advising, Faculty, and Outreach Teams



Frontline Support



Self-Serve Technology



Support Offices and Essential Services



Academic Support



Financial Aid



Career Center



Residence Life



Athletics



Other Services



Data on student needs, barriers, attitudes, and performance



Data on appointments, communications, and other interactions



Data on the accessibility, scope, and impact of support services

Delivering on the Student-Centric Institution

1

The Challenge Ahead

2

Increase Connection with Advising and Support

3

Adapt to Serve the “Integrated Student”

4

A Look to the Future: Integrated Student Data

The Blind Men and the Elephant

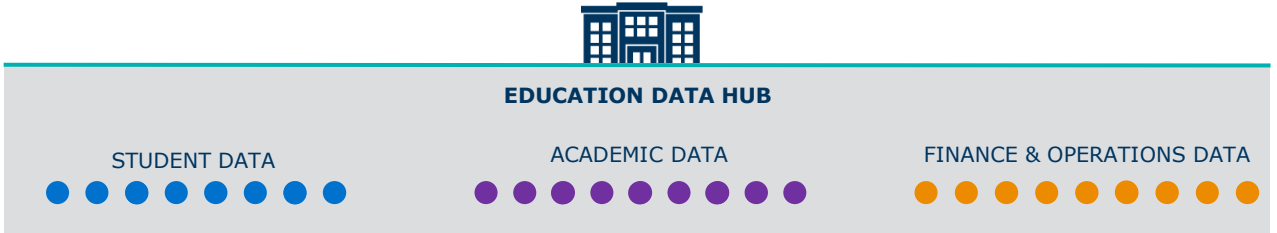


Data Initiatives Hampered by Campus Tech Ecosystem



Why We Need an “Education Data Hub”

A Data Management Platform to Unify and Organize Data Across Campus



Delivering on the Student-Centric Institution

1

The Challenge Ahead

ACTION: Link student success and equity to enrollment strategy

2

Increase Connection with Support

ACTION: Use technology to add advising capacity and advance equity

3

Adapt to Serve the “Integrated Student”

ACTION: Align support around the student, not the org chart

4

A Look to the Future: Integrated Student Data

ACTION: Support IT efforts to show you “the Whole Elephant”

EAB can help!

POLL

I would like to learn more about (multiple choice):

1. Linking enrollment, student success, and equity
2. Using technology to add advising capacity and build equity
3. Aligning support around the student and not the org chart
4. Supporting IT efforts to advance data management for the benefit of students
5. I want to speak to an EAB expert directly about one or more of these topics

A 3-Minute Ask



We value your feedback.

Please take a few minutes to **complete the short survey** that pops up at the close of this webinar. Thank you!

Today's Presenter



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