



**“Why be Good
When you can
be Outstanding”**



Agenda

1 Importance of Student Success

2 About Delta State University

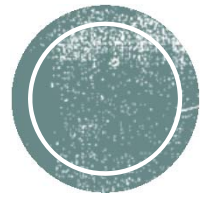
3 Ellucian CRM Advise

4 Ellucian CRM Recruit

**DELTA STATE
UNIVERSITY** 

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Chief Information Officer
Office of Information Technology
ecraft@deltastate.edu





Importance of Student Success



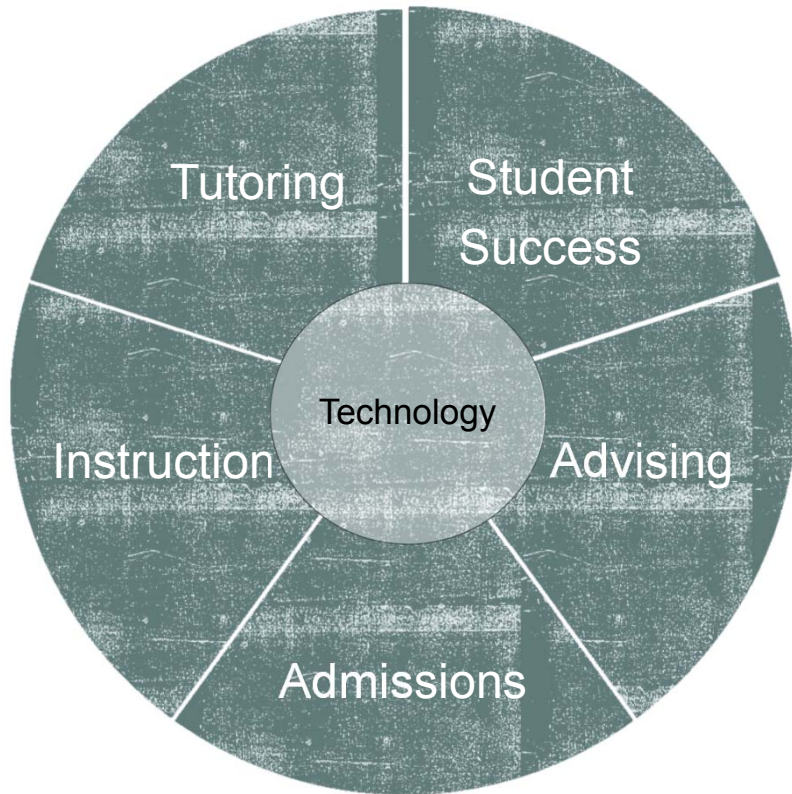
ROAD TO
SUCCESS

**What one sentence
reflects student success
on your campus?**

DELTA STATE
UNIVERSITY 



Success



The difficult I'll do right now. The impossible will take a little while.
--Billie Holliday



Why is student success important?

- Retention rates drive financial success
- Increase overall student headcounts and FTE's for state reporting
- Increase perceived success of an institution



“The secret in education lies in respecting the student.”

-Ralph Waldo Emerson



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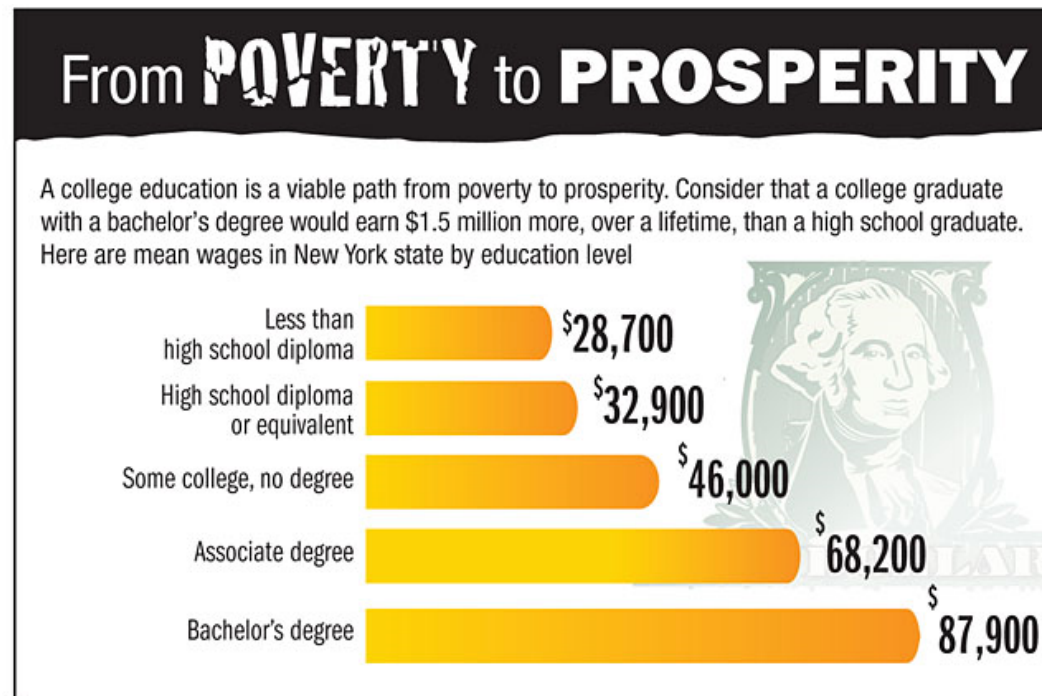


Why is student success important?

- Every number has a face
- The success of each student drives the overall success of our communities




Why is student success important?



Source: New York State Department of Labor, 2010 statistics

Graphic: MJSharer





About DSU

We discussed opportunities, defined context and challenges—both locally and nationally—and set up action plans, building support one department at a time. Our success is tied to our students' success—it's the right thing to do for our students and it helps secure a strong financial future for Delta State University.

Dr. Charles McAdams
Provost/ Vice President of Academic Affairs
Delta State University

About Delta State University

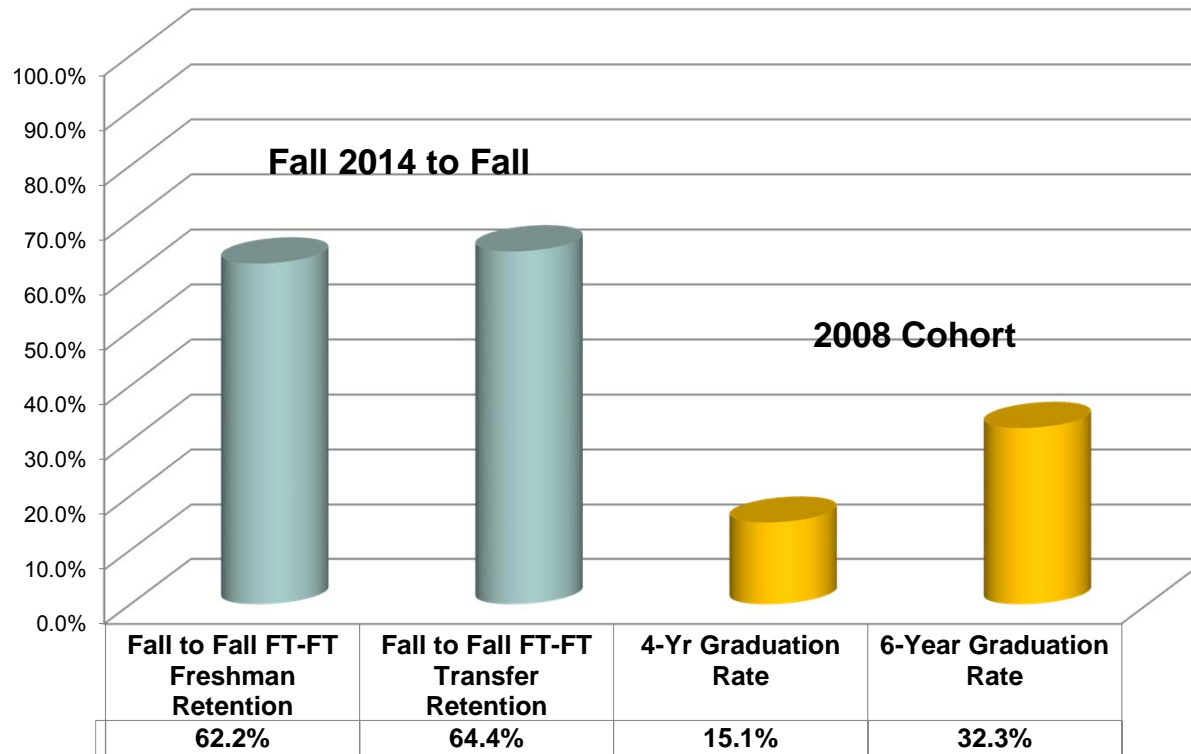
- 3,500 students (UG and GR)
- 59% Caucasian; 34% African American; 7% other
- 65% residents of 18-county Mississippi Delta region
 - obtained high school diploma from one of Mississippi Delta's 11
- 70% are Pell-eligible

The real statesman is more interested in the kind of fruit Democracy will produce in the future than he is in the kind of fruit it produces tomorrow.
--Henry Cherry



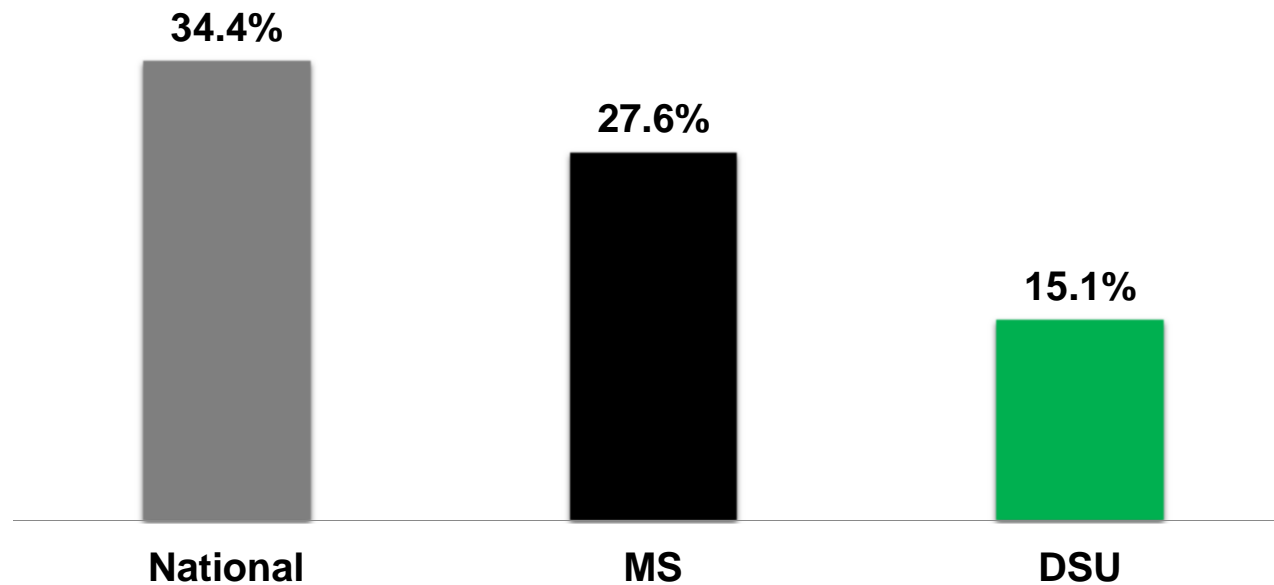
Identify the Problem: Data

Low Retention and Graduation Rates



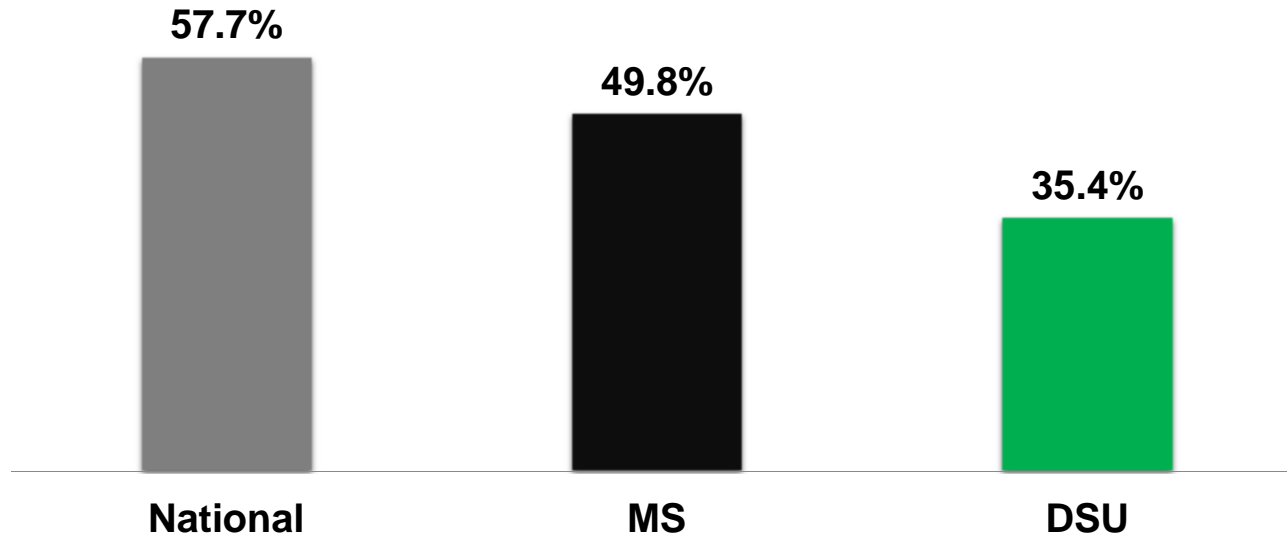
Data: Low Retention and Graduation Rates

4-Year Graduation Rates (2008 cohort)



Data: Low Retention and Graduation Rates

6-Year Graduation Rates (2008 cohort)



Context of the Problem

- Decreasing population in the Delta

1990 – 2015 population declined 11.2%*

- Number of First Generation students and percent of Government assistance in the region is high
- College Readiness is Low

*U.S. Department of Agriculture



ACT College Readiness

College readiness is measured by the minimum score needed on an ACT subject-area test to indicate a **50% chance of obtaining a B or higher** or about a **75% chance of obtaining a C or higher** in the corresponding college-level general education courses including English Composition, Algebra, Social Science, and Biology.

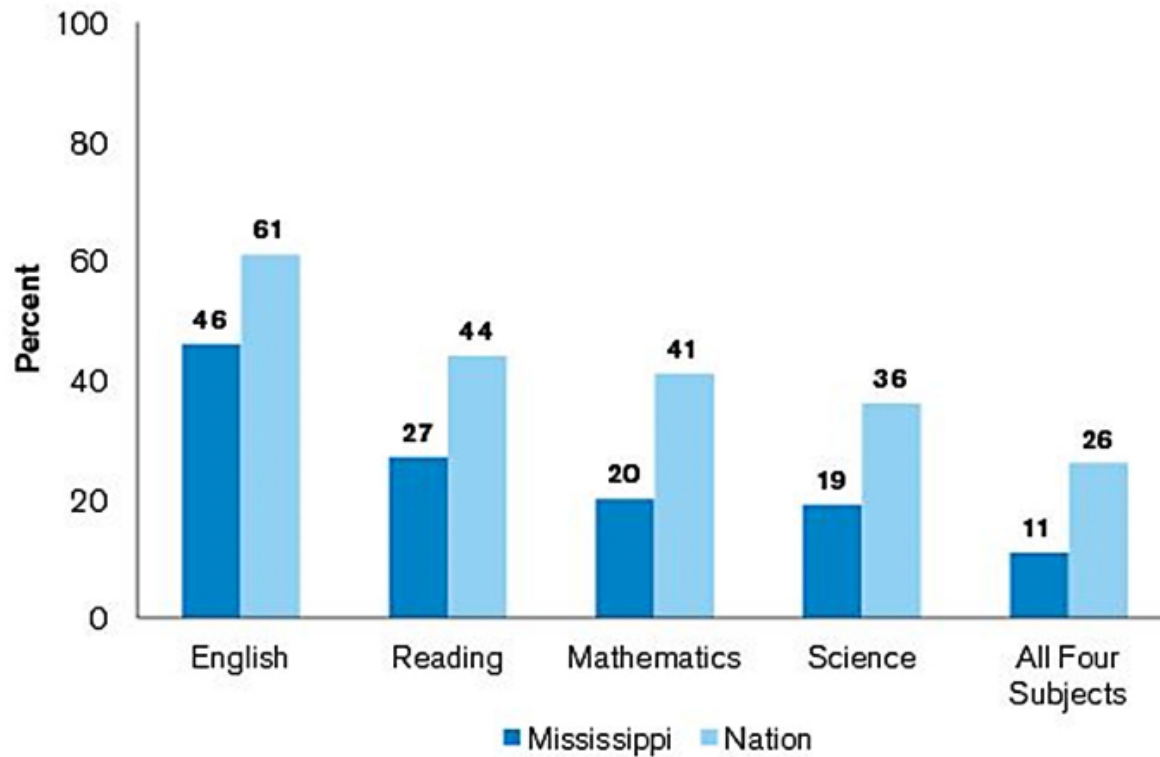


ACT College Readiness

College Course/Course Area	ACT Score	Minimum Score
English Composition	English	18
Algebra	Mathematics	22
Social Sciences	Reading	22
Biology	Science	23



Mississippi College Readiness Scores 2016



Work as a Team

Student Success Task Force

- Created in January 2014
- Student Success 360
- Reimagined September 2016
 - ❖ Meet twice per semester to **assess retention strategies and suggest areas for improvement.**
 - ❖ Examine administrative **policies** and **practices** to make sure they are **optimized for student success**



Strategies for Success

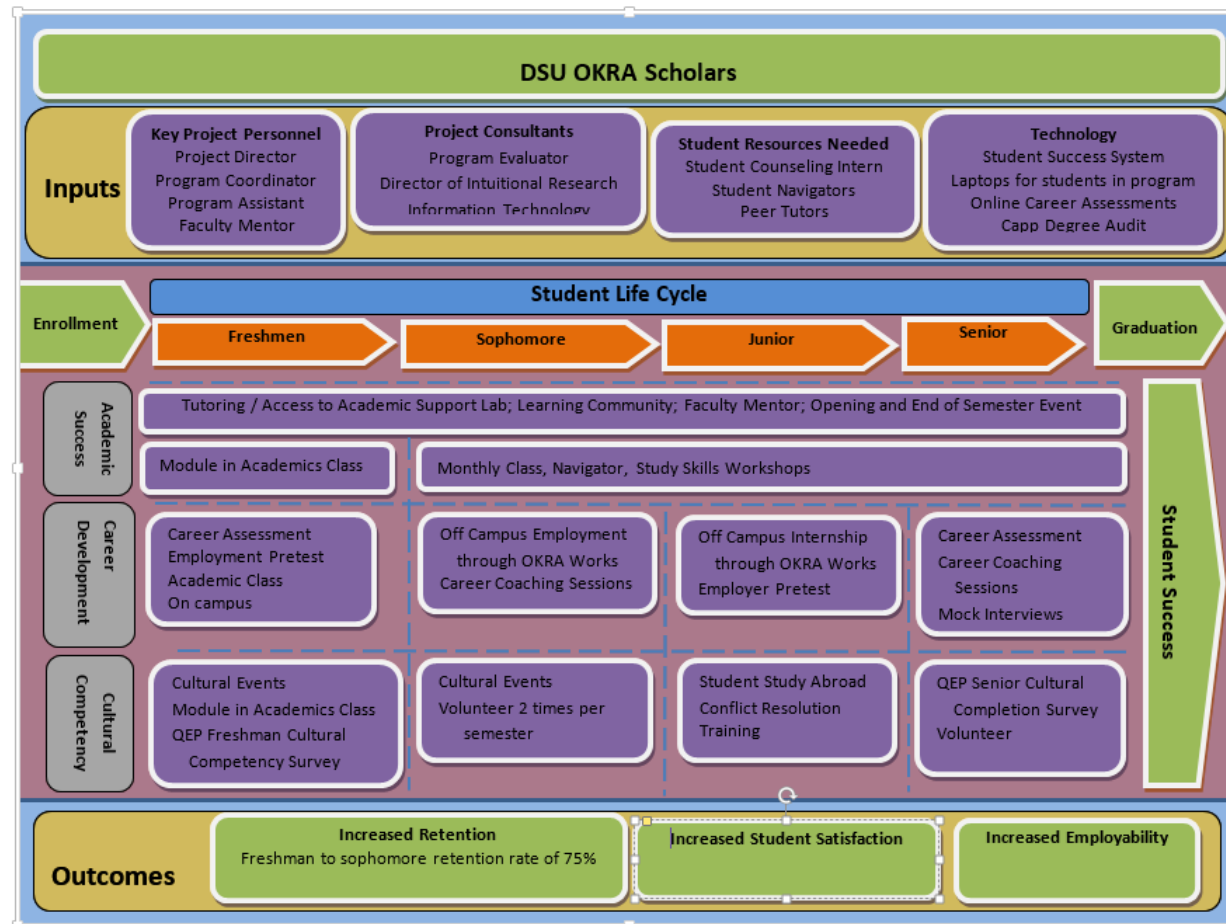
- Adopted select “Game Changers” from Complete College America
- Developed our own initiatives
- Use technology to help us help students in ways that was not previously possible



Why is student success important?



Okra Scholars and FITW





Ellucian CRM Advise

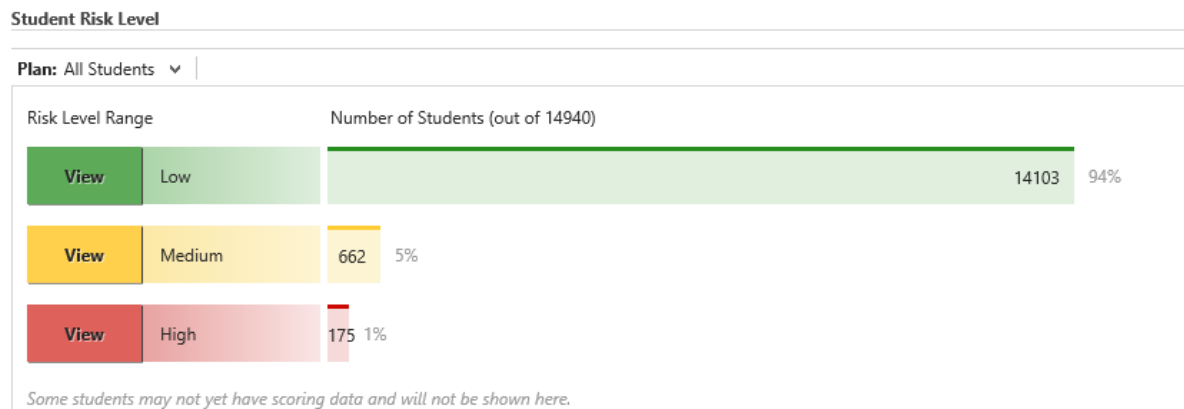
Sometimes, enrollment at a university is like a leaky bucket, where it appears that the solution is to pour more water in the bucket, when in reality, the real solution is to just plug the holes.

Ellucian CRM Advise

- If You Were to Write a Mission Statement for Each Office Below, What Would They Look Like:
 - Admissions
 - Advising
 - Student Success
- What are the Common Characteristics Between Advising and Students Success?
- How do the Offices Overlap?



Placing Priority on Need



- Scoring plans can be created for different populations
- Allows individuals to identify at risk populations of students and create action plans to provide help
- Allows for easy drill down to see students that are in each group
- Can be customized for different system users
- Purposeful engagement



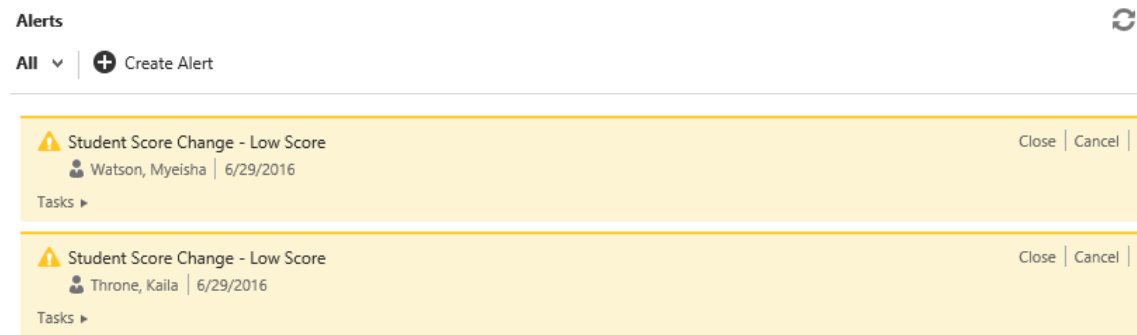
How are At Risk Student Identified

<u>Scoring Rule</u>	<u>Weight</u>
Academic Performance	40
Financial Performance	10
Semester Performance	25
High Risk Enrollment	25

- Scoring rules for different areas of student performance
- Identify at risk behaviors before they become problems
- Increase the speed of notification on problem areas



Creating Action not Re-Action



The screenshot shows an 'Alerts' section with a refresh icon in the top right. Below the title is a filter dropdown set to 'All' and a '+ Create Alert' button. Two alert cards are displayed, each with a yellow warning icon, the title 'Student Score Change - Low Score', a user icon, the name of the student, and the date '6/29/2016'. Each card also has 'Close' and 'Cancel' buttons and a 'Tasks' link with a right-pointing arrow.

Alert Title	User	Date	Actions
Student Score Change - Low Score	Watson, Myeisha	6/29/2016	Close Cancel Tasks ▶
Student Score Change - Low Score	Throne, Kaila	6/29/2016	Close Cancel Tasks ▶

- Alerts can be used to provide information about at risk behaviors
- Can provide action items for individuals to respond to
- Alerts for both positive and negative behaviors
- Generate custom email to student providing information about success initiatives of the university
- Move to a proactive approach to student success



Communications at DSU

Celebrate the wins

- Happy Birthday
- Congratulations
 - Tests
 - Class Change
- Grades
 - Presidents list
 - Deans List

Shape the issues

- Success score falls below a certain level
- Academic standing changes
- Course score changes
- Enrolled in high DFW class
- Attendance issues

Inform individuals

- Notify individuals of account holds
- Inform advisors on course drops
- Let students know when they may need tutoring
- Update the campus when registration opens



Results

- Increased first year retention for Okra Scholars
 - From 58% to 89.5%
- FT Freshmen retention rate overall increased by 8.3%
- Academic Standing
 - 94.7% in “Good Academic Standing”
 - 40% earned a 3.0 or higher

WHY BE GOOD
WHEN YOU CAN BE
OUTSTANDING?



Lessons Learned / Next Steps

Lessons Learned

- Keep pushing the envelop
- People need to be vested in the mission
- Create campus buy in

Next Steps

- Further deployment across campus (Recruit and Advise)
- Create addition action items and communication plans
- Use the data to identify additional at risk students





**Ellucian CRM
Recruit**



Overall Purpose of Ellucian CRM Recruit for DSU

- Support Entire Admissions and Recruitment Process
- Create a Seamless Communication Plan for Recruiting
- Track and Report on Entire Recruiting Class
- Engage Potential Students from First Contact Until Enrollment



Monitor and Track Students throughout the Recruitment Process

- Keep Up with All Contact
- Maintain a Personal Communication Path with Potential Recruits
- Assign Tasks Based on Potential Recruits Progress
- Monitor and Report on All Aspects of Potential Recruits

Ellucian Recruiter™

Fighting Okra

Male
 DOB: unknown
 662GoOkra (Cell Phone)
 gofightingokra@okramail.com
 123 Okra Street
 Hot Coffee, MS 39428
 United States

ATP Tape
 Derrick Bean
 Primary Recruitment Path:
 Fall 2017
 Undergraduate
 Art Graphic Design Emphasis - BFA-ART-GD
 Calhoun City High School

Prospect

Inquiry

Application Started

Applicant

Admit

Confirmed

Enrolled

Application Moved to ERP Date:

Admit Date:

Enrollment Date:

RECENT ACTIVITY

Subject	Activity Type	Date
Delta State University Take the next step	email	7/5/2016
Delta State University Application Completion	email	8/19/2016
Delta State University Complete the Application	email	8/4/2016
Campus Tour Delta State University	email	5/25/2016
Imported: Test Score Import	datatel_importactivity	5/25/2016
Greetings from Delta State University	email	5/20/2016
Delta State University Create An Account	email	5/20/2016
Imported: Test Score Import	datatel_importactivity	5/20/2016

Desirability Probability

Personalized Student Portal

- Provide Personalized Information for Potential Students
- Allow Students to Monitor Progress
- Online Application for Different Populations

Back to Delta State University

Log Out | My Account | Apply Online | Events

My Account

Welcome, Edwin! Delta State University offers an educational experience like no other. With every discovery, you will see the world differently. It's time to experience something new. It's time to join Delta State University. Schedule a visit today or contact the admissions team to join the family.

My Profile

Edwin Craft

Anticipated Entry Term
Fall 2019

Academic Program of Interest
Biology Concentration - BS-BIO-GEN

ed1craft@gmail.com
6628464162

[Update Profile](#) [Change Password](#)


Events

You are not currently registered for any events. [View Upcoming Events](#)

Undergraduate Application

<input checked="" type="checkbox"/>	1. Create a Profile	Created On	10/19/2015
<input checked="" type="checkbox"/>	2. Start an Application	Started On	6/9/2016
<input type="checkbox"/>	3. Complete an Application		

Program Spotlight



Welcome to DSU's College of Arts and Sciences and the Department of Biological Sciences. The Department seeks to develop the technical competence and the broad intellectual foundation needed to understand the impact of science and technology on humans and to make informed decisions on social, ethical, and environmental questions. The Department offers the following degree programs: Bachelor of Science in Biology, Bachelor of Science in Environmental Science, Master of Science in Natural Sciences, and Master of Applied Science in Geospatial Information Technologies. Within the Bachelor of Science programs, students may pursue concentrations such as general biology, pre-medical science, science education, and wildlife management. The Department also offers pre-professional preparation for various health related programs, such as cytotechnology, dental hygiene, health information and informatics management, medicine, dentistry, occupational therapy, optometry, pharmacy, physical therapy, radiologic, veterinary medicine.

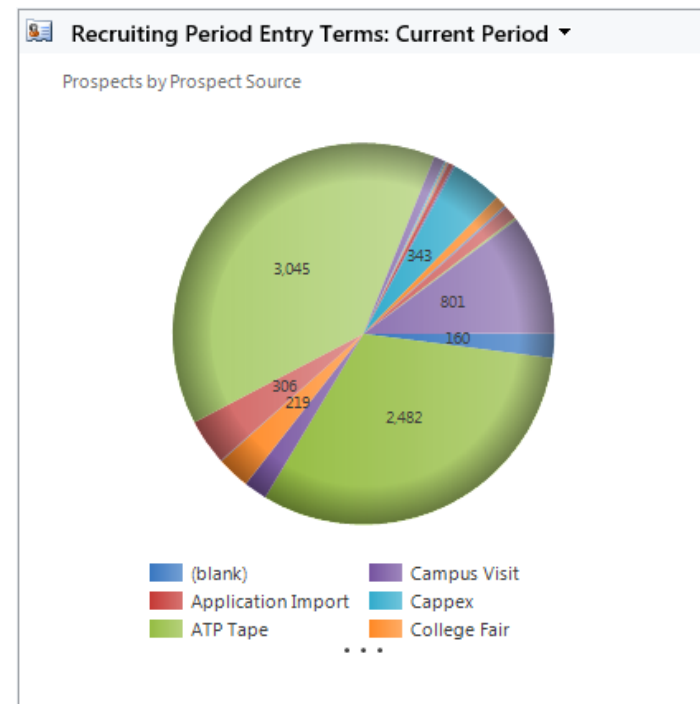
Contact Us

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Cleveland, MS 38733
(800) GO2DSU or
(662) 846-3000



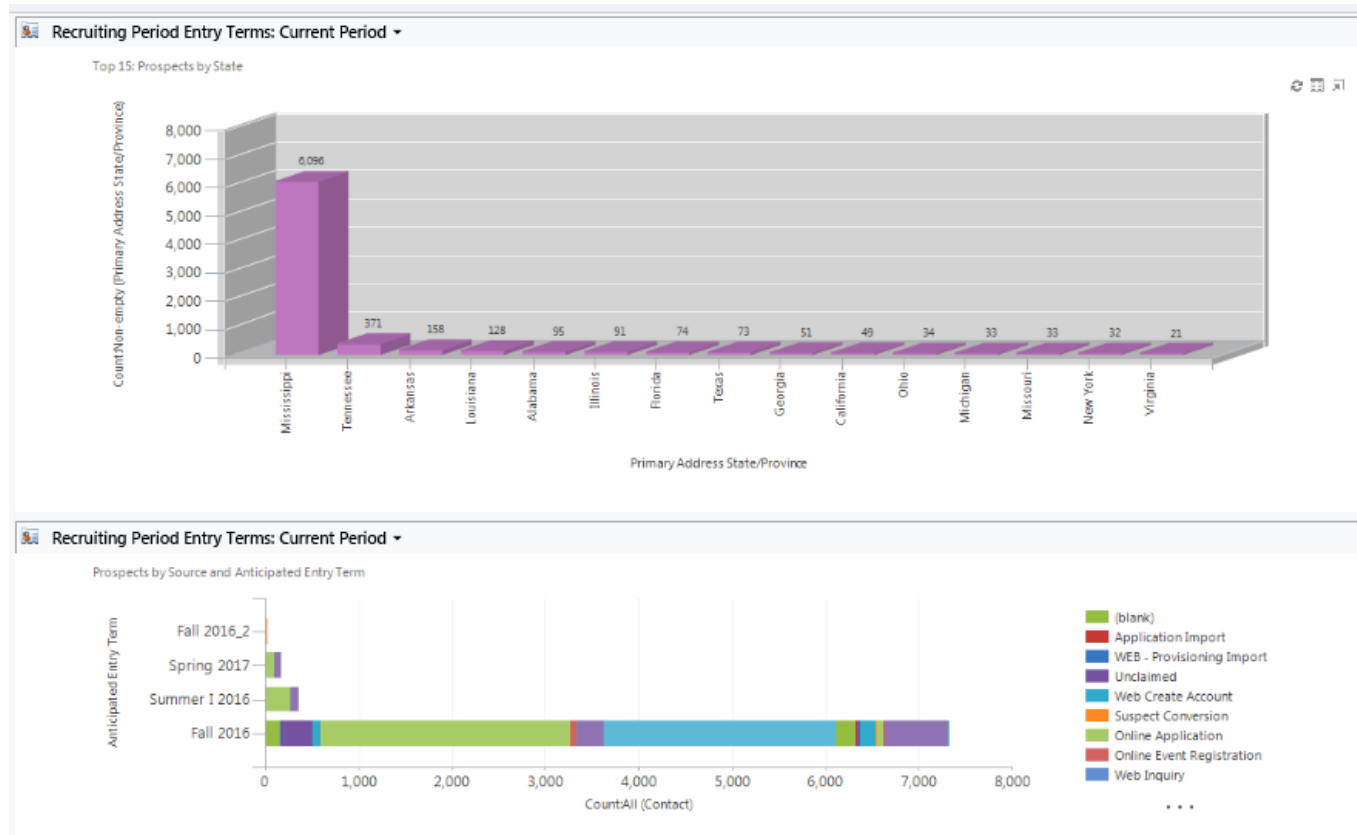
Reporting

- Provide Instant Access to Important Data
- Out of the Box Usability
- At a Glance Dashboards
 - Recruiter
 - Director
 - Administrator
 - Executive
 - College Dean



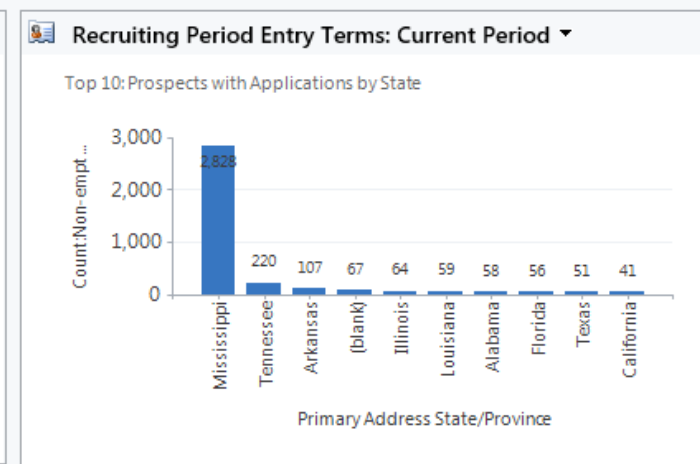
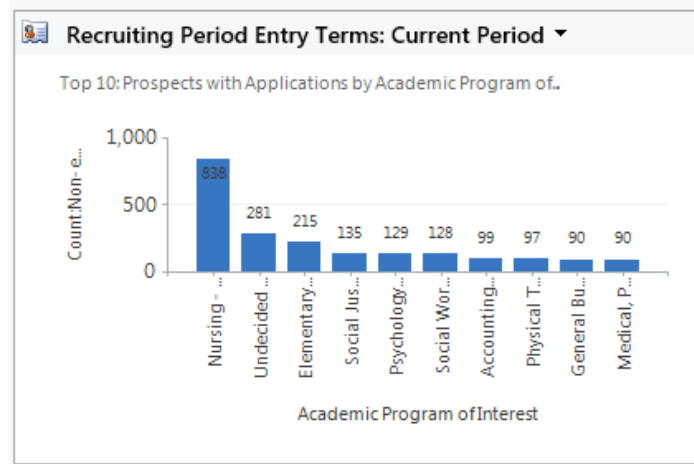
Reporting

- Identify Locations of Potential Recruits – What is the Hot Area?
- Identify Trends Over Time
- Provides a Realistic Way of Assigning Resources



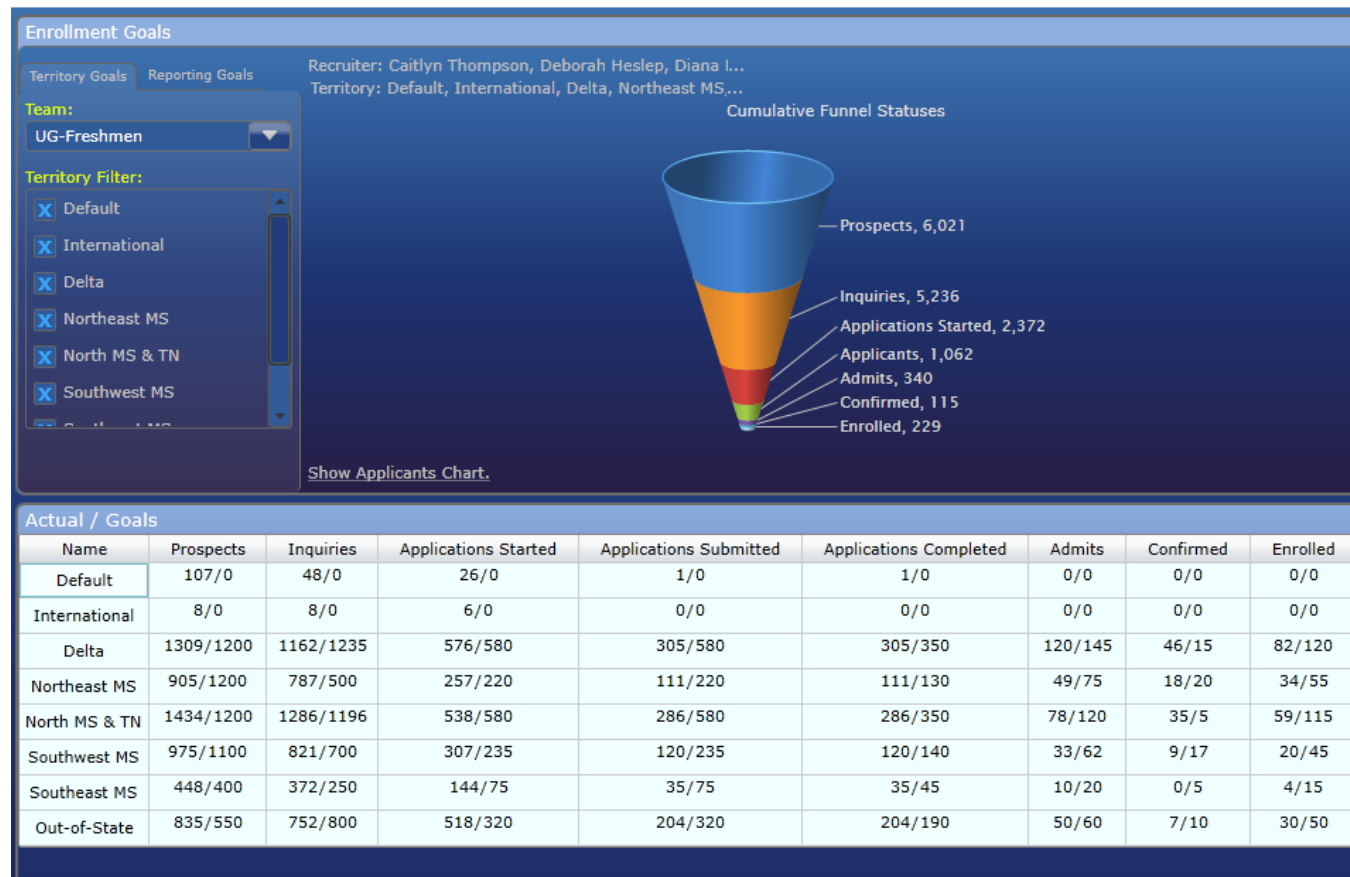
Reporting

- Identify Programs that have a Potential for Growth
- Identify Programs that May Show Signs of Decline



Reporting

- Provide Benchmark Goals for Recruiters
- Real Time Access to Recruiting Goals and Progress
- Utilize Benchmark Data for Employee Review Process



Questions

**DELTA STATE
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