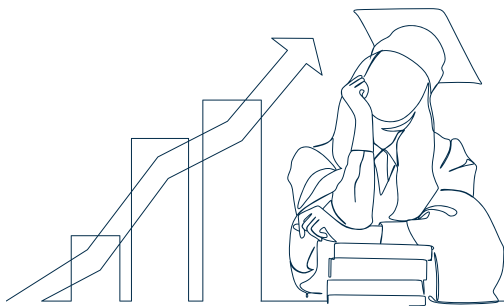




LEADERSHIP BRIEF

# Achieving Financial Stability with Student Success



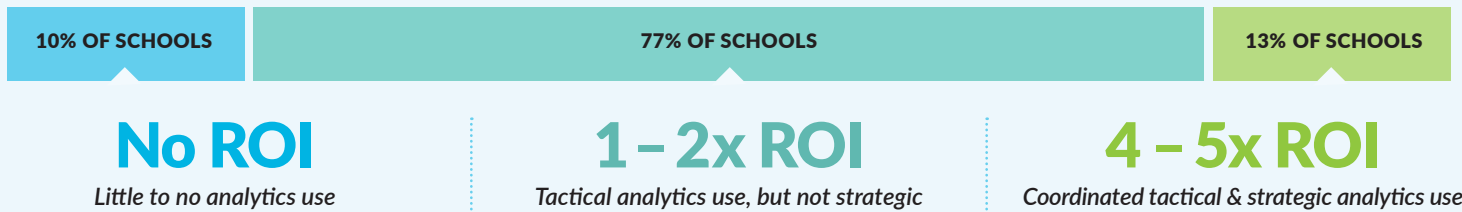


# Achieving Financial Stability with Student Success

The long-term financial health of higher education institutions requires student success models to promote persistence toward graduation while generating a return on investment. If institutions are to devote precious resources to student success, they must do so with the confidence that the initiatives they invest in will make a difference.

## Getting to ROI

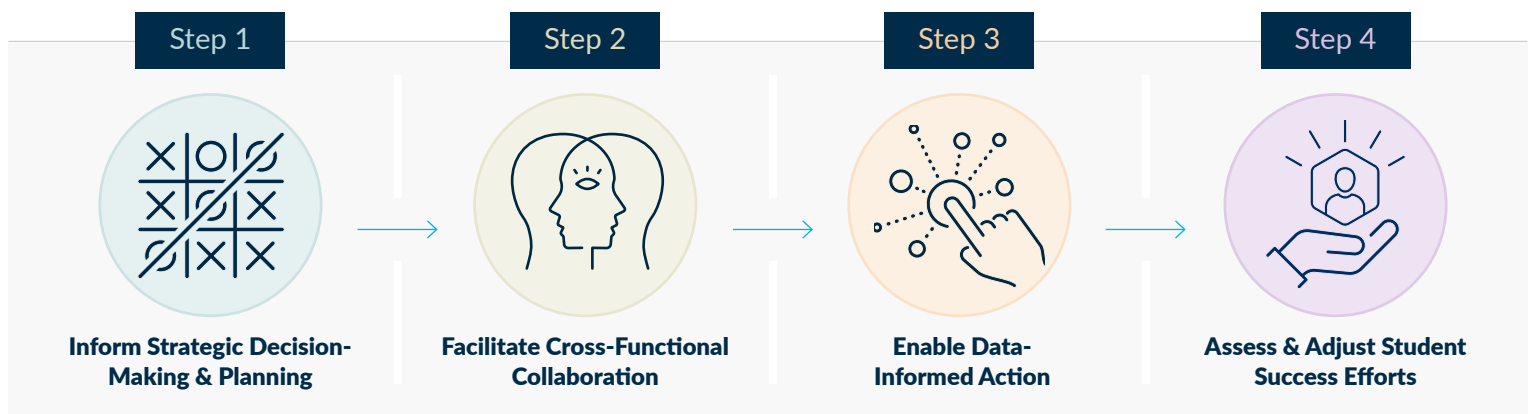
An analysis of ROI from student success initiatives across 48 partner institutions found:

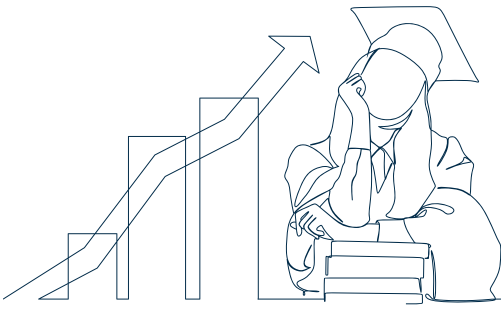


What are the steps institutions can take to achieve the greatest fiscal sustainability in student success efforts?

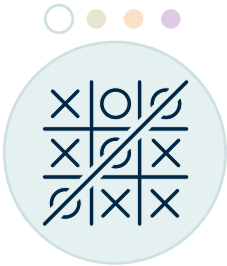
## Building Student Success Models that Support Financial Health

Institutions with a higher return on investment from student success used a range of actionable analytics to develop a living strategic process to:





# Achieving Financial Stability with Student Success



## Step 1. Inform Strategic Decision-Making & Planning

A critical first step to shifting to a more sustainable approach is using actionable, institution-specific analytics to guide strategic decision-making and planning consistently. Informing strategy with a breadth and depth of data boosted by actionable analytics helps focus attention on the right students and solutions and enables leaders to determine how best to improve student outcomes.

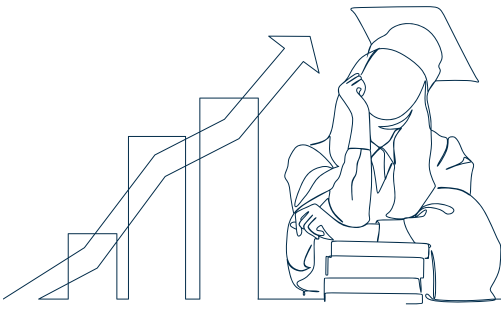
### Data Informs Key Strategy Shifts

When Snow College in Ephraim, Utah, embarked on a strategic enrollment and retention planning initiative, it used data and analysis through the Civitas Learning Student Impact Platform to guide its decision-making and funding allocations.

The Snow College team quickly learned that rethinking a long-held belief could help it more effectively reach students. Snow had traditionally provided one-on-one advising to all who enrolled at the institution. Armed with student success data, however, the college learned that this one-size-fits-all approach wasn't the most efficient way to assist students.

Lower-performing students saw a **20% boost** in persistence with one-on-one advising support, compared with just a **3% increase** for higher-performing students. Snow used this insight to adjust advisors' caseloads, targeting individualized counseling to those who needed it most and offering group counseling to high-performing students. This proved to be a more equitable—and, ultimately, cost-effective—way to ensure strong support for all students.





# Achieving Financial Stability with Student Success



## Step 2. Facilitate Cross-Functional Collaboration

Colleges and universities that see a healthy return on investment rely on a centralized, consistent source of knowledge to coordinate student success efforts across the institution. Coordination helps to remove the silos that stand in the way of collaboration and competing or duplicate approaches that create inefficiencies and waste limited resources.

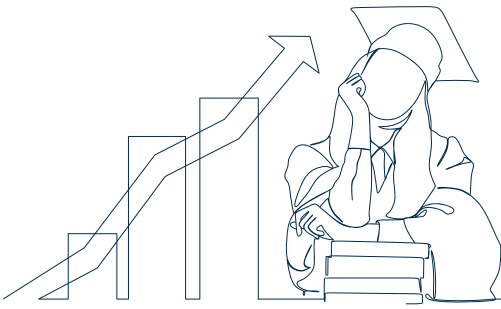
### Collaboration Boosts Student Retention

The University of Texas at San Antonio has partnered with Civitas Learning to establish a student support ecosystem built on data analysis and cross-functional collaboration. The school gathers student success information and analysis that help it pinpoint the services specific students need most. Then it can coalesce the efforts of its various stakeholders to provide those services.

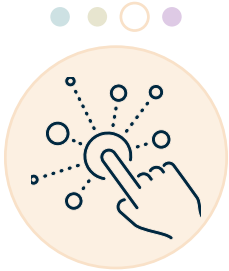
#### UTSA relies on student success tools and insights in institution-wide efforts to:

- Provide a broadly accessible, centralized source of data to help in planning programs and assessing their effectiveness;
- Coordinate a unified model that addresses a broad range of student success needs; and
- Establish services that target the concerns of their student population





# Achieving Financial Stability with Student Success



## Step 3. Enable Data-Informed Action

Institutions that achieve the best return from student success initiatives ensure they can easily access and use data to inform their daily work. Easily accessible student success analytics helps streamline work processes, giving frontline staff more time with students—and helping them proactively focus their work on those who need it most.

### Analytics Guide Student Pathways

The Guided Pathways program at Austin Community College (ACC) got a boost when they embraced a data-informed decision-making strategy supported by the Civitas Learning Student Impact Platform. The school formed a data analytics team responsible for expanding the collection and review of student success information.

The culture this team fostered ushered in an institution-wide focus on actionable data analysis and application that informed ACC's existing Guided Pathways program. That initiative helps students follow a roadmap to completing college. With support for their data analysis efforts, faculty and staff tailored educational experiences that accounted for—and addressed—students' potential roadblocks.

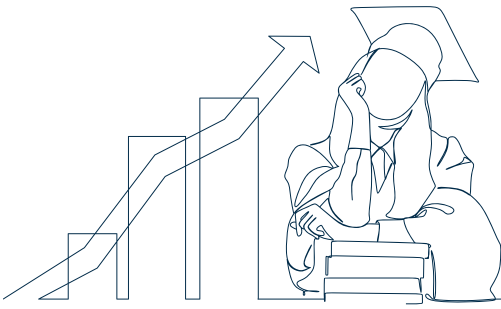
#### In just one academic term, positive results included:

- Retention of **1,300** additional students; and
- **\$1.36 million** in additional tuition revenue

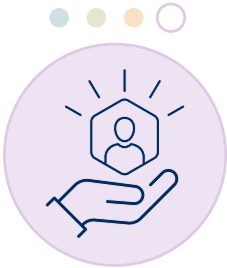
#### These efforts have led to a host of measurable positive outcomes when comparing metrics from 2022 with those from 2012, including:

- A **16 percentage-point increase** in first-year student retention;
- A **14 percentage-point increase** in overall graduation rate, even with consistent admission standards; and
- A **41 percentage-point increase** in undergraduate degrees awarded.





# Achieving Financial Stability with Student Success



## Step 4. Assess & Adjust Student Success Efforts

Continuous assessment of every initiative's efficacy to adjust and strategically invest in working approaches is essential for realizing significant ROI from student success. Knowing what works for specific students allows leaders to curate a system of SSIs that work together to improve outcomes for particular student populations—resulting in larger cumulative gains over time. By frequently assessing the effectiveness of their programs, policies, and practices, colleges and universities can determine where it makes sense to invest their limited resources to support student success.

### Analytics Are Critical to Program Assessment

One public university in the western United States relies on student success analytics to deliver insights that guide their programming and gauge those programs' results. Leaders began their work with Civitas Learning by using data insights to determine which programs were most effective and why.

#### Leaders used this information in efforts such as:

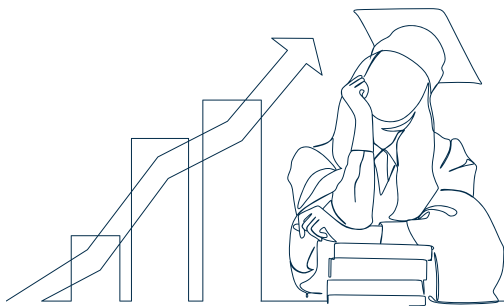
- Finding ways to best reach those at the highest risk of dropping out;
- Revealing an equity gap among populations of students least likely to ask for help; and
- Establishing an effective outreach campaign for students in need of assistance.

The outcomes exceeded the school's expectations, with 2018 tuition additional tuition revenue coming in ten times ahead of anticipated results. More than half (**56%**) of that gain is attributed directly to its partnership with Civitas Learning. The university's ROI for its student success work totals **\$1.5 million**.



**\$1.5M**  
**IN ROI**





# Achieving Financial Stability with Student Success

## Building on Success

Taking data-informed action to improve student success isn't a novel idea. But the real magic happens when institutions use analytics to enact a student success model that intentionally knits together strategic decision-making, coordinated efforts, informed action, consistent assessment, and iteration.

Achieving financial sustainability relies on using the most effective combination of student success strategies. By consistently using actionable insights to inform coordinated strategy and action, higher education institutions can ensure that they are providing assistance where needed most—while also generating positive ROI to support fiscal stability.

## About Civitas Learning

Civitas Learning empowers colleges and universities to achieve transformative levels of student success and reshape higher education for decades to come. The Civitas Learning Student Impact Platform brings institutional data together for a clearer picture of each student and situation, equipping institutions to take bold, data-driven action, lead with a new purpose, and find new possibilities to impact success for their students.

With this precise knowledge at hand, administrators can know exactly which levers to pull to influence student success and prescribe specific guidance for maximum impact and higher ROI. Advisors, faculty and staff can collaborate on the most up-to-date data to quickly spot trends, check in with students and course correct without delay.

Today, we work with nearly 400 colleges and universities, reaching over 8 million students. Together with our growing community of customers, we are closing the Student Success Impact Gap and advancing the goals of generations of students.

Ready to have a consultative conversation about achieving long-term financial stability with student success? **Visit us online at [www.civitaslearning.com/contact](http://www.civitaslearning.com/contact).**

