illume®

Clear Insight. Confident Action. Successful Students.

Manage persistence across the student journey through precise actions, from nudge campaigns to policy changes, and target the right support to the right students to drive positive outcomes.

"By unlocking the insightful information in our data, we were able to identify struggling students we weren't previously aware of and get them the support they needed, ultimately lifting our persistence rate and getting us off of our 3 year performance plateau."

Paul Dosal
VP of Student Affairs & Student Success, USF

44% OF AT-RISK STUDENTS HAVE A 3.0+ GPA...

WHAT IF YOU KNEW WHO THEY WERE? HOW WOULD YOU SUPPORT THEM?

CIVITAS LEARNING *COMMUNITY INSIGHTS* REPORT
VOLUME 1, ISSUE 1, JUNE 2016

Institution-Specific Models, Student-Level Predictions

Your student data tells a unique story. Get clear signal as to which students are at-risk and the factors influencing likelihood to succeed at your institution by unifying data from across the student life cycle.

Precise Insight Drives Confident Action

On the first day of the term, our predictive models capture an average of 82% of the students who will leave your institution so that you can take timely action to improve their outcome.

An Investment in Measurable Outcomes

You can't afford to invest in the unproven. You need a solution that includes outcomes analysis so you can understand the impact of your actions and continuously improve efforts over time.

Precise Identification & Segmentation

Risk is not binary. Gain insight to the spectrum of risk that exists at your institution so you can individualize student support strategies.

- Quickly identify groups of students that share similar drivers of success and risk.
- Segment student populations by Prediction Score and powerful predictors of success to effectively differentiate student support.

Precise Engagement, at Scale

Confidently take action to improve outcomes for students- whether you're nudging students toward successful behaviors, empowering staff with names and context, or making policy decisions that set students up for success.

- Craft, send, and track personalized and timely student success campaigns that move the needle on persistence.
- Create messages that deliver outcomes by leveraging our database of mindset-based, and researched-informed nudges.
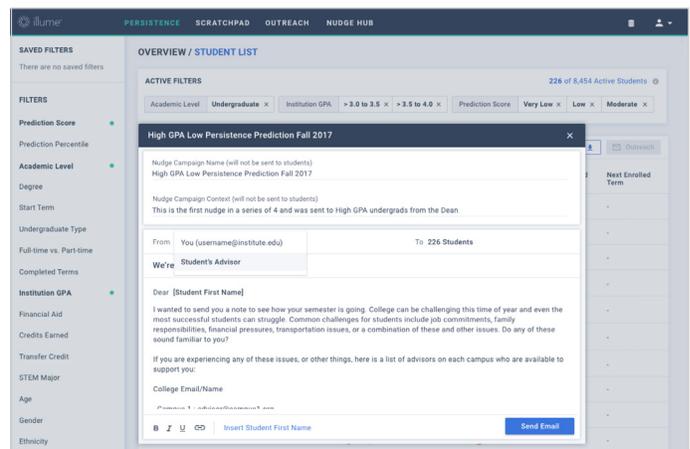
Precise Measurement

Avoid the performance plateau by gaining insight into impact so you can continuously learn and improve.

- Track campaign success with leading indicators, like open and click-through rates, and know when additional actions are needed to boost impact.
- Understand your campaign's overall impact on persistence, as well as the effects on student subpopulations. Get guidance and recommendations from an expert Outcomes Consultant to help you get started and refine your persistence management efforts.
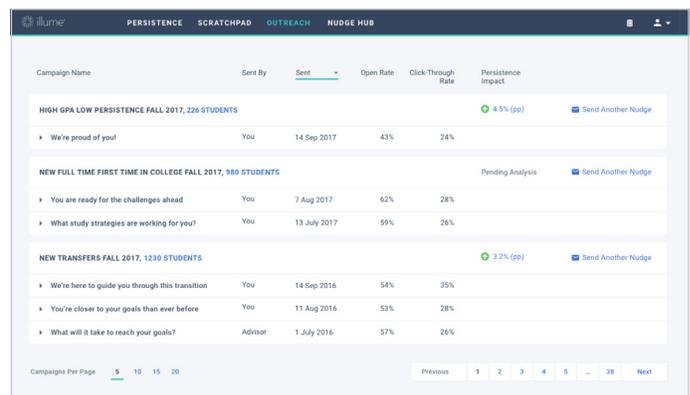
Ready to learn more about our Persistence Management solution?

Get started now

civitaslearning.com/contact

"In higher ed, it's tempting to overcomplicate student success programs. We forget the simplicity of a nudge and how effective that kind of campaign can be."

– Dr. Rito Silva
  VP of Student Affairs, Del Mar College

Del Mar saw a 31% increase in graduation and 38% increase in credentials awarded from 1 precisely targeted nudge campaign.

CIVITAS LEARNING