Navigating Student Success Technology

A Decision Support Framework for Higher Education Leaders

How Technology Can Help

- Capture prospective student information, including demographic data, student interests, and possible fields of study.
- Alert prospective students about resources to prepare them for higher education.
- Strengthen communication among college staff, particularly during the critical period of new prospective students’ academic readiness.
- Reduce enrollment hurdles for students by pre-leading application updates and creating a calendar of key enrollment activities.
- Analyze data on attributes of prospective students.

What Technology Can’t Do

- Create strong partnerships with local high schools and community-based organizations to leverage their resources.
- Change state and college policies that change and complicate the college application process.

Required Information Inputs

- Data on interactions with prospective students.
- An account list of critical student communications, including language and tone, to ensure positive student behavior, enrollment interests, and application activities.
- Data on students’ academic record, including courses, degree programs, and academic activities.
- Data on student services, including advising, academic support, and academic advising system.
- Data on student demographics and enrollment behaviors.
- Data on student outcomes, including graduation rates, retention rates, and other student performance metrics.

Human Resource Needs

- Staff capacity (including through partners) to capture new prospective student data and transform historical data.
- Leadership development of a framework for how and when to integrate new systems and technology.
- Resources and expertise to implement and support new technologies.
- Flexing existing and developing the skill, capacity, and resources of college staff, advisors, and administrators who will be tasked with using the new technology.

Considerations for Adoption

- How do we need to make changes to our current system, and what are the potential benefits and challenges?
- How are we currently and strategically preparing to communicate and establish the prospective student communication?
- How are we currently and strategically preparing to communicate and establish the student communication?

Key Considerations for all Technology Investments

- How do we build buy-in around this initiative and return it back to our broader strategy of change?
- What are the internal and external partnerships and responsibility required to effectively implement and integrate this new technology?
- How will we plan for the new technology initiative?

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