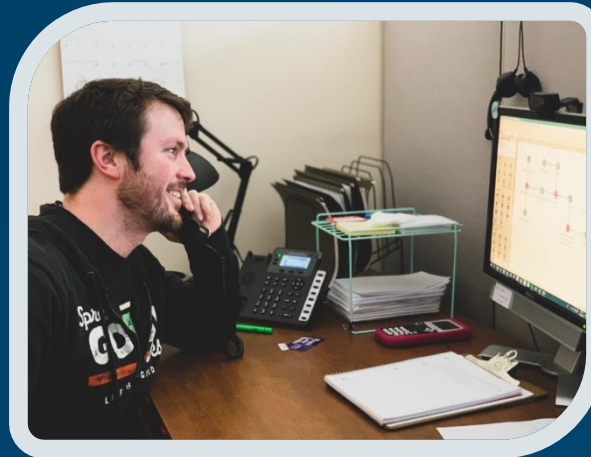


# Using Digital Engagement Data to Enhance Student Success

Aug. 27<sup>th</sup>, 2020 | 2:00 PM Eastern, 11:00 AM Pacific



James Cousins

Analyst Manager

Rapid Insight



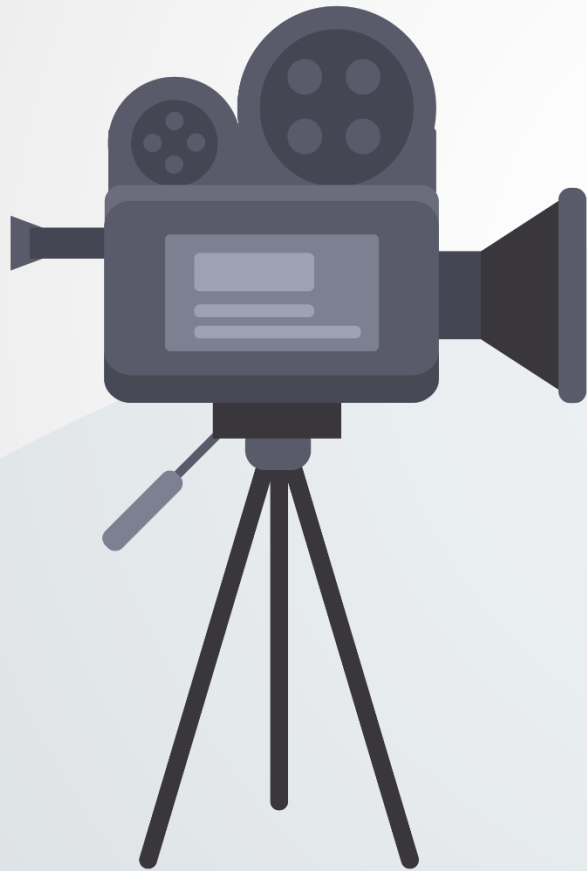
Ryan Orlando

Sr. Account Manager

Rapid Insight

Audio will begin  
at 2:00 PM

Now recording!

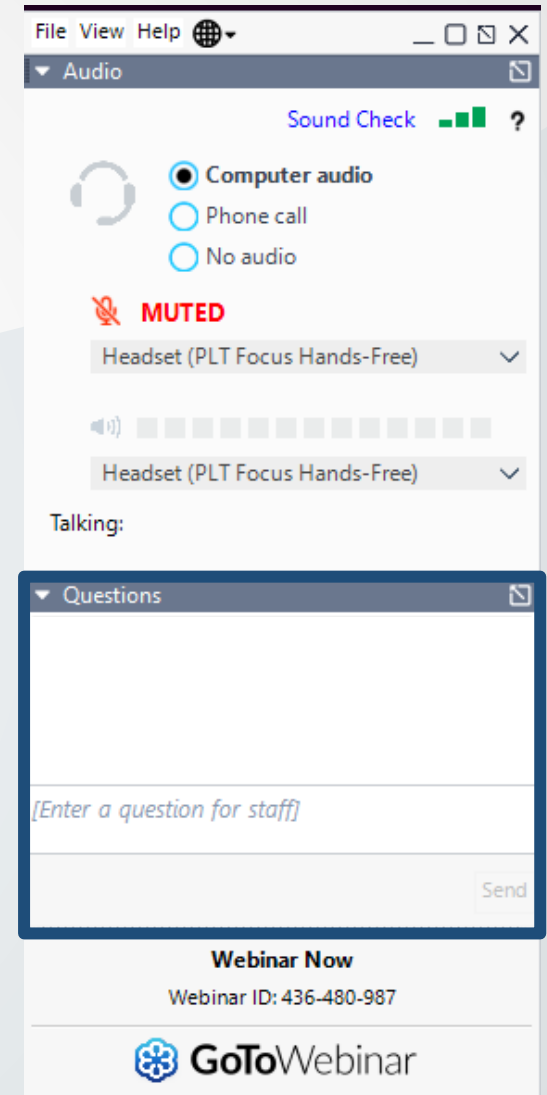


A copy of the webinar and slide deck  
will be emailed to you after the presentation

If you have questions along the way...

Please enter your questions in the GoToWebinar side panel.

We'll answer all questions at the end of the presentation!



## About Rapid Insight



Predictive analytics and data preparation software company empowering professionals of all skill levels to turn raw data into actionable insights



Founded in 2002 and headquartered in Conway, NH



Serving thousands of customers worldwide, ranging from healthcare to higher education

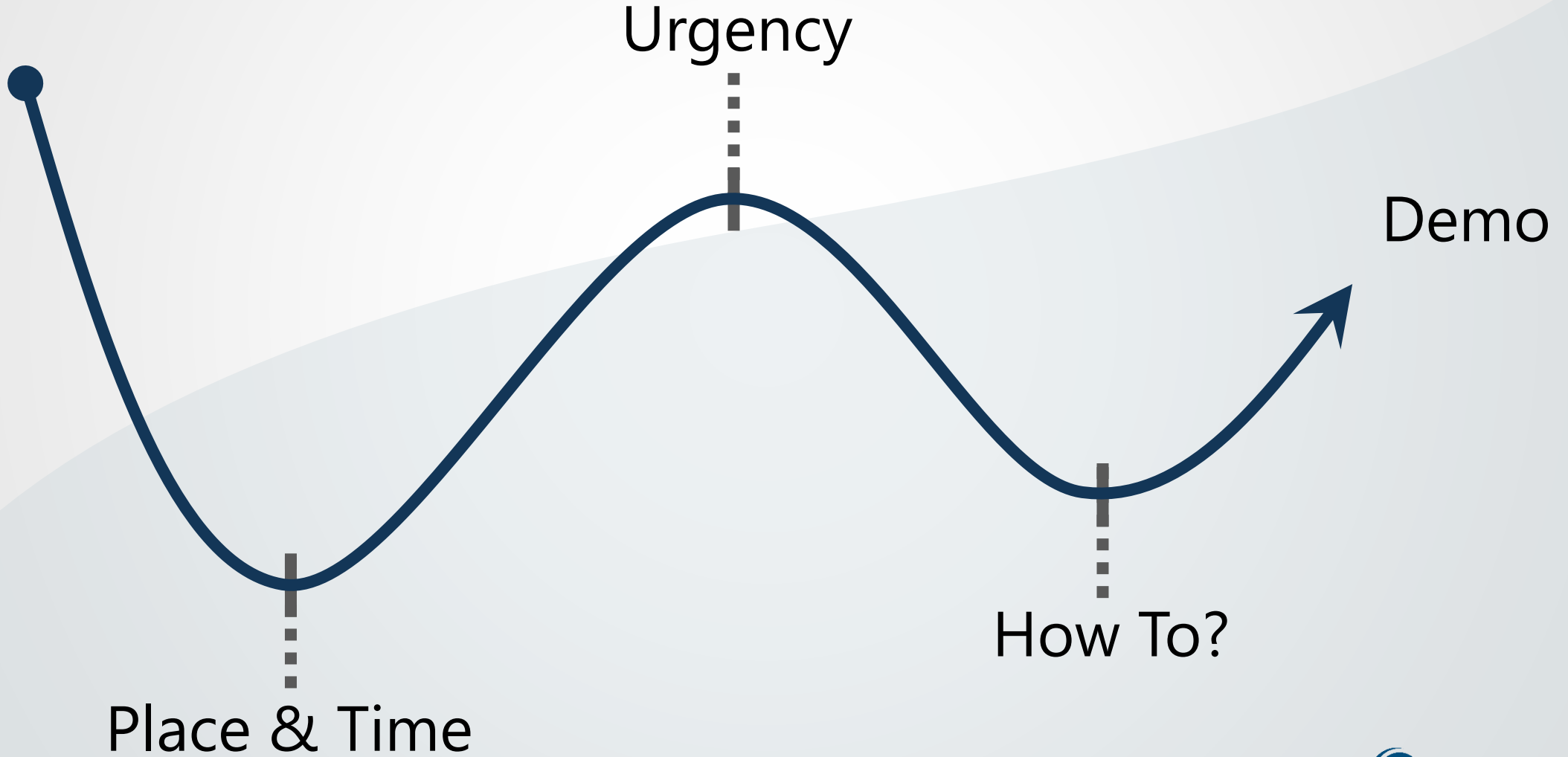


Code free (but code friendly) self-service analytics platform



The Rapid Insight platform enables users to easily build predictive models, perform advanced data analysis, and share insights

Agenda



# Place and Time

## Place and Time

March happened, we had questions

- How should we finish the Spring Semester?
- Should we switch to pass/fail?
- (how) Do we give refunds?
- Should we still host recruiting events?
- Can we still host recruiting events?
- What will we do about Fall Semester?



**We Are**

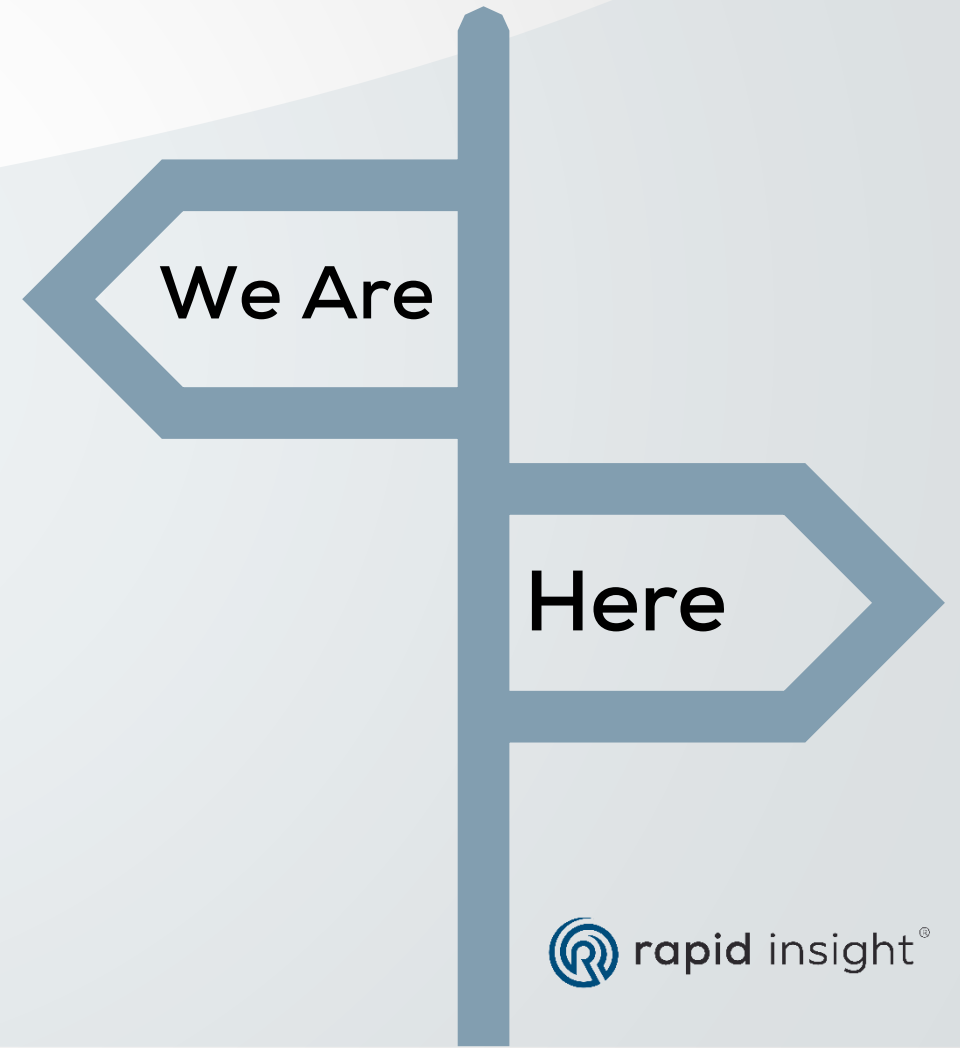
**Here**

## Place and Time

March happened, now it's August

- Spring semester (2020) is over
- Grades are posted
- (hopefully) finances are settled
- Digital solutions for recruiting
- Fall Semester has begun

The scenery changed, but the same core challenges remain

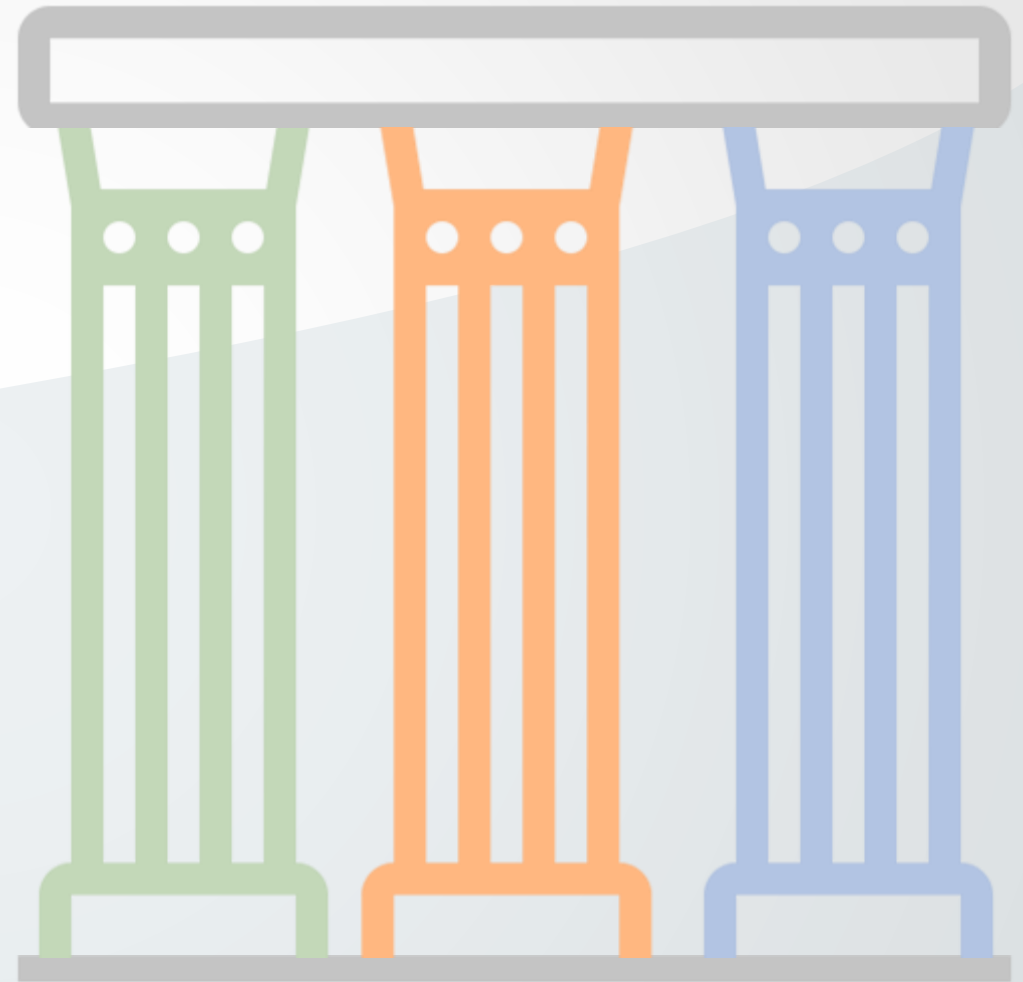




## Core Challenges

- Recruiting
- Enrollment
- Student Success
- Graduate Outcomes
- Financial Stability

\*Mostly, but not strictly in chronological order



# Which of the following core challenges are most impacted by the pandemic for you?

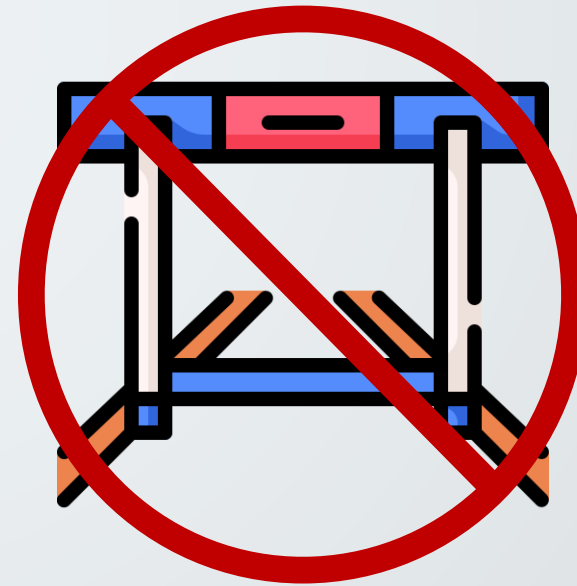
- Recruiting
- Enrollment
- Student Success
- Graduate Outcomes
- Financial Stability

# Urgency


“So what’s changed this from a nice-to-have to a must-have?”

## Why Now?

- Good Hurdles vs. Bad Hurdles



## Data Analysis

- It is not always this  obvious when students hit hurdles though
- Data analysis offers solutions
  - Early alert reporting
  - Pattern recognition
    - >2 DFW courses in one semester
    - Courses all on same 3 days of week
  - Predictive modeling



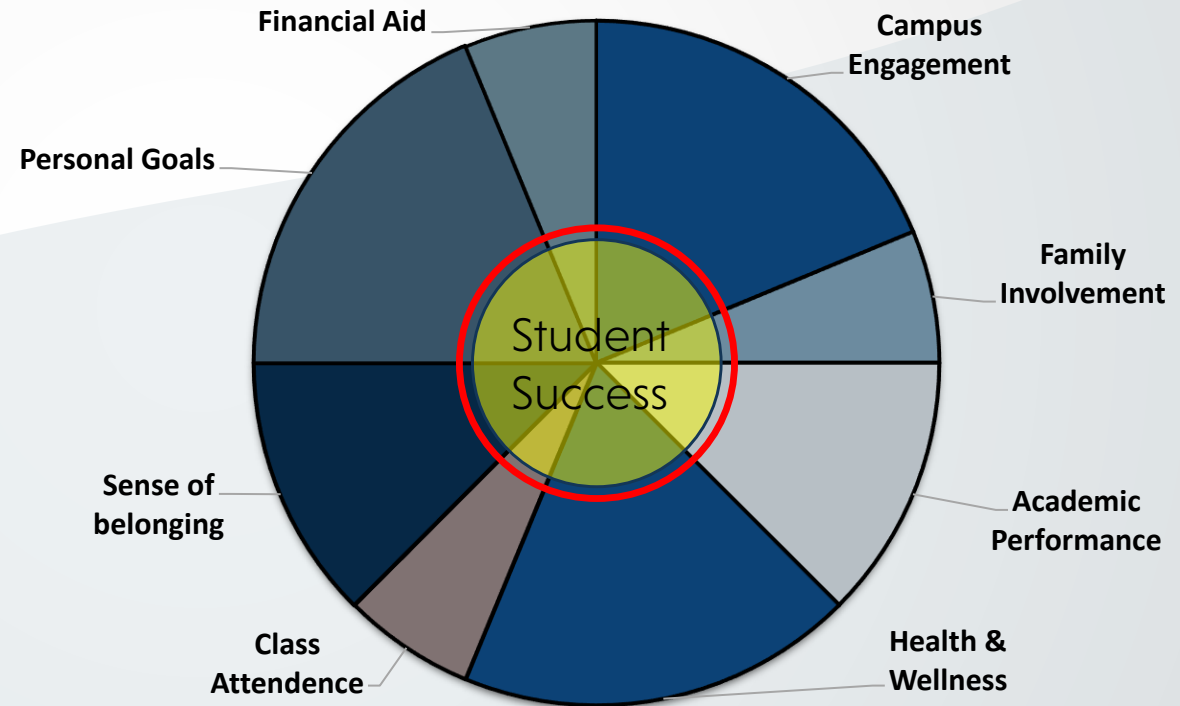
# How To?

So how can we help students in this new normal?

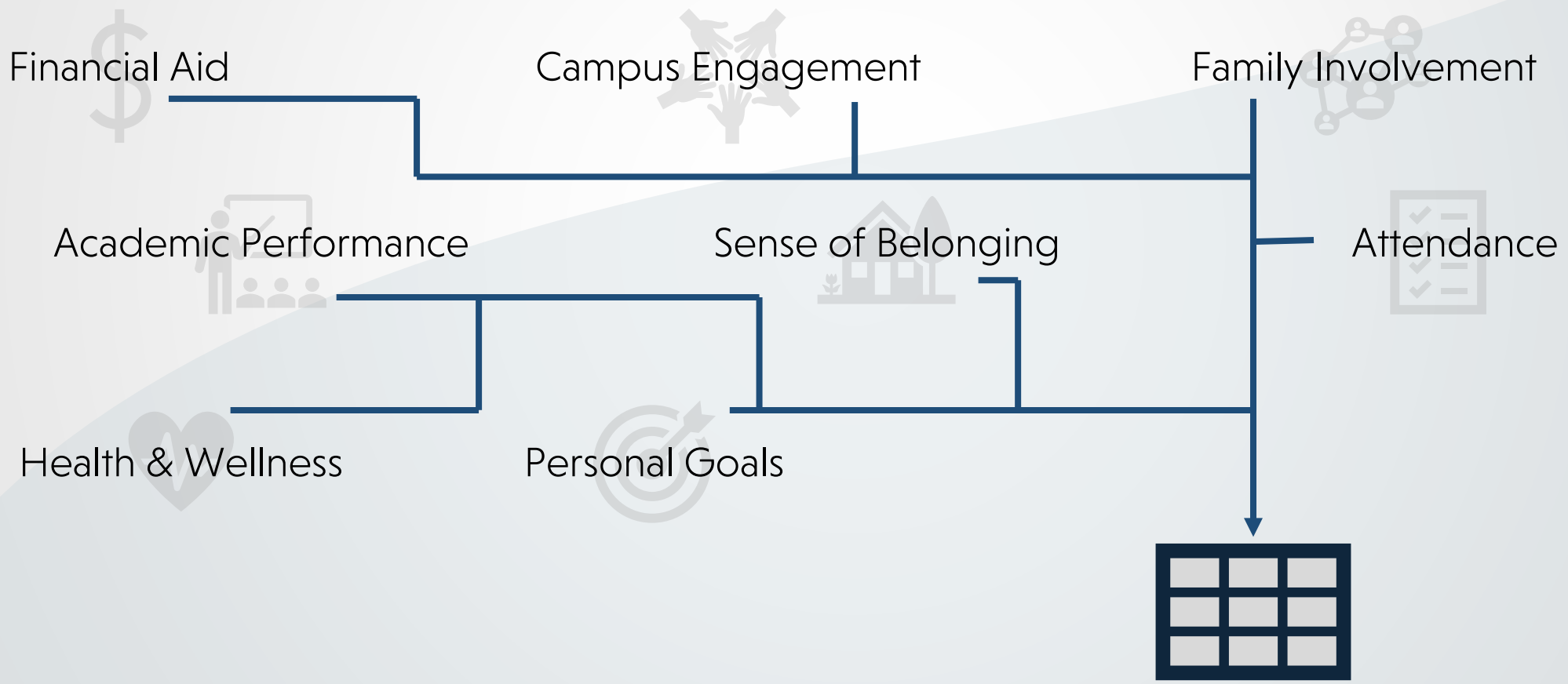
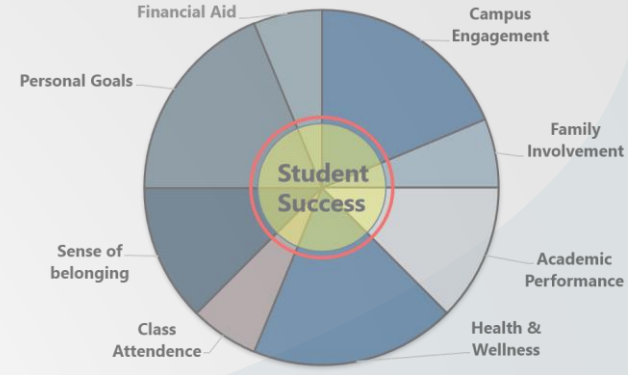
## What we see

The theories of student development and student engagement are hopefully still valid, but the data that we will use to supplement or answer research questions about students in 2020 will be different.

- Which data do you use now to answer these questions
- This is a course correction, not an about face.



# Holistic Experiences → Holistic Data





## Getting Started

### Questions to Ask

- What information do you send to students?
- What services do you provide/advertise for students?
- Do you have a department focused on student life? What platforms do they use?

Any student-facing activity or interaction *might* be a measurable point

## Digital Engagement Data

### Traditional Data Point

- Orientation involvement →
- Library entry swipes →
- Physical classroom attendance →

### Digital Equivalent

- Teleconference attendance reports
- Logins to the library from a portal, interaction counts (article downloads, ILLiad requests)
- LMS access time, lecture stream attendance

**What digital counterparts to student engagement come to mind for you?**

ex: Extracurricular involvement → Mobile Apps

## Accessing New Sources

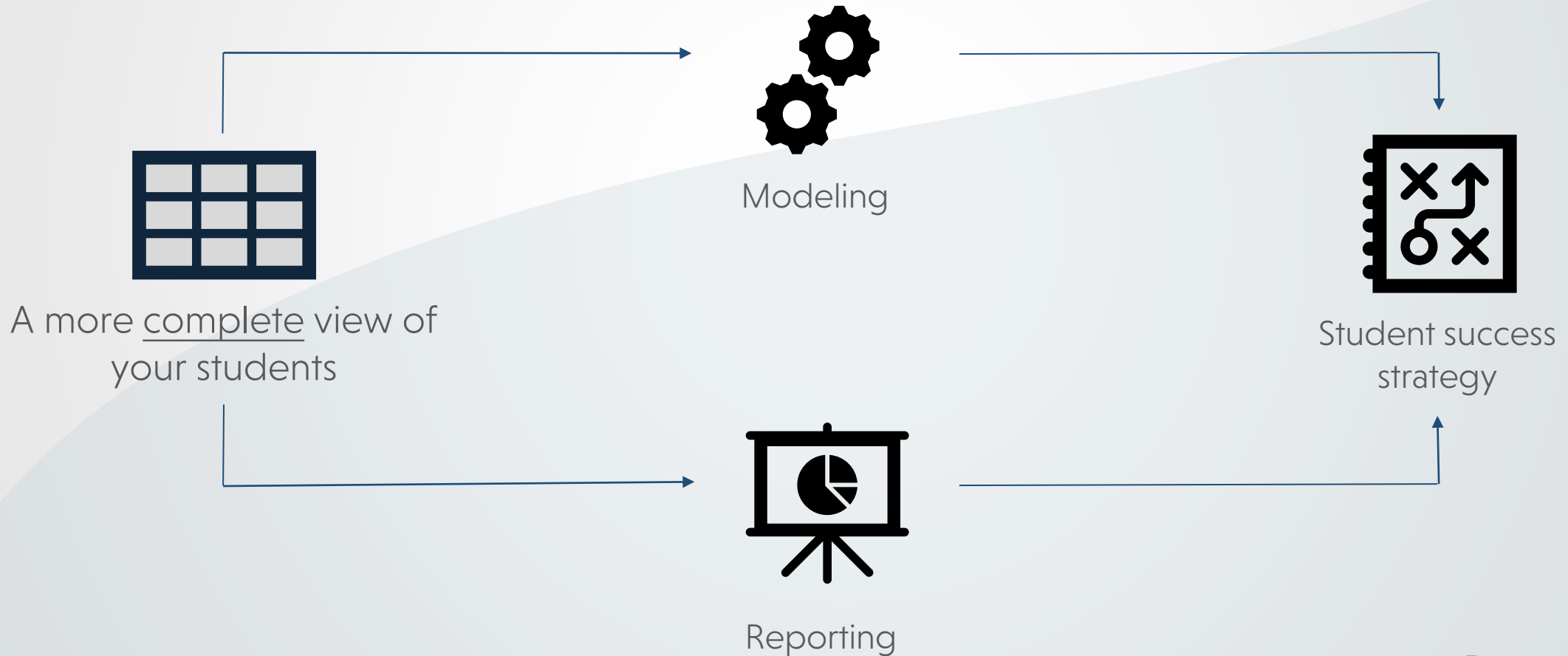
### Questions to Ask

- Does the institution host that offering, or participate
  - e.g. an LMS vs. a Facebook group
- Do you host the data?
- Does policy restrict use of the data for analytics?

### Tips

- Demonstrate value as proof of concept
- Make sure that the process is sustainable
  - access can be direct, or extracts can be automated

## Feeding into Strategy with Holistic Data Analysis



# About Rapid Insight

your data sources



data preparation using construct



predictive modeling using predict



output directly to your data destination(s)

your data destinations



# Software Demo

## How we help

Support



Free & unlimited  
training and support

QuickStarts



Built to connect  
with your SIS

Automatically  
prepare your data  
for use in models

Experience



Industry knowledge

18 years of  
experience working  
with customers in  
higher education

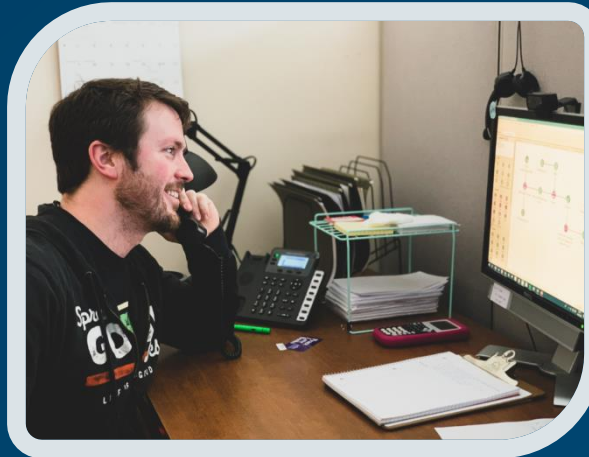


# Questions?



# Thank you!

A copy of this webinar will be sent as follow-up!



James Cousins

Analyst Manager

Rapid Insight



Ryan Orlando

Sr. Account Manager

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