

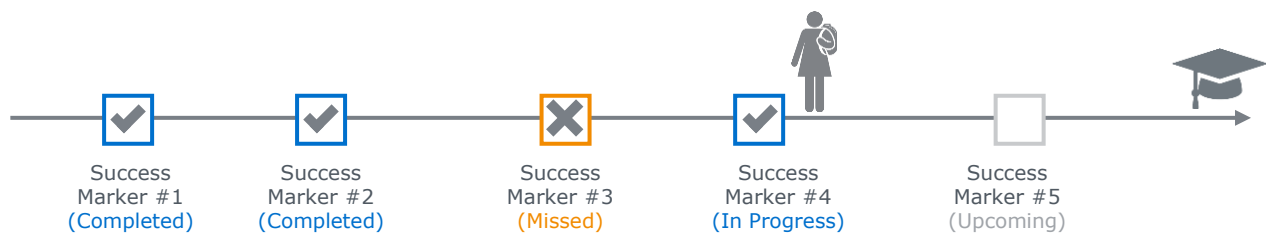
The Signal Through the Noise

Success Marker Campaign Ideas

A data-driven way to monitor student progress across their academic career through today's curriculum requirements and intervene to keep them on track

What are Success Markers again? A critical course or group of required, predictive courses that are key to student success within a major. They are frequently first and second year courses, which are entered into the SSC-Campus Platform so that advisors can identify and intervene.

Why is this important? Students in this population might be performing well academically, but are making slower than recommended progress to graduation in their major, potentially adding cost or reducing their likelihood of completing at all.



Support – Students who took a Success Marker course and did not achieve the grade threshold (consider those who are repeating the key/gateway course for their major in the upcoming term)

Major Switching – Students who missed multiple Success Marker courses and may need or want to change majors or colleges



Registration – Students who need to register for an upcoming key course that have not yet

Support– Students who missed the grade threshold for a course in a sequence; discuss progression within major and available support resources

Pre-Majors – Understand which students met your college's criteria; ask them to formally apply if they meet all other requirements

TA's – Students that completed success markers who you want to recruit to serve as course TA's

Identify Populations of Students Quickly and Easily

How Do I Find These Student Populations?

Example Advanced Search Filters

Example A: Registration - Students who are enrolled for the next term but need to register for an upcoming key (Success Marker) course that have not yet

Enrollment History Enrollment Terms

Enrollment Terms (In Any of these)[?]

✕ FALL SEM 2017

+

Course Data Course, Section, Status

From Term To Term

FALL SEM 2017 ▾

SPRING SEM 20... ▾

Course[?]

ACC-201 Principles of Financial Acct
✕ ▾

Section[?]

All
▾

Status

Not Registered
▾

Success Indicators Support Priority, Success Markers

Support Priority (In Any of these)[?]

All
▾

Success Marker (In All of these)[?]

✕ ACC201
▾

Success Marker Status[?]

Upcoming
✕ ▾

Example B: Registration - Student who are NOT enrolled for the next term and need to register for an upcoming key (Success Marker) course that have not yet

Enrollment History Enrollment Terms

Enrollment Terms (In Any of these)[?]

All
▾

Enrollment Terms (In All of these)[?]

All
▾

Enrollment Terms (In None of these)[?]

✕ FALL SEM 2017
▾

Success Indicators Support Priority, Success Markers

Support Priority (In Any of these)[?]

All
▾

Success Marker (In All of these)[?]

✕ ACC201
▾

Success Marker Status[?]

Upcoming
✕ ▾

Identify Populations of Students Quickly and Easily

How Do I Find These Student Populations?

Example Advanced Search Filters

Support – students who took a marker course and did not achieve the grade threshold

Support Priority (In Any of these) [?] <input type="text" value="All"/>	Success Marker (In All of these) [?] <input type="text" value="ACC201"/>
	Success Marker Status [?] <input type="text" value="Missed"/>
	Missed Success Marker Reason [?] <input type="text" value="Needs Attention"/>

A Vehicle For Action For Advisors

Access Success Markers in the Platform

 View the number of missed Success Markers on a [Student's Overview Page](#)

Thady Ourada

Overview | Success Progress | Reports / Notes | Class Info | Major Explorer | Calendar | Appointments | Conversations

Course Grade D/F	Repeated Courses	Withdrawn Courses	Missed Success Markers	Cumulative GPA
0	1	5	4	3.86

Credits Attempted for Spring 2015: 22 credits, 8 classes

Total Credits Earned: 67.31

Credit Completion % at this Institution: 70%

English
with a concentration in Literature
College of Arts & Sciences

Medium Risk

STUDENT ID: 738490541

CLASSIFICATION: Junior

MOST RECENT ENROLLMENT: Fall Semester 2014

Advisors are leveraging success markers to build urgency or convince the student they may need to act or change course. So when advisors are conducting their 30 second gut check prior to an appointment start, they can quickly see the number of missed Success Markers on the Student Overview Page. And to inform their conversation with the student, they can learn more by clicking on the Success Progress Tab.

 View marker details in the [Success Progress Tab](#)

Overview | Success Progress | Reports / Notes | Class Info | Major Explorer | Calendar | Appointments | Conversations

Success Markers

The student has missed guidelines for progress. Acting on them can help get the student back on track for successful completion.

Completed
 Missing
 Upcoming

3 missed markers

Notification	Outcome
ACCT2101 Recommended grade: B- (1 course) Complete between 30 and 45 credits	Needs attention 2 Attempts
BUSA2106 and CIS2010 Recommended grade: B+ (2 courses) Complete between 45 and 60 credits	Needs attention 2 Attempts
ECON2105 and ECON2106 Recommended grade: B- (2 courses) Complete between 15 and 30 credits	Needs attention 2 Attempts

Students who have a high number of missed markers, may not be proactively coming into your office. But, by being able to monitor student progress across their academic career through today's curriculum requirements, advisors can easily search for students with minimum or maximum missed number of markers and triage those students for prioritized outreach.