

INCREMENTAL GAINS

USING PREDICTIVE ANALYTICS TO INCREASE RETENTION TO 90 PERCENT BY 2020

“Recruit to Retain”

The UA set out on a mission to increase *retention from 82 to 90 percent by 2020*

2012

The UA not only had a new environment with new tools and processes, but also *new thoughts around using data to drive decision-making*

2007

The University of Arizona (UA) *launches an effort to replace their institutional business systems* and revamp their data warehouse

2013

The UA *joined Civitas Learning™* to improve outcomes by powering student success initiatives focused on retention

2015

The Enrollment Management Council formed to bring teams together to learn as much as possible about UA students and *turn knowledge into action*

2014

Institutional Research (IR) and Business Intelligence (BI) merged to form the office of University Analytics & Institutional Research (UAIR)

Using Illume™

The UA identified 660 non-resident female students with *GPA's between 2.4 and 3.0 who were predicted to be at risk*

“ We knew getting to 90 percent retention would mean finding that extra student in 10 for whom we could build better pathways. ”

Provost

Andrew Comrie