EAB

Integrating SSC into Campus-Wide Policies and Practices for Quick Wins and Long-Term Change

University of South Alabama, Public Research University, Mobile, Alabama

- **About:** The University of South Alabama (USA) is a public research university with a total enrollment of 16,211 and a six-year graduation rate of 36%.

- **Challenge:** Since 2005, USA had experienced declining retention in the midst of enrollment growth. With six- and four-year graduation rates plateauing at 36% and 17%, respectively, USA sought to help students graduate on time and improve overall student performance.

- **Solution:** USA developed a four-pronged strategy to help more students graduate in a timely manner with the right major. They used SSC data to identify areas of focus. USA then launched two campaigns in 2016, one to encourage high credit-hours students to graduate and the second to enroll high risk students in intensive academic coaching.

- **Impact:** Through its partnership with SSC, USA was able to increase retention by 12% across four years and graduate an additional 126 students in 2016.

Impact Highlights

12%
Increase in institutional retention across four years

126
More students who graduated in 2016 due to SSC High-Hours Campaign

Capturing Quick Wins by Helping High-Hours Students Graduate

Using SSC Data
to identify enrolled students with:
- ❑ 120+ credits
- ❑ >2.0 GPA
- ❑ Not yet pending graduation

Shared list of 340 identified students
Advising center staff and college deans sent out notices to students to select or change majors and apply for graduation
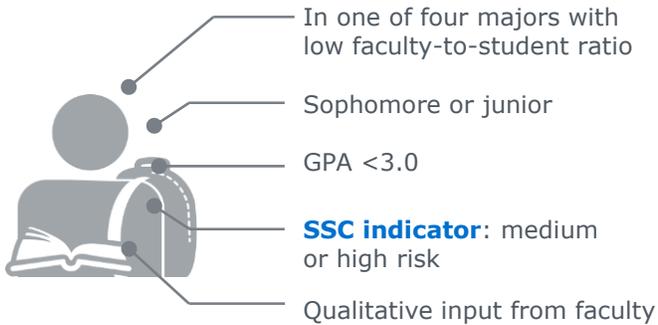

126 more students
graduated in 2016 because of the high-hours campaign

Identifying Highest Risk Students for Intensive Academic Coaching

Piloting an Academic Success Coach Campaign for High Risk Students

1 *Using the following risk factors, USA found 200 students to target (later expanded program to 400)*

- In one of four majors with low faculty-to-student ratio
- Sophomore or junior
- GPA <3.0
- **SSC indicator**: medium or high risk
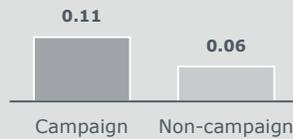- Qualitative input from faculty

2 *Assigned each student to a designated faculty member who serves as a high-quality academic coach. Academic coaches:*
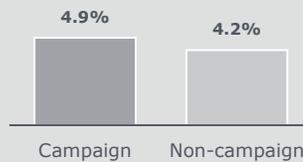
- Access SSC alerts and mid-term grades
- Provide support across academic struggle, financial distress, and personal problems

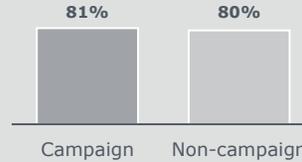**Results:** High Risk Cohort Making Positive Progress

Increase in Cumulative GPA

0.11	**0.06**
Campaign	Non-campaign

Increase in Credit Completion

4.9%	**4.2%**
Campaign	Non-campaign

Retention Rate

81%	**80%**
Campaign	Non-campaign

82%

Of students said coaching helped them a lot

Long-Term Strategy Combined Quick Wins Moving the Dial on Retention

Four-Pronged Strategy for Transforming Student Success at USA

Convening academic success committee

Structure

Using institutional reports for internal performance metrics

Performance

Targeting at-risk majors with academic coaching

Practice

Encouraging high-hours students to graduate

Campaigns

Growth in Institutional Retention

12%
increase in four years

73%
2015

65%
2011