Institutional Research
Paving the Way for Student Success

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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?

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%

<table>
<thead>
<tr>
<th>Year</th>
<th>National ACT Math Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>20.7</td>
</tr>
<tr>
<td>2007</td>
<td>20.8</td>
</tr>
<tr>
<td>2008</td>
<td>21.0</td>
</tr>
<tr>
<td>2009</td>
<td>21.0</td>
</tr>
<tr>
<td>2010</td>
<td>21.0</td>
</tr>
<tr>
<td>2011</td>
<td>21.0</td>
</tr>
<tr>
<td>2012</td>
<td>21.1</td>
</tr>
<tr>
<td>2013</td>
<td>20.9</td>
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<tr>
<td>2014</td>
<td>20.9</td>
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<tr>
<td>2015</td>
<td>20.8</td>
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<tr>
<td>2016</td>
<td>20.6</td>
</tr>
<tr>
<td>2017</td>
<td>20.7</td>
</tr>
<tr>
<td>2018</td>
<td>20.5</td>
</tr>
</tbody>
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Source: TICAS, Student Debt and the Class of 2018
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

Faculty in the classroom
First-year advisors
Dean of Student’s Office
Athletic advisors
Student success advisors
Academic coaches
Identifying the Needs

Communication

- First-year advisors
- Athletic advisors
- Success & retention advisors
- Dean of Student's Office
- Academic coaches

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

**Fall 2019**
- Expanded pilot to include 15 freshmen-level courses
- Began training faculty advisors
- Continued meeting with professional advisors to refine process

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**The Approach**

<table>
<thead>
<tr>
<th>Spring 2019</th>
<th>Fall 2019 (as of Oct 25)</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 Faculty creating alerts</td>
<td>100+ Faculty creating alerts</td>
</tr>
<tr>
<td>302 Alerts created</td>
<td>1,673 Alerts created</td>
</tr>
</tbody>
</table>
### 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

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

#### 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
Questions

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