

# The ROI Lens

## Activate Key Practices for Student Success

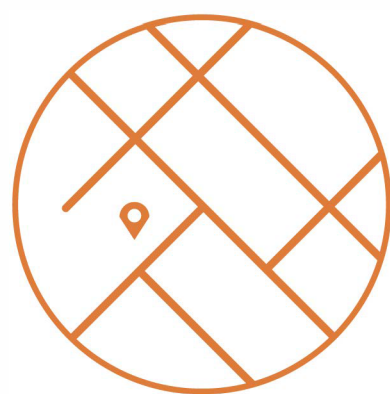


### Learn: View Vidcast & Read the ROI Blog

Higher education institutions are exploring new ways to decrease costs while delivering high-quality education to an expanded and diverse student body. These challenges require new investments in student success, and benefit from the use of a return on investment (ROI) lens. This infographic offers tools like our [vidcast](#) which explains how to use this tool and [blogs](#) that help you to understand context.

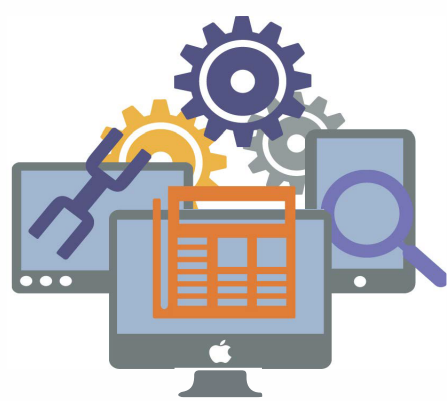
### Map: Choose Your Adventure

Plan where to start your ROI journey and the steps along the way. Develop your student success story for key stakeholders. Learn how to avoid pitfalls. Use the plan, do, check, act process ([PDCA](#)) at your institution for continuous improvement towards excellence. [Review](#) resources and a step-by-step road map with all of these exemplar "Destinations" on your journey.



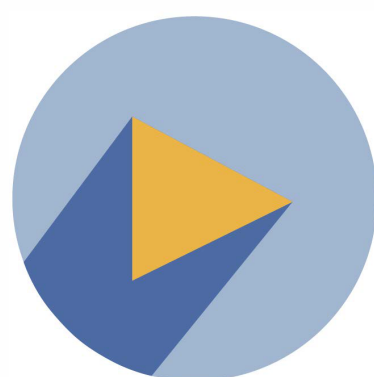
### Analyze: Watch the Webinar and Use the ROI Tool

Our [webinar](#) will help you understand how to use the ROI tool and analyze required expenditures and funding necessary to support a new or re-envisioned student success initiative. The tool also predicts potential new institutional revenue resulting from initiative-related improvements in student outcomes like retention and credit hours. You can access an example of the [exemplar tool](#), and use our blank version to populate your own tool.



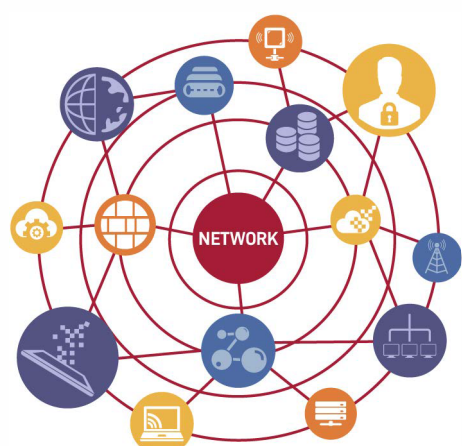
### See: ROI + Student Success

[Review](#) the resource materials to help inspire your thinking on how to tell the story of ROI and student success on your campus. Analyze case studies including a blog from Middle Tennessee State University and a video from Cleveland State University.



### Network: Community Connections

Join us at [EDUCAUSE](#) events where we provide additional resources and tools. Become a member with access to networked improvement communities or join us for upcoming social media chats and forums on ROI.



Infographic created by EDUCAUSE and rpk GROUP

EDUCAUSE

[educause.edu](http://educause.edu)

282 Century Place, Ste. 5000

Louisville, CO 80027

rpk GROUP

[rpkgroup.com](http://rpkgroup.com)

3 Church Circle, Suite 164

Annapolis, MD 21401