

# THE RETENTION ELIXIR:

How Technology & Personalization Can Help Higher Education



## RETENTION Is A Challenge

More than **70%** of Americans matriculate at a 4 year college

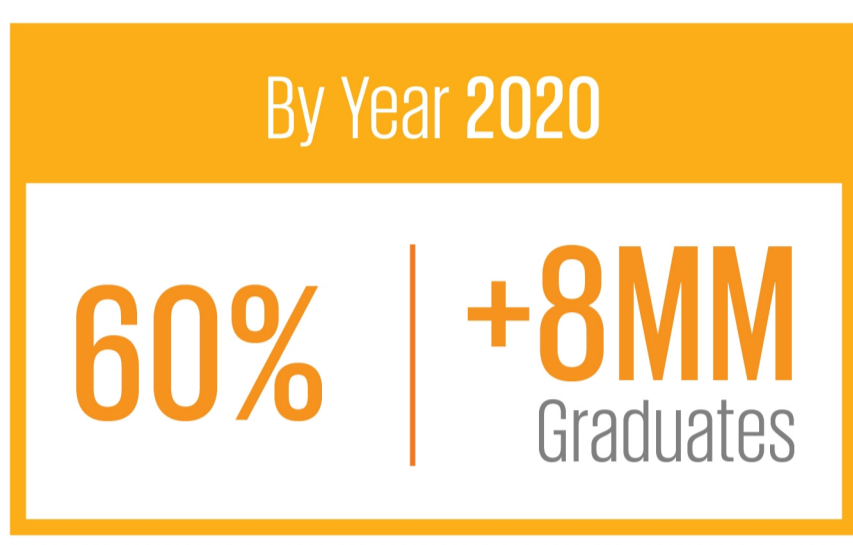
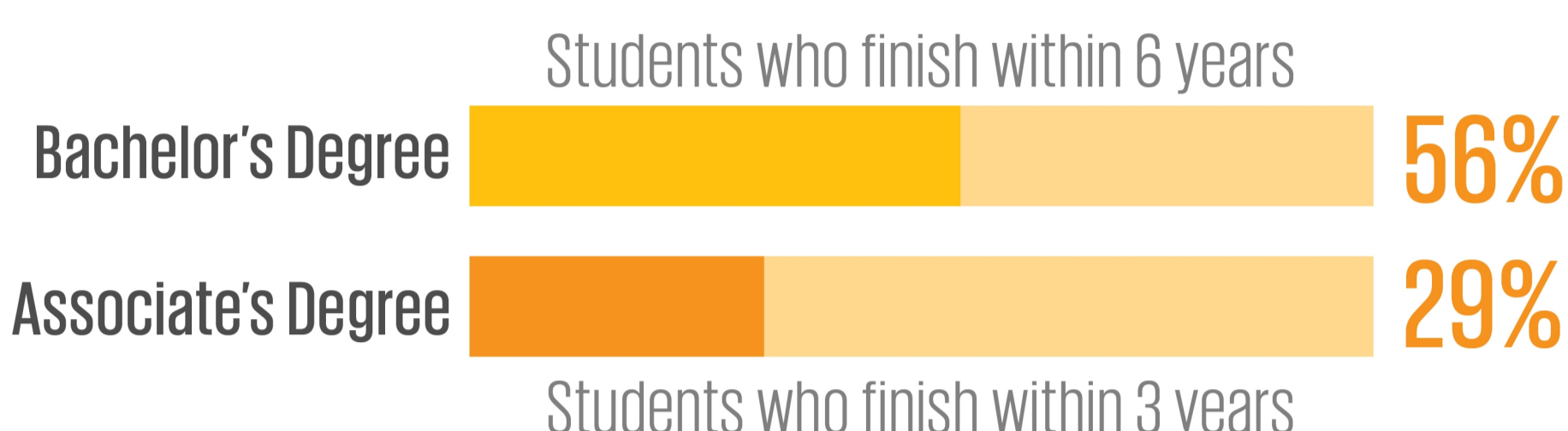


The graduation rate at **Community Colleges** drops to **53%**



**1,125,000** students will drop out of college in 2013

## GRADUATION RATES Should Be Higher



National Goals To Improve College Graduation Rates

## Why Does RETENTION MATTER?

Higher Ed CFOs see retention as vital to their fiscal health and viability, citing these **top 5 revenue drivers**:

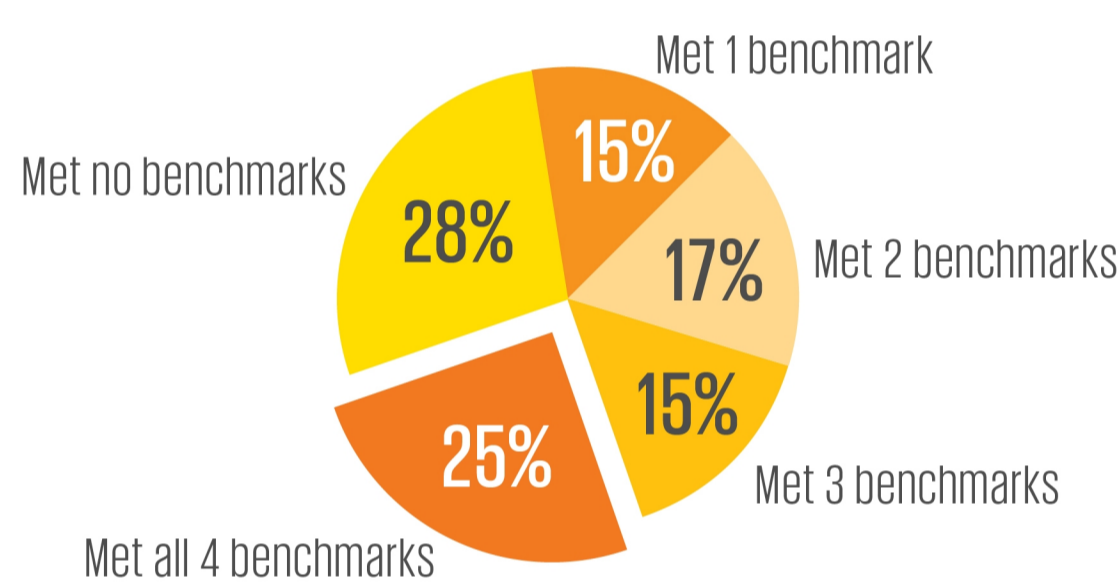


## Why Are We STRUGGLING To Keep Students Enrolled In College?



## College READINESS

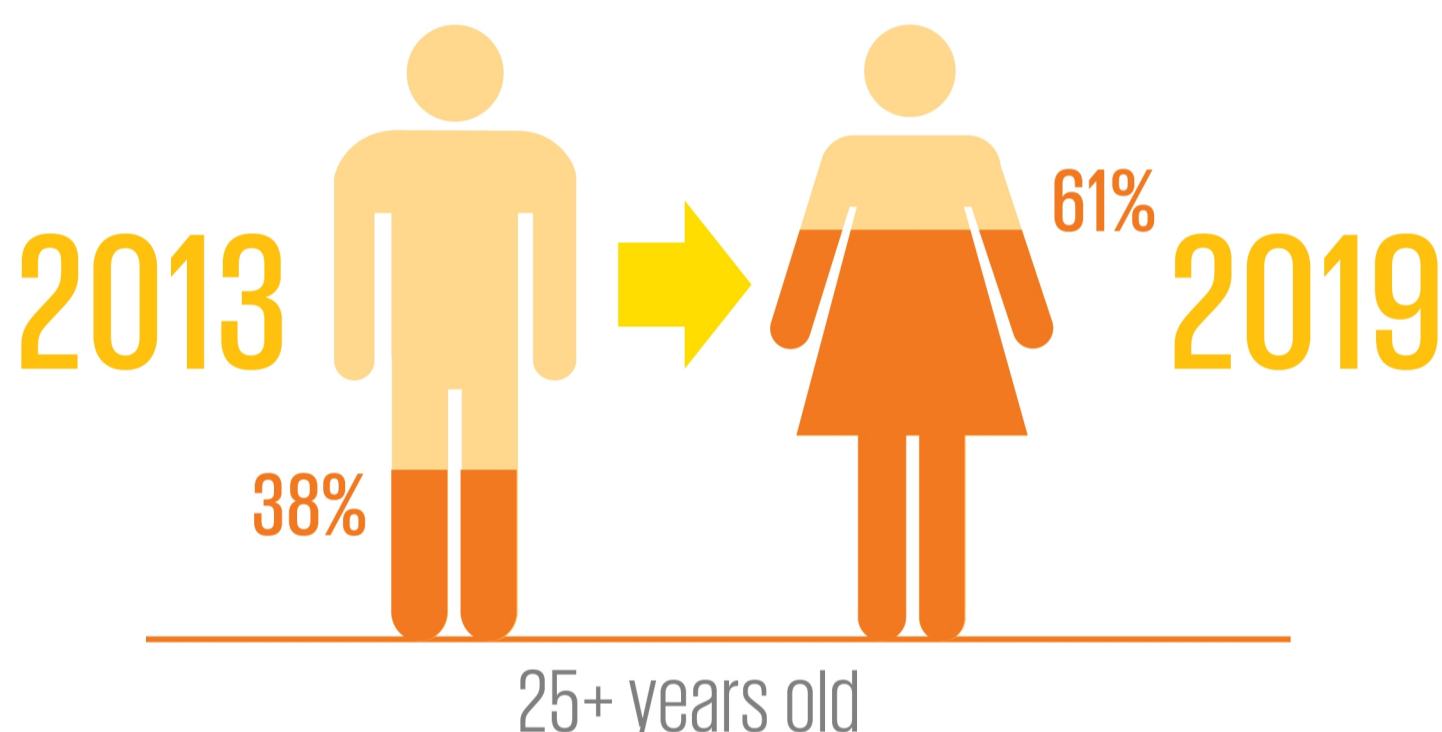
% of ACT-tested high school graduates



**1 in 4** High School Students were ready for college coursework in 4 key subjects

## ADULT Learners

**85%** (~15 million) of undergraduate students are "post traditional"



## Harnessing TECHNOLOGY To Solve The Issues

Student Support Services for Online Learners

- Online tutoring
- Academic advising / counseling that utilizes technology & social networks
- Adaptive learning systems

Real-time dashboards to track student performance

Predictive Analytics tied to early warning systems

## Tutor.com Actionable DATA AND REPORTS

### PREDICTIVE Insights™

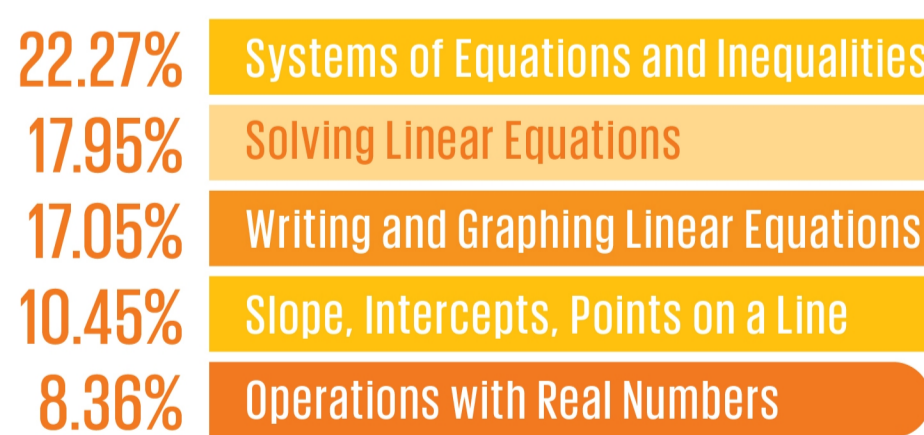
- STUDENT 1: Detailed Session Information
- STUDENT 2: Detailed Session Information
- STUDENT 3: Detailed Session Information
- STUDENT 4: Detailed Session Information



Based on the tutor's assessment of the student's prerequisite knowledge and the tutor's evaluation of the 1:1 session with the student, **students are flagged** when they may benefit from additional assistance so that **administrators and instructors can take action**. This makes early intervention strategies much easier for institutions.

Identifying trends across student cohorts. **Assign resources in real time** based on the topics students are struggling in.

### Topic Drilldown REPORTS



## ONLINE Tutoring



Tutor.com is more than online tutoring. It's a way for colleges and universities to build out their student support ecosystem. Partnering with Tutor.com ensures your students get the help they need where and when they need it. Together, we can prevent stumbling blocks early on (or any time) from becoming barriers to graduation.



#### INFOGRAPHIC SOURCES:

Retention is A Challenge - O.E.C.D. (Organization for Economic Co-operation and Development)

Graduation Rates Should be Higher - "Pathways to Prosperity" study, Harvard 2011

Why Does Retention Matter - Barack Obama, ABC News

(<http://abcnews.go.com/WN/president-barack-obama-outlines-college-education-goal-university/story?id=11359759>)

College Readiness - "The Condition of College and Career Readiness," ACT 2012

