LEWIS&CLARK
COMMUNITY COLLEGE

Blackboard Analytics Symposium

Tracking Student Service Use and Impact

INSTITUTIONAL PROFILE

Enrollment   7,421
Retention Rate   53%

Demographics

- 57% Female
- 80% White, 10% African American,
- Median Age Band 20-24
- 31% Full Time

Since 2013 Lewis & Clark has systematically collected data at its student support service centers relating to visits for individual students. This data is sent to the institution's Student Information System (SIS), Ellucian's *Colleague*, on a daily basis and stored in a data warehouse provided by Blackboard Intelligence. Through the Pyramid Analytics reporting tool, institutional researchers at Lewis & Clark are able to retrieve data related to student success and persistence collected in the data warehouse – providing the capability to quantifiably measure the impact. This session will explain the impacts for both students and the institution.

Goal(s)

- Determine the impacts of student's support service utilization on student success and persistence
- Create awareness of the impact of student utilization of support services across the institution and among students and stakeholders
- Utilize knowledge gained from the study of the nature and impact of support services to better appropriate institutional funding to those services providing the greatest benefit.

Activity Summary

L&C has integrated a system to track student utilization of support services (tutoring, library, disability services, counseling, Perkins, Emergency Loans, ETC) and connect those data points to the student's file in the SIS and now has at least a 2 semesters of data for all service providers. By combining those data with regular student success and persistence data within the data warehouse we are able to create comparisons between students using the services and those not using the services. These data are reported out at various institutional committees and shared with faculty and staff.

FOR MORE INFORMATION

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Success Measures

Ultimately the success measure for this endeavor will be an increase in student success and persistence rates, which will lead to higher completion rates. As budgets tighten, the ability to be strategic with funding support becomes more important. L&C's tacking efforts have allowed the computation the institution's return on investment for institutional departments not typically seen as income generators. In some cases the ROI exceeds 100% and has a tremendously positive impact on student success.

Blackboard