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#### LEARNING LOG

### Predictive Analytics: Targeted Support for Students by Persistence Likelihood

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#### DETAILS

MAKING IT WORK, UNDERSTANDING WHAT WORKS, AND SHARING WHAT WORKS

##### TITLE

Predictive Analytics: Targeted Support for Students by Persistence Likelihood

##### SOLUTION

Redesigned Planning Advising and Student Services

##### CAPACITIES

Leadership & Culture; Information Technology

##### Owner

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##### Record Type

Monthly-Current 2017



##### INSTITUTION

Northern Arizona University

#### REFLECTION

##### SITE INITIATIVE

###### Implemented Initiatives:

- Incorporating persistence predictions (delivered through Civitas Inspire) into “inbound” student service:
  - o Review persistence predictions in preparation for meeting with students
  - o Use persistence predictions to assist peer mentors in meeting preparation
  - o Identify and implement interventions and support based on inspiration and intervention factors, make appropriate referrals, and as needed, initiate a case in Salesforce to facilitate the referral
- Shaping “outbound” student service by considering persistence predictions:
  - o Prioritize and segment outreach strategies based on predictions
  - o Consider how the persistence prediction might inform application of holds/intrusive interventions.
  - o Identify intervention factors to promote student use of programs and services
  - o Use persistence prediction to pair students in SA student groups with appropriately qualified/experienced peer mentors
- Monitoring enrollment by prediction group

##### PROGRESS TOWARD STUDENT SUCCESS

1. Purchase and implementation of the Civitas tools
2. Training of staff including a pilot user’s groups and regular checking in on piloted ideas
3. Convening of key stakeholders to develop a “guiding practice” document and coordinate action
4. Development of targeted email campaign – (i.e., “Finish Strong”) - to students utilizing persistence scores and current academic performance

##### IMPACT

The implementation of the tools and their use have been effective in that we have a lot of interest and momentum in using the tools. It is too early to know if their use will impact retention for fall.

##### INTERNAL/EXTERNAL RESOURCES

NAU’s Analytics and Assessment Office is working closely with University Advising and Student Affairs coordinate end user trainings and pilot projects. Analytics and Assessment is also collaborating daily with our IT area to get the tools operating properly and a data security plan in place. All involved at NAU are regularly interacting

with several staff from Civitas Learning on technical implementation, end user trainings, and overall adoption of the predictive analytics applications.

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### NEXT CRITICAL STEPS❶

The primary next steps are to roll out more comprehensive use of the tools, incorporate more of the predictive analytics data in CRM, evaluate our use/strategies' effectiveness, and fine-tune our use of the tools.

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### OPPORTUNITIES/CHALLENGES❶

On the tail of our CRM implementation, we brought up our predictive analytics tools. One obstacle was getting all the right staff trained to use new tools and be ready for them at the same time we were working through all the steps of technical implementation, including data security processes in particular. This required (as is still requiring) lots of coordination.

We have learned several ways to incorporate the tools into our daily work as well as to create efficiencies in supporting students. These are by no means perfected, but we have some excitement and enthusiasm around trying new ideas and finding nuanced strategies to identify students who may be struggling to continue at NAU.

Helping educate users on a tool like this requires constant vigilance and varied levels of information sharing. As early adopters become more comfortable with what data is included and how the predictions are made, they generate questions that are more complex. Meanwhile, new users need to understand the high-level view. As a large campus, it can be a challenge to intentionally engage at the right place with each group. Helping users feel heard and engaged in what the tool can and cannot do is an important step. Care should be taken to continue to champion, explain, and bring along even those who are not pioneering or even have doubts about the effort.

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### QUESTIONS/REQUESTS❶

Is anyone else using Civitas' Inspire or Illume tools?

Does anyone have predictive analytics data in their CRM?

What are some strategies you tried that showed some success? What flopped?

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### STATUS

Final

Completion Date❶

5/8/2017

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