Targeting Risk & Intervention

Objective:
- Personalize the student experience by improving communication and collaboration across the institution
- Proactively guide students to graduation by empowering advisors and mentors with a comprehensive student record and predictive information (Civitas)
- Streamline business processes through the use of Salesforce case management

Impact:
- Student support staff are empowered with readily-available information that was previously dispersed across multiple systems
- Data informs prioritizing workloads where and when advisor case-loads are high
- Redundancies and inefficiencies have been identified leading to improved processes

Proud Moments:
- Improved efficiency of student outreach and issue resolution
- Inclusive development of a new early alert tool
- Integration of Civitas risk score into the Salesforce CRM
- Centralization of advising structure and progress toward target advising ratios

Challenges:
- Pace of change
- Technical challenge of multiple tool integrations
- Resource allocation to multiple initiatives
- Roll-out and adoption of new tools multiple constituents (faculty, staff, athletics, etc.)