



How data-driven software can make advising more effective and produce and measure student outcomes

Friday, February 24th from 11:00-12:00 p.m.

Lead Presenter: Sarah Oglesby, El Centro College

Co-Presenter: Michael Taft, ZogoTech

Abstract:

In this presentation we will look at how one school, El Centro College, has used ZogoTech's *Estudias* student tracking and reporting software to lessen advising workloads, improve effectiveness, and make data-driven decisions. We will start off with a round table discussion about participants' data needs for advising students more effectively. We will see how the *Estudias* software addresses many of these needs through several scenarios including at-risk intervention. We will conclude with a question / answer period and general advice on how to bring in new technology to an existing advising program.

Background / Round Table (5-10 minutes)

Questions

- What kind of information do attendees have currently? Need?
- For example, With which other departments on campus did the student have contacts?
- What tools do attendees use in process of advising? File? Database? Printout?
- What does advisor have before student comes in? During? After student leaves?

Possible Issues

- May only have self-reported data
- Currently advisors see the outcome (i.e. student drops out), but don't see the other factors that may have caused that outcome
- Staff resistance to tracking (not necessarily to technology)

Software Demonstration (30 minutes)

General Overview

What if can cross-reference contact data: (why? how? when?) with outcome data: retention, graduation, GPA, etc. Which services most effective?

Estudias Scenario: Enrollment

Management. Identify, Contact At-Risk Students

- Easier contact management, easier reports = Decreased workload
- Coordination across departments to improve outcome (Retention). See: [Enrollment Management](#)

Estudias Scenario: Internal Assessment

- Time / effort charts -- Counts (duplicated, unduplicated)
- How change internal processes? Staffing? Spending time on most important tasks? Which services most effective?
- Re-evaluate services

Coaching / Tips / Advice (10 minutes)

When bring in new technology, what do advisors need to consider?

- Possibly change / improve existing process
- Customize software to work with existing, effective processes
- How discern what is different between products?

Questions (10 minutes)