Southeastern Illinois College
Dives into Data to Retain Students

Datatelligent

🏢 Higher Education

🌐 www.sic.edu

📍 Harrisburg, IL

AT A GLANCE

CHALLENGE:

Southeastern Illinois College (SIC) was experiencing a retention problem. More than half of their students did not complete their course of study and continued to a four-year college. They needed a plan to identify and better support at-risk students. But how?

SOLUTION:

Using Datatelligent's Student Retention Solution engine, SIC and Datatelligent collaborated to harness their student data and tackle retention issues. The Datatelligent team built a robust data analytics solution to improve student retention, drive intervention efforts, and predict attrition more accurately.

RESULTS:

The SIC team launched their Student Retention Risk Assessment tool in Fall 2022. They will use it to monitor and proactively contact students who need additional support actively. Additionally, they now have the Datatelligent team as a resource to enhance their internal capabilities and assist with their data analytics needs.

CHALLENGE ⌄

Southeastern Illinois College, based in Harrisburg, IL, is a public 2-year community college serving approximately 5,000 students. Their diverse student base has access to more than 40 degree programs – but many juggle other responsibilities outside of simply studying. Whether in a part-time program, working full-time, assisting with family, or simply adjusting to a world with Covid-complications, the SIC team recognized that their students were facing barriers to completing their course of study at SIC as well as continuing their studies at a four-year academic institution.

- The attrition rate at SIC was increasing, and nearly 60 percent of their students did not move on to a four-year degree program.
- The team did not have a robust plan for identifying and reaching out to at-risk students. They also have limited staff with little or no expertise in data analytics.
- Their access to real-time data was limited at best. They were unable to drill down into their data to pinpoint student issues. Additionally, most of their systems were manual and were not integrated with other systems throughout the college.

SOLUTION ⌄⌄

Datatelligent provided the perfect solution for SIC's needs. With the 90-day Accelerator subscription and the Student Retention Solution Engine, Datatelligent's team of highly experienced data analytics professionals was able to quickly deploy a custom solution that met the specific requirements of the college, engaging technology they had purchased but were not using effectively, and brought together disparate data feeds from throughout the organization to improve the experience for students, educators, and administrators.

Using Tableau Cloud, the Datatelligent team built a highly visual dashboard to collect real-time data and help administrators and staff identify at-risk students and pinpoint areas of opportunity to serve their diverse student base better.

SOLUTION (cont.)

- Datatelligent built and launched a solution in 90 days, allowing SIC to launch the system for the beginning of the 2022 school year.
- The Student Retention Risk Assessment, a part of Datatelligent's Student Retention Solution Engine, features real-time data collection presented in a Tableau Cloud dashboard; it is easy to use, highly visual, and consolidates information from throughout the college.
- SIC staff now have an automated feed to Jenzabar, the system they use to manage registration, course management, student life services, and more.

RESULT

Starting in Fall 2022, faculty and staff at SIC now have a fully operational Student Retention Risk Assessment dashboard to track performance and identify at-risk students. This easy-to-use dashboard filters data by student retention risk factors or student names. Users can access student information immediately, including contact and demographic information, GPA and course history, and an overall risk score detail.

SIC staff now have the ability to proactively reach out to students who are struggling with a class and to develop a plan of action to put them on a more successful path. Within one month of using the dashboard, SIC's student services team has identified students needing intervention and has reached out to them to offer additional resources, including tutoring and mental health counseling.

Additionally, SIC's enhanced ability to track and support student performance helps them retain their Title III grant. These grants, provided by the U.S. Department of Education, are available to eligible institutions of higher learning and allow them to expand their services to better support low-income students.

SIC's Title III grant allowed them to hire five new full-time employees who focus their energy on developing and executing new intervention techniques for at-risk students. Their access to timely, comprehensive student data improves their outreach efforts and ultimately allows them to tailor a more personal approach for each student.

"Datatelligent's Student Retention Risk Assessment arms our team with the perfect tool to make a powerful difference in how our students experience their time at SIC. The speed in which it was delivered, the collaboration throughout the project, and the ease of use has been incredible. None of these improvements would have been possible without the help of Datatelligent,"

Dr. Chris Barr,
Executive Dean of
Institutional Effectiveness