Student Success Analytics

Client
A leading US public university with 23 campuses across California.

Business challenge
The client was constantly faced with improving graduation rates. There was a need to monitor each student's detailed progress and performance - as close to real-time as possible. Analysis providing key performance indices (KPIs) for monitoring student success was frequently inadequate:

- Difficulties existed in estimating demographic graduation and drop-out rates and approximating graduation times
- Student advisements needed to be integrated with student records and census data
- Challenges made it difficult to identify improvement areas; hampering the school's ability to make well-informed decisions to improve each student's performance and the whole institution

Approach
ThoughtFocus assessed all current student systems and proposed a one stop shop for end-to-end student success analytics:

- Create an analytics platform comprising data from disparate sources: admissions, student records, census information, and student advisement
- Report and organize key performance indices including graduation and drop-out rates across various demographics
- Ensuring accuracy and display all information in a user-friendly and intuitive format
- Design early alert features; identifying and addressing at-risk students

Results
The student success analytics platform provided end-to-end analysis for monitoring student performance across various demographics:

- The institutional level summary with multiple KPIs and close to real-time data showed sensitive areas of improvement
- University decision-makers could investigate problem areas and identify solutions for improving student performance, retention rates, and graduation rates
- The platform made it possible for faculty, advisors, and administrators to reach out to students, letting them know there was someone looking out for them so they completed the program; thereby addressing the challenge of raising graduation rates

Business benefits

- Reduced complexity through improved student monitoring
- User friendly platform
- Improved decision making

ThoughtFocus is a US based, privately held consulting, software engineering and business process management firm with offices in the US, India and the Philippines. We help clients in avionics, education, financial and insurance services, manufacturing, payment and loyalty solutions industries with their key business and technology challenges.

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