Using Information at Hand to Increase Student Retention

Steve Rheinschmidt and Ann Jenkins

Iowa Community College Online Consortium

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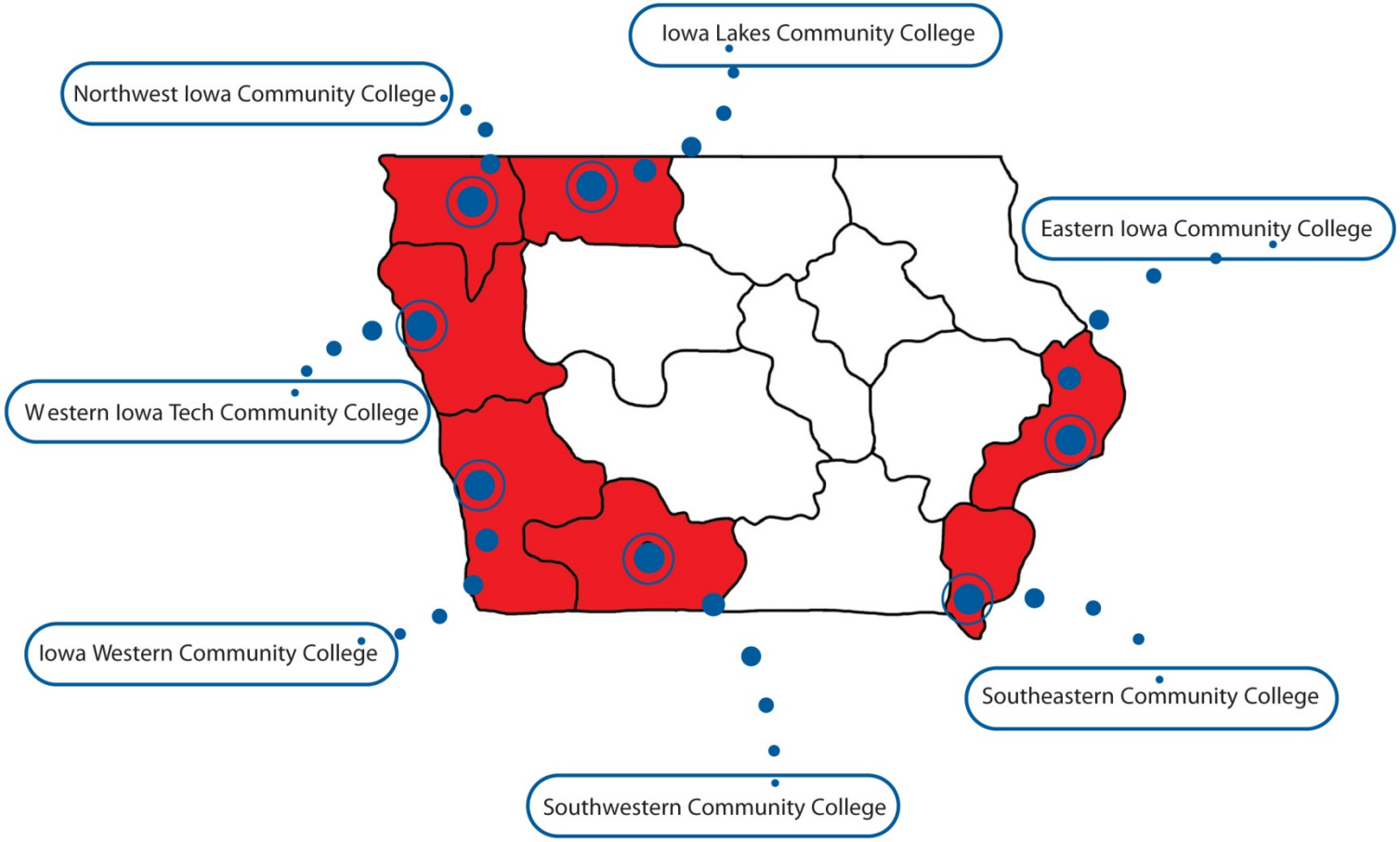
A Partnership for Learning

The Iowa Community College Online Consortium ...*since 1999*



Online Demographics – Spring 2012

Online Student Enrollments:	23,162
Unique Online Students:	11,703
Unique Course Titles:	373
Online Course Sections:	1,058
Online Instructors:	492
Annual Online Student Enrollment:	57,223
Annual Blended Enrollment:	61,041
Annual Total Enrollment:	118,264

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Operational Definitions

- Student Completion, completer
- Census
- Student Success
- At-Risk Student
- eCollege
- Next Generation Learning Challenges (NGLC)
- Enterprise Reporting (ER)
- Program Intelligence Manager (PIM)

Completion & Success Results

- At-risk Student Completion

  Improvement: 77% to 84%

  All Students: 88%

- At-risk Student Success

  Increase from 57% to 68%

  All Students: 74%

Program Review Report

Iowa Community College Online Consortium Program Review

www.iowacconline.org

Completed June 2007 by

Training and Consulting Services
Academic Services Group

eCollege

Student Activity: Hours

First Week of Class

Average Activity Hours

Completers	3.1 hours
Non-completers	1.3 hours

Student Activity: Log-ins

First Week of Class

Average Days Logged In

Completers	3.1 days
Non-completers	1.7 days

Executive Summary

Changed how we provide instructor training

- Instructor activity in discussions, grade book and other interactive elements has a positive impact on course completion rates.
- Excess faculty activity in email is correlated to low course completion rates.

Student Services Manager

- Personal Interventions
- Compiling and Dissemination of Data

Enterprise Reporting

Student Activity Report

- Course first login date
- Course last login date
- Activity minutes
- Activity submission count
- Course points earned
- Course points possible to date
- Course average to date

Student Detail Report

Students with < 1 hour activity in the past 7 days.

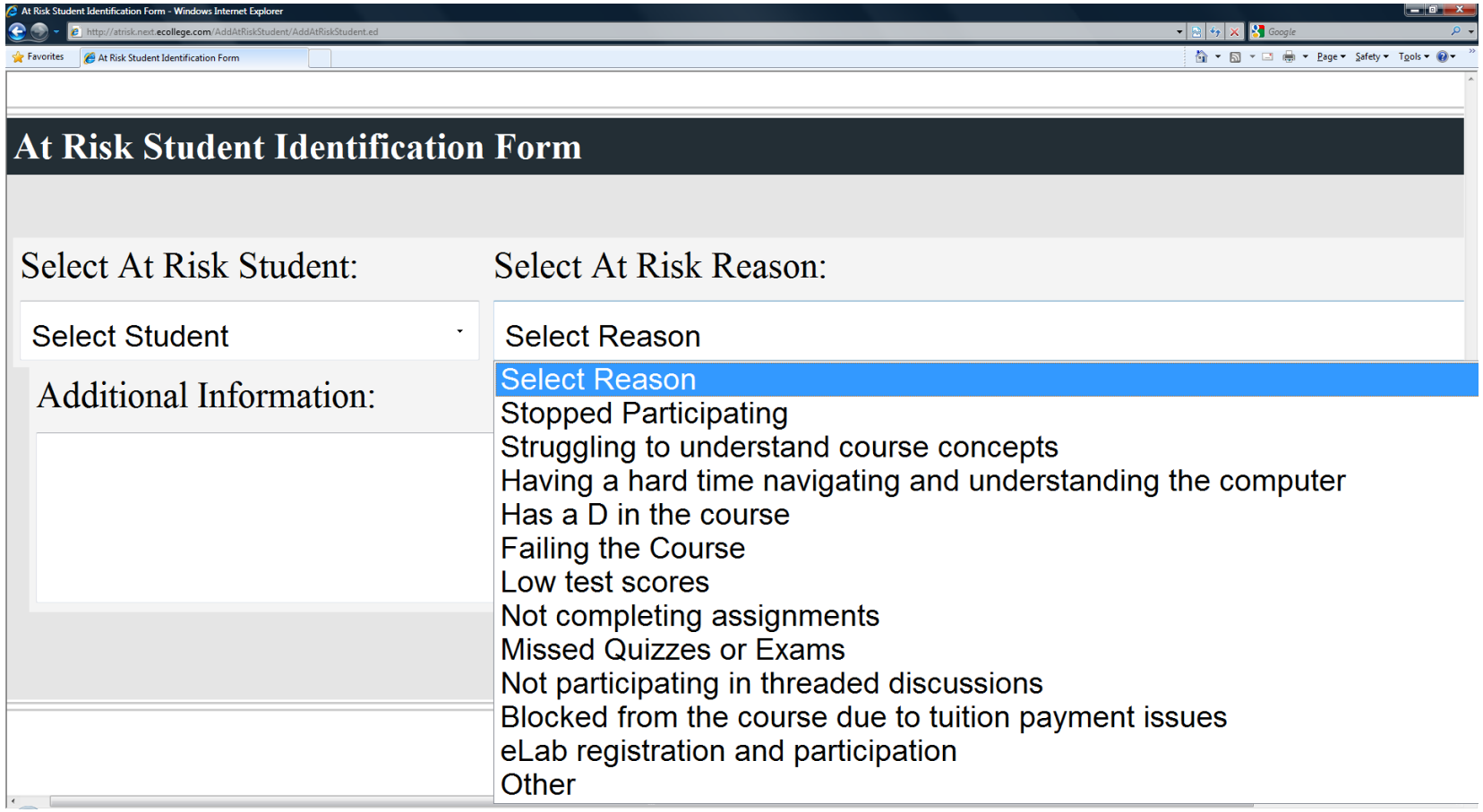
Accounting Specialist Courses

Term: 2010 Spring Term
Dates: Apr 29, 2010 to May 5, 2010

Display Course Code	Course Name/ID	Full Name	Login ID	Email Address	Activity Minutes	Threads Minutes	Drop Box Minutes	Homepage Minutes	Gradebook Minutes	Activity Submission Count	Threads Submission Count	Activity Date	Course Average Grade To Date
BUS1410XA	Principles of Accounting I XA (4084124)	Mclemore, Alethia	978850	mclemorealethia@yahoo.com	0			0				5/5/10	0%
BUS1410XC	Principles of Accounting I XC (4084150)	Stramiello, Gina	1338845	gfunk_error@yahoo.com	0			0	0			5/3/10	39%
BUS1410XA	Principles of Accounting I XA (4084124)	Fair, Cheryl	61057	SWEETSULTRY1@AOL.COM	0			0				5/3/10	0%
BUS1410XK	Principles of Accounting I BUS1410XK (4084119)	Harrison, Regina	1530010	regina.harrison67@yahoo.com	1			1				4/30/10	0%
BUS1460XD	Computerized Acounting (4079952)	Shupe, Donna	1411552	pheonix24374@yahoo.com	1	0		0				4/29/10	11%
BUS1410XC	Principles of Accounting I XC (4084150)	Shaw, Hazel	630521	babygirlshaw2003@yahoo.com	1			1				5/3/10	0%
BUS1460XA	Computerized Accounting XA (4079841)	Bouse, Tiffany	1280159	tiffeg79@yahoo.com	1			0	0			5/4/10	51%
BUS1410XL	Principles of Accounting I (4084127)	Rothe, Lori	1575429	dlrothe@msn.com	1			0	0			5/3/10	32%
BUS1420XB	Principles of Accounting II BUS1420B (4079811)	Traylor, Joni	1257801	joni_tray05@yahoo.com	1			0	1			5/1/10	26%
BUS1420XC	Principles of Accounting II BUS1420C (4079799)	Cross, Kimberly	845487	cross.kim84@yahoo.com	1	1		1	0			5/1/10	0%
BUS1410XD	Principles of Accounting I	Brown, Amber	1358505	shawtyshawty_05@yahoo.com	2			0				5/2/10	55%

At-Risk Reporting Form

Easy and efficient faculty tool



Next Focus

At-risk Student Completion

- ✓ Improvement 77% to 82%

At-risk Student Success

- ✓ Increase from 57% to 68%

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We Did The Math…

Census Online Student Enrollments	23,162
% of Start Enrollments at Risk	20%
At Risk Enrollments	4,632
Original Completion Rate of At Risk Enrollments	77%
Original Number of Completers	3,567
Improved Completion Rate of At Risk Enrollments	82%

What courses have low student success rates?

At-risk Success
Gatekeeper Courses

At-risk Student Success:

▪ All Courses:	68%	
▪ Math for Liberal Arts:	56%	**50%**
▪ College Algebra:	52%	**31%**
▪ College Composition I:	70%	**55%**

Average: All Students: 74%

NEXT GENERATION LEARNING CHALLENGES

Transforming education through technology

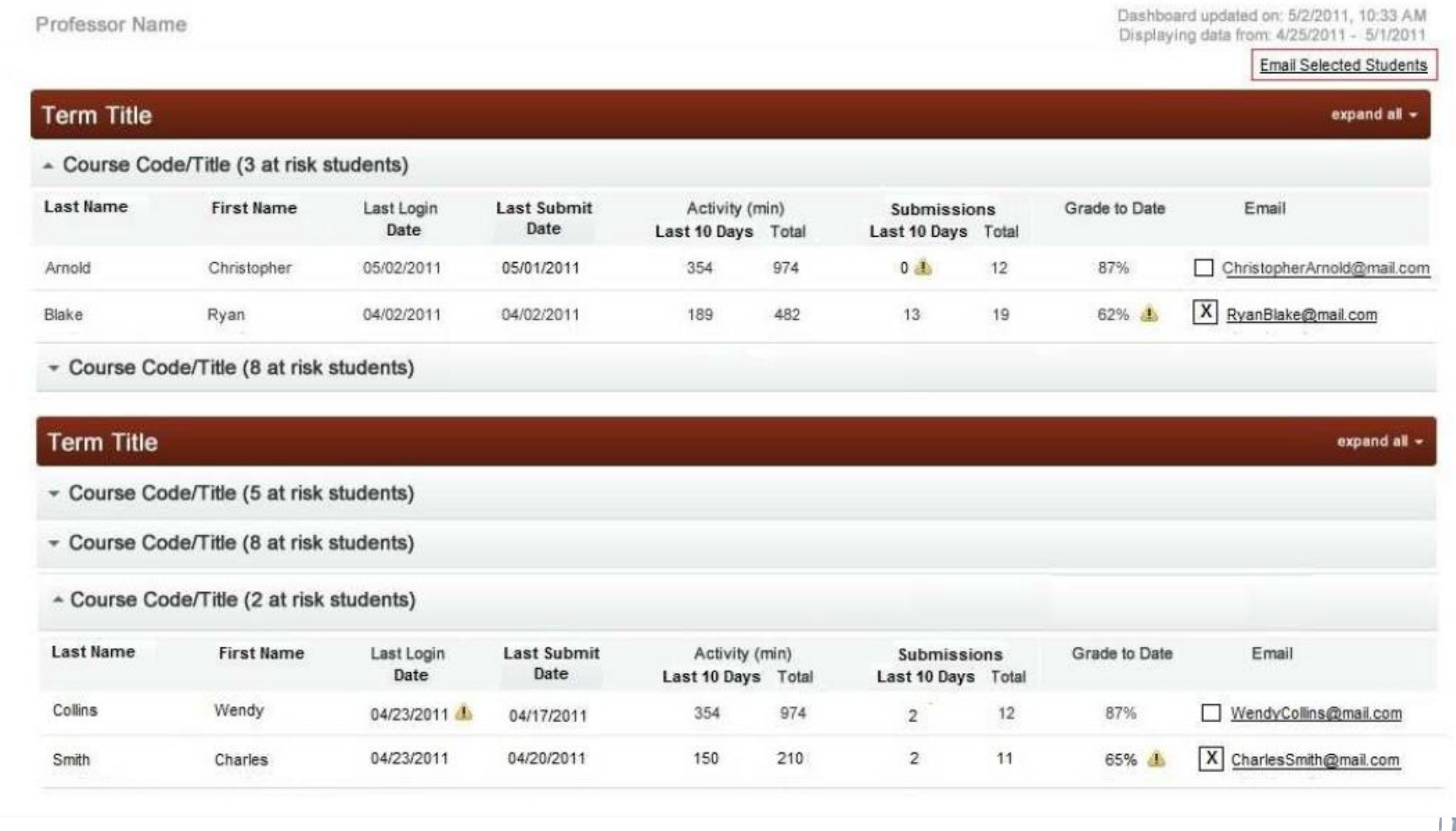
Three Gatekeeper Courses

- Math for Liberal Arts, College Algebra, College Composition

Develop Faculty Dashboard

- Last Login Date
- Last Submission
- Number of Activity Submissions
- Grade to Date

Faculty Dashboard



Professor Name

Dashboard updated on: 5/2/2011, 10:33 AM
Displaying data from: 4/25/2011 - 5/1/2011

Email Selected Students

Term Title — expand all

▲ Course Code/Title (3 at risk students)

Last Name	First Name	Last Login Date	Last Submit Date	Activity (min) Last 10 Days	Activity (min) Total	Submissions Last 10 Days	Submissions Total	Grade to Date	Email
Arnold	Christopher	05/02/2011	05/01/2011	354	974	0 ⚠	12	87%	☐ ChristopherArnold@mail.com
Blake	Ryan	04/02/2011	04/02/2011	189	482	13	19	62% ⚠	☒ RyanBlake@mail.com

▼ Course Code/Title (8 at risk students)

Term Title — expand all

▼ Course Code/Title (5 at risk students)

▼ Course Code/Title (8 at risk students)

▲ Course Code/Title (2 at risk students)

Last Name	First Name	Last Login Date	Last Submit Date	Activity (min) Last 10 Days	Activity (min) Total	Submissions Last 10 Days	Submissions Total	Grade to Date	Email
Collins	Wendy	04/23/2011 ⚠	04/17/2011	354	974	2	12	87%	☐ WendyCollins@mail.com
Smith	Charles	04/23/2011	04/20/2011	150	210	2	11	65% ⚠	☒ CharlesSmith@mail.com

Automated and Timely Data

- Integration of systems
- Retention alert
- Daily data
- Central case management

"The effectiveness of early intervention, is that it's early."

Vince Tinto

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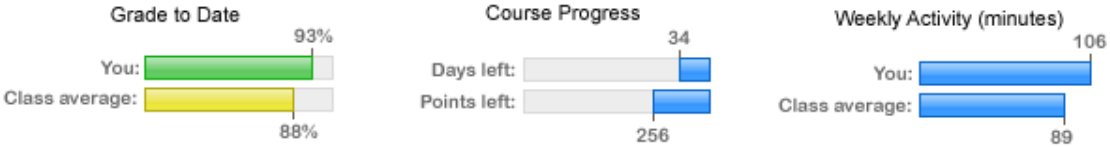
Announcement
Registration for the Fall 2011 term ends tomorrow. Make sure you've registered for you classes before then.

Current Courses | Courses by Term

PSY 101 - Introduction to Psychology 1A

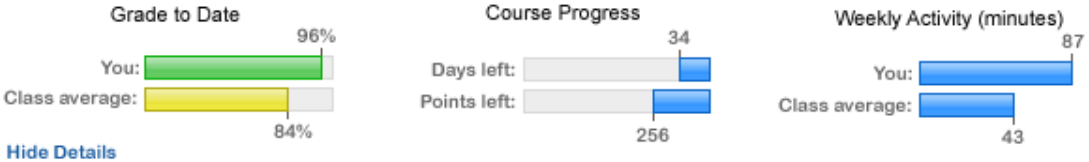
Go to Course



Hide Details

PSY 290 - Research Method

Go to Course



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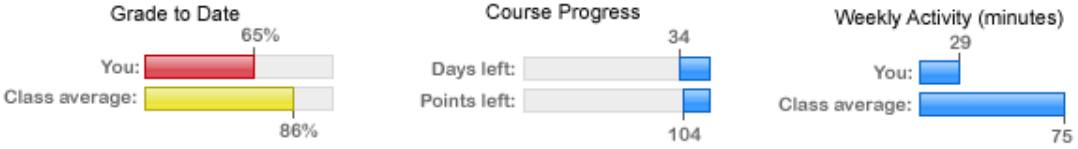
PSY 230 - Introduction to Statistics 1B

Go to Course



Hide Details

Mary Anderson

Edit My Profile

Recent Activity

Amanda Simmons says:
"Just finished my psych report and now I'm psyched.
Feb. 2, 2011 11:12am

PSY 101 - Introduction to Psych...
3 students have submitted the assignment: **Behavioral Example**.
Feb. 2, 2011 11:00am

Matt Davis says:
PSY 101 - Introduction to Psych...
Anyone want to meet to review today's class notes?
Feb. 2, 2011 10:34am

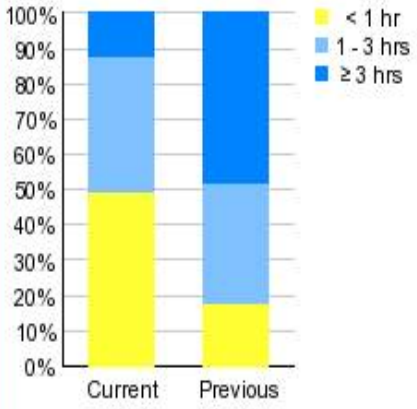
Allison Scott says:
PSY 290 - Research Method
Are our papers due this Monday? I thought we were getting an extension.
Feb. 2, 2011 10:20am

PSY 230 - Introduction to Statist...
6 students have submitted the assignment: **Real World Examples**.
Feb. 2, 2011 11:00am

Show More

Chat (21 online) | Activity | People

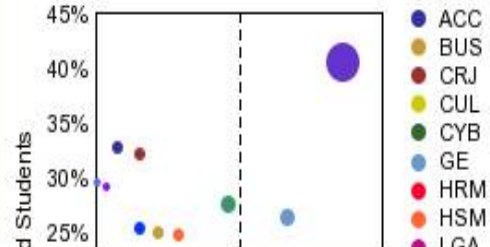
Current Week vs. Previous Week



Current Week: 5/3/10 to 5/4/10
Previous Week: 4/26/10 to 5/2/10

Dropped Student Summary

of Dropped Students vs. Total Enrollments by Program
(size of bubble represents % of drops from the past 7 days)



Students | Instructors | Analysis

STUDENT ASSESSMENT

Past 7 Days

Apr 28, 2010 to May 4, 2010

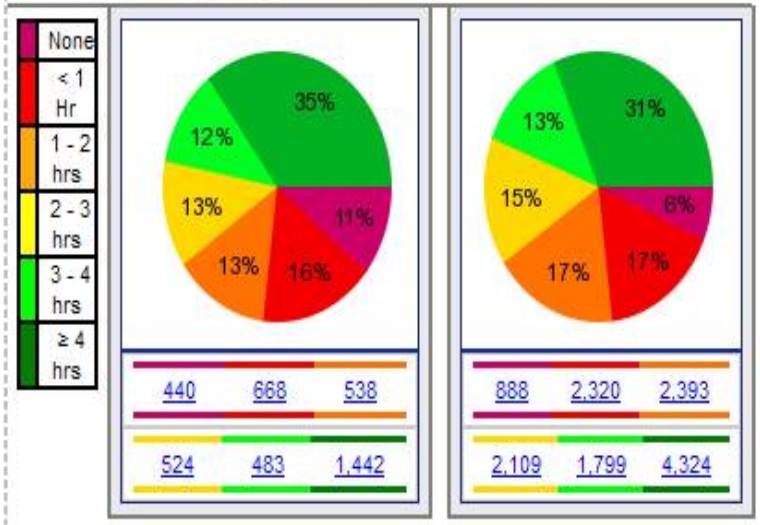
Includes Term(s): 2010 Spring Term
Includes Program(s): All

Dropped in the past 7 days: 648

Student Experience Courses | All Other Courses

PARTICIPATION

Total Activity Time (hours) in the Past 7 Days - Count of Students



Student Experience Courses | All Other Courses

SUCCESS

Top 30 Course List
(listed by lowest activity average)

Course	in hrs.	# of students
AOM1020XC	1.9	21
AOM1200XS	1.6	16
BUS1770XB	1.9	30
BUS1770XC	1.8	32
BUS1770XF	1.8	29
BUS1770XG	1.6	26
BUS1770XH	1.9	30
BUS1770XI	1.1	5
BUS2300XA	1.6	23
BUS2350XB	1.5	6
BUS4750XA	1.7	2
CRJ4320XA	1.8	4
CUL1250XA	1.6	1
CUL2575XA	0.9	1
ENG1010XM	1.9	9
ENG1010XP	1.8	12
ENG1010XZZZ	1.9	21
ENG1020XU	1.6	16
HRM2040XA	1.8	11
MBA5210XA	1.7	8
MBA6310XA	1.9	4
MBA6550XA	1.9	5

Questions?

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