

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.

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

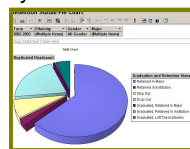
With a single click, users can email designated students, mail merge a letter or generate a phone contact list. These contacts can be recorded for later assessment.

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

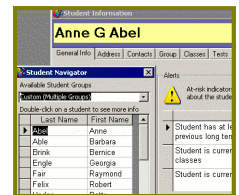


Users can see this on an aggregate level (by academic program, by location, institution-wide) or on a detail level. Since this can be done on a daily basis, groups can use this information to reach out to those students who are not registered, increasing enrollment.

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, failed some classes 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.



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

“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

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	1.681	1.681
GOOD	2.109	2.109
GOOD	2.706	2.706

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.

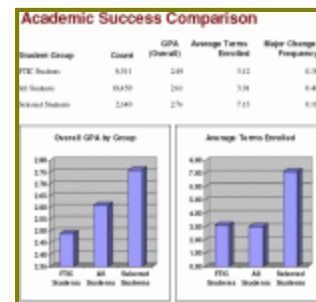
Estudias Enterprise provides one-click access to student classes, address, test scores, financial aid, degrees, contact notes, etc.



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 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?



see an interactive demo:

<http://www.zogotech.com/demo/>

About ZogoTech

The aims of ZogoTech are nothing short of revolutionizing the way that educators and administrators use technology. Our *Estudias Enterprise* student tracking, reporting and assessment software empowers educators and administrators with the data they need 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 your student information system and the highest security standards in the industry, *Estudias Enterprise* can help organizations serve students more effectively with fewer resources.

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