From Plateau to Preeminence With a Culture of Care

After years of significant gains, the University of South Florida® (USF) hit a performance plateau with retention and graduation rates holding steady for several years.

When Florida introduced performance-based funding in 2014, USF administrators recognized that they would not qualify for additional state funding unless they improved their performance on two key metrics. While the retention rate had improved from 86 percent to 89 percent and the six-year graduation rate had jumped from 51 percent to 68 percent, the state set performance benchmarks at 90 percent and 70 percent on those two metrics.

Armed with a Civitas Learning system of intelligence that analyzes real-time, individual student data fed from the university's Student Information System (SIS) and Learning Management System (LMS), USF gained an unprecedented level of insight into the full student journey. The platform helped them identify individual students who were at risk of not re-enrolling or completing their degree.

But this data alone could not change outcomes for these students. USF had to figure out how to deliver the right support, to the right student, at the right time. If they could figure out how to harness the power of big data, they would make a campus of 43,000 more agile, capable of moving quickly to support students before it was too late. To put the Civitas predictive analytics to work, USF formed a cross-functional Persistence Committee in 2016 to coordinate outreach with identified students and work with various units across campus and administration to eliminate obstacles for student success.
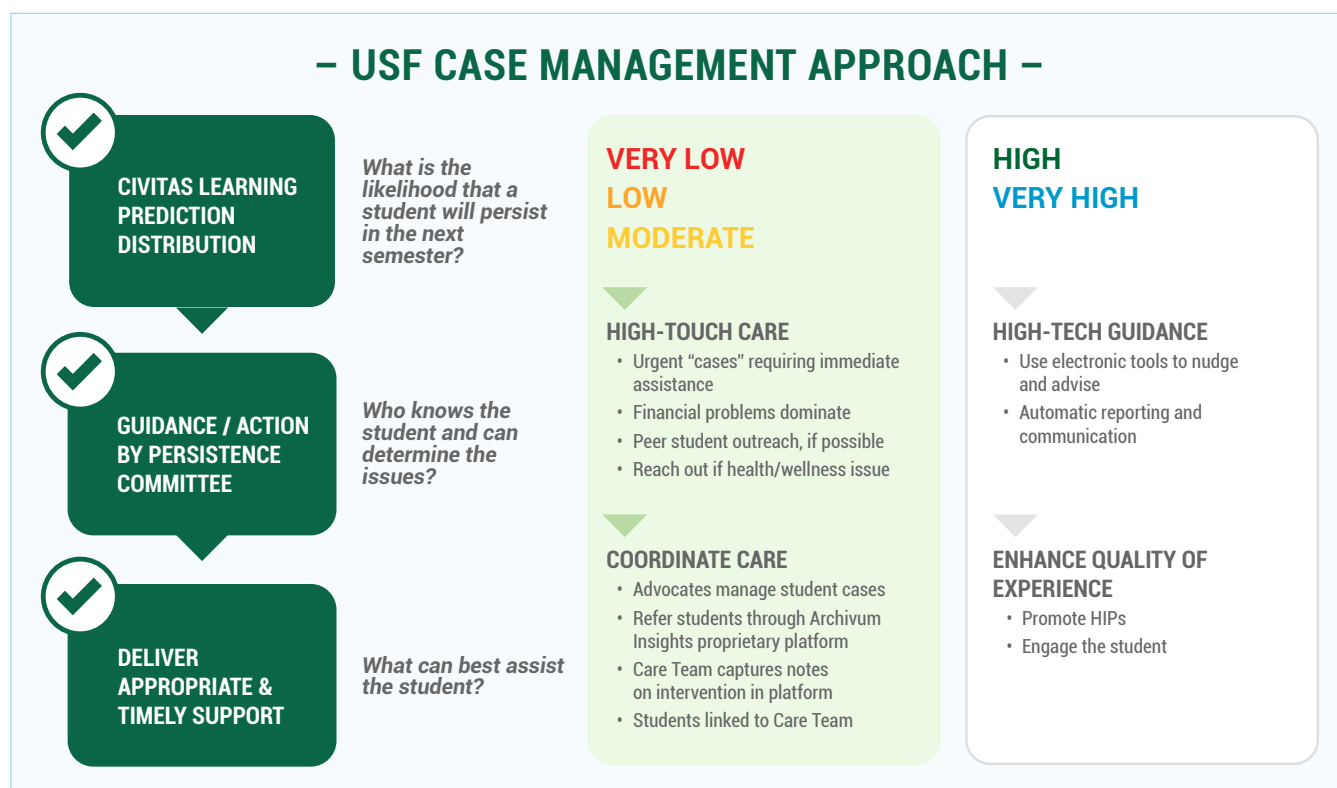
Today, academic advocates, financial aid staff, resident assistants, counselors, advisors, and so many more are part of a dynamic Care Team of approximately 200 persons who work with the Persistence Committee, engaging students to get them back on the path to graduation at USF. Success with this collaborative approach affirmed the institutional conviction that all students can and will succeed if given the opportunity to do so. This philosophical shift has created a campus culture where staff are empowered to affect change for student success.

A case management model to deliver timely support to students.

In order to scale support to 43,000 students, USF implemented a case management model similar to those utilized in the healthcare industry to triage and assist patients. This framework allows USF to identify and provide the appropriate level of support for:

- *Persisting students who only need to utilize the traditional campus resources*
- *At-risk students needing more intensified monitoring and intentional resources*
- *High-risk students who need immediate and urgent interventions to resolve issues*

– USF CASE MANAGEMENT APPROACH –

CIVITAS LEARNING PREDICTION DISTRIBUTION

What is the likelihood that a student will persist in the next semester?

GUIDANCE / ACTION BY PERSISTENCE COMMITTEE

Who knows the student and can determine the issues?

DELIVER APPROPRIATE & TIMELY SUPPORT

What can best assist the student?

VERY LOW
LOW
MODERATE

HIGH-TOUCH CARE
- Urgent "cases" requiring immediate assistance
- Financial problems dominate
- Peer student outreach, if possible
- Reach out if health/wellness issue

COORDINATE CARE
- Advocates manage student cases
- Refer students through Archivum Insights proprietary platform
- Care Team captures notes on intervention in platform
- Students linked to Care Team

HIGH
VERY HIGH

HIGH-TECH GUIDANCE
- Use electronic tools to nudge and advise
- Automatic reporting and communication

ENHANCE QUALITY OF EXPERIENCE
- Promote HIPs
- Engage the student

OUTCOMES

88 to 91%
first-year
retention rate
2014 – 2017

68 to 73%
six-year
graduation rate
2014 – 2018

51 to 61%
four-year
graduation rate
2014 – 2018

Eliminated
achievement gap
by race, income,
& ethnicity

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