

RetentionPro Preserves Your Most Vital Asset—Students

You've spent a great deal of time and money attracting students. But how much have you done to keep them? Retaining students is the most cost-effective way to bolster your school's enrollment and improve its reputation.

Yet many career colleges and professional universities don't take a well-honed, strategic approach to student retention—or worse, they don't approach it at all. Where does your school stand? Are you focusing so much on the students coming in the front door that you're ignoring those going out the back? Or are you struggling on how and where to start engaging your at-risk students? Blackboard's RetentionPro service can help.

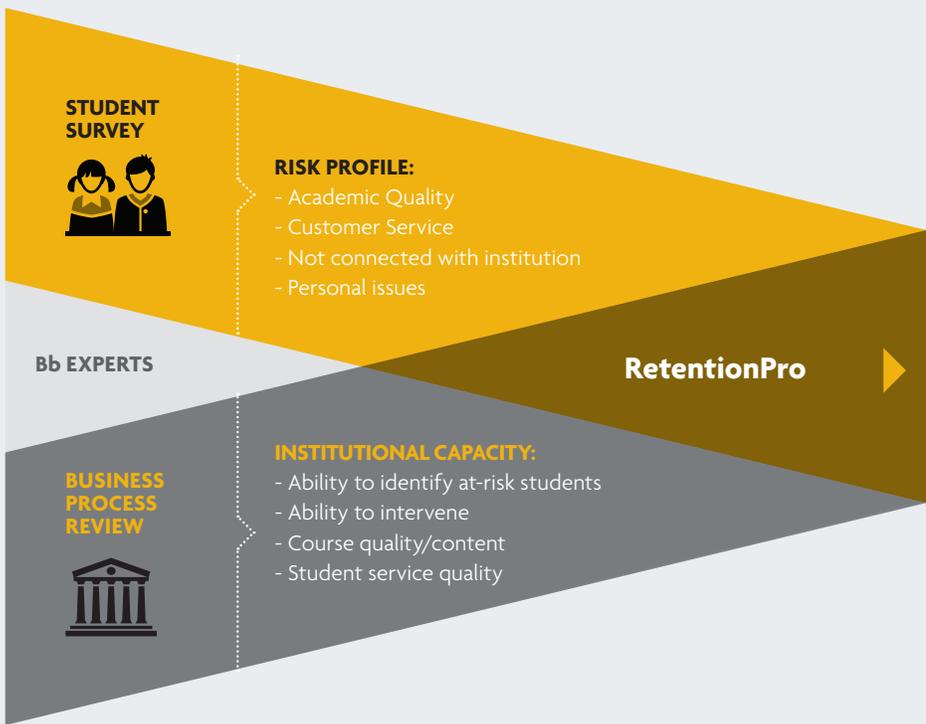
RetentionPro helps schools evaluate student persistence and retention from two perspectives:

Business Process Review: RetentionPro takes your school through a review of existing institutional and academic data, processes and tools to identify trends that can guide strategic action. Drawing upon our breadth and depth of experience in educational best practices, we provide you with a customized gap analysis and recommend a tailored path forward.

Student Survey: RetentionPro helps you gain a deeper understanding of your students. Leveraging demographics, success metrics, benchmarking and student surveys, RetentionPro can gauge your student population's risk factors and identify the points at which you can intervene to keep at-risk students headed toward graduation.

RETENTIONPRO HELPS YOUR SCHOOL:

- Leverage business intelligence
- Increase student engagement
- Strengthen course quality
- Improve customer service



IMPROVE CUSTOMER SERVICE

- Provide institution-specific mobile app
- One-stop self-service portal for students
- Provide 24/7 call center services

INCREASE STUDENT ENGAGEMENT

- Provide course updates through mobile notifications
- Provide education-specific social media framework
- Incorporate gamification into content development

STRENGTHEN COURSE QUALITY

- Implement master courses
- Align all content to learning outcomes
- Integrate remedial education early in program

LEVERAGE BUSINESS INTELLIGENCE

- Test students for aptitude and online readiness
- Use analytics to build solid data on most effective tools and strategies
- Identify profiles of at-risk students and integrate with admissions/resource allocation process

Here are some real-world ways Blackboard RetentionPro experts can help your school:

Need to engage on-the-go students? Provide an institution-specific app that keeps them connected to your school, their coursework and fellow students and makes completing tasks—from enrolling for classes to completing research papers—more convenient. Our experts can lead the way.

Looking for ways to motivate students to improve? Let them know where they stand compared to peers in their degree programs or, even more compelling, compared to

students in their courses. We'll show you how to use existing technology tools to make it happen.

Want to keep online students checking in and moving forward? Use gamification to make coursework and discussions more captivating to students, and even faculty. We can help you create ways to drive healthy competition—and boost engagement.

For more information on how Blackboard can help your institution effectively engage your at-risk students and help see them through to graduation, please visit: blackboard.com/careercolleges, email ProEdInfo@blackboard.com, or call 888-719-6123.

