

Improving Student Retention

Figure out who's likely to leave—and how to get them to stay.

What's the cost?

For the school, there's:

- ▼ Lost tuition revenue
- ▼ The cost of recruiting new students
- ▼ The need to repair a damaged reputation

For the students, there's:

- ▼ Lower earning potential
- ▼ A bigger struggle repaying college loans and other educational debts



When students leave college before graduating, it's a **lose/lose situation**.

How serious is the problem?

1/3 of enrolled freshmen fail to return for their sophomore year.¹



Nearly two of every three students who started college did not graduate from that same college in 4 years.³



and more than 40% didn't graduate in 6 years.

Less than 60% of students enrolled in a college or university receive a bachelor's degree.²



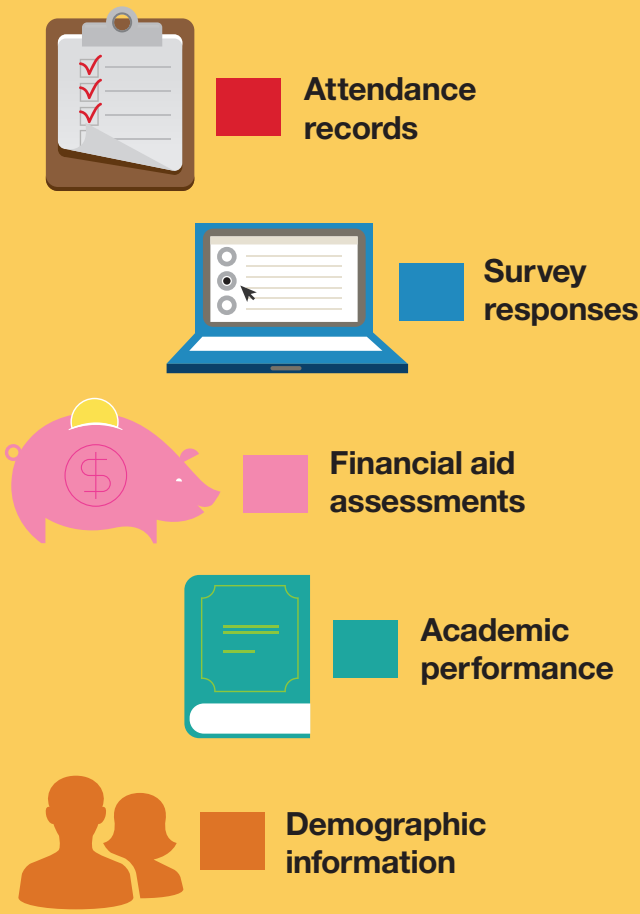
Over 30% of 4-year colleges recently saw a drop in their median graduation rate.⁴



Learn why students are leaving – then target those at risk to help turn things around.

IBM SPSS Predictive Analytics for Student Retention lets you leverage student data to help you take action and ensure that students **stay enrolled through graduation**.

Identify **which students are most at-risk** for leaving by finding hidden patterns and associations.



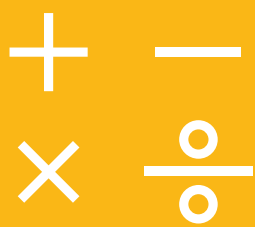
Who's at risk and why

Struggling with financial issues Worried about course load and grades Having trouble fitting in

The data is fed into a predictive analytics engine built specifically to **uncover key predictors** that lead to student success or failure.

You view a complete student profile and get **real-time predictions** about the student's future progress – plus insight into **which kinds of targeted intervention** are likely to be successful.

See how it all adds up.



Using IBM SPSS Modeler®, American Public University System can predict at what point a given student is likely to drop out with

80%
certainty

Help set your college on a course for higher retention rates – and better financial performance.

See for yourself how American Public University System is using IBM SPSS Predictive Analytics for Student Retention to help identify students who are at risk of dropping out and keep those students on track for graduation. **Read the full case study at <http://bit.ly/APUScasestudy>**

And for more information on IBM SPSS Predictive Analytics for Student Retention, visit **<http://bit.ly/SPSSstudentretention>**



¹<http://colleges.usnews.rankingsandreviews.com/best-colleges/rankings/national-universities/freshmen-least-most-likely-return> ²"Colleges are failing in graduation rates," The New York Times, September 8, 2009. ³"Education Secretary Targets Colleges with Low Graduation Rates," The New York Times, June 5, 2012. ⁴"Graduation Rates Fall at One-Third of 4-year Colleges," The Chronicle of Higher Education, December 5, 2010. YT312347-USEN-01