

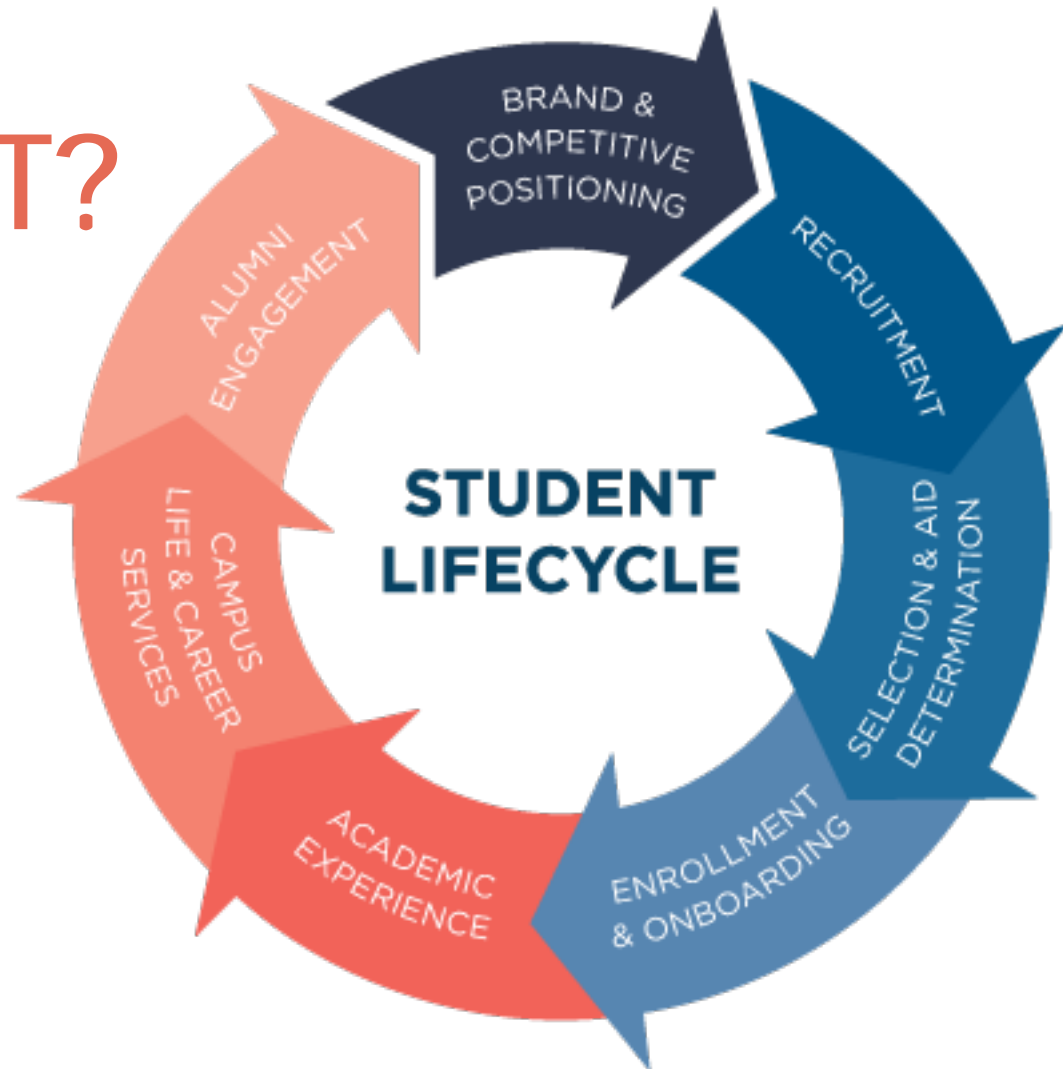
STUDENT LIFECYCLE MANAGEMENT: ENSURING STUDENT SUCCESS TO FULFILL THE INSTITUTIONAL MISSION

WHY NOW?

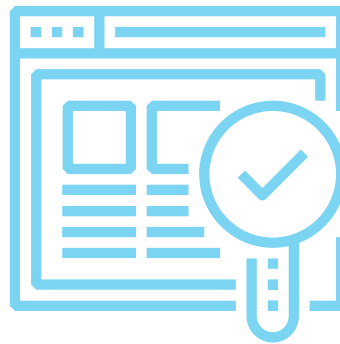
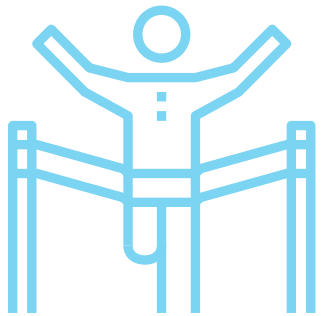
INCREASES IN COST OF ATTENDANCE, ACCOUNTABILITY AND ACCESS TO INFORMATION HAVE MADE INSTITUTIONS THINK MORE CRITICALLY ABOUT STUDENT SUCCESS.

WHAT IS STUDENT LIFECYCLE MANAGEMENT?

Student Lifecycle Management is a holistic and data-informed approach that focuses on the entire student journey — from admissions through alumni — to ensure student success.



BUILDING A STUDENT SUCCESS MODEL



Ideology

What does student success look like at our institution?

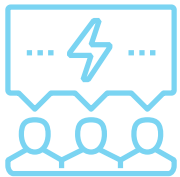
Technology / Data

How do we track, measure and ensure student success?

Approach

An integrated approach to removing barriers to student success.

BUILDING A STUDENT SUCCESS MODEL



GATHER CONSTITUENTS

Who should be involved in defining student success?

Goal:

Assemble a team that offers a broad range of perspectives and insight.

DEFINE SUCCESS

What does success look like at our institution?

Goal:

Measurable short- and long-term definitions of student success that are aligned with institutional mission.

PLAN PROCESSES

Who else on campus can help us achieve our goals?

Goal:

Include a diverse range of stake-holders in the planning of student success initiatives, including evaluating policies and processes

COLLECT DATA

What data do we need in order to measure and track student success?

Goal:

Comprehensive data collection and analysis via vendors or internally developed solutions

PRIORITIZE ACTIONS

How do we use the data to make decisions?

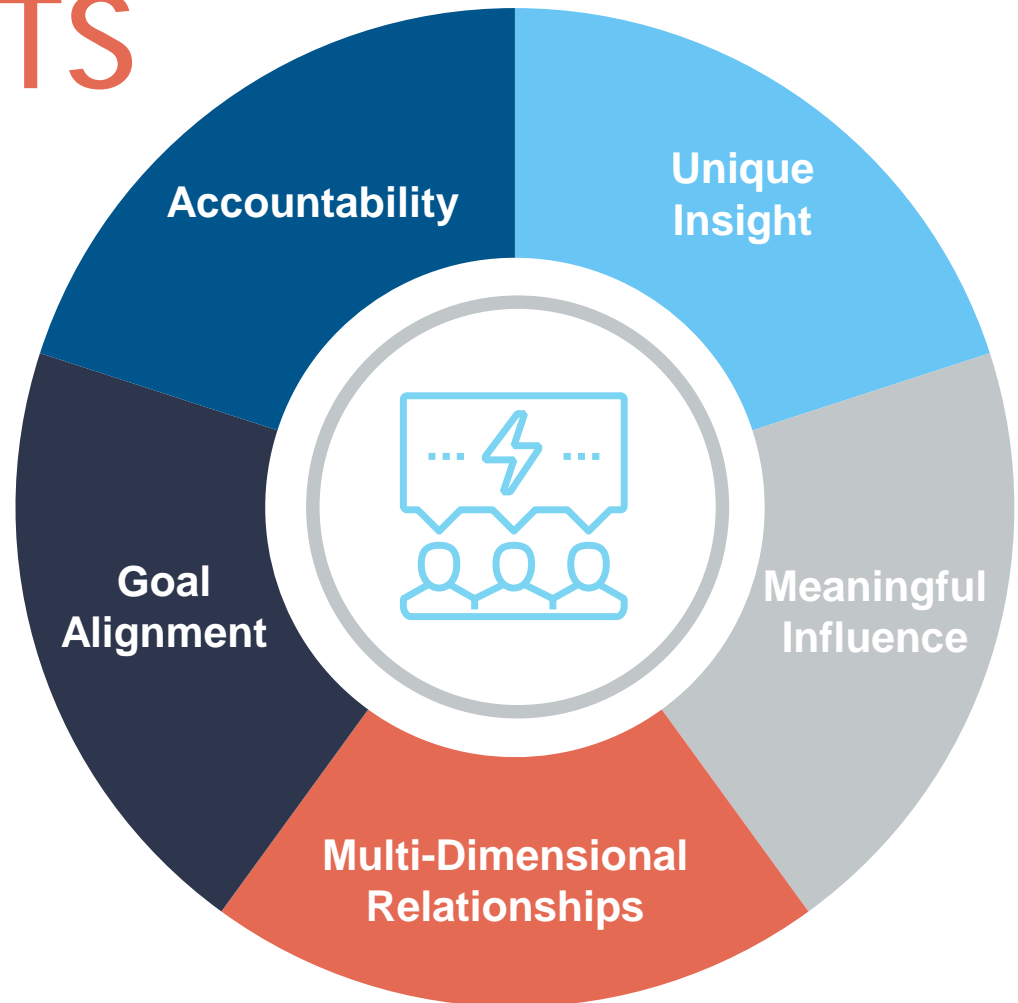
Goal:

Use data to identify barriers to student success and begin campus conversations

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It is critical to recruit the right mix of key stakeholders across the full enterprise of higher education.

Alignment towards a common goal is critical, but a variety of perspectives ensures a holistic approach to defining and measuring success.



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- + Who is closest to issues around student success?

- + Who can provide key insights that will inform this initiative?

- + Who are the most influential community members?

- + Who already embodies a commitment to student success?

- + What is the right mix of faculty and staff needed to participate in this initiative?

- + Who is leading this initiative and to whom is this committee accountable?

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ESTABLISHING COMMITTEE NORMS AND EXPECTATIONS

Clearly
articulate the
committee goals
and timeline

Key Question:
What goals match
institutional
strategy?

Determine
committee
leadership and
decision-making

Key Question:
What structure will
be the most
efficient and
effective?

Consider
the frequency of
meetings

Key Question:
How often should
we meet to make
sure that we are
on-track?

Establish
committee norms
that will create a
positive work
environment

Key Question:
What are some
common ground
rules that will be
useful?

Make
meetings
meaningful

Key Question:
Why are we here
and how should
we spend our time
together?

Consider
what other voices
may need to be
included in
conversations

Key Question:
Are we truly being
inclusive in this
process?

DEFINE SUCCESS

Consider both the short- and the long-term goals of a student success model.

Recognize that student success will be defined uniquely at each institution and, with that in mind, leverage institutional differentiators in success-related discussions and strategy planning.

Ask questions: What does it mean to be a successful student and alumnus of our university? How can we help our students succeed?



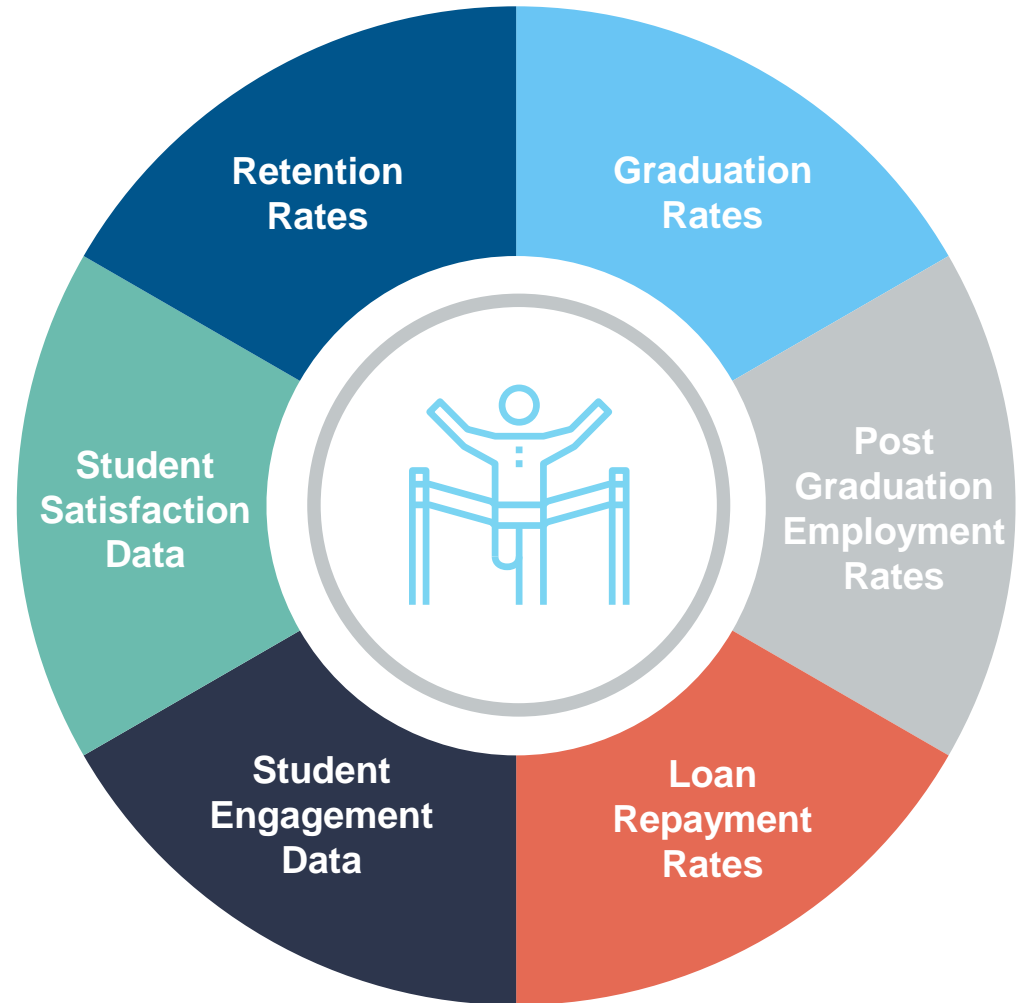
DEFINE SUCCESS

Once student success is defined and plans and processes are put in place, your institution should consider the metrics through which it measures the fulfillment of its student success vision.

Determining these metrics will enable your institution to implement meaningful data collection processes.

Determine what data already exists at your institution and be prepared to identify how to address gaps.

Differentiate between data that measures compliance and rankings from data that truly drives student success.

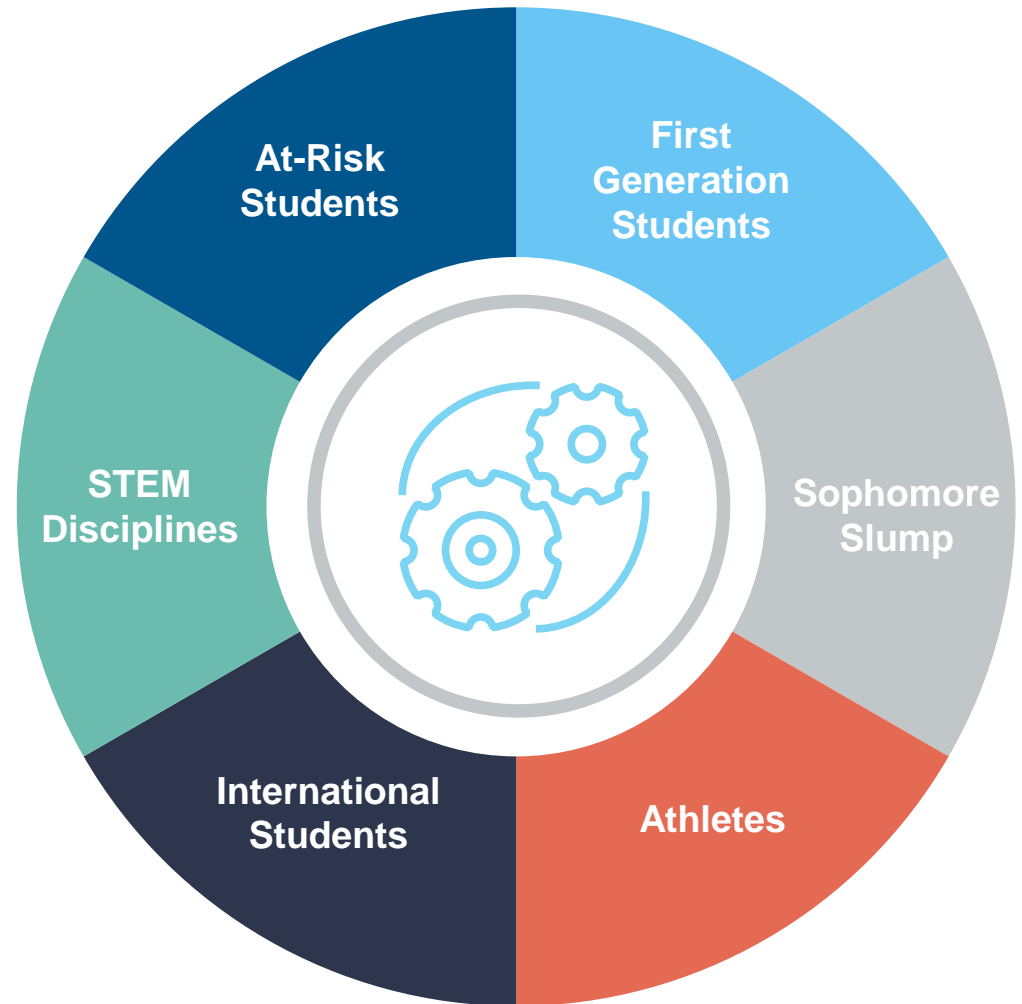


PLAN PROCESSES

Ask questions: Who are the student populations your institution is serving? What makes them unique?

Does your data provide a complete picture of your students' achievements and challenges?

Determining student success metrics will enable your institution to implement meaningful data collection processes that will guide policies, procedures and programs.

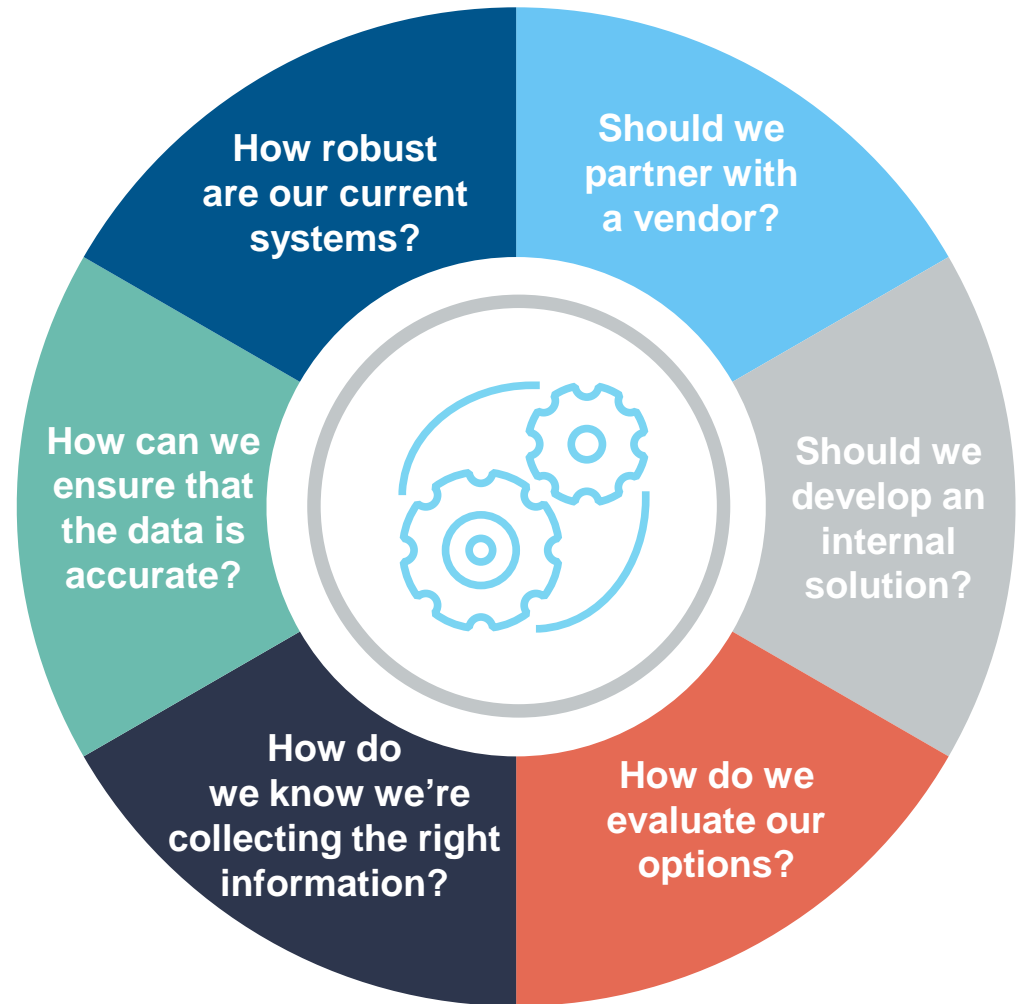


PLAN PROCESSES

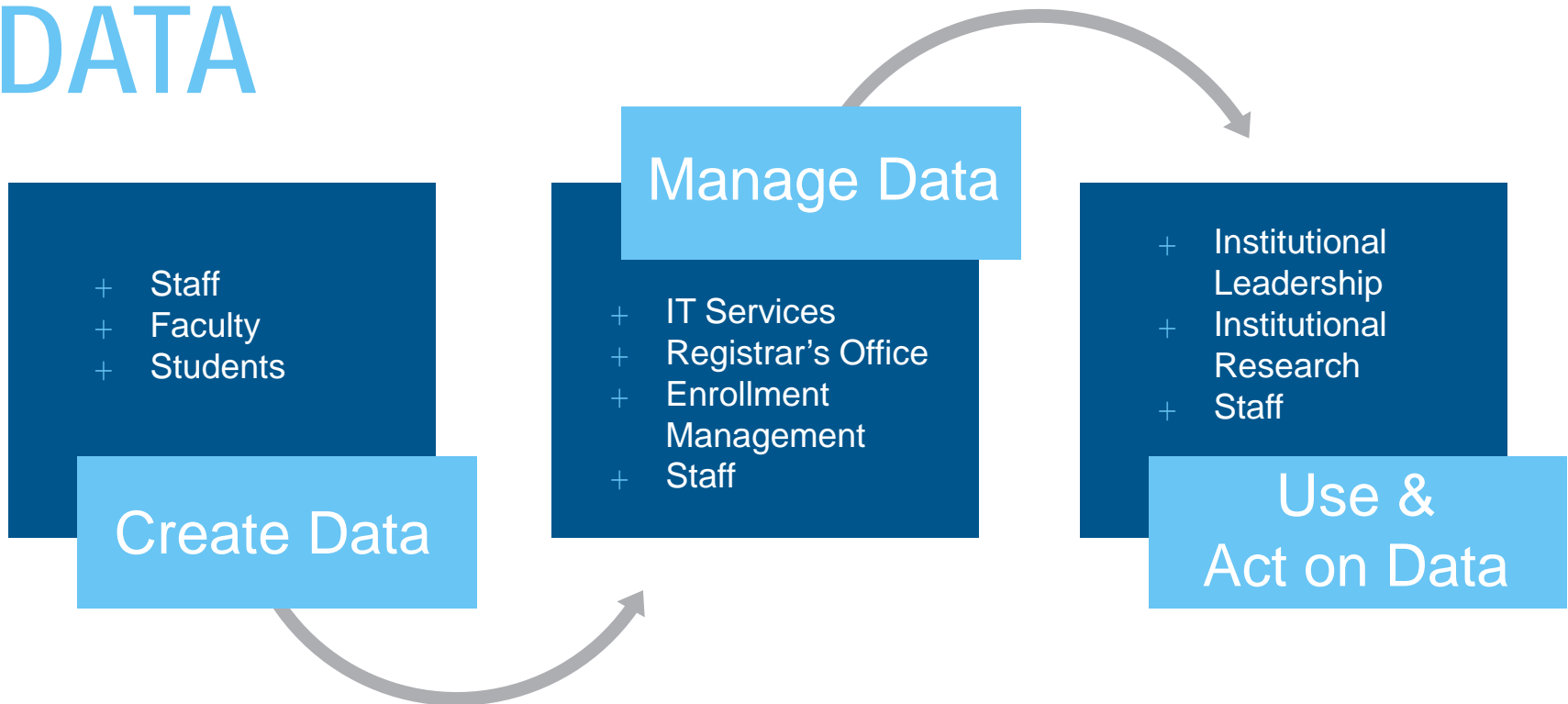
Evaluate your current data collection tools and methodologies to ensure alignment with the student success definition.

Ask the question: Does your technology allow you to effectively track and monitor information for these different student populations and their respective needs across different technology platforms?

Consider partnering with a vendor or developing internal solutions to help you achieve success in aggregating information and using that information to intervene where needed.



COLLECT DATA



Consider who's involved in data collection

Responsibility for data collection, management and analysis is dispersed across the institution. Ensure that all players in the data collection process are trained and that quality assurance efforts are implemented.

PRIORITIZE ACTIONS

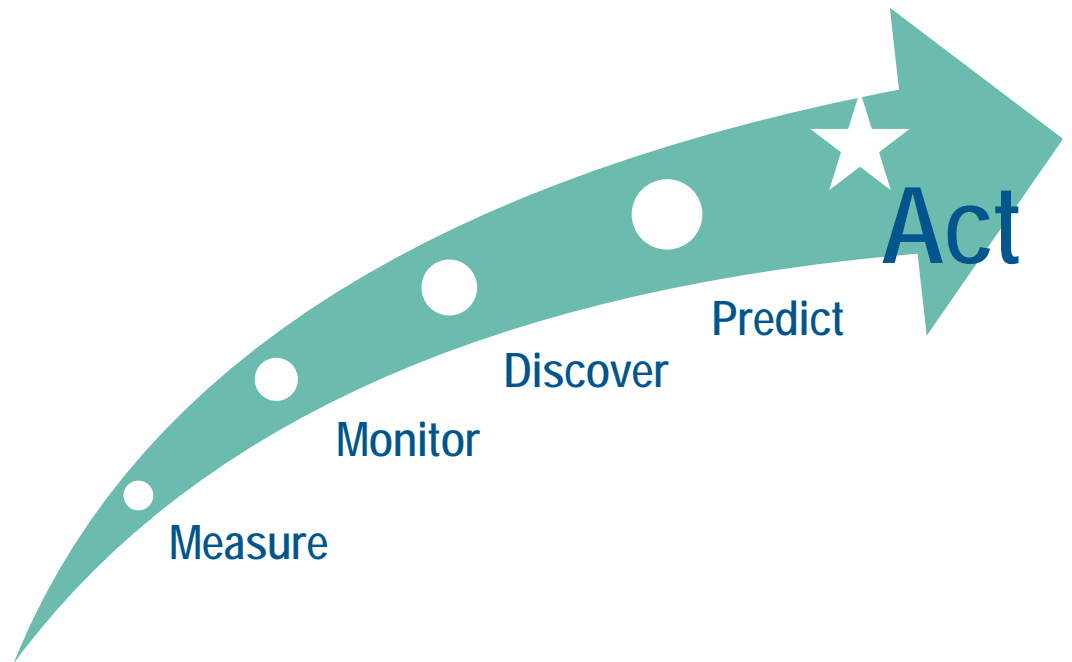
Use your core group of constituents to decide how to use the data to take action.

Task: Identify the actions that require institutional planning and buy-in.

Task: Identify the most critical issues to address and begin collecting data to shape solutions.

Task: Identify the actions that can be taken today to ensure enduring student success.

Task: Identify which departments will need access to the data and which will need to be included in the action steps.





QUESTIONS?



THANK YOU

