In higher education, analytics are not just about data. Data are the raw materials, but student success is the final product. Analytics turn raw data into valuable, actionable information that can be used to help students succeed, and help ensure that your institution retains them.

Blackboard Predict is a retention solution that gathers data from multiple sources, uses predictive modeling to transform it into valuable information, and generates risk reports for advisors and faculty so that they know when to intervene.

The process involves four steps:

1. **Discovery**  
   Identify the question you are trying to answer
2. **Ingestion**  
   Aggregate the right data from multiple sources
3. **Modeling**  
   Turn the data into valuable information
4. **Distribution**  
   Put the valuable information into the hands of people who can act upon it

The key to harnessing retention analytics

Blackboard Predict delivers simple, easy-to-interpret signals that let faculty and advisors know when it’s time to intervene. The faculty-facing dashboard shows the class roster as a list accompanied by ‘pills’ colored red, yellow, and green to indicate each student’s risk level. Risk might mean “risk of attending this week” or “risk of getting a grade lower than a C”. This analysis could vary by college, school, or degree level. Each week, new classroom data are processed. It’s this recurring production of fresh and relevant data that allows for timely intervention.
If a faculty member needs more information on a student, clicking on the ‘pill’ provides another level of detail. Reports clearly illustrate some of the key drivers of the student’s risk. How well is the student performing on assignments? How frequently is the student accessing the course content? Is their overall risk trending up or down?

With Blackboard Predict, signals can also be sent directly to student coaches and academic advisors. These staff may be responsible for the success of hundreds of students, and so need information that’s well-organized and easy to understand. In Blackboard Predict, advisors see a list of all the students to which they are assigned, along with risk indicators for all classes in which their students are currently enrolled. Additional information like Cumulative GPA, Degree Program, and Academic Load provide advisors with the information they need to initiate personalized student-contact with before they go off track.

At Blackboard, we realize that risk modeling is only as good as the intervention that analysis leads to. The more informed the faculty or advisors are, the more effective they will be at assisting students.

### Transparency

There’s no ‘Secret Sauce’

The data collected and stored by Blackboard Predict belongs to the institution. It’s your data. There are no black boxes, no proprietary formulae. Because it’s your data, we can also give you direct access for ad hoc longitudinal analysis and research. At Blackboard, we see analytics as a partnership that combines knowledge of students and programs with technical data expertise. The result is a toolset that allows you to fulfill your institution’s central mission: enabling student success.

### Flexibility

Future-proof your analytics investment

You want to do what is best for your students. You shouldn’t have to feel locked in to an educational technology investment because it is dependent on others. You shouldn’t have to worry about how changes to your institution’s LMS and SIS will affect your ability to support student through existing processes and workflows. That’s why Blackboard Predict is built to work seamlessly with every major LMS and SIS.

### Readiness

Improve adoption

Analytics alone don’t improve student success. Knowing which students are likely to flounder is an important first step, but this information is useless unless you have a plan for acting upon it. That’s why, in addition to implementing Blackboard Predict, our consultants will also work with you to

- Improve current student advising practices to increase graduation rates
- Maximize resources to align with new Predict technology
- Determine best approach to take full advantage of predictive analytics
- Ensure institutional readiness that goes beyond technical implementation

For more information, visit blackboard.com/analytics