Retention Planning using Insight Metrics

Using Insight data to monitor metrics
March 2, 2023

Retention Planning by Design:
Actionable Metrics for Every Team
March 2, 2023
Agenda

Retention Planning Across the University
- What is retention planning
- Who plans what and when!

What are metrics?
Insight metrics
Creating a metric
Monitoring metrics
What is Retention Planning?

What Is Student Retention in Higher Education?

The definition of retention in higher education is the process of keeping students enrolled in college, community colleges, or other institutions of higher education. It’s an important part of higher education because it affects graduation rates, which indicate how well an institution is performing for its students.

Key Points at a Glance

- Student retention is as a balance between the number of students entering and leaving college each year.
- The difference between college persistence and retention: The former follows a student who continues with his or her study regardless of which institution, the latter follows the annual enrollment of a student in the same institution.
- Student retention impacts higher education institutions, most especially revenue-wise.
- Having high student retention rates should only be a consequence of excellent education delivery and culture within a higher education institution.
Seven constructs can influence student retention. These are: academic advising, social connectedness, student involvement, faculty and staff approachability, business procedures, learning experiences, and student support services.

Vincent Tinto, an established retention scholar, suggests that institution-wide improvement of classroom practices is essential for driving up retention among all students. Academic support, student engagement, and faculty interaction in the classroom can help keep students on track to graduate.

Hanover Research 2014
Data Sets to Consider in Retention Planning

Course
- Course grades
- Attendance
- Competency achievement
- Support services

Department
- Student learning achievement
- Course fill rates
- Student perceptions of learning

College
- Labor/Market analysis
- Teaching Modalities
- Credentialing and Badging opportunities

Co-Curricular
- Advising
- Event engagement
- Involvement
- Satisfaction & safety

Enrollment/Admission
- Student personas
- Enrollment patterns
- Melt rates
We have a Retention Plan and a Dashboard, Now What?

Retention Planning!

January 5, 2023

5 Tips to Shift Your Analytics Culture for Student and Institution Success

Higher education faces increasing demands to leverage data to highlight value and show student and institution success. However, the analytics culture at many institutions leads them to focus on external accountability and fact sheet reporting rather than using information strategically. Your institution’s analytics culture is shaped by the following attributes:

- Depth of data use
- Extent of collaboration and knowledge sharing
- How leaders model data value
- Use of tools for analysis and reporting

Where does your institution excel? Where can it grow? Change can be challenging, and creating a

Retention Strategies from Hanover Research

Other effective and commonly used internal retention strategies include:

- Track persistence patterns across all students
- Identify difficult courses
- Assess current student needs
- Set measurable retention goals
- Track retention rates for specific programs
- Monitor progress in learning management system
- Statistically predict student success Title III or V funding
- Use financial aid targeted at retention
The Importance of Data in Retention Planning

**Student Success Analytics**

Student success analytics is the integration of data-informed practices that consider students and their diverse contexts to influence decisions that affect student experiences and outcomes. This framework highlights the four key components of student success analytics initiatives, and it is a resource for higher education stakeholders with a role in exploring, designing, facilitating, or evaluating student success analytics.

1. **Preparedness**
   - Pause and assess your institution’s goals for student success in order to identify how analytics can help. Build coalitions to establish a shared frame of reference, take stock of existing data and systems readiness, and plan how your institution can move toward action.

2. **Decisions**
   - What action can, or should, be taken with these newly found data insights? Consider the ethical implications of how the data is used, as well as how the action will relate to your institution’s goals for student success.

3. **Outcomes**
   - Determine what you are measuring and what elements of student success you intend to influence. Be sure to consider how one student success variable may inadvertently affect other student success outcomes.

4. **Analysis**
   - Decide which data to include in your analysis and how best to analyze your data in support of stakeholder values. Consider the quantitative and qualitative data analyses needed to best inform opportunities for action.
Metrics

A metric is the aggregate of a single field (column) from an Insight Resource that will be counted, summed, averaged, etc.
Metrics and Measures

A **metric** is the aggregate of a single field (column) from an Insight Resource that will be counted, summed, averaged, etc.

A **measure** is made of either a single metric or a combination of metrics using math expressions (average, percentage of, percent change, etc.)
Visualization

A **measure** is the final value that is displayed on a **visualization**.

Measures in the visualization can be segmented by adding **dimensions** that break down data by **slices**.
Total Events Dimensions

- **Total Events by Category**
  - Entertainment/entertainment
  - Special Interest
  - Career Development
  - Media/News/Current Events
  - Philanthropy/Service/Civic Action
  - Student Affairs
  - Leadership
  - Government/political
  - Academic
  - Professional/Pre-Professional
  - Graduate
  - Alumni
  - Vandal Spirit/Pride

- **Total Events by Day of the Week**
  - Sunday
  - Monday
  - Tuesday
  - Wednesday
  - Thursday
  - Friday
  - Saturday
**Insight Dashboard Components**

- Collection of visualizations
- May contain multiple views; each view can contain between 1-9 visualizations.
- May contain toggles to further “slice” (filter/segment) data.
Navigating dashboards

**Views**
- Go between pages on the dashboard

**Slice By:**
- Toggle filters used to narrow results shown on dashboard visualizations
- Filters applied to all visuals on the dashboard
Insight
Resources
Anthology Insight Resources

• This image gives a general overview of data-sets one may have access to within Anthology Insight.

• These data-sets are known as “Insight Resources.”

• The Insight Resources your specific institution will have access to are dependent upon your Anthology contract.
Insight Resources

- Insight Resources are the sources of data available for analysis and visualization within Insight.
- They are composed of data provided by your institution (ex: student demographics, enrollment, etc.) as well as data generated through your institution's usage of Anthology tools (ex: assessment results, student ratings of instruction, etc.).
Smart Insight Resources Allow for Easier Analytics

- Connects data that belongs together through modeling
- Aligns demographics with student activity

For example, with each of the resources below, we can disaggregate by....

<table>
<thead>
<tr>
<th>Outcome Result</th>
<th>Course Evaluation Quantitative Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outcome Score</td>
<td>Numeric / Text Answer</td>
</tr>
<tr>
<td>Outcome Achievement Level</td>
<td>Question Text, Category, Subcategory</td>
</tr>
<tr>
<td>Creation information (time, etc.)</td>
<td>Course Number, Section, Name</td>
</tr>
<tr>
<td>Assessment details (method; scoring method; collection method, etc.)</td>
<td>Rotation</td>
</tr>
<tr>
<td>Academic Program</td>
<td>Administration</td>
</tr>
<tr>
<td>Student demographics*</td>
<td>Demographics of Evaluator</td>
</tr>
</tbody>
</table>

Engage Event Attendance

<table>
<thead>
<tr>
<th>Associated Event</th>
<th>Event Details (ex: Start Time, Theme, etc.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location and/or Online Location</td>
<td>Organization who held the event</td>
</tr>
<tr>
<td>Branch of the Organization</td>
<td>Student demographics of attendee</td>
</tr>
</tbody>
</table>

*Provided data not collected in aggregate
Leveraging your Resources: Insight Data Dictionary

• The Insight Data Dictionary is a resource you will have access to which defines each of the fields within your Insight Resources.

• Knowing the data you have access to within the Insight Resources will enhance your ability to make effective visualizations, and dashboards
Activity:

*Write down a metric you would like to build*

(reference Insight data dictionary)

Take 5 minutes
How to Create a Metric
1. Log into Insight
2. Select the visualization tab
3. “Create new Visualization”
Pre-built vs. Custom Measures

<table>
<thead>
<tr>
<th>Pre-built</th>
<th>Custom</th>
</tr>
</thead>
</table>
| • Pre-defined by Anthology.  
  • Quick aggregates of frequently used metrics and dimensions.  
  • Starting points that will likely require adjustments. | • When pre-built does not meet your needs.  
  • Utilize and aggregate any data within your resources. |

**Update Measure**

- Course Evaluations
- Course Section
- Credit Hours
- Outcomes
- Student Retention
- Student Enrollment
- My Measures

**Custom**
Give the visualization a name

Pre-built measure or custom

Select or create measure
Configuring Visualization

- Edit/Add additional measures and metrics
- Create dimension or add pre-saved dimension to visualization
- Filter what is shown using where logic
- Look at row level data with View Data Details
- Change chart type (bar, line, donut, etc.)
- Edit color palette
- Save, Save As, or Delete
Chart types and Colors
Longitudinal Data

Data that is collected sequentially from the same subject

- Course Evaluations
- Course Enrollments
- Regular Survey Data
- Retention Rate
- Graduation Rate

Track progress or changes overtime

Identify trends or discrepancies
<table>
<thead>
<tr>
<th>Dimension by Measures</th>
<th>Enrolled History Majors, UG</th>
<th>Enrolled History Majors, Masters</th>
<th>Enrolled History Major, Ph.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrolled in Fall 2020</td>
<td>76</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td>Continuing Student Fall 2021</td>
<td>58</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Enrolled in Fall 2020, Now Graduated</td>
<td>34</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>
Example:
Walkthrough Creating a Metric Together
Activity: *Create your own metric*

Use the metric you selected previously.

Write down how you plan on monitoring this metric to track progress/achieve a goal.
Call To Action: look for an invite to our follow up session!

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