

Institutional Research Paving the Way for Student Success

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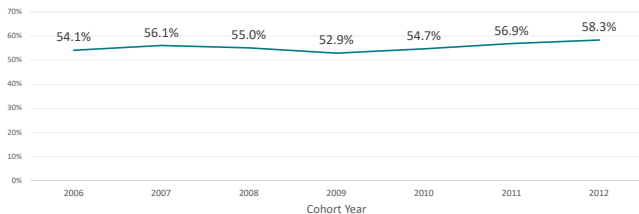
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Session Outline

- The Landscape: How did we get here?
- Identifying the Needs
- The Approach
- Questions

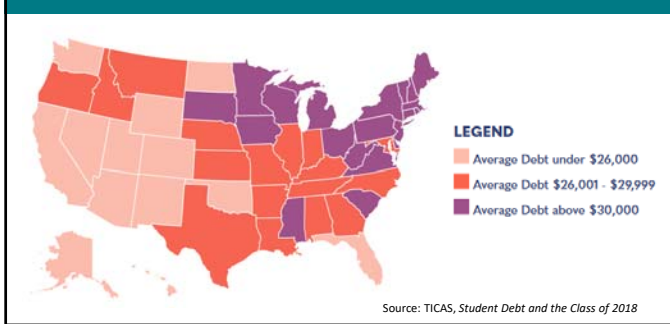
The Landscape: Where are we?

Six-Year National Completion Rates
First-time Degree-Seeking Students
Fall 2006 - 2012



Source: National Student Clearinghouse Research Center

The Landscape: Where are we?



The Landscape: Where are we?

Year	National ACT Math Score	Year (continued)	National ACT Math Score
2006	20.7	2013	20.9
2007	20.8	2014	20.9
2008	21.0	2015	20.8
2009	21.0	2016	20.6
2010	21.0	2017	20.7
2011	21.0	2018	20.5
2012	21.1		

The Landscape: Where are we?

Coastal Carolina University

- ~ **10,000** undergraduates
- 51%** of students are from out-of-state
- Became independent public institution in 1993, enrollment has more than **doubled** in 25 years
- Goal retention rate: **75%**

The Landscape: How did we get here?

“Of those enrolled [in undergraduate education] in 2015-16, **47%** were nonwhite and **31%** were in poverty, up from **29%** and **21%**, respectively, 20 years earlier.”

- Richard Fry and Anthony Cilluffo

Source: Pew Research Center

The Landscape: What are the challenges?

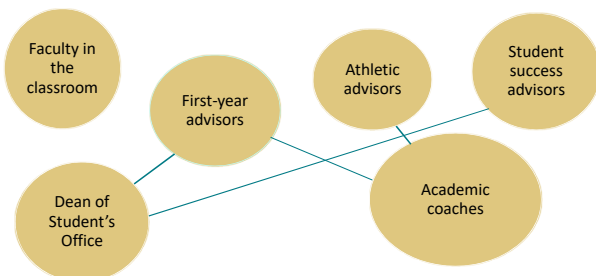
Rising Costs

- Unsustainable cost of traditional methods of instruction
- Rapidly evolving student demographics
- New skills are in demand from employers
- Increasing demand for 'luxuries' for on-campus students

Declining Revenue

- Decreasing state appropriations
- Decreasing number of high school graduates

Identifying the Needs





Identifying the Needs

Beacon – early alert system

Insight – data-driven decisions

The Approach

Fall 2018

- Developed process for getting data into Beacon
- **Reviewed data for accuracy**
- Created preliminary Beacon accounts
- Trained initial Beacon users

The Approach

Spring 2019

- Piloted Beacon with college algebra
- Began meeting with professional advisors to design process**
- Created initial user guides

The Approach

Fall 2019

- Expanded pilot to include 15 freshmen-level courses
- Began training faculty advisors**
- Continued meeting with professional advisors to refine process

The Approach

Spring 2019		Fall 2019 <small>(as of Oct 25)</small>
11 Faculty creating alerts	➔	100+ Faculty creating alerts
302 Alerts created	➔	1,673 Alerts created

The Approach

Why Institutional Research?

- Institutional data experts
- Already coordinating most other modules in Campus Labs suite
- Able to combine and analyze data from multiple sources
- Big picture view

The Approach

Challenges

- Limited knowledge of advising
- Decentralized advising structure
- Inconsistent faculty support of initiative

The Approach

Lessons

- Work from **top down**
- **Collaborate** with those on the front lines
- Manage enthusiasm for *creating* versus *responding to* alerts
- Detail **expectations** for users
- Exercise **patience**, do not use force

Q&A

Questions

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