

Blackboard's Student Retention Solutions

For many institutions, student retention has moved from an altruistic ideal, to a priority for financial health and sustainability. By obtaining a holistic picture of student data, defining policies and programs, and understanding the impact they have, your institution can take the steps necessary to improve student success.

Blackboard's Student Retention Solutions



Insight:
Analytics Dashboard
& Program Strategy

- › Provides insight to unique student population via Blackboard Analytics
- › Builds targeted student risk profiles via relevant data
- › Provides onsite training to better utilize Analytics



Strategy:
Framework
& Strategy

- › Provides recommended direction via Blackboard Strategic Services
- › Assesses institutional goals and resources for retention
- › Delivers recommendations to improve focus and strategy



Engagement:
Proactive Outreach
Campaigns

- › Delivers intervention to targeted students via Blackboard Student Services
- › Provides personalized outreach calls to get students to take specific action
- › Collects survey information and student risk reporting

\$700K saved
over three semesters at Lewis & Clark
Community College, by identifying at-risk
students and informing retention programs.

+23% re-admitted
students at Pierpont Community &
Technical College, by proactive outbound
engagement campaigns.

Blackboard has developed an approach in three distinct areas to help you achieve your student retention goals:



Insight: Blackboard's Retention Dashboard and Program Strategy delivers mobile friendly retention reports and dashboards derived from Blackboard Analytics™ to provide data insights across your unique student population. Our extensible analytics solutions allow you to identify at-risk students, determine financial aid impact, track cohorts and more.



Strategy: Blackboard's Retention Framework and Strategy consulting guides stakeholders through a framework that helps identify strengths and weaknesses of current practices, and recommends a comprehensive approach to institutional stakeholders to help improve retention rates and drive financial returns.



Engagement: Blackboard's Student Lifecycle Engagement Campaigns leverage 24/7 call center capabilities to continually engage students in key moments of their journey to completion. Our experienced team has developed a portfolio of proactive campaigns to help overcome barriers in financial aid, business office, and enrollment to reach students and prevent stop-outs.

“Our Administration said this campaign was the best money we spent all year. We only need to re-admit 5 students to get an ROI and we did more than 5 times that. In my opinion, the work was worth it for data on non-matriculating students even without the re-admitted students. Getting students back was a PLUS.”

Ron Weist
Director of Enrollment Research and Planning
Pierpont Community & Technical College

“Data pulled from Blackboard Analytics started conversations about what issues or assumptions we were making and how accurate those assumptions were. Without having these metrics, we would be flying in the dark, not knowing if what we are doing is, in fact, making a difference toward meeting our new goals.”

Marti Venn
Provost for Academic Affairs
Middle Georgia State College

Contact us today to determine which retention solution is right for you by emailing Retention@Blackboard.com or calling 800-424-9299.

Blackboard

Blackboard.com

Copyright © 2014. Blackboard Inc. All rights reserved. Blackboard, the Blackboard logo, BbWorld, Blackboard Learn, Blackboard Transact, Blackboard Connect, Blackboard Mobile, Blackboard Collaborate, Blackboard Analytics, Blackboard Engage, Edline, the Edline logo, the Blackboard Outcomes System, Behind the Blackboard, and Connect-ED are trademarks or registered trademarks of Blackboard Inc. or its subsidiaries in the United States and/or other countries. Blackboard products and services may be covered by one or more of the following U.S. Patents: 8,265,968; 7,493,396; 7,558,853; 6,816,878; 8,150,925