DRIVING

TOWARD A DEGREE

2020

TECHNOLOGY FACILITATES COLLABORATION AMONG STUDENT SUPPORTS

RESEARCH BRIEF #4

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Tyton PARTNERS
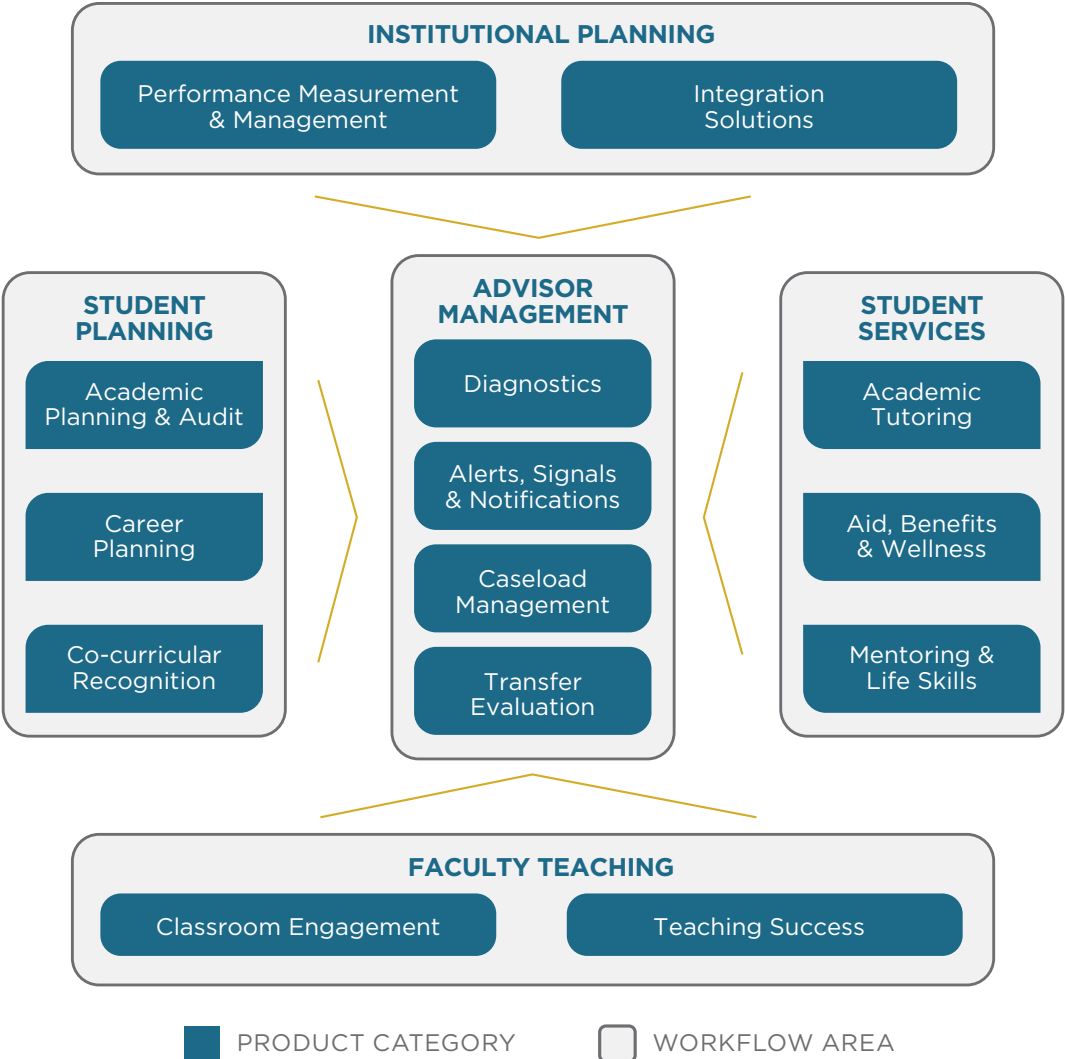
Bay View Analytics

TECHNOLOGY FACILITATES COLLABORATION AMONG STUDENT SUPPORTS

Over the last two months, we have demonstrated the importance of collaboration to fostering holistic student supports and, ultimately, driving student success. Clear lines of responsibility, strong communication, and integrated supports are foundational to effective collaboration. Fostering these practices at scale requires effective change management of teams and individual stakeholders. Nonetheless, in our final research brief in this series, we turn to technology and the complementary role it plays in facilitating collaboration among student supports stakeholders.

Tyton Partners has identified over 200 companies providing institutions with student supports technologies across 14 distinct product categories and five workflow areas—institutional planning, student planning, advisor management, student services, and faculty teaching.

STUDENTS SUPPORTS PRODUCT CATEGORIES

INSTITUTIONAL PLANNING
- Performance Measurement & Management
- Integration Solutions

STUDENT PLANNING
- Academic Planning & Audit
- Career Planning
- Co-curricular Recognition

ADVISOR MANAGEMENT
- Diagnostics
- Alerts, Signals & Notifications
- Caseload Management
- Transfer Evaluation

STUDENT SERVICES
- Academic Tutoring
- Aid, Benefits & Wellness
- Mentoring & Life Skills

FACULTY TEACHING
- Classroom Engagement
- Teaching Success

■ PRODUCT CATEGORY   ☐ WORKFLOW AREA

See page 4 for the full taxonomy, along with illustrative vendors within each product category.

A select sample of product categories—Alerts, Signals & Notifications, Diagnostics, and Caseload Management—best demonstrate technology's complementary role in facilitating the implementation of holistic student supports. As explained in earlier research briefs, many institutions continue to operate a self-service or "cafeteria" model of student supports, requiring students to choose from an abundance of disconnected courses, programs, and student supports. Moreover, lack of stakeholder capacity and limited engagement between stakeholders remain significant impediments to achieving integrated and holistic student supports. These three technologies, if adopted, can serve as an essential part of the solution to overcoming these obstacles.

These three product categories assist in identifying ways to proactively engage all students and coordinate care across the appropriate stakeholders to intervene. While these technologies, alone, are not a sufficient condition for achieving holistic student supports, they are necessary—especially in addressing a lack of stakeholder capacity—whether it is because there are too few stakeholders, stakeholders have too little time, or students are disengaged.

AVERAGE WIDESPREAD (I.E., ACROSS CAMPUS) ADOPTION OF SELECT PRODUCT CATEGORIES

PRODUCT CATEGORY	DESCRIPTION	2017	2019	2020
Alerts, Signals & Notifications	Technologies that influence student behavior and improve student engagement via mobile and/or desktop messages	29%	27%	29%
Diagnostics	Tools that determine risk factors for different types of students and at different points in the student lifecycle to personalize interventions	13%	20%	23%
Caseload Management	Platforms that ensure the right intervention conversation is had at the right time by the right stakeholder	24%	36%	43%
Aggregate Adoption		22%	28%	32%

Unfortunately, adoption of any of these product categories across campuses is not greater than 43%—regardless of size or type of institution. However, adoption is gradually increasing and will continue to do so as long as institutions concurrently foster collaborative practices. Without these practices in place, these technologies cannot effectively or efficiently facilitate holistic student supports and improve student success.

As we come to a close on our series of research briefs, we do not underestimate the challenges institutions face in ensuring students receive the appropriate and timely supports to help them succeed inside and outside of the classroom and after their postsecondary experience. Nonetheless, we hope to have demonstrated, through empirical and longitudinal data, a potential solution. Through intentional student-centered design rooted in collaboration with technology as a complement, institutions can maximize their limited resources, integrate student supports, and drive student success equitably and at scale.

TECHNOLOGY PLAYS A COMPLEMENTARY ROLE TO STUDENTS, ADVISORS, FACULTY, ADMINISTRATORS, AND HOLISTIC STUDENT SUPPORTS

INSTUTITIONAL PLANNING

PERFORMANCE MEASUREMENT & MANAGEMENT
Systems that collect student data and provide institutional reporting

EAB · campuslabs · SKYFACTOR · AEFIS · CIVITAS LEARNING · ellucian.

INTEGRATION SOLUTIONS
Solutions that allow information to be easily accessed or shared across product categories and avoid data silos

DELL Boomi · Jitterbit · MuleSoft · Lingk · Campus by Ucroo · DXTERA INSTITUTE

STUDENT PLANNING

ACADEMIC PLANNING & AUDIT
Tools that maintain institutional degree requirements and allow tracking and auditing of progress toward completion

EDUNAV · Stellic · CollegeSource · HOBSONS · Jenzabar · CIVITAS LEARNING

CAREER PLANNING
Solutions that recommend career pathways based on student interest and labor market demands

symplicity · sokanu · PAIRIN · Graduway · handshake · burningglass TECHNOLOGIES

CO-CURRICULAR RECOGNITION
Learning portfolios or other solutions that recognize non-academic learning

pragya · watermark · motivis learning · eLumen Connecting What's Possible · parchment

ADVISING MANAGEMENT

DIAGNOSTICS
Assessments that measure students' risk profiles

Blackboard · AVISO RETENTION · RUFFALO NOEL LEVITZ · NURO RETENTION · ORACLE · HelioCAMPUS

ALERTS, SIGNALS & NOTIFICATIONS
Platforms that aim to influence student behavior through direct and indirect messaging

AVISO RETENTION · Discourse Analytics · AdmitHub · Motimatic · SignalVine · involvio

CASELOAD MANAGEMENT
Solutions that facilitate advisor management

ORACLE · EAB · HOBSONS · campuslabs · salesforce.org · workday.

TRANSFER EVALUATION
Platforms that manage course and degree equivalency between institutions to help students maximize credit transfer

CollegeSource · AcademyOne · ellucian. · parchment · Lumerit EDUCATION

STUDENT SERVICES

ACADEMIC TUTORING
Products and services that provide students with academic support (e.g., online tutoring services)

Quizlet · Upswing · Chegg · tutor.com · Course Hero · Pearson

AID, BENEFITS & WELLNESS
Platforms, tools, or apps that connect students to non-academic resources (i.e. financial aid, health and wellness)

NAVIENT · campuslogic · RaiseMe · YOU at COLLEGE · Vemo education · Leif

MENTORING & LIFE SKILLS
Personalized student support services that provide non-academic coaching

MENTOR COLLECTIVE · CHRONUS Unleash the Power of Mentoring · PeopleGrove · insidetrack · MentorCloud · MODERNGUILD

KEY

WORKFLOW AREA

PRODUCT CATEGORY

FACULTY TEACHING

CLASSROOM ENGAGEMENT
Student response systems designed to engage students before, during, and after class (e.g., attendance, quizzes, polls)

Quitch · Yellowdig · CourseKey · TOP HAT · socrative · campuswire

TEACHING SUCCESS
Systems that collect faculty data to assist with accreditation, compliance, and instructional practices

lumen · interfolio · watermark · ACUE

HOW CAN YOUR INSTITUTION REDESIGN ITS STUDENT SUPPORTS TO IMPROVE STUDENT SUCCESS?

Driving Toward a Degree is a data-driven resource designed to help institutions pursue integrated student supports. Since 2016, data has been collected and analyzed via longitudinal primary research studies by Tyton Partners, with the support of the Bay View Analytics and in partnership with NASPA – Student Affairs Administrators in Higher Education, NACADA: The Global Community for Academic Advising, Achieving the Dream (ATD), and the Reinvention Collaborative. Contact Tyton Partners (*drivetodegree@ tytonpartners.com*) to take advantage of the Driving Toward a Degree initiative as a data-driven resource for improved student success through supports redesign. To learn more about our organization, visit *tytonpartners.com*.

We welcome the opportunity to help institutions and suppliers alike address the gaps in their policies, practices, and technological products, and to assess current capabilities and identify future needs. To learn more and access other research briefs in this series or prior year studies, visit *drivetodegree.org*

We also invite you to share this series and your perspective on holistic student supports via the Twitter hashtag *#drivetodegree*.

This publication was created with feedback from the Advising Success Network (ASN). The ASN is a collection of five partner organizations working to transform higher education advising structures and systems to improve graduation rates and advance socioeconomic and racial equity. Led by NASPA – Student Affairs Administrators in Higher Education, partners include The American Association of State Colleges and Universities (ASSCU), Achieving the Dream (ATD), EDUCAUSE, NACADA: The Global Community for Academic Advising, and The National Resource Center for the First-Year Experience and Students in Transition. For more information about the ASN, please visit *advisingsuccessnetwork.org*.

Driving toward a Degree and the Advising Success Network are made possible thanks to generous support from the Bill & Melinda Gates Foundation.

SEE RESEARCH BRIEF #1: *Collaboration is Crucial to Holistic Student Supports*

SEE RESEARCH BRIEF #2: *Is Your College Student-Ready?*

SEE RESEARCH BRIEF #3: *From Silos to Synergy: The Importance of Collaboration*