



EAB

Student Success Collaborative™

GSU's Top 10 Tips for Successful Implementation



The Student Success Collaborative



Research and Insight Powering a Transformative Student Success Strategy



Best Practice Research (Academic Affairs Forum)

50+ Published student success best practices and toolkits

- Hardwiring Student Success*
- Promoting Student Self-Direction*
- Next-Generation Advising*
- Policies for Persistence*

Provost Network and Resources

- National Summits
- Expert Consultations
- Onsite Presentations



Student Success Care Coordination Platform

150+ Colleges and university members active or in implementation

6M+ Student records analyzed for predictive models and opportunity assessments



Dedicated Change Management Consulting

- Kickoff** EAB facilitated onsite kickoff, leadership planning sessions, and data integration
- Strategy Formation** Opportunity assessments, reports on predictive courses, department and college success factors
- Implementation Support** Facilitated campus working groups, training sessions, and implementation pilots
- Ongoing Consulting** Data insights integrated with best practice to continuously elevate institutional effectiveness

“ Some consultants make my job harder. EAB has become my benchmark of what consultants ought to be like. ”
Assoc. Vice President, Academic Programs

Georgia State University



Embodying the Student Success Collaborative's Core Values



Leading the Way



Tim Renick
Vice President for Enrollment Services and Vice Provost
Georgia State University

- Countless speaking engagements with EAB and at national conferences
- Ambassador for the Collaborative
- Establishing and sharing best practices



Strong Use of the Platform...

2,650+

Average logins per month across AY 2013 – 2014

...Contributing to Success

Graduation Rate (2012-14)

51% → 54%

Bachelor's Completions (2012-2014)

+18% African American **+26%** Latino/a **+12%** Pell Grant



Sharing Together

- Involve advisors in the Specialist Program
- Host webinars and other events
- Play part in platform development
- Sat on 2013-2014 Product Advisory Council
- Contribute to early research on financial aid

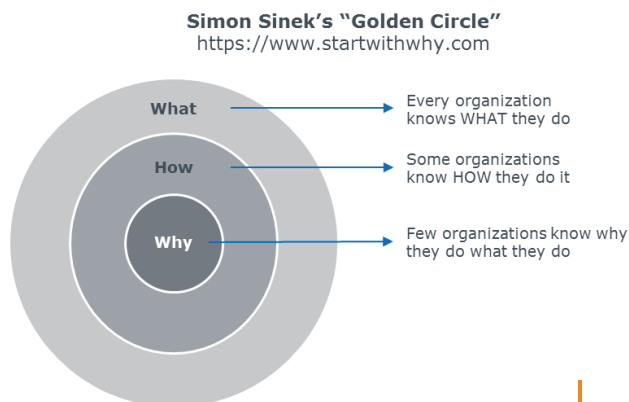
Top 10 Tips for Successful Implementation

- 1 Clear, Consistent Message
- 6 Don't Let Up
- 2 Tailor for Your Audience
- 7 Move Quickly When Making Decisions
- 3 Focus on Numbers to Build Your Case
- 8 Win Over the Naysayers
- 4 Assign Responsibility and Trust Your Team
- 9 Be Honest With Yourself
- 5 Encourage Feedback
- 10 Celebrate Successes!



1) Clear, Consistent Message

“People don't buy what you do, they buy why you do it... The goal is to do business with people who believe what you believe.”
 - Simon Sinek, TEDxPugetSound, September 2009



Case in Brief

Distilled message to a description that connected to the GSU strategic plan

GSU clarity of message resonates to such an extent that all stakeholders can recite WHY SSC

2) Tailor For Your Audience

“Any fool can know. The point is to understand.” – Albert Einstein

Senior Academic Leaders



How can we ensure this has an impact?

Department Leaders



What is expected of us?

Advisors and Specialists



How will this change the way we work?

Case in Brief

Adapted message to each stakeholder based on what THEY cared about and actions THEY needed to take

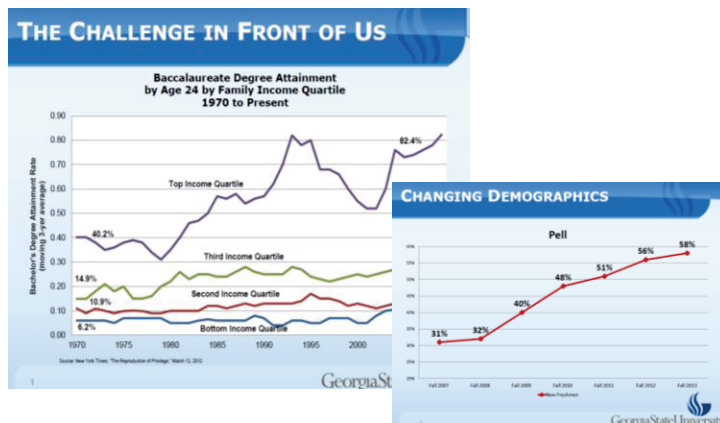


Tim shares the same WHY across campus, but each set of stakeholders has a different HOW

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3) Focus on Numbers to Build Your Case

“In God we trust, all others must bring data.” – W. Edwards Deming



Case in Brief

- Focused on 1-2 metrics that are easy to understand
- Showcased trends in graphical form to bring them to life
- Grounded progress in benchmarking to provide sense of scale



Supporting data connects Tim’s message to GSU strategic plan and unites stakeholders around common goal

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4) Assign Responsibility & Trust Your Team



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“The last words Albus Dumbledore spoke to the pair of us? Harry is the best hope we have. Trust him.”
— J.K. Rowling, *Harry Potter and the Deathly Hallows*



Mapping and Success Markers

Ongoing identification and review of milestones for each major across campus



Training and Professional Development

Development of continued training and professional development related to advising



Campaigns and Insights

Review opportunities for curriculum redesign or proactive outreach based on historic data



Technology Workflow Development

Review of technologies and advising policies and practices

Case in Brief

- Assigned key areas of responsibility to four leaders
- Integrated SSC responsibilities into their performance evaluations
- Roles provided opportunities for leadership exposure and recognition



Distributed responsibilities create ownership and engagement at various levels and enable focus on each individual issue

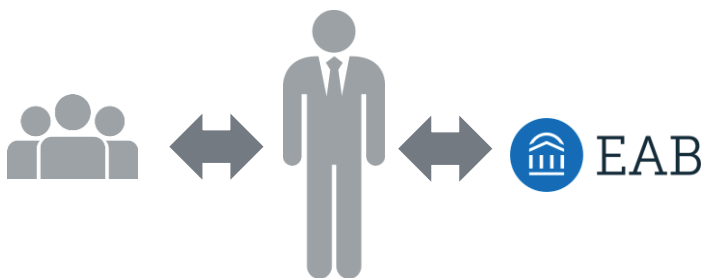
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5) Encourage Feedback



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“The day soldiers stop bringing you their problems is the day you have stopped leading them.” - Gen. Colin Powell



Case in Brief

Internally (within GSU):

- Leadership Team was charged with bringing advisor feedback back to ongoing meetings

Externally (GSU to EAB):

- Tim surfaced questions and concerns and addressed them ASAP in both public and private forums
- Tim and team provided long term product feedback to EAB

GSU feedback culture ensures all parties are heard and elevates GSU to strategic partner status within EAB

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6) Don't Let Up: Persevere Through Data Limitations



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“Statistics are no substitute for judgment.” – Henry Clay

Anticipating Data Limitations



Data is Complex and Can Be Scary



Data Changes (Frequently)



Data Can be Wrong



Data Does Not Act on Itself

Case in Brief

- Some mistrusted data initially
- Recognized data issues coming out of the platform which reflected quality of data going in
- Discussed specific data concerns with their EAB Consultant throughout the project
- Consistently used insights from data to make decisions about the direction of the project but did not get sidelined by details



GSU does not let data concerns impede project progress

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7) Move Quickly When Making Decisions



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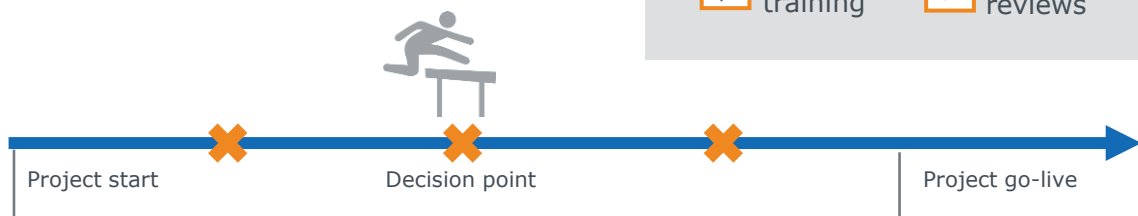
“Management manages by making decisions and by seeing that those decisions are implemented.”

– Harold S. Geneen, Management Guru

Case in Brief

GSU took decisive action when necessary to maintain project momentum

- Campus awareness
- Data validation
- User training
- Process reviews



GSU makes quick decisions at every step to get advisors in platform as quickly as possible

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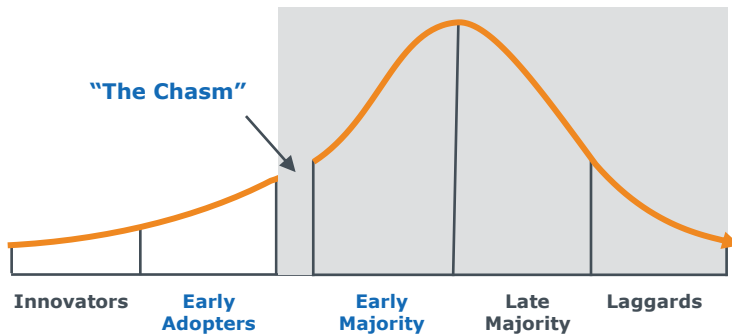
8) Win Over the Naysayers



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“The early bird catches the worm.” – Idiom

Technology Adoption Curve



Case in Brief

- Identified innovative advisors
- Converted believers into evangelists and generated user stories that proved SSC has value
- Discussed benefits of being early adopters / first to the party
- Deployed champions to speak at trainings and key meetings



GSU early adopter champions pave the way for reluctant followers

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9) Be Honest with Yourself



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“It’s not you, it’s me.” – Seinfeld

Key questions to ask during self-assessment:

- ? What is really stopping me?
- ? Am I doing everything I can?
- ? What needs to change for this to work?

Case in Brief

Consistent self-reflection was key to removing impediments to progress and understanding what was and was not working



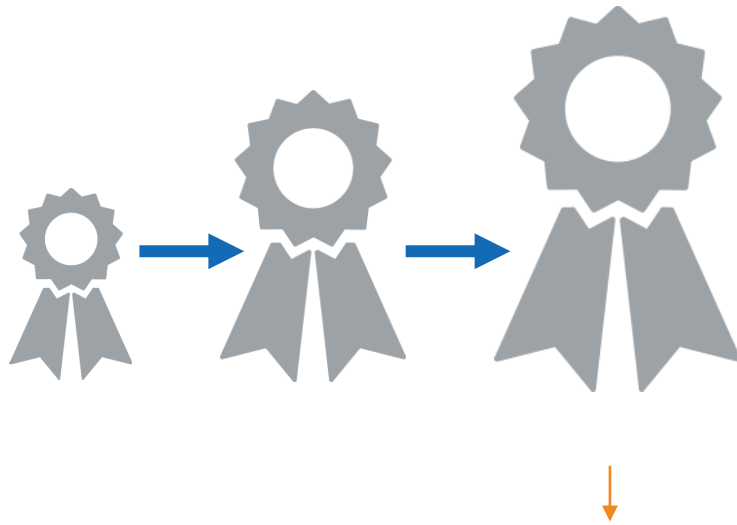
GSU consistent, honest problem solving approach key to success

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10) Celebrate Successes - Even Small Wins



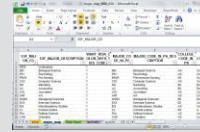
“We must learn to crawl before we can walk. We must learn to walk before we can run.” – Idiom



GSU recognizes any win, no matter the size, and shares on campus and with EAB

Case in Brief

Generating early wins...



Utilization

Tracked utilization to prove value / buy in across campus

...led to larger wins.



Case studies

brought national visibility to GSU

ROAD MAP

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