

# Executive Summary

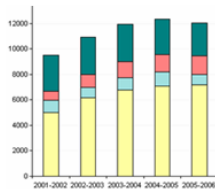
ZogoTech's *Estudias Enterprise* software helps institutions get easier access to information to make data-driven decisions. The three modules of Estudias help institutions drive data-driven decision-making deep into the organization (from the President to Advisors), creating a true *Culture of Evidence*.

Strategic Priorities for Student Learning			
Monthly Score		Prev. Month Score	End of Year Score
9.4	■	9.4	9.0
7.4	■	8.3	8.7
9.8	■	9.8	9.9

## Executive Intelligence

Consistently monitor strategic goals

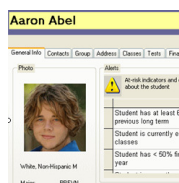
- Monitor quantifiable Key Performance Indicators (KPIs)
- Consistently report progress across multiple groups (academic and student services)
- View high level Dashboards and drill-down on problem areas



## Research Intelligence

Analyze consistent data with user-friendly tools

- "One version of the truth"
- Automate data gathering and cleansing
- Perform graphical analysis through drag and drop



## Student Engagement

Empower end users with data they need to implement objectives

- Link interventions (i.e. early alert) across multiple departments to outcomes
- Empower end users with easy to use ad-hoc query and reporting tools
- Automatically calculated At-Risk indicators

# Executive Intelligence

Institutional Effectiveness and Assessment cannot exist solely in the IR/IE offices. Implementing institutional strategies requires that departments at every level (both Student Services and Academic) be able to define and monitor quantitative and qualitative goals. Administrators, Institutional Researchers, and Planners must be able to view the status of these goals on a timely basis without repetitive, time-consuming data entry.

## Monitor Quantifiable KPI's

### Define an Institutional Framework

- Create measures and weighting factors for each strategic priority
- Structure KPI's by strategic priority or by your organizational structure

### Drill-down on problem areas

- See progress through easy to understand “red, yellow, green” indicators
- Drill down to underlying metrics (i.e. “Retain 72% of students in core curriculum.”)
- Seamlessly drill through to the Research Intelligence module (below) for more in-depth analysis (i.e. view student performance by demographics, cohort, test scores)

	Overall Score	Prev. Month Score	End of Year Score
College Monthly Key Performance Index Score	9.2	9.2	9.4
Strategic Priorities for Student Learning			
Key Performance Indicators (Weighting Factors)	Monthly Score	Prev. Month Score	End of Year Score
Respond to Community Education Needs (20%)	9.4	9.4	9.0
Enable Student Success (%35)	7.4	8.3	8.7
Enable Success For All Employee Groups (20%)	9.8	9.8	9.9
<small>All scores based on a scale of 10. Green = Within Target range, Yellow = 89.99%-8500% of target range, Red = Less than 85% of target range</small>			

## Consistently Report Progress

### Create a distributed Institutional Effectiveness process

- Allow people at all levels of your institution to define and monitor key performance indicators for their functional areas (academic and student services)
- For each measure, assign owners to ensure follow-through
- Metrics are automatically calculated from any number of data sources without repetitive data entry

### Program Review (planned module, right)

- Allow academic department heads to see detailed performance by their program and create Unit Action Plans
- See Profit / Loss by program

Course Data	Profit/Loss	Fac
Net Profit/Loss	532,739	
Avg P/L per Section	5,122	
Adjusted Net Profit/Loss	417,128	
Adjusted Avg P/L per Section	4,011	

## Personalized Reporting and Collaboration

### My Reports

- Executives receive reports on the progress of their areas (academic, student services)
- Automatically receive reports at a specific schedule (every week, census day)
- Receive reports as email attachments (PDF, Excel, etc) with a link to interactive web-based reports

### Web-based Collaboration

- Upload files of any type to “My Reports” (i.e. supporting Word documents)
- Publish / Share reports with others to collaborate on issues

# Research Intelligence

*Estudias Enterprise* is helping institutional researchers spend less time running repetitive reports and gathering data and more time doing strategic institutional research.

## Automate Data Gathering and Cleansing

### Establish a consistent reporting base

- Consolidate multiple data sources into a single, consistent reporting base
- Higher education metrics (cohorts, stop-outs, transfer-outs) are consistently calculated through a standard ETL process

### Improve data integrity

- *Estudias* automatically checks data and automatically emails discrepancies to those responsible for correcting them
- Data become cleaner over time

## One version of the truth

### Build trust in reports

- *Estudias* automatically labels reports indicating whether they were generated from snapshots (frozen) or live data, allowing anyone to recreate the report
- A Data Dictionary with clear explanations of each metric is built during deployment

### Access consistently-compiled intervention data

- Allow groups to record intervention data into a unified database with structured fields (see Student Engagement module -- below)
- View consistent metrics across student services departments such as duplicated vs. unduplicated headcount, the number, date and type of contacts that students had with departments in the institution

## Scenarios

Here some of the questions *Estudias Enterprise* answers:

- What are characteristics of successful students?
- Do some cohorts have a higher retention rate than others? Why?
- Which support programs on campus are doing the best job of retaining students?
- Which students are at risk of dropping out this semester?
- Which intervention programs have been the most effective?

## Powerful Analytical and Reporting Capabilities

### Pre-built for higher education

- Metrics, reports, and data model (relational and OLAP), built in conjunction with other schools means faster deployment and less need to write reports from scratch
- Higher Education data sources (i.e. National Student Clearinghouse) pre-integrated into reporting and analysis

### Dynamically manipulate data

- Users can easily "slice and dice" data, play what-if scenarios and drill-down to uncover trends and disparities by major, cohort, or mode of instruction, for example
- Powerful tools for time series analyses and conditional probabilities

### Reduce the burden on researchers

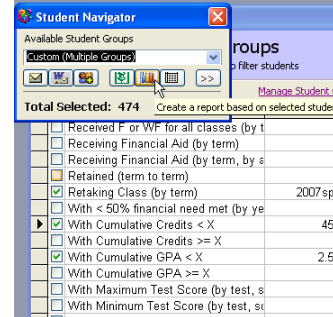
- *Estudias Enterprise* allows other groups and executives to easily run their own reports - either ad-hoc or standard, pre-formatted reports.
- Reports come from a standard reporting base, eliminating "renegade reporting"

# Student Engagement

Operational Reporting, At-risk Intervention, Caseload / Learning Community Management

## Empower end users

- **Analyze** – With a highly acclaimed user-friendly interface, even users with little computer knowledge can construct complicated queries by simply clicking checkboxes
- **Act** – End users can proactively engage students based on analyses (i.e. Email / Mail all students who have a high GPA, and are close to graduating but have not yet registered)
- **Assess** – Departments can assess the impact of their interventions, linking services provided to academic outcomes (retention, graduation, transfer)



## Manage Learning Communities / Caseloads

- Departments can manage their own caseloads of students (TRIO, first year students, learning communities) without having to use spreadsheets or Access databases
- Departments can run academic reports on their students showing GPA, class enrollments, test scores, financial aid, performance by gender, ethnicity, cohort, etc.

## Automatically calculated At-Risk indicators

- Estudios identifies students at-risk based on research from Noel-Levitz and others. For example, students who
  - have registered for significantly more hours
  - are retaking a class
  - have experienced a significant drop in GPA
  - are enrolled in "gateway" classes
  - have missed tutoring sessions

## Early Alert

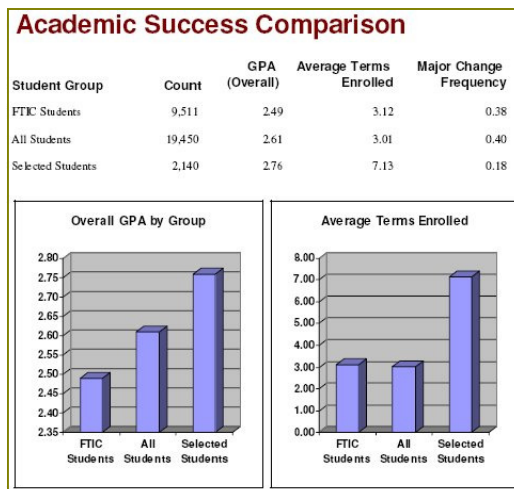
- Departments can pull up at-risk information during registration, intervening with students before the semester even starts

## Student Engagement

- Users can easily contact students through email, mail-merge, mailing labels and phone lists
- Contact reporting (i.e., busiest times of day, service impact, trends over time) and assessment

## Link Intervention Data to Outcomes

The example below shows that the students served by this department had a higher GPA, were retained longer and changed their majors less frequently than two other comparison groups: First Time in College and All Students. This can be used to show the impact of tutoring or other intervention programs, for example.



## Coordinate Retention Efforts across Multiple Departments

- Intervention data from multiple departments are stored in the same location, consolidating "information silos" spread across campus.
- Users have single, consistent view of interventions.
- Departments know which services students received from other departments and (optionally) what was said.
- Users can easily refer students to other users for follow-up.