

Data-Driven Decision Making with *Estudias Enterprise*

Overview of ZogoTech's Decision Support and Student Engagement Solutions

see demos online at: <http://zogotech.com/demo>

zogotech
Innovating Higher Education

Executive Summary

Estudias Enterprise empowers all areas of an institution with the information they need to serve students more effectively, conduct proactive enrollment management, and make data-driven decisions.

This document describes some of the benefits of deploying *Estudias Enterprise* throughout your campus.

Demos of *Estudias* can be found here: <http://zogotech.com/demo/>



Improved Student Services

With *Estudias Enterprise*, institutions have been able to:

- Coordinate services provided across multiple departments; Record all student contacts in a central location
- Tie services to learning outcomes, such as retention, graduation, and transfer (important for SACS)
- Establish an Early Intervention Program
- Advise students quicker and more effectively
- Establish quantifiable objectives, Assess results, Emphasize accountability
- Engage faculty in student success



Data-driven Decision Making

Estudias Enterprise has been highly acclaimed at regional and national conferences as one of the most powerful tools for data-driven decision making. See: <http://zogotech.com/air>. *Estudias* is allowing researchers and decision-makers to:

- Dynamically manipulate data showing metrics such as graduation and transfer rates, “slicing and dicing” by variables such as major, ethnicity, gender
- Perform longitudinal cohort tracking, showing trends over time
- Access group-specific contact information (intervention data) for assessment
- Compare groups of students (i.e. students receiving services vs. those not receiving services) to show results of intervention programs
- Empower end users to run their own reports instead of going through the IR or IT office



Increased Security

Estudias Enterprise is helping IT Administrators improve security, centralize information and reduce maintenance costs through better data management. See: <http://zogotech.com/it>

Institutions have been able to:

- Consolidate information silos by moving information from Excel files, proprietary programs and Access databases to a secure, centrally-managed database
- Set fine-grained access to information restricting access of users/groups to certain fields, tables, departments or student characteristics.
- Move the reporting burden off of the student information system to *Estudias Enterprise*. The self-optimizing data model (OLAP + de-normalized tables) runs even the most complicated queries in seconds.

Estudias Enterprise

The aims of ZogoTech are nothing short of revolutionizing the way educators and administrators use technology

ZogoTech's *Estudias Enterprise* student tracking, reporting and assessment software empowers educators and administrators to serve students more effectively.

Combining an interface that is incredibly easy to use and customize, automated generation of campus and federal reports, integration with student information systems and the highest security standards in the industry, *Estudias* can help organizations serve students more effectively with fewer resources.

Researchers are regaining control of their data. IT administrators are consolidating insecure silos of information and reducing maintenance costs. Student groups are serving students better. *Estudias Enterprise* links all of these groups together to help institutions improve retention, recruitment and assessment.



Estudias Enterprise is the only off-the-shelf solution that addresses the needs of IR, IT and Student Services groups — securely linking student services to learning outcomes

Decision Making

ZogoTech's *Estudias Enterprise* gives schools quick, easy access to accurate information for informed decision-making.

Estudias Enterprise is a data warehouse for quick reporting in addition to a suite of server-based student tracking and reporting software to consolidate silos of information (such as advising contact notes).

- **Customizable at-risk indicators** provide advisors with automatically calculated intervention information, including tracking when a student retakes a class, if he/she has had a significant drop in GPA, is enrolled in a distance learning class, or has missed tutoring sessions.
- **Reports** Integration with your student information system allows users to get academic reports without repetitive data entry, such as

- GPA, class enrollments, test summary, financial aid, degrees, gender, ethnicity, cohort
- Retention status (i.e., graduated, transferred, stop out)

Advising

Estudias Enterprise is helping advisors improve retention by empowering them with information they need to effectively serve students through:

- **Pre-enrollment at-risk intervention** *Estudias* automatically identifies students who may be at-risk — for example those that have are registered for significantly more hours so advisors can intervene before the end of registration.
- **Integration with National Student Clearinghouse information** provides better tracking of students and their migration patterns, thereby improving success measurements.

“We see Estudias an important tool for better advisement and quicker response... because it's so user friendly, there is not a steep learning curve.”

Blaine Bennett, Ph.D. Dean of Institutional Advancement and Technology
Southwest Texas Junior College

- **View students by user-defined groups** such as those retaking classes, enrolled in gateway/developmental classes, by cohort, enrolled by term, by major and those on a waiting list.
- **Easily contact students.** Contact entire groups of students by email. Print mailing labels/mail merge letters to students from specific groups.
- **Record contacts**, either one by one or in batch for future reference, auditing and reporting (i.e., busiest times of day, service impact, trends over time).
- **Measure impact of services.** Compare groups of students to show project performance (i.e., students receiving services; students eligible for, but not receiving services; and students not eligible for services).

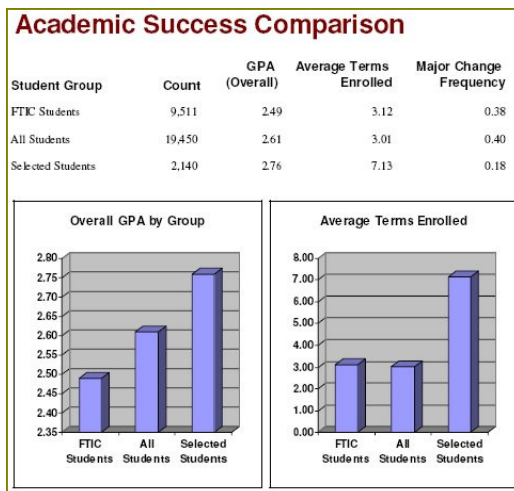
Usability

- **Provide access to student data** downloaded from current student information system via a user-friendly interface allowing for high-level or detailed drill-down reports.
- **Empower end users** to create ad-hoc queries and reports on their own students.

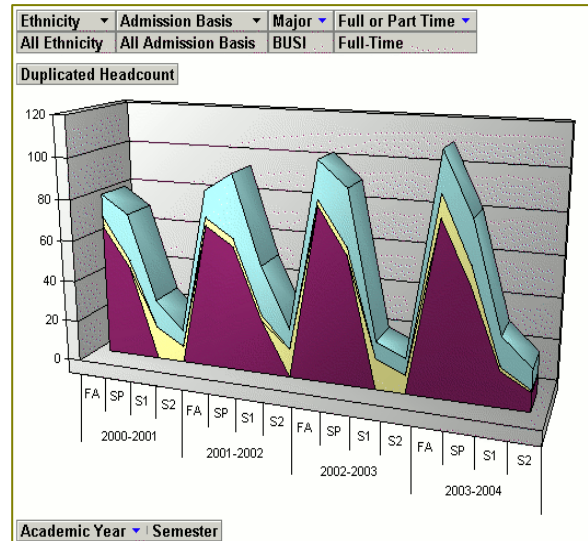
Results

With tighter funding and a greater emphasis on **accountability** in education, departments must be able to *prove* that they are successful. Services provided must be linked to **measurable student learning outcomes**.

Estudias Enterprise allows groups to show the impact of their department by comparing their students to others. (i.e., students receiving services; students eligible for, but not receiving services; and students not eligible for services).



The example above 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. This can be used to show the impact of tutoring or other intervention programs, for example.



Users can create powerful multivariate reports using *Estudias Enterprise* with just a few clicks. The chart example above shows the number of students who re-enrolled, graduated, stopped out, dropped out, or transferred (via National Student Clearinghouse integration) for a

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?

Scenario: Enrollment Management

Coordinating Retention Efforts Between Student Services, Instruction and Institutional Research

ZogoTech's *Estudias Enterprise* software helps schools effectively coordinate and assess enrollment management efforts before, during and after a semester. With real-time reports and the ability to see data on an aggregate or detail level, administrators can bring students back into the academic pipeline, reach out to at-risk students, intervene before a student becomes at-risk and assess the results.



Estudias Enterprise is the only off-the-shelf solution that addresses the needs of IR, IT and Student Services groups — securely linking student services to learning outcomes

Before Registration

With *Estudias Enterprise* advisors can see the students who:

- graduated, dropped out or transferred the previous term. Information can be broken down by academic program, ethnicity, etc.
- are at-risk based on academic performance, academic standing or preparation (i.e., test scores, pre-requisite class performance)
- are near graduation based on credits
- are new to the institution and have not yet taken classes

With a single click, users can email designated students, mail merge a letter or generate a phone contact list. These contacts can be recorded for later assessment.

During Registration Proactive Enrollment Management

Student Service groups, division chairs and department heads have the ability to view:

- Students not registered (potential drop outs)
- Stop-ins
- Continuing (but in a different major)
- Graduates returning for more classes

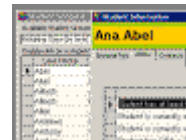
Users can see this on an aggregate level (by academic program, by location, institution-wide) or on a detail level. Since this can be done on a daily basis, groups can use this information to reach out to those students who are not registered, increasing enrollment.



Early At-Risk Intervention

Advisors can use *Estudias Enterprise* to identify the students who may be at-risk once the semester starts. For example, students who are:

- returning to school after missing a semester (stop-ins)
- registered for a significantly larger course load than the previous semester
- on academic probation, or suspension
- retaking classes
- have not had contact with an advisor



Advisors can intervene *before the semester starts*. This can be critical. Take the example of a first-generation college student who took 12 hours last semester, dropped down to 6 and is now taking 18 hours to catch up. Intervening in the middle of the semester once the student's grades have begun to drop will be too late.

Estudias Enterprise allows advisors to identify and contact these students during registration. Advisors can contact them via email, mail merge or phone to ensure that they will be successful whether through referring the student to support programs or bringing them into advising to help them choose a more manageable course load. These contacts can be recorded for later assessment.

Continued...

Scenario: Enrollment Management (cont'd)

Before, During and After Registration Advising

When advisors see students, they need quick access to student information and possible indicators that may put that student at-risk.

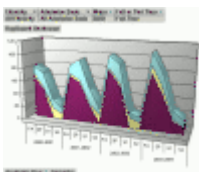
Estudias Enterprise shows automatically calculated at-risk alerts for each student such as whether the student is retaking classes, needs financial aid, has changed majors frequently, or is enrolled in certain "gateway" classes that may require special intervention.

Estudias Enterprise provides one-click access to student classes, address, test scores, financial aid, degrees, contact notes, etc.

see an interactive demo:
<http://www.zogotech.com/demo/>

Assessment

Administrators and Institutional Researchers can view the result of at-risk intervention programs and proactive enrollment management. *Estudias Enterprise* can show:



- Which academic programs were the best at retaining students?
- Do participants in student support services programs have a higher retention, graduation or transfer rates? How much higher?
- Which type of contact was most effective (i.e. email, letter, phone call)? How much more effective? Are there diminishing returns?

Midterm at-risk intervention

As the semester begins, some students who were not caught in early registration intervention will start to have academic problems. Advisors need to be able to identify these students and intervene quickly. *Estudias Enterprise* allows advisors to:

- Generate a list of students who have dropped a class (can be run monthly, weekly or even daily).
- Identify students who have low mid-term grades (provided this information is available from faculty)



- Contact those students (and faculty) via email, mail merge and/or a phone list.

End Of Term

Estudias Enterprise allows advisors and administrators to:

- Identify students who started in good standing, but are now on probation, suspension, or alert status and may be at-risk for dropping out entirely.
- Evaluate the effectiveness of student services (i.e. tutoring). What was the cost/benefit? Are there diminishing returns?
- Identify patterns among students who drop out or stop out.
- Produce grade distributions/completion rates by division, department, program, class, faculty, refining the list of at-risk indicators.

Start of Term Standing GPA	End of Term Standing GPA
GOOD 3.22	ALERT 1.88
GOOD 3.22	ALERT 1.88
GOOD 3.22	ALERT 1.88

Case Study: Intervention Program

Overview

Southwest Texas Junior College (SWTJC) needed to institute a campaign to identify at-risk students (i.e., students retaking a class) broken down by campus and proactively contact them through email, traditional mail and phone. They also wanted to measure the results to see how effective the campaign was at helping students be more



Challenges

As Dean of Admissions and Student Services at SWTJC, Joe Barker oversees all counseling and advising across the four SWTJC campuses. He found it difficult to manage retention efforts and get data from the school's student information system, Datatel Colleague. His department faced several challenges:

The process of identifying at-risk students involved **advisors manually reviewing** at the student's degree plan, GPA and test scores when they came in for registration.

Many users found it difficult to get even simple reports such as a list of students enrolled in the current term.

A Datatel Colleague **programmer was required for running more complicated reports** such as which students were retaking classes a second time. This was expensive and time consuming.

Contacts with students and appointment **notes were recorded on scraps of paper** or not at all, so there was no way of seeing contacts students made with other advisors or what was said.

There was **no ability to run reports** on which students were served or how much time advisors were spending on each activity/type.

Vision

Dean Barker had a vision of a system that would integrate with their existing student information system to know at a glance how many students were enrolled for any given term. He was looking for a system that allowed easy access to a list of student groups.

Dean Barker also wanted to record contacts/appointments with students (what was said, for how long, etc.) for future reference, assessment and auditing.

In addition, he required a system that could do all this and not require manual data entry of student data or replicate information from one system to another.

Continued...

Case Study: Intervention Program (cont'd)

Result

ZogoTech's *Estudias Enterprise* is providing these results – and more. Integrating with Datatel Colleague, *Estudias Enterprise* provides a user-friendly interface for advisors to run reports. A list of students retaking classes is easily obtained and sent to advisors in each campus. Advisors equipped with *Estudias Enterprise* can mail-merge letters, create mailing labels, send personalized emails or call the at-risk students.

The ease of accessing information is a large part of the reason *Estudias Enterprise* is so effective. According to Dean Barker, "Intervention programs used to take weeks to assemble all of the data and contact students. However, if a student

“The problem has always been identifying [at risk] students and getting them into support programs.”

Joe Barker

Dean of Admissions and Student Services
Southwest Texas Junior College

is at risk, every day makes a difference. With *Estudias*, I can get a list of high-risk students with a few clicks."

As advisors make contact with students, *Estudias Enterprise* can record the contacts for future reference and assessment. Advisors (with correct permissions) can see all contacts that the student has had; gone is the need for scraps of paper. According to Dean Barker, "We see so many students that it can be difficult to remember what was said... with *Estudias* you can look at the contact notes and refresh your memory."

Typically, one of the most significant problems with retention efforts is coordination between departments. Without *Estudias Enterprise*, this would have required calling all departments, giving them a list of students and hoping that they remember to talk to the student when they see them. With *Estudias Enterprise*, this is all automatic. When an advisor in any department (advising, financial aid, student support services or developmental education) looks up the student, *Estudias Enterprise* notifies them that the student is at-risk. Advisors are alerted if the student is retaking a class, is enrolled in internet classes, has not passed state mandated tests, has a low GPA or is enrolled in developmental classes among other factors.

The *Estudias Enterprise* record of contacts allows users to answer questions like, Did students who came to see an advisor have a greater chance of success than those who only received an email?" or "How many and what type of contacts were most effective?"

Assessing the success of the various initiatives is very important at SWTJC. As a recipient of the Lumina Foundation's "Achieving the Dream" grant, SWTJC is moving quickly to develop what the grant calls "a culture of evidence." Dean Barker believes *Estudias Enterprise* will help the school get there: "Getting data easier and from one place will help us make data-driven decisions."

Testimonials

Here's what users are saying about *Estudias Enterprise*:

Heath Grimes

Texas State Technical College - Waco

"After seeing a presentation, our president asked us if we could develop something like this internally. We said 'Yes, but it could take three years.' Now that we're using *Estudias* and we see all that it can do, I think it would have taken much longer."

Sarah Oglesby

Director, Student Support Services

El Centro College

"One of the great things about working with ZogoTech is that they were so good at finding the other people on campus we needed help from to implement various pieces and talking with them/strategizing on their own. This saved me from time-consuming conversations about technical methodology and allowed me to simply authorize solutions. In addition, they helped me identify administrative issues that were causing inefficiencies and other problems within the program. This will have a long term impact on the program!

Blaine Bennett, Ph.D.

Dean of Institutional Advancement and Technology Southwest Texas Junior College

"We see *Estudias* as an important tool for better advisement and quicker response ... Because it's so user friendly, there is not a steep learning curve. "

Darline Morris, Ph.D.

Director

Institutional Effectiveness, Research & Planning Texas State Technical College - Waco

"*Estudias* puts information at your fingertips in a timely and effective way."

Joe Barker

Dean of Admissions and Student Services Southwest Texas Junior College

"The problem for student services has always been identifying at-risk students and getting them into support programs. It used to take weeks to assemble all of the data for intervention programs. However, if a student is at risk, every day makes a difference. With *Estudias* I can get a list of high-risk students with a few clicks."

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About ZogoTech

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