Crossing the Finish Line:

Vetting Tools that Support Student Success

EdSurge HigherEd

About EdSurge

**EDSURGE HELPS SCHOOLS AND COLLEGES FIND, SELECT
AND USE THE RIGHT TECHNOLOGY TO SUPPORT ALL LEARNERS.**

Founded in 2011, EdSurge began by writing about the rapidly changing world of education technology and by connecting those who build the technology with those who use it. We aim to help everyone understand how and when technology can best support learning, from kindergarten through postsecondary education.

WE DO THIS THROUGH THREE CORE ACTIVITIES:

- Publishing great content supported by research and reporting;
- Creating vibrant community;
- Providing useful tools to help find the right technology for supporting teaching and learning.

We aim to provide entrepreneurs and educators with information to make decisions, inform practices and build bridges of communication between communities. With the right tools, technology can transform learning from something we did in classrooms at fixed hours of the day to something we can do anywhere, anytime.

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Introduction

Spurred by a shrinking pool of high school graduates and a shift to performance-based funding, higher education is beginning to worry less about how students access college and more about how they succeed there. Changes in demographics and funding have educators increasingly focused on ways to prepare, integrate and support students arriving on their campuses, with an eye to helping them stay on track to graduate with the degrees, skills and strategies that they need to face the future.

As student success takes center stage in higher ed's change efforts, colleges are energetically seeking tools that can help students persist and graduate on time. Institutions report **spending more today on technology to support student success** than three years ago. For instance, early warning systems can prompt advisors to reach out to struggling students at risk of dropping out. Carefully crafted nudges can meet students where they are—on their phone—and guide them toward the campus services they need most. Coaching tools can reduce the load on advisors, freeing them to focus on more cognitively complex tasks such as counseling students on how to balance the demands of work and class, and building their confidence that they can succeed in doing so.

Even so, the growing number of tools aimed at supporting students can make the challenge of identifying the right product tricky for decision-makers. No two institutions are identical—each has different resources, operates under different constraints and serves different student bodies. No technological silver bullet can address the challenges at all colleges. But there are critical questions that all decision-makers should ask that can make this selection process simpler and more effective.

Drawing on more than 24 interviews, we've been analyzing the landscape of student success, investigating the tools used there, how campuses select and evaluate them, and how the companies that make them assess and address the challenges they see. We've synthesized the findings into a framework to help decision-makers vet these student success tools and sketched out a market map that categorizes tools by the type of problems they address. Along the way, we've identified some elements for decision-makers to consider as they create, hone and evaluate a technology-mediated ecosystem to support all learners. We wrap this report by featuring 17 tools, detailing how they work and what differentiates them from others in the student success space.

Before we go on, let's make sure we're on the same page: What do we mean by "student success"? In fact, defining it is part of the challenge of achieving it. In broad terms, student success means ensuring that all learners—notably including first-generation, low-income learners—benefit from higher education. Institutions measure that success in any number of ways: whether, for instance, students register for the next term; how long it takes students to obtain a degree; what percentage of enrolled students graduate and so on. To tackle student success, each institution needs to land on its own definition so that, having set its own bar, it can orient its strategy and technology needs accordingly.

Start with the Right Problem

In January 2017, we began investigating the student success landscape and considering ways that technology might be leveraged to support student success. We interviewed campus decision-makers about how they structure their advising and student services and their rationale for using technology to address student success, and we sought insights into their purchasing decisions.

MOVING FROM A PRODUCT FOCUS TO A PROBLEM FOCUS

Throughout our discussions and research, a major theme emerged: When decision-makers precisely frame the challenge they are confronting, they know what to demand from the available tools. At that point, technology can potentially make fundamental inroads into supporting student success, inroads that decision-makers hadn't previously thought possible.

Without a broader vision for student services redesign, most decision-makers initially select technologies that streamline and automate the existing workflows of their faculty and advisors. They select a tool aimed at solving an immediate, tactical need—and, all too often, in piecemeal ways. For example, a college with a paper-based degree planning program might purchase a web-based tool to make it easier for advisors to parse student data and highlight alternative paths to graduation. But improving the efficiency of staff workflows didn't actually improve student outcomes. Instead college leaders began to realize they needed to ask a deeper set of questions as they sought to bring about big improvements in student success.

We asked decision-makers to summarize the big questions that should drive student success initiatives and their responses clustered around three categories:

1. Improving the student journey;

2. Empowering faculty and staff to better support students; and

3. Creating an institutional infrastructure to enable data-driven decisions.

Within these three areas, the framework identifies six key corresponding questions to help decision-makers align their product selection to their vision for student success. This framework also includes questions, or "ecosystem pressures," decision-makers should consider as they work through their purchasing decisions. Our goal: Enable decision-makers to choose the right tool for their particular needs and student population, by focusing on the right questions up front.

Start with the Right Problem - (cont)

A Problem-Based Framework for Decision-Makers to
Evaluate Tools that Support Student Success

HOW DO WE...

STUDENT JOURNEY

FACULTY & STAFF

INSTITUTIONAL INFRASTRUCTURE

Empower all students to take charge of their educational and career pathways?

Help faculty and staff identify struggling students sooner so they can intervene earlier?

Encourage all students to feel more connected to campus?

Expand faculty and staff roles to include personalized coaching?

Increase visibility about the student across campus stakeholders?

Identify leading indicators of risk and completion across student populations?

ECOSYSTEM PRESSURES

How does institutional leadership impact your purchasing decision?

How do technology initiatives and deployments impact your purchasing decision?

How do strategic goals for student success impact your purchasing decision?

How do peer institutions' recommendations impact your purchasing decision?

How does budget impact your purchasing decision?

How do vendor relationships impact your purchasing decision?

Start with the Right Problem - (cont)

THE STUDENT JOURNEY

Every student journey is complex—and even more so for first-generation students who often lack the parental or peer guidance on how to navigate college. Many of these students feel intimidated by college processes and procedures, and isolated from the traditional campus community. Students who aren't accustomed to tutors may be embarrassed to engage in help-seeking behavior, and fear that reaching out to support services represents weakness or failure. Technology that helps students develop their sense of identity as a college student, builds their sense of belonging with the campus community, and normalizes help-seeking behavior as part of the college experience can alleviate undue pressure and anxiety. Students then have the mental and emotional capacity to focus on their college and career goals and build a network of connections and resources to help them attain those goals.

Here are questions decision-makers should consider when evaluating tools aimed at helping students navigate their complex college journey:

- How do we encourage all students to feel more connected to campus?
- How do we empower all students to take charge of their educational and career pathways?

FACULTY AND STAFF

Time and again, we hear that instructors, advisors and coaches are overworked and under-resourced. Overcrowded classrooms and high student-to-advisor ratios have unintentionally turned learning and advising into transactional, "get in, get out" experiences that allow little time to build quality connections with students. Technology that prompts faculty and advisors to reach out to struggling students before they drop out can reduce their cognitive load, freeing faculty and advisors to develop the kind of relationships that enable them to identify circumstances outside of academics—such as unstable family life and financial troubles—that may contribute to students falling off track, and to guide students to the right resources at the right time.

Here are questions decision-makers should consider when evaluating tools that enable faculty and staff to focus on the resources that could most impact struggling students:

- How do we help faculty and staff identify struggling students sooner so they can intervene earlier?
- How do we expand faculty and staff roles to include personalized coaching?

INSTITUTIONAL INFRASTRUCTURE

The best time to support at-risk students is clearly before they drop out. Unfortunately, all too often the status quo is to wait for students to reach out—something that typically occurs toward the end of term. By identifying students before college becomes too overwhelming, institutions can establish a proactive state of service and support. Technology that collects data from multiple systems and surfaces the information in one central location provides institutions with a complete

Start with the Right Problem - (cont)

view of the student—from demographics and academic performance to campus activity, check-ins and touchpoints. Colleges can capitalize on that data both to pinpoint struggling students, and to guide outreach and communication efforts and identify the interventions that could have the greatest impact.

Here are questions decision-makers should consider when evaluating tools that aim to build up infrastructure across the institution.

- How do we increase visibility about a student across campus stakeholders?
- How do we identify leading indicators of risk and completion across student populations?

Keep Students at the Center

Along with investigating how institutions evaluate tools that support student success, we also began interviewing executives at the companies that make the tools. We wanted to better grasp why they think their tools are the best way to address success. We designed a honeycomb market map that illustrates six tool categories—Coaching, Connections, Data Infrastructure, Early Alert, Planning & Mastery and Predictive Analytics—each rooted in one of the framework's six questions. The use of the honeycomb was intentional. As the market for student success tools evolves, so, too, can the comb. Categories can encompass subcategories. New categories can be added or obsolete ones removed to mirror what is happening the marketplace.

Individual tools can address multiple issues and have multiple strengths. The placement of a company's tool in a given hexagon represents the tool's primary strength in supporting student success as defined by the colleges that we interviewed. This is in no way meant to pigeonhole companies into one tool category, but to highlight how the product is predominantly used by institutions to support their student success vision. For a complete list of tool types, and the range of capabilities each tool includes, please refer to the company product profiles in **Appendix A**.

Tools that Support Student Success
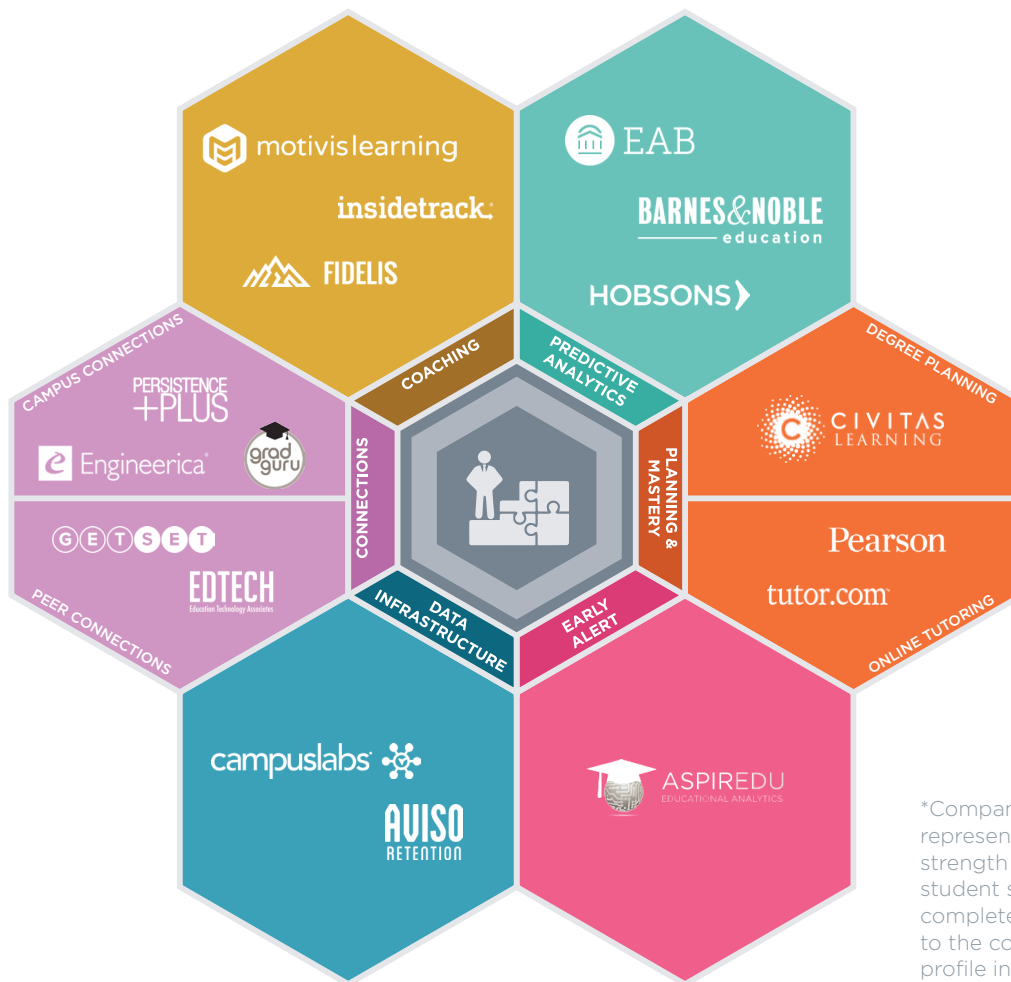
*Company location represents the tool's primary strength in supporting student success. For a complete list, please refer to the company's product profile in Appendix A

Keep Students at the Center - (cont)

Tool Type	Description
Coaching	These tools are often systems that aggregate data from other existing campus systems (e.g., demographics, academic performance) to shift the focus from completing transactional tasks with students to identifying circumstances outside the classroom that may contribute to students falling off track, and guiding them to the right people and resources. The end-user is typically academic and career advisors.
Connections	These tools are often stand-alone, mobile platforms that focus on helping students feel supported and tied to the campus community, either by nudging students to resources or connecting them to peers. As such, this category contains two subcategories, Campus Connections and Peer Connections. The end-user is typically the student.
Data Infrastructure	These tools are often systems that aggregate data from other existing campus systems (e.g., demographics, academic performance) and track student activity across campus to increase visibility about the student and communication across institutional stakeholders. They typically include early alert or predictive analytics functionality.
Early Alert	These tools can be stand-alone products or used in conjunction with data management systems. They have the ability to identify students at risk of failing class or falling off track, often based on academic performance data (e.g., grades, class attendance) or changes in student behavior. The end-user is typically faculty and advisors.
Planning & Mastery	These tools are often stand-alone products that encourage students to become increasingly responsible for their own education and career pathways. Two subcategories emerged including Degree Planning and Online Tutoring. The end-user is typically the student, but faculty and advisors may have access as well.
Predictive Analytics	These tools can be stand-alone products or used in conjunction with data management systems. They have the ability to create models using historical student data (e.g., demographics, academic performance, campus activity) to predict a current student's likelihood to persist in class or to graduate.

Moving Beyond the Right Technology

Why do students struggle to succeed? Institutions can face many obstacles—a complex student journey, limited budgets, multiple stakeholder involvement, high student-to-advisor ratios and disparate data systems—as they try to deliver the right resources to the right students. Time and again, we heard in our interviews that while technology helps simplify, streamline and accelerate processes and workflows, it is only one piece of the student success puzzle. Technology is able to support some redesign of student services, making it possible to have data-driven insights or supporting advisors in maximizing their one-on-one time with students. But technology is simply the tool. The true improvements will be dependent on how stakeholders leverage the technology and its affordances to change practices and attitudes.

UNDERSTANDING STAKEHOLDER GOALS

Knowing who's coming to the decision-making table, their attitudes toward student success goals and measures, and their familiarity with the strategies and tools that address student success are all instrumental in making the most informed decisions for students. As colleges begin to have conversations around how to improve student success and the tools that would support those initiatives, understanding who's who becomes more imperative. Here's a set of stakeholder personas, describing their goals for student success and the tools that are likely to meet those goals.

Persona	Description	Best Tool to Use
Data Newcomer	These decision-makers want to leverage data to address student success, but have limited experience using data to drive decisions.	An Early Alert tool
Data Einstein	These decision-makers want to centralize data, systems and resources, and have intermediate to advanced experience in using data to drive decisions. They possess a greater understanding of the benefits of data and the sophistication of the mechanics behind building predictive models.	A combination of Data Infrastructure, Early Alert and Predictive Analytics tools
The Behaviorist	These decision-makers know that the key to encouraging student completion is changing student or staff attitudes and behaviors toward success.	A Coaching, Connections or Planning & Mastery tool

Moving Beyond the Right Technology - (cont)

The Humanizer	These decision-makers want to free up advisor time through data and technology, so that they can focus on high-impact, high-touch coaching actions.	Coaching and Early Alert tools can be used together
The Visionary	These decision-makers are revolutionary in how they want to use data and technology to support student success. They think about behavior change for both student and staff, as well as changes to system-wide processes that are needed to redesign support services.	A combination of all the tools

INITIATING CHANGE EFFORTS

Selecting the right technology, coupled with nurturing the people—faculty, advisors and staff—and strengthening their operational processes can create the most impact on student success. These shifts can have a more far-reaching effect on how students think and behave, whether and how they find services, and how efficiently resources are managed and delivered. Our conversations with decision-makers suggest that institutions should:

- Build protocols to ensure every student has an assigned advisor so students feel connected to campus and know who to go to for support;

- Cluster services like advising, financial aid and tutoring in a single student support services department to make it easier for students to find resources and staff to communicate across silos; and

- Provide continuing education to ensure that approaches to advising are consistent across support services.

The right technology can help students organize, plan and achieve their goals, fostering a sense of accomplishment and a resilience that persists past graduation. It can help institutions identify struggling students and connect them to resources in a timely manner. And it can help stakeholders ensure that resources are well spent by illuminating which support services are used most and have the greatest impact.

But colleges leading the way have also learned that it takes more than just technology to address student success; it requires change management efforts as well.

Technology has a place in the success landscape. And the breadth of tools developed is only likely to grow as we become riveted and encouraged by how student success expands. This can mean developing fresh tools to address different problems around student success or tools that

Moving Beyond the Right Technology - (cont)

can attack multiple barriers to student success in one fell swoop. Given that institutions are at different points across the spectrum of how they think about student success and have varying levels of financial and human capital dedicated to student success, there will always be room for tools to help meet the unique needs of every student, at every institution.

Methodology

From January to March 2017 we scanned relevant literature, interviewed higher ed decision-makers and companies in the student success space, and then analyzed the data to create a framework, market map and collection of product profiles.

RELEVANT LITERATURE

To learn as much as we could about the state of postsecondary advising and support services and the existing marketplace that supports student success, we studied primary sources on these topics which included research by EDUCAUSE, Achieving the Dream, Community College Research Center and Tyton Partners.

INTERVIEWS

To gather a set of higher ed decision-makers who are working to improve student success and a group of companies in the student success space, we looked to the experts who already have laid the foundation in this research. For decision-makers, we reached out to the recipients of EDUCAUSE's Integrated Planning and Advising for Student Success (iPASS) grant, funded by the Bill & Melinda Gates Foundation and the Leona M. and Harry B. Helmsley Charitable Trust. For companies, we targeted those who are involved in Tyton Partners' Driving Toward a Degree work and grew the company list through an online market scan. We developed a standard interview protocol for each group and used it to conduct one- to two-hour interviews with each institution and organization.

FRAMEWORK AND MARKET MAP

From our interviews with colleges, we identified six key questions that repeatedly emerged in conversations and incorporated them into a framework to help decision-makers evaluate the tools that support student success. The questions focus on the student journey, faculty and staff, and institutional infrastructure—three areas where decision-makers often want to leverage technology to address success. The framework also includes questions about their institutional ecosystem that decision-makers should consider as they work through their purchasing decisions.

We designed a honeycomb market map to illustrate six tool categories, each rooted in one of the framework's six questions. The use of the honeycomb was intentional. As the market for student success tools evolves, so, too, can the comb. Categories can encompass subcategories. New categories can be added or obsolete ones removed to mirror what is happening the marketplace.

PRODUCT PROFILES

From the company interviews, we synthesized the data into product profiles, one for each company we interviewed. Our profiles were rigorously fact checked with each organization and aim to objectively characterize how each organization perceives their tool can support student success.

Methodology - (cont)

We will continue to vet and evolve our framework and market map as the field continues to grow and change. For now, we hope that it can offer a strong foundation for higher ed decision-makers to choose the right tool for their particular needs and student population, by focusing on the right problems and questions up front.

Appendix A

For each company we interviewed there is one corresponding profile. Each aims to objectively characterize how the organization views their tool as supporting student success. We will continue to grow this list by interviewing companies and creating new profiles, so please use our **product index** as a resource to search and filter tools that support student success.

PRODUCT PROFILES

AspirEDU, Inc.
Dropout Detective

ASPIREDU EDUCATIONAL ANALYTICS

Dropout Detective analyzes student performance data across all of their courses to produce a daily risk score for each student. Administrators, advisors and faculty can use this score to identify at-risk students.

TOOL TYPE

■ Early Alert

FEATURES FOR STUDENT SUCCESS:

- Flags at-risk students
- Analyzes students across all of their courses
- Calculates daily risk score for students
- API-based integrations

OVERVIEW

Dropout Detective uses a tactical approach to student success by analyzing today's performance data and automatically identifying the students that need immediate intervention. Dropout Detective integrates with an institution's LMS and retrieves information every night to analyze students' performance data across all of their courses. It analyzes the data to produce a daily risk score for each student. Administrators, advisors and faculty can quickly identify students that are at risk of dropping out of or failing their courses and proactively reach out to them. These end-users can receive automatic emails alerting them to at-risk students, but data criteria and thresholds must be set prior to launch.

End-users are able to access their own student caseload and view each student's profile more deeply, examining all courses, grades and performance data points. They can record notes on their students and send manual alerts, notifying other faculty and advisors about non-academic factors that may affect the student's performance in class. End-users can view a 30-day and 30-week history of the student's risk score to assess how their risk has been trending over time. It is important to note that different end-users have different access to student data.

AspirEDU, Inc.- Dropout Detective — (cont)

INTERESTED DEPARTMENTS:

- Academic Affairs
- Advising / Counseling
- Student Affairs / Student Services

INTEGRATION:

- LMS

  Blackboard Learn
  Canvas by Instructure
  Moodle
  Schoology

- LTI-compliant

IMPLEMENTATION:

- Time to go Live: Implementation takes about one week. The technical integration process is a 30-minute call with an institution's LMS administrator to give Dropout Detective access to the LMS, integrate course data, and tailor role permissions.
- End-User Training: One-hour training executed remotely.

PRICING MODEL:

- One-time implementation fee
- Annual subscription fee based on the number of students supported on the platform

Aviso Retention
Aviso

Aviso connects disparate campus systems. The platform aggregates student data, facilitates communication between stakeholders and students, and assists advisors in helping students with academic planning.

AVISO RETENTION

TOOL TYPE

- Data Infrastructure
- Early Alert
- Planning & Mastery
- Predictive Analytics

FEATURES FOR STUDENT SUCCESS:

- Connects and centralizes data
- Flags at-risk students
- Builds course-based and term-to-term predictive models
- API-based integrations

OVERVIEW

The Aviso platform has four main components—infrastructure, engagement, communication and academic planning. At its core, the tool pulls together data from all existing systems to create a connected campus infrastructure. The data pulled can be customized for each institution. The end-users are predominantly faculty and advisors; however, this platform can be used by a variety of campus stakeholders, such as tutors and financial aid specialists, and individuals in different roles can be given different access to the data. Stakeholders can view student data in one central location, communicate with students and other stakeholders across campus, and help students with academic planning.

Faculty can view their student caseload by class, manually flag students who may be struggling, and communicate with individual students or student subpopulations using tags. Tags can be imported from an institution's SIS or LMS system, or faculty and staff can create their own.

Advisors can view their student caseload by open alerts, risk level and subpopulations. Risk level is built on a course-based predictive analytics model that identifies students struggling in a particular class. Rather than spending time trying to identify which students are at risk, advisors can use open alerts and risk level as a shortcut and focus their efforts on determining which strategies and resources will have the greatest impact on those students. After advisors intervene with a flagged student, they can notify the relevant faculty member that his or her alert has been addressed, closing the feedback loop. Automatic alerts can also be generated based on the data imported from the institution's SIS and LMS system during implementation, or anytime afterward, by faculty or advisors with administrative privileges.

Aviso Retention - Aviso — (cont)

INTERESTED DEPARTMENTS:

- Academic Affairs
Advising / Counseling

- Student Affairs / Student Services

INTEGRATION:

- SIS

  Ellucian

- LMS

  Blackboard Learn
  Canvas by Instructure
  Moodle

IMPLEMENTATION:

- Time to go Live: Implementation takes about 60-90 days with little IT involvement.

- End-User Training: One-day, onsite training is provided.

PRICING MODEL:

- One-time implementation fee to setup and connect the existing campus systems

- Annual license fee

Barnes & Noble Education
LoudSight

BARNES&NOBLE
education

LoudSight is a predictive analytics tool that provides faculty and advisors with a daily risk score for each class in which students are enrolled.

TOOL TYPE

■ Data Infrastructure

■ Early Alert

■ Predictive Analytics

FEATURES FOR STUDENT SUCCESS:

■ Flags at-risk students

■ Builds custom predictive model for each class across a student's course load

■ Calculates daily risk score

■ Customized messaging and automated nudges

■ API-based integrations

OVERVIEW

LoudSight is a predictive analytics tool with early alert functionality. The platform collects information from different systems across campus, runs that information through a predictive model, and produces a daily risk score for each class in which students are enrolled. Faculty and advisors can identify which students are struggling, in which class, down to the learning objective.

A dashboard displays a faculty or advisor's caseload and identifies which students are most at risk for failing a particular class across their course load. Faculty and advisors can dive into a student's profile and see the student's risk score, composed of in-class participation and performance as well as cohort data—measures that are benchmarked against other students in each class. They are able to see which factors significantly contribute to the risk score each day, and can use that information to gauge where a student might need help and what intervention might be most useful. Advisors can set up automatic messages to be delivered when a student's risk score moves beyond a certain threshold or send customized messages with recommended interventions. Participation, performance and cohort indicators vary by institution, so each institution has a custom predictive model. Different roles have different access to the data.

Barnes & Noble Education - LoudSight — (cont)

INTERESTED DEPARTMENTS:

- Academic Affairs
- Advising / Counseling
- Student Affairs / Student Services

INTEGRATION:

- SIS

  Ellucian
  Oracle PeopleSoft

- LMS

  Brightspace by Desire2Learn
  Canvas by Instructure

- LTI-compliant

IMPLEMENTATION:

- Time to go Live: Implementation takes about 60-90 days with little IT involvement.
- End-User Training: One-day, onsite training is provided.

PRICING MODEL:

- One-time implementation fee which involves consulting, and accessing and integrating data
- Annual license fee based on the number of students on the system

Campus Labs
Campus Labs Platform

The Campus Labs platform captures, analyzes, and displays student data in real-time, interactive dashboards and reports available to students, advisors, faculty and staff.

campuslabs®
Data Driven Innovation

TOOL TYPE

- Connections

- Data Infrastructure

- Early Alert

- Predictive Analytics

FEATURES FOR STUDENT SUCCESS:

- Flags at-risk students
- Promotes students' positive behavior through encouragements
- Builds persistence models based on academic and non-cognitive factors
- Real-time, interactive dashboards and reports
- Student-facing mobile app
- API-based integrations

OVERVIEW

The Campus Labs platform leverages an array of student data and shares it across the student's institutional network, so support is not just a one-to-one relationship, but a one-to-many relationship. The integrated platform includes five areas that capture data and aim to inform campus decision-making—Analytics & Insight, Improvement & Accountability, Teaching & Learning, Retention & Success and Student Engagement. Advisors, faculty and staff can view a student's academic performance; network connections; campus involvement and check-ins; and notifications, including any alerts, such as concerns and encouragements generated by faculty and staff or those automatically triggered by student actions. This data can be analyzed and displayed in real-time, interactive dashboards and reports. The predictive analytics report, in particular, shows the likelihood of students persisting to the next term or graduating based on academic and non-cognitive factors, such as resiliency, educational commitment and career readiness, as measured by assessments included in the platform. With so much available data, it should be noted that the platform offers the ability to assign different data permissions for different roles. Students are able to interact with the platform through a mobile app where they can view their academic profile, non-cognitive assessment scores and campus events. Advisors can push recommendations to students, directing them to the appropriate campus activities and resources.

Campus Labs - Campus Labs platform — (cont)

INTERESTED DEPARTMENTS:

- Academic Affairs
- Advising / Counseling
- First-Year Experience
- Student Affairs / Student Services

INTEGRATION:

- SIS

  Ellucian
  Jenzabar
  Oracle PeopleSoft

- LMS

  Blackboard Learn
  Brightspace by Desire2Learn
  Canvas by Instructure
  Moodle
  Sakai
  Schoology

- CRM

  Salesforce
  Azorus
  Ellucian
  Hobsons
  Jenzabar

IMPLEMENTATION:

- Time to go Live: Implementation usually takes 9-12 weeks, and includes technical support and consultative services such as configuring alerts and workflows.
- End-User Training: Campus Labs provides product training.

PRICING MODEL:

- One-time implementation fee
- A tiered annual fee based on full-time student enrollment
- Pricing varies depending on whether the institution wants to deploy enterprise or individual solutions

Civitas Learning
Student Success Platform

The Civitas Learning Student Success Platform helps students plan degrees, advisors identify at-risk students through institution-specific predictive models and administrators measure the impact of success initiatives.

TOOL TYPE

- Data Infrastructure

- Early Alert

- Planning & Mastery

- Predictive Analytics

FEATURES FOR STUDENT SUCCESS:

- Compares degree options side-by-side
- Flags at-risk students
- Builds institution-specific predictive models
- VPN-based integrations

OVERVIEW

Anchored in analytics, the Civitas Learning Student Success Platform is system agnostic and focuses on gathering data from multiple sources to provide a complete view of the student. The suite of products supports student success in three primary ways—degree planning, identifying at-risk students and measuring efficacy. Degree Map helps students identify the courses they need for their major, and explore other degree options. Based on the courses that students have completed, Degree Map surfaces other relevant degree paths and compares options side by side, including the impact on progress, time to completion and career opportunities. Degree Map provides advisors with a central location to review students' academic records, as well as notes and communications from other faculty and staff across campus. Schedule Planner is a complementary tool that helps students refine scheduling options to accommodate life commitments and create a best-fitting class schedule for each term. Administrators are able to view real-time course demands, identify problems with course offerings and learn about a student's scheduling preferences. Illume Courses is another complementary tool designed for administrators to visualize degree pathways by highlighting specific courses in which student performance matters the most for every major.

Inspire for Advisors uses student performance and current campus activity to build institution-specific predictive models, and identifies the factors or circumstances that affect students' likelihood of completing their degrees. Advisors are able to view their student caseload by risk level and reach out to specific students, or groups of students, and record the outreach so that relevant faculty and staff can review the communication. Advisors can create alerts if they feel a change in student behavior warrants further outreach.

Civitas Learning - Student Success Platform — (cont)

Illume Students provides administrators with the ability to view predictions across whole student populations and identify the factors that are the strongest predictors of persistence. Administrators can view predictions for specific groups of students and then create student outreach lists that enable advisors to preemptively guide students to the right resources. Illume Impact helps administrators measure the impact of their initiatives at scale and allocate resources appropriately.

INTERESTED DEPARTMENTS:

- Academic Affairs
- Advising / Counseling
- Institutional Research
- Student Affairs / Student Services

INTEGRATION:

- SIS

  Ellucian
  Jenzabar
  Oracle PeopleSoft

- LMS

  Blackboard Learn
  Brightspace by Desire2Learn
  Canvas by Instructure
  Moodle
  Sakai
  Schoology

- CRM

  Azorus
  Ellucian
  Hobsons
  Jenzabar
  Salesforce

- LTI-compliant

IMPLEMENTATION:

- Time to go Live: Implementation varies by institution, their capacity and resources for data integration and the products they want to deploy.

- End-User Training: A combination of onsite training tailored to the needs of each institution and resources to guide adoption, use and application of each of the products.

PRICING MODEL:

- One-time implementation fee per data system

- Annual subscription fee based on full-time or total student enrollment, depending on the application, and the number of products deployed

EAB
Student Success Collaborative

EAB's Student Success Collaborative is designed to provide predictive insights, relationship management and business intelligence for institutional stakeholders, and mobile-first, personalized pathways for students.

EAB

TOOL TYPE

- Connections

- Early Alert

- Planning & Mastery

- Predictive Analytics

FEATURES FOR STUDENT SUCCESS:

- Flags at-risk students
- Predictive analytics model
- Relationship management capability
- Business intelligence analytics
- Student-facing mobile app
- API-based integrations

OVERVIEW

EAB terms research, technology and consultation the three pillars on which they support student success. The company's Student Success Collaborative is designed to provide predictive insights, relationship management and business intelligence for institutional stakeholders, and mobile-first, personalized pathways for students. Advisors can view a student's profile and connections to faculty and staff; success trackers that map which courses the student has to complete by a certain time to graduate; and activity trackers that show all activity for the student across time, including any early alerts or notes from faculty and staff. Advisors can take direct actions such as contacting the student, scheduling an appointment for the student with another department or opening a support ticket with another department so that the student completes transactional tasks. A predictive analytics model based on transcript and background information data generates a risk score for whether the student will graduate. Advisors can use this information to assess where a student is struggling and explore majors where the student might excel. Faculty have a lightweight version of the student profile, viewing only those students enrolled in their courses, but are able to flag students who exhibit behaviors that might lead them off track. Administrators can view dashboards that show the current health of all students on measures such as GPA, credit completion, and major, and how these measures have tracked over time.

On the mobile app, student information automatically is pulled in from the campus SIS to create a foundation for individual profiles. Students complete their profile by answering a few questions, such as whether they are first-generation college students and whether they commute, which gives the institution more insight into generating their personalized path. The app

EAB - Student Success Collaborative — (cont)

proactively nudges the student to complete particular administrative tasks based on how they filled out their profile. Nudges may include a poll as an additional means of surveying students. Students have the ability to explore changes to their major, including impact on time to graduation and future career pathways, and schedule an appointment with their advisor to discuss their options.

INTERESTED DEPARTMENTS:

- Academic Affairs
- Advising / Counseling
- Student Affairs / Student Services

INTEGRATION:

- SIS

  Ellucian
  Oracle PeopleSoft

- LMS

  Canvas by Instructure

IMPLEMENTATION:

- Time to go Live: Implementation usually takes 6-9 months and includes technical and consultative support.
- End-User Training: Each institution works with a dedicated consultant to discuss organizational readiness, student success strategy, data-driven decision making, process optimization, communication and marketing rollout, and end-user training strategy.

PRICING MODEL:

- One-time implementation fee based on full-time student enrollment and sophistication of data integration
- Annual subscription fee based on full-time student enrollment

Education Technology Associates
Connected Campus

Connected Campus is a mobile and web-based application that provides a digital campus experience and community for students.

EDTECH
Education Technology Associates

TOOL TYPE

- Early Alert
- Planning & Mastery

FEATURES FOR STUDENT SUCCESS:

- Digital campus experience for all students
- Integrated advising capability
- Private online community
- Personalized student support resources
- Student-facing mobile app
- Flags at-risk students
- API-based integrations

OVERVIEW

Connected Campus provides a digital campus experience across the student lifecycle and a platform on which to build a student community. Students can access integrated advising services; a private, online community; and personalized support resources. In the Academic Hall, students can view a daily list of course assignments and administrative tasks that need to be completed in order to stay on track. In the Courtyard, students can engage with peers, faculty and staff to build connections and community. In the Resource Center, students can access contact information for the faculty and staff to which they are directly connected, as well as a library of curated support resources. Faculty and staff can access analytics on the backend which identifies struggling students based on a set list of academic performance indicators. The institution can choose which indicators to display and can set thresholds. Faculty and staff, however, are not automatically notified when students cross those thresholds. They have to go into the backend and check the indicators at their leisure. Different roles can have different views of the data.

Education Technology Associates - Connected Campus — (cont)

INTERESTED DEPARTMENTS:

- Academic Affairs
- Advising / Counseling
- Student Affairs / Student Services

INTEGRATION:

- SIS

  Ellucian

- LMS

  Blackboard Learn
  Brightspace by Desire2Learn
  Canvas by Instructure
  Moodle

IMPLEMENTATION:

- Time to go Live: Implementation usually takes 90 days.
- End-User Training: Implementation includes discussions with stakeholders, faculty and staff training, and marketing campaigns to promote the platform to students.

PRICING MODEL:

- One-time implementation fee
- Annual subscription fee based on full-time student enrollment

Engineerica
AccuCampus

Engineerica®

AccuCampus is a management and tracking tool that connects an institution's support services to make it easier for students to access resources and administrators to track which resources have the most impact on student success.

TOOL TYPE

■ Connections

FEATURES FOR STUDENT SUCCESS:

■ Addresses the whole student lifecycle

■ Connects and centralizes resources

■ Business intelligence capability

■ Student-facing mobile app

■ Flat file integration

OVERVIEW

AccuCampus is a campus-wide management and tracking tool designed to connect and centralize support services. Its goal is to make it easier for students to find resources and administrators to assess the impact that resources have on student success. Students can access the cloud-based solution from any device, as well as through a mobile app. The Campus Compass feature allows students to search for resources that address their immediate need. AccuCampus is customized for each institution and personalized for each student based on student attributes. This is intended to help streamline transactional, record-keeping tasks so that faculty and staff have more time to work with students face to face.

Faculty and staff can use the Action Plan feature to guide students toward the right resources, selecting customized action items to create a student to-do list. Notifications are sent to students through email or push notification. Students can follow up by scheduling appointments with support services, and faculty and staff can track their visits and interactions there. Administrators can track student engagement and activity across support services, and generate reports to gauge how well initiatives and processes are working. Analytics help administrators identify which students are using what support services, when students are interacting with resources and how these interactions impact student success. Different roles can have different data permissions.

Engineerica - AccuCampus — (cont)

INTERESTED DEPARTMENTS:

- Advising / Counseling
- First-Year Experience
- Institutional Research
- Student Affairs / Student Services
- Student Life

INTEGRATION:

- SIS

    Ellucian
    Jenzabar
    Oracle PeopleSoft

- LMS

    Blackboard Learn
    Brightspace by Desire2Learn
    Canvas by Instructure
    Moodle
    Sakai
    Schoology

- CRM

    Azorus
    Ellucian
    Hobsons
    Jenzabar
    Salesforce

IMPLEMENTATION:

- Time to go Live: Implementation depends on the complexity and number of student service entities involved. AccuCampus provides implementation specialists who work one on one with each entity onboarding to the system; does not require a dedicated IT person.

- End-User Training: AccuCampus provides product training and support.

PRICING MODEL:

- Annual subscription fee based on size of the institution and approximate number of student service entities

Fidelis Education
Learning Relationship Management (LRM) System

The Fidelis LRM system centralizes information from disparate data systems to help advisors and coaches find the right people and resources to guide students along their college and career pathways.

TOOL TYPE

■ Coaching

FEATURES FOR STUDENT SUCCESS:

■ Student support network

■ Preloaded learning apps to improve study and life skills

■ Flags at-risk students

■ Professional development

■ API-based integrations

OVERVIEW

Fidelis' LRM system aims to help students identify their goals in college, career and life, and then build out pathways to meet those goals. By centralizing information from disparate campus systems, including out of classroom data, advisors and coaches can help find the right people and resources to guide students along their pathway. Based on triggers from these systems, advisors and coaches receive notification when students are falling off track. The LRM system automatically generates support recommendations, and advisors and coaches select which recommendations to pass on to students. Recommendations might include suggesting that a student who performs poorly on an exam improve his or her study skills through a preloaded learning app, or that a student struggling socially join an on-campus club or meet with a mentor. Students can then view recommendations on their side of the platform. The LRM system builds a support network for students by identifying the academic advisors, career coaches, mentors and peers who would best help them meet their college and career goals. As such, there are many different users, and role permissions can be customized to limit access to data.

Fidelis Education - Learning Relationship Management (LRM) System — (cont)

INTERESTED DEPARTMENTS:

- Academic Affairs
- Advising / Counseling
- Student Affairs / Student Services
- Student Life

INTEGRATION:

- SIS

  Ellucian
  Jenzabar
  Oracle PeopleSoft

- LMS

  Blackboard Learn
  Brightspace by Desire2Learn
  Canvas by Instructure
  Moodle
  Sakai
  Schoology

- CRM

  Salesforce
  Azorus
  Ellucian
  Hobsons
  Jenzabar

IMPLEMENTATION:

- Time to go Live: Implementation usually takes 3-6 months of consulting as Fidelis designs and customizes the LRM system specific to each institution.
- End-User Training: Fidelis provides product training, and helps advisors build coaching skills through preloaded learning apps.

PRICING MODEL:

- An annual subscription fee based on the number of students on the platform
- A monthly consulting fee

GetSet Learning
GetSet

GetSet is a social networking app intended to help students succeed by connecting them to campus peers who have overcome similar life challenges.

GETSET

TOOL TYPE

■ Connections

FEATURES FOR STUDENT SUCCESS:

- ■ Student-facing mobile app
- ■ Student support network
- ■ Voice of the student
- ■ Develops academic mindsets and non-cognitive skills
- ■ Flags at-risk students
- ■ Professional development

OVERVIEW

GetSet uses the concept of peer modeling to help students overcome challenges and adopt mindsets and skills that will help them succeed in college and beyond. The platform is a student-facing mobile application, but there is a web version with backend analytics for administrators. Students write and share stories to a news feed, adding customizable tags for which other students can search. The app sends push notifications when a student's story gets liked. Administrators can track student usage since student IDs are imported into the platform, and view tags that are trending, helping them identify key issues as they emerge. They are also able to track flagged content. Trigger words are built into the platform, but institutions have the opportunity to customize the list. When a story is flagged, an email is sent to administrators with the student ID, actual text, flagged words, and date posted so that they can intervene with the right resources and support. Administrators have the ability to search the repository of student stories and send a particular story to a struggling student going through a similar challenge. Story sharing can be automated as well. GetSet also provides administrators with professional development and training.

GetSet - Learning GetSet — (cont)

INTERESTED DEPARTMENTS:

- First-Year Experience

INTEGRATION:

- LTI-compliant
- No integration required

IMPLEMENTATION:

- Time to go Live: Implementation takes 2-6 weeks, based on components, and requires a phone call to discuss implementation preferences, possible data integration and report requirements. A marketing and communication plan is offered to determine where, when and how to advertise the app to new students with accompanying materials.

- End-User Training: Live administrator training available. No student training required.

PRICING MODEL:

- Annual fee; payments available with deposit
- Discounts for multi-year contracts

GradGuru
GradGuru

GradGuru's mobile platform nudges community college students via push notification to help them meet deadlines and make decisions that lead to academic success.

TOOL TYPE

■ Connections

FEATURES FOR STUDENT SUCCESS:

- Student-facing mobile app
- Customized, targeted messaging
- Evidence-based, social behavioral tips
- Incentivized badging system

OVERVIEW

GradGuru is a student-centered mobile platform that informs, motivates and connects community college students through nudges. These nudges are designed to help students meet deadlines and make decisions that lead to academic success. Nudges are preloaded with dates and events that correspond to academic and campus deadlines, and include 150 social behavioral tips. Institutions are able to customize and create new nudges, which can include links that students can add to calendars on their phone. Students are incentivized to earn badges, which helps them keep track of higher-level college milestones, such as visiting the tutoring center or registering for classes. When students join the app, they are asked to complete a profile that includes elements such as age, enrollment status and hours worked, and administrators can use this information to target messaging and push out nudges to groups of students. Administrators have access to usage analytics and reporting on the web-based version.

GradGuru - GradGuru — (cont)

INTERESTED DEPARTMENTS:

■ Advising / Counseling

■ Student Affairs / Student Services

INTEGRATION:

■ No integration required

IMPLEMENTATION:

■ Time to go Live: Implementation takes between 6-8 weeks.

■ End-User Training: No training required.

PRICING MODEL:

■ A tiered, annual subscription fee based on the number of administrators and messages

■ The mobile app is free for students

Hobsons
Starfish Enterprise Success Platform

HOBSONS〉

The Starfish Enterprise Success Platform collects and centralizes data from existing campus systems, providing administrators, advisors and instructors with a complete view of the student to help inform their decisions. Students can access a student-facing side of the platform.

TOOL TYPE

- Data Infrastructure
- Early Alert
- Planning & Mastery
- Predictive Analytics

FEATURES FOR STUDENT SUCCESS:

- Flags at-risk students
- Promotes students' positive behavior through kudos
- Builds institution-specific, term-over-term or year-over-year persistence models
- Generates velocity score to assess the rate at which students are progressing toward completion
- Business intelligence capabilities
- Flat file integrations

OVERVIEW

The Starfish Enterprise Success Platform collects and centralizes data from existing campus systems, providing administrators, advisors and instructors with a complete view of the student to help inform their decisions. Given the amount of data available, stakeholders have varying levels of access to the data.

Faculty and advisors can manage student caseloads by viewing open alerts and student success scores, refining caseloads by institution-specific metrics and then taking action on the data. Student success scores are generated from term-over-term or year-over-year persistence models built from student demographics, academic performance and campus activity and engagement, including kiosk check-ins to campus services. Faculty and advisors can flag students, refer them to other departments or resources, message them, take notes, or even send students kudos. They can also create success plans with them, based on customizable templates that aim to help students tackle administrative milestones like academic probation, financial planning and applying for graduation. Students can use features similar to faculty and advisors on the student-facing side of the platform.

Faculty can complete progress surveys for students in their courses and indicate whether students are excelling or struggling on institution-specific metrics. Submission of surveys triggers automated communication to appropriate staff members, alerting them of any need to intervene.

Advisors can work with students to build a degree plan, identifying the courses needed to move forward in their major, as well as those required if they were to switch majors. Advisors also can review how students are performing in each of their courses.

Administrators can view analytics and reporting, customized to their institution, to help determine how initiatives and interventions are performing across campus.

Hobsons - Starfish Enterprise Success Platform — (cont)

INTERESTED DEPARTMENTS:

- Academic Affairs
- Advising / Counseling
- Institutional Research
- Student Affairs / Student Services

INTEGRATION:

- SIS

  Ellucian
  Jenzabar
  Oracle PeopleSoft

- LMS

  Blackboard Learn
  Brightspace by Desire2Learn
  Canvas by Instructure
  Moodle
  Sakai

IMPLEMENTATION:

- Time to go Live: Implementation takes about 8-12 weeks to configure workflows, tools and success scores, but can take up to 4-5 months, depending on the level of customization for business intelligence analytics.

- End-User Training: Hobsons consults with the institution to understand interventions across campus, mapping interventions to Hobson's inventories to help determine gaps or redundancies in support services. Hobsons provides technical product training as well.

PRICING MODEL:

- Annual subscription fee based on the number of students hosted on the platform, which takes into account the level of sophistication required for data integration, configuration and consultation

InsideTrack
uCoach Technology Platform

InsideTrack's uCoach technology platform uses a multichannel approach to engage with enrolled students, providing outreach through messaging, digital content and one-on-one coaching to keep students on track to graduate.

insidetrack.

TOOL TYPE

■ Coaching

FEATURES FOR STUDENT SUCCESS:

■ Student support network

■ Preloaded learning apps to improve study and life skills

■ Flags at-risk students

■ Professional development

■ API-based integrations

OVERVIEW

InsideTrack's uCoach technology platform uses a multichannel approach to engage with enrolled students, providing outreach through messaging, digital content and one-on-one coaching to keep students on track. Coaches—either InsideTrack's or an institution's own advisors and coaches—are able to view a student roster that displays engagement between coach and student, any notes coaches have taken on students, and demographics and performance metrics pulled in from various institutional data systems. All columns in the roster are sortable and filterable so that coaches can group students, create lists and send bulk messages allowing for customized strategies based on specific student needs. There is a library of template messages, or coaches can create their own, guiding students to appropriate resources or attaching digital content. Coaches can select the outreach method through SMS, email or in-app messaging, as well as the day and time the message is sent. Focusing on individual student profiles, coaches can review a log of student outreach and communication, schedule future sessions, and reach out through the student's preferred communication method including VoIP phone calls. On the backend, coaches can view aggregate analytics about student usage and engagement, and administrators can track coaching performance.

Students are able to use the mobile app or web-based version to connect to their coach. They can message coaches directly and schedule future sessions, but most importantly they can review digital guides on topics such as registering for classes, building a resume or reflecting on academic progress. Students can watch an introductory video, follow links to online content and resources, and answer questions which are fed back to the uCoach platform to provide additional insight for coaches. InsideTrack offers a number of preloaded digital guides and has a production studio allowing for the creation of customized content for each institution.

InsideTrack - uCoach Technology Platform — (cont)

INTERESTED DEPARTMENTS:

- Advising / Counseling
- Student Affairs / Student Services

INTEGRATION:

- SIS

  Ellucian
  Jenzabar
  Oracle PeopleSoft

- LMS

  Blackboard Learn
  Brightspace by Desire2Learn
  Canvas by Instructure
  Moodle
  Sakai
  Schoology

- CRM

  Salesforce
  Azorus
  Ellucian
  Hobsons
  Jenzabar

IMPLEMENTATION:

- Time to go Live: Implementation usually takes four weeks for career coaching and six weeks for enrolled student coaching.
- End User Training: For institutions that use their own advisors and coaches, InsideTrack trains staff on how to use their coaching methodology and the platform.

PRICING MODEL:

- For institutions using InsideTrack coaches, there is a one-time implementation fee and an annual fee based on the number of students on the platform
- For institutions using their own coaches, there is a one-time implementation fee and an annual fee based on the number of users who will provide coaching

Motivis Learning
Learning Relationship Management (LRM) System

The Motivis LRM system houses three components designed to contribute to student success—a learning management system, the core features of a student information system and a social community tool for advisors, coaches and students.

TOOL TYPE

■ Coaching

■ Connections

■ Early Alert

FEATURES FOR STUDENT SUCCESS:

■ Addresses the whole student lifecycle
■ Student support network
■ Flags at-risk students
■ API-based integrations

OVERVIEW

The Motivis Learning Relationship Management (LRM) system houses three components designed to contribute to student success—a learning management system that tracks progress across the student lifecycle combined with student information system functionality and a social community tool. All three components live on a unified data platform built on top of Salesforce. Advisors, instructors and coaches can view student performance data and any metrics pulled from other institutional data systems. However, different roles can have different access to data. The data surfaced on the Motivis platform is decided upon within Salesforce, as well as any alerts, workflows and reports to run. This means advisors, instructors and coaches can see student data and track their progress, but can only interact with students through the social community tool.

Advisors, instructors and coaches can use the social community within the LRM system as a communication tool by establishing private, one-on-one messaging with students; as an engagement tool by funneling students news articles, website links, or other resources that might help them on their academic and career paths; and as a community tool by configuring interest groups. Interest groups include public, searchable groups; private, searchable groups that students must request to join; and private, unsearchable groups in which coaches can place students they think may benefit from them. Students can post to the community feed, stay current on campus news and events, discover interest areas, join groups, access support resources and communicate with advisors, instructors, coaches and other students directly or within the groups.

Motivis Learning - Learning Relationship Management (LRM) System — (cont)

INTERESTED DEPARTMENTS:

- Academic Affairs
- Advising / Counseling
- Student Affairs / Student Services

INTEGRATION:

- SIS

  Ellucian
  Jenzabar
  Oracle PeopleSoft

- LMS

  Blackboard Learn
  Brightspace by Desire2Learn
  Canvas by Instructure
  Moodle
  Sakai
  Schoology

- LTI-compliant

IMPLEMENTATION:

- Time to go Live: Implementation can take as little as six weeks, but could be prolonged based on the institution's Salesforce experience and amount of data to be integrated.
- End-User Training: Training is provided.

PRICING MODEL:

- One free instance of Salesforce and 10 free full administrator licenses
- Tiered community licenses based on the number of users
- The LRM has an annual subscription fee based on full-time student enrollment
- The social community tool is free

Pearson Education Smarthinking

Smarthinking provides on-demand, one-on-one online tutoring and writing support services 24/7.

TOOL TYPE

■ Early Alert

■ Planning & Mastery

FEATURES FOR STUDENT SUCCESS:

■ On-demand tutoring support 24/7

■ One-on-one and group tutoring

■ Writing reviews within 24 hours

■ Student-facing mobile app

■ Flags at-risk students

■ Data analytics and reporting

■ API-based integrations

OVERVIEW

Smarthinking provides online tutoring and writing support services to supplement instructors' teaching with additional human support to maximize student performance and success. Students are able to log into the web-based or mobile application, access virtual whiteboards and correspond with a human tutor in real time. Online support is available 24/7 for any course across the discipline spectrum. Interactions are typically one on one, but group tutoring and online chat are also available. Tutors focus on improving student knowledge about the particular subject matter, and sessions are archived so that students have a record of their progress and competency. If at any time tutors feel a student has not made sufficient progress, they are able to categorize and flag that session, thereby adding actionable information to existing session data for the appropriate staff member. Students also are able to submit documents on any subject matter for review. They receive feedback within 24 hours with strategies and tips on how to improve the document, rather than a paper that has been edited for them.

Pearson Education - Smarthinking — (cont)

INTERESTED DEPARTMENTS:

- Academic Affairs
- Student Affairs / Student Services

INTEGRATION:

- SIS

  Ellucian
  Jenzabar
  Oracle PeopleSoft

- LMS

  Blackboard Learn
  Brightspace by Desire2Learn
  Canvas by Instructure
  Moodle
  Sakai
  Schoology

- CRM

  Salesforce
  Azorus
  Ellucian
  Hobsons
  Jenzabar
  TLI-compliant

IMPLEMENTATION:

- Time to go Live: Implementation usually takes 48 hours. Pearson Education works with the institution to understand school and faculty operations, so they can embed the product within the institution's LMS courses.

- End-User Training: No training required.

PRICING MODEL:

- Institutions purchase blocks of hours

Persistence Plus
Persistence Plus

Persistence Plus uses mobile-based nudges to help motivate students to engage in behaviors and make decisions that can lead to success.

PERSISTENCE
+PLUS

TOOL TYPE

■ Connections

FEATURES FOR STUDENT SUCCESS:

- Student-facing mobile app
- Addresses the whole student lifecycle
- Evidence-based, behavioral nudges developed by in-house experts
- Customized messages for each institution
- Personalized nudges based on students' demographics and real-time responses

OVERVIEW

Persistence Plus is a student-centered mobile platform that uses nudges informed by behavioral science to help students develop academic mindsets and behaviors that can lead to success. The nudges—received by students in the form of text messages or push notifications—are personalized to students and tailored to each institution's important dates and deadlines. But Persistence Plus stresses that its nudges are not just reminders, but messages that leverage behavioral principles to overcome the psychological barriers to student success. For instance, nudges might reframe challenges that students encounter as a normal part of the college experience. Some nudges are interactive, posing questions. Students' real-time responses are analyzed through natural language processing and artificial intelligence which parses what they say and chooses how to respond appropriately. This information also is used to determine which nudges students later receive. There is no web-based version of the tool; Persistence Plus consults with administrators, sharing usage analytics and reports.

Persistence Plus - Persistence Plus — (cont)

INTERESTED DEPARTMENTS:

- Academic Affairs
- Advising / Counseling
- Student Affairs / Student Services

INTEGRATION:

- No integration required

IMPLEMENTATION:

- Time to go Live: Implementation takes about six weeks. Persistence Plus works with institutional stakeholders to determine their strategic goals, success metrics, and the campus resources to which they want to drive students.

- End-User Training: No training required.

PRICING MODEL:

- An annual subscription fee based on the number of students served and the level of customization required for the engagement

Tutor.com
Tutor.com

Tutor.com provides on-demand, one-on-one online tutoring and writing services for students 24/7, and analytics and reports for administrators.

tutor.com

TOOL TYPE

■ Early Alert

■ Planning & Mastery

FEATURES FOR STUDENT SUCCESS:

■ On-demand tutoring support 24/7

■ One-on-one tutoring

■ Essay reviews within 24 hours

■ Flags at-risk students

■ Data analytics and reporting

■ API-based integrations

OVERVIEW

Tutor.com provides online tutoring support in subjects that align to courses particular to each institution. Students can access Tutor.com services through any web browser on any device, or via a single sign-on link from their LMS courses page. They can access tutors on demand, 24/7, or can schedule an appointment with their favorite tutor. Students engage in one-on-one sessions and communicate with their tutor through instant messaging or voice chat. In the online classroom, tutors and students use the interactive whiteboard to work through problems, share files or broadcast webpages. Tutors assess students' subject knowledge and proactively work with them to ensure they are engaged and understand each concept before moving onto the next. If a tutor feels that a student is not progressing toward concept mastery they can flag the student and alert the institution. The platform automatically generates alerts for sessions that are unusually long or subject requests that are unusually frequent. All sessions are archived so students can review them at any time. At the end of each session, students can rate their tutor and provide feedback about their experience. This information is sent to institution administrators, allowing them to assess the service. Students also have the ability to drop essays off for review. Feedback is provided within 24 hours and includes comments on the strengths and weaknesses of the writing as well as line-by-line edits.

For administrators, Tutor.com includes a platform that shows overall usage analytics, a topic report with usage data by course, and a session report with individual session data including any early alert notifications. However, stakeholders with different roles receive different levels of access to this data. For example, faculty instructors can only see data for their courses.

Tutor.com - Tutor.com — (cont)

INTERESTED DEPARTMENTS:

- Academic Affairs
- Student Affairs / Student Services

INTEGRATION:

- SIS

  Ellucian

- LMS

  Blackboard Learn
  Brightspace by Desire2Learn
  Canvas by Instructure
  Moodle
  Sakai
  Schoology
  LTI-compliant

IMPLEMENTATION:

- Time to go Live: Implementation time varies as the process involves strategies for consultation, integration, customization, communication and continuation.
- End-User Training: No training required.

PRICING MODEL:

- One-time implementation fee based on the sophistication of implementation
- Institutions purchase blocks of hours