

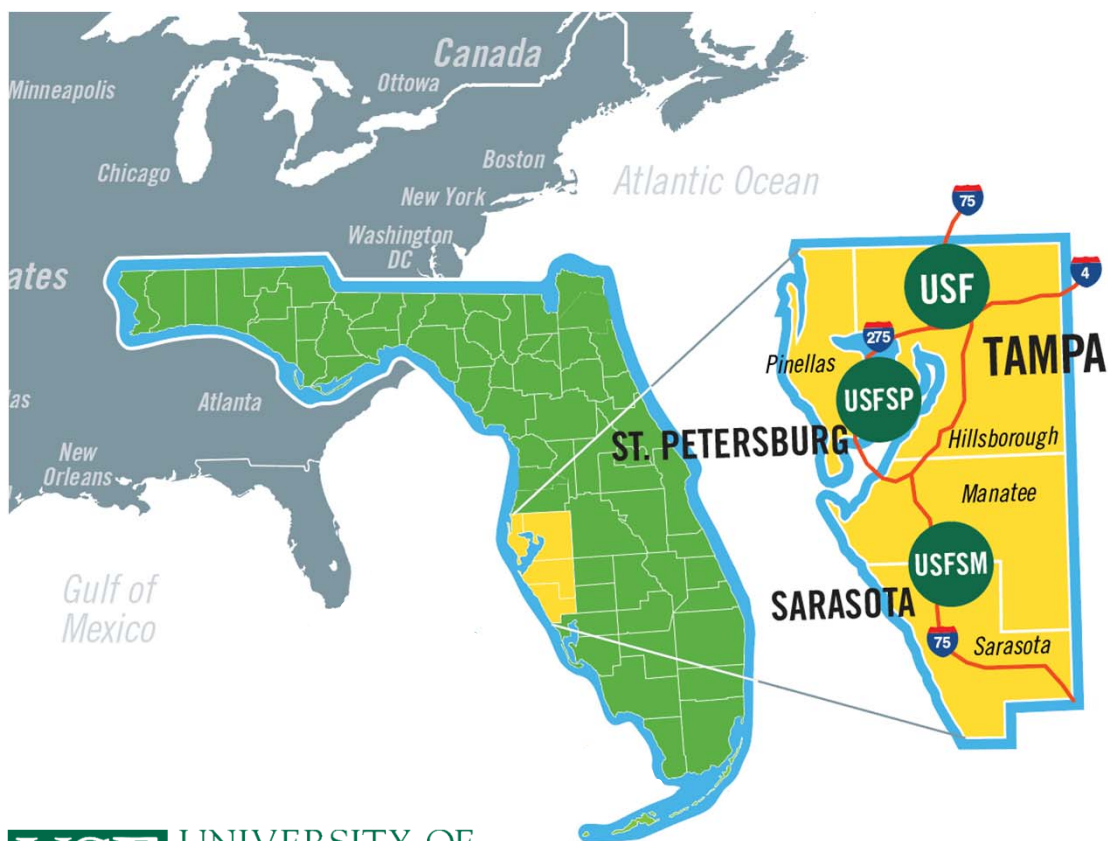
# STUDENT SUCCESS

## Predictive Analytics and Case Management in a Culture of Care

**Dr. Judy Genshaft**, *System President*

**Dr. Paul Dosal**, *Vice President - Student Affairs & Student Success*

# The USF System



**TAMPA** (1956)  
Enrollment: 43,500  
Faculty/Staff: 14,013  
Degrees Awarded 2016-17: 12,094

**ST. PETERSBURG** (1965)  
Enrollment: 4,908  
Faculty/Staff: 1,010  
Degrees Awarded 2016-17: 1,183

**SARASOTA-MANATEE** (1975)  
Enrollment: 2,127  
Faculty/Staff: 355  
Degrees Awarded 2016-17: 537



## GOAL 1

Through a continued commitment to student success, produce well educated global citizens

## GOAL 2

Through its high-impact research and innovation, change lives for the better, improve health, and foster sustainable development and positive societal change

## GOAL 3

As a highly effective, major economic engine, create new partnerships to build a strong and sustainable future for Florida in the global economy

## GOAL 4

Pursue a more secure economic base, greater operational and resource efficiencies, and increased transparency in its business practices

# Performance Based Funding METRICS

1. Percent of Bachelor's Graduates Enrolled or Employed (\$25,000+)
2. Median Wages of Bachelor's Graduates Employed Full-time
3. Average Cost to the Student (Net Tuition & Fees per 120 Credit Hours for Resident Undergraduates)
4. Four-Year Graduation Rate (Full-time FTIC)
5. Academic Progress Rate (Second Year Retention Rate with At Least a 2.0 GPA)



# Performance Based Funding METRICS

6. Percentage of Bachelor's Degrees Awarded within Programs of Strategic Emphasis
7. University Access Rate (Percent of Undergraduates with a Pell Grant)
8. Percentage of Graduate Degrees Awarded within Programs of Strategic Emphasis
9. Percent of Baccalaureate Degrees Awarded Without Excess Hours
10. Number of Postdoctoral Appointees





# The Student Success **MOVEMENT** at USF



We believe  
**ALL** students **CAN** and  
**WILL SUCCEED** if given  
the opportunity to do so.





## Implemented policies, programs and practices, including:

- SMART Lab
- Living Learning Communities
- Extended Library Hours
- Career Services
- Peer Financial Consulting
- Tutoring & Writing Services
- Course Re-design
- Degree Tracking Software
- Academic Advocates
- Informational Campaigns



# Moving off the **PLATEAU**

**89% Retention  
in 2012**

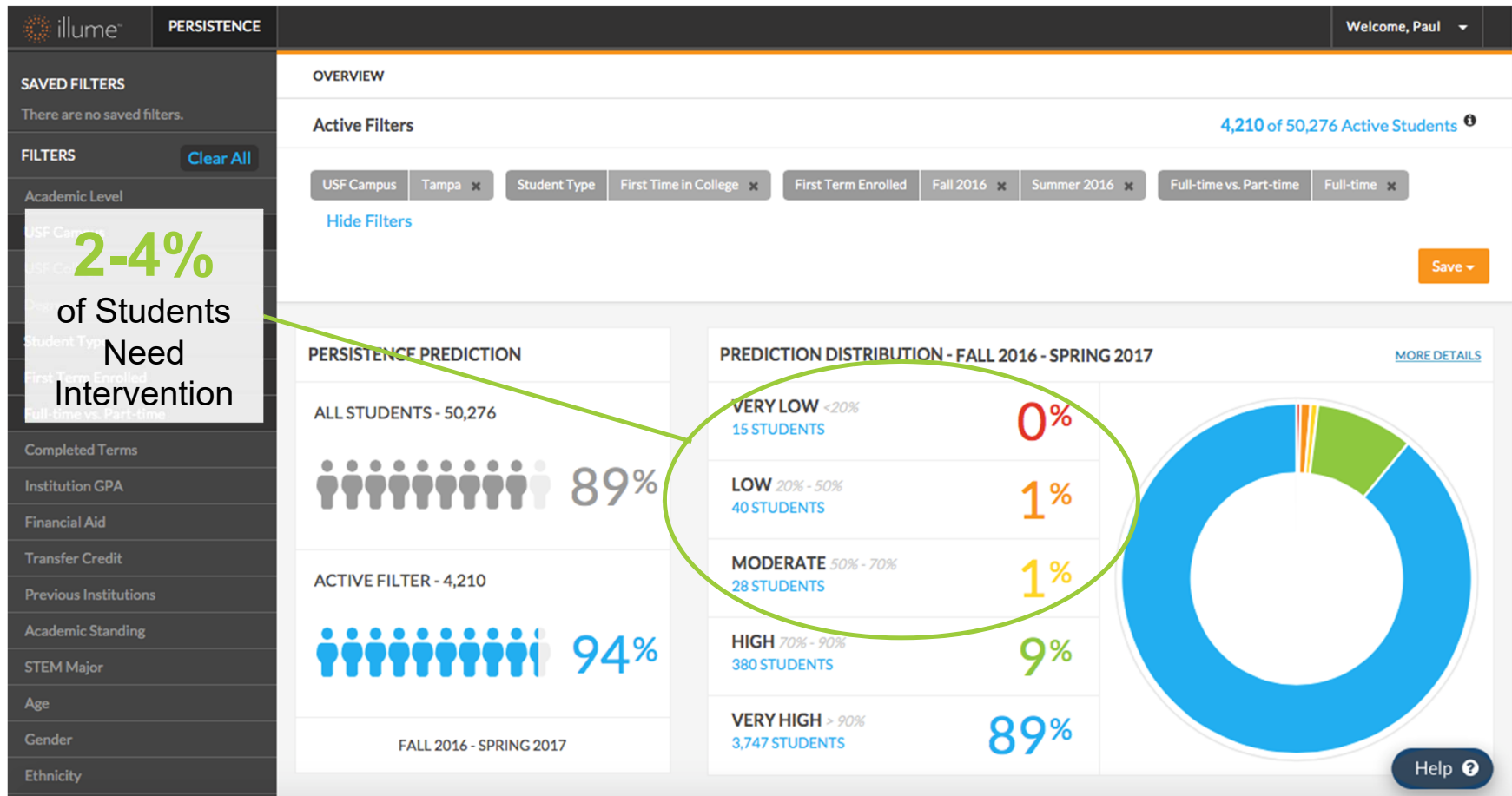


# Turned to **DATA** for a Kick Start

- Adoption of Miller/Herreid Persistence Model (2012)
  - Pre-matriculation model identifies top 10% of new FTIC most at risk of not persisting
  - Student interventions coordinated through first-year course, RAs, and advisors
- Introduction of 'Big Data' (2014)
  - Civitas Learning predictive analytics platform purchased
  - Live data feed from SIS and LMS systems
    - Class attendance, participation, grades
  - Data ingestion completed spring 2016



# Civitas Illume PREDICTIVE ANALYTICS



# Created PERSISTENCE COMMITTEE

- Formed in early 2016; **initial focus on 2015 cohort**
- Cross functional team who identifies and supports **all at-risk students** through timely and appropriate interventions
  - Academic Advocates (case managers)
  - Housing & Residential Education
  - Academic Foundations Instructors
  - Orientation Team Leaders
  - Career Counselors
  - Financial Aid
  - Academic Advisors
  - Cashier's Office
  - Library
  - New Student Connections
- Receives list of at-risk students weekly and segments into groups based on risk level





# Pushing Higher with a **CASE MANAGEMENT** Model

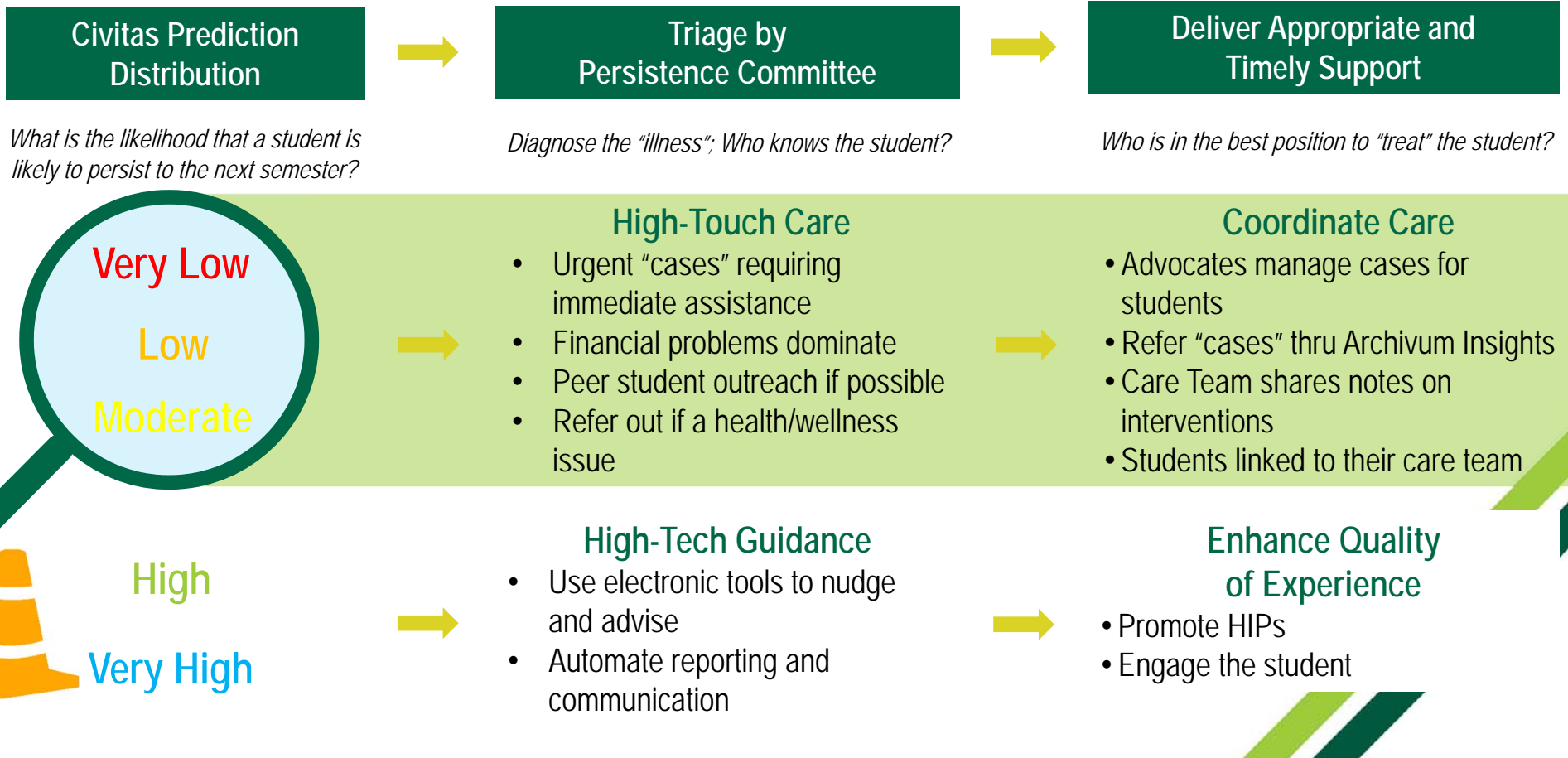


# Right **SUPPORT**, Right **STUDENT**, Right **TIME**

- Persistence Committee and Academic Advocates identify at-risk students with early warning signs
- Meet, counsel and refer students to the appropriate expert
- Tap into a dynamic network of service providers (Care Team) to leverage expertise of numerous offices



# Emerging CASE MANAGEMENT Approach



# Partnership with **INFORMATION TECHNOLOGY**





# Archivum Insights Platform

- Proprietary platform developed on Appian's low code platform
- Assembles data from multiple sources
- Allows for academic advocates to manage student "cases"
- Supports **all** students, yet allows segmentation
- Connects **all** student support personnel and facilitates communications, referrals and follow-up
- Provides self-service capabilities for students



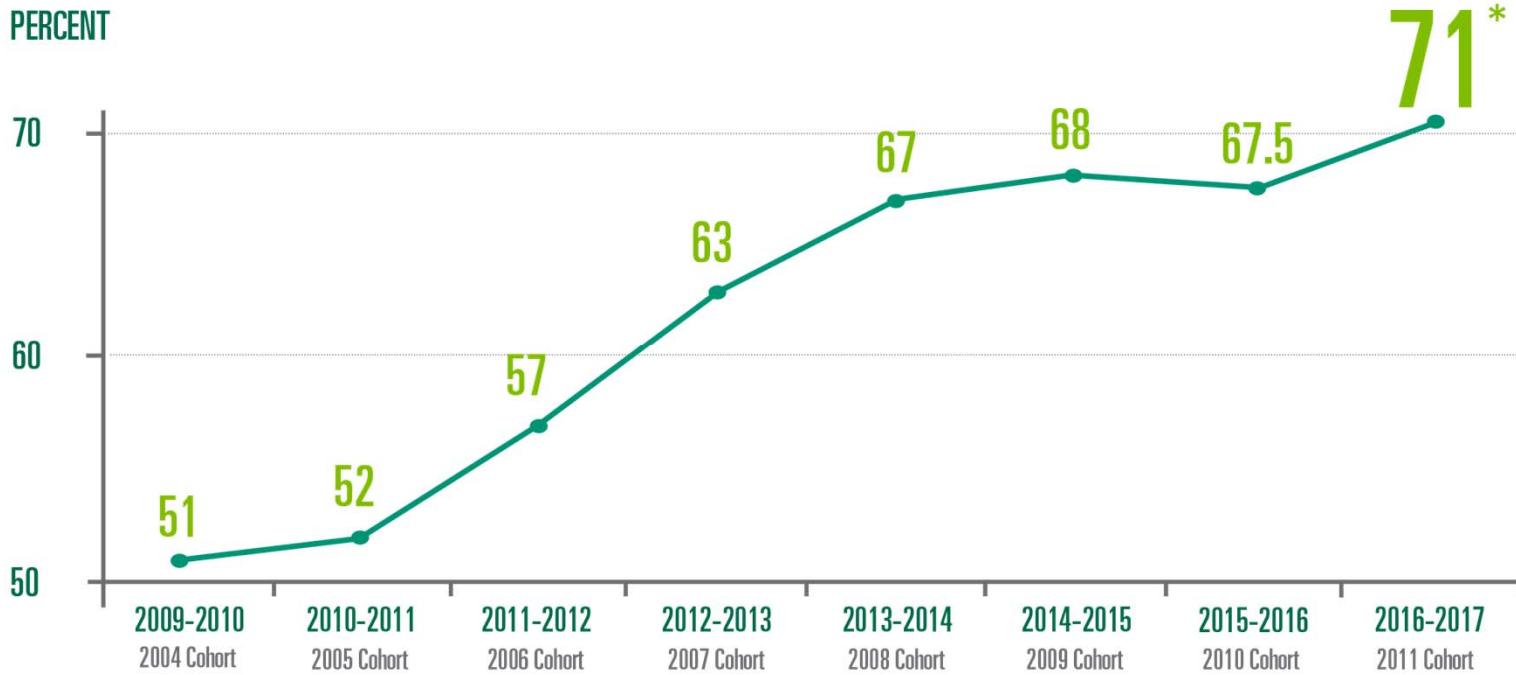
# Big Data, Human Outreach and High Tech Led to More **PERSONALIZED** Care

- In our current model, we are probably only reaching 2 to 4% of our FTICs.
- Big Data allows us to focus efforts on students that needed help earlier than ever before
- Proprietary tech platform maximizes our resources and facilitates coordinated support

# FTIC RETENTION Rate



# Six-Year GRADUATION Rate



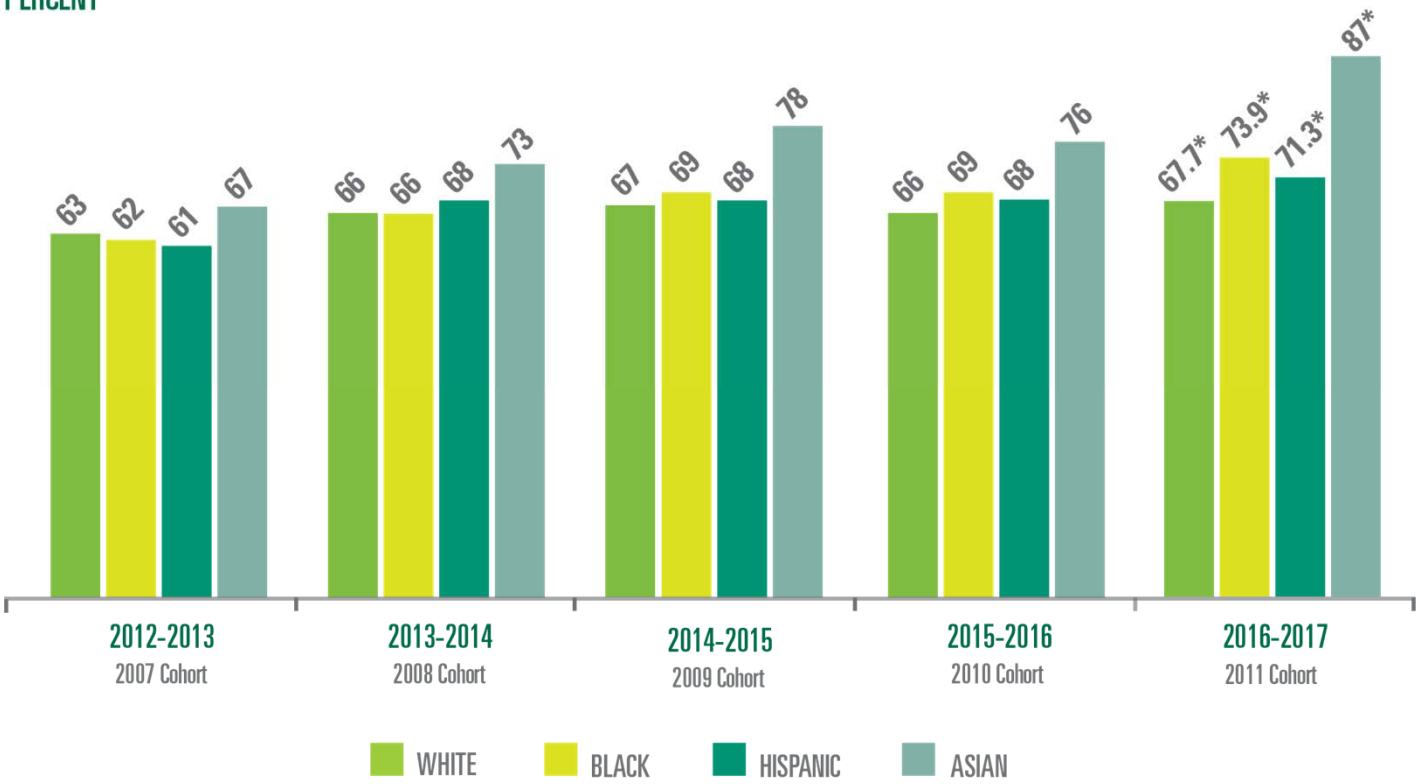
\*Source IPEDS: Data reported follows IPEDS methodology but are based on internal preliminary data.





# 6-Year Graduation Rate: RACE & ETHNICITY

PERCENT

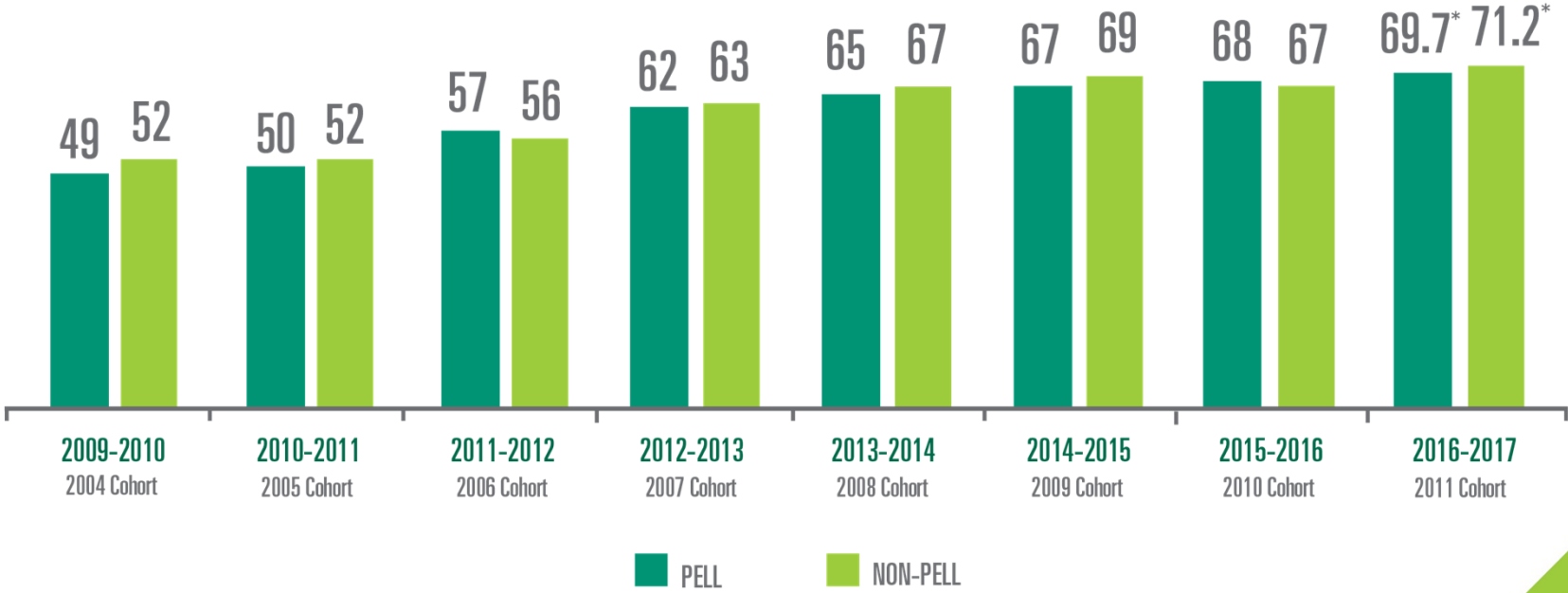


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# 6-Year Graduation Rate: PELL & NON-PELL

PERCENT



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