

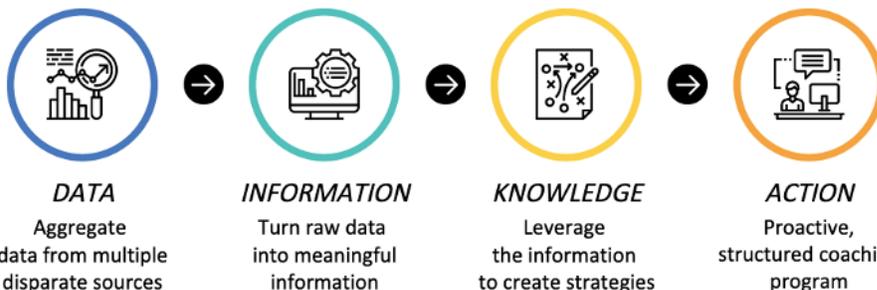


Combine the power of data with proactive retention coaching to drive student persistence

Retention Coaching Powered by Predictive Data helps institutions increase student retention in a scalable and effective way. Combining the power of the rich data sets from predictive analytics to provide critical insights on student performance, our Student Success Coaches proactively engage with students that show early risk indicators. Coaches provide individualized support and resources to students to help them stay on track to success.

More than a tool to identify at-risk students

We act on the risk information and begin student outreach at the first sign of risk. Our skilled coaching team provides a high quality, scalable solution that leverages communication technologies to connect with students. Once in contact with a student, our coaches assess the student situation and co-develop a plan for the student to get back on track, whether it's academic or non-academic factors impacting their risk to retention.



"Blackboard's retention program provides our online students with the proactive support they need, when they need it. I appreciated that the Blackboard coaches quickly follow up with students as soon as they show up as a risk, and when necessary they put these at-risk students in contact with university resources, such as our advising team. I am very pleased with the retention gain that this program has produced."

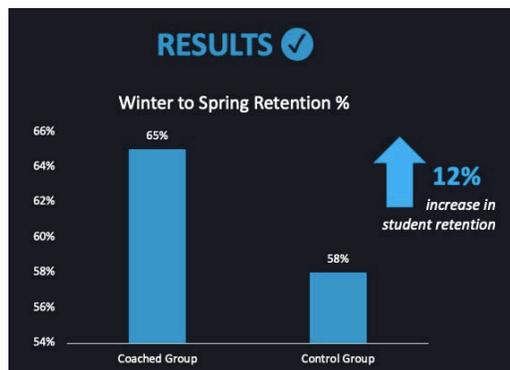
-Dr. Trish Trifilo, Director of WBUonline, Wayland Baptist University

Why Retention Coaching Powered by Predictive Data?

Empower your students: Students appreciate just-in-time support when experiencing challenges. Our coaches empower students to succeed and provide timely access to the right resources when they need it most.

Reach the right students: Our models use comprehensive historical data from your institution's SIS and daily updates from Blackboard Learn to provide an accurate risk status for your unique student body. This "risk score" identifies the students who will benefit most from proactive outreach and support.

Act quickly with rapid implementation: With implementation in fewer than 90 days on average, we're up and running quickly, ready to contact your at-risk students and positively impact their success.



Primary Goal: improve term-to-term persistence for coached group over control group

Case Study: Pilot program at Wayland Baptist University

- Challenge: Lack of persistence and dedicated outreach resources drove desire to maximize student retention using data to inform strategy
- Solution: Launched a Retention Coaching program based on risk data generated by predictive data.
- Results: Initial term-to-term results show increased persistence for the coached group at a rate of 65% compared to 58% for the control group.

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