Student Success at a Tipping Point

Technology is causing disruption in the higher education industry. Retention rates at post-secondary institutions are unacceptably low. Institutions everywhere are finding their financial performance under budgetary pressure – most universities no longer have the luxury of having bottomless budgets to change the way they operate and impact student success. These developments point to the need for institutional leaders to take action now. To increase student success, institutions of higher education should take a harder look at what they do to improve:

- Student retention.
- Degree attainment.
- Academic performance.
- Program advancement.

Student success is often defined as a favorable or desirable outcome that features multiple dimensions comprised of student persistence, goal attainment, academic achievement and advancement through the student experience at an institution.

While student success has been an important topic of discussion within academia for as long as there have been colleges and universities, only 5 to 7% of colleges and universities are currently using student success practices - Such as office hours, course advising and student services, in a technology-centric way to boost learner outcomes. Processes are disjointed. Student data resides in a multitude of different places, making it easy for a struggling learner to fall through the cracks. Using the StudentVantage™ Solution, workflows are integrated from a case management perspective, giving visibility to all stakeholders responsible for student outcomes. The system grades students on their risk profile according to institution-specific parameters, placing them into categories according to urgency.

Why should higher education leaders be interested in using the StudentVantage™ Solution?

The StudentVantage™ Solution drives these benefits:

- Improved student retention.
- Increased graduation rates.
- An improved, systematic, comprehensive advising, counseling and intervention process.
- An early alert intervention process that enables stakeholders to take action when a metric indicates action is needed.
- Referral sources for addressing student challenges and opportunities.
- Reduced silos between offices that support students.
- Self-help tools to connect students to resources that help them overcome challenges.
- Clear plans of action for students.
Cognizant’s StudentVantage™ Solution
- Built with Oracle

Cognizant’s StudentVantage™ Solution helps institutions achieve institutional goals. The solution combines predictive analytics, integrated into the Student Information System (PeopleSoft Campus Solutions, Ellucian Banner), with case management solution powered by Oracle Service Cloud.

Our StudentVantage™ Solution enables Institutions to:
- Get insight into student's progress.
- Run predictive analysis to pinpoint students who are at an increased risk of failure.
- Enable closed-loop student interaction with suggested intervention actions, communications and tracking.
- Provide personalized interventions for students when needed to enable success.

The Cognizant StudentVantage™ Solution: Four Key Components

The solution can measure the effectiveness of the intervention deployed to help the student. Did the intervention lead to increased graduation rate, increased student engagement and improved institutional effectiveness?

Predictive analytics

This is the ability to build predictive analytical models on student data, benchmarks and statistical analysis. Students are categorized on a drop-out risk scale, based on derived models, which are adjusted to fit institutional parameters.

Measurement

The drop-out risk scale is applied to the student population according to institutional parameters, yielding dashboards and reports concerning students identified, based on the risk scale category.

Intervention

The solution identifies support systems and intervention techniques to remove barriers to success. The early alert system signals faculty, coaches and staff where intervention is needed, to align the response. Students are given self-help tools. Staff can leverage case management workflows.

Risk Assessment

Figure 1
About the StudentVantage™ Solution

The Cognizant StudentVantage™ Solution is an integrated solution designed to work with the academic advisement team responsible for engaging with students.

Key Features

- Benchmarks and predictive analytics models
- RAG (red, amber and green) dashboards
- Case management workflows
- Social media integration
- Individual intervention plan and self-help tools
- Student knowledge base (a repository for data concerning all interactions with the student)
- Intervention measurement
- Academic advising toolset
- Early warning alerts capability
- Student Interface(s)

- Student Information System (SIS) integration (PeopleSoft Campus Solutions - Release 1; Ellucian Banner Release 2)
- Reporting tools/data

The Cognizant StudentVantage™ Solution incorporates components from Figure 2. Detailed intelligence dashboards provide multiple ways to identify students who are at risk. These dashboards also identify the main causes of failure and can help eradicate the risk. A student lifecycle enablement tool helps facilitate wider channels of communication between students and their advisors. Multiple communication avenues allow students to avail themselves of information and reach out for help as required.
About Cognizant

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