

# The Student Success Collaborative

A Comprehensive Partnership to Improve Retention and Degree Completion

## WHO WE ARE

The Student Success Collaborative is a membership of more than 475 colleges and universities across the country working together to improve student outcomes and the student experience. Members of the Collaborative use a **Student Success Management System** that helps faculty, staff, advisors, and administrators to support students from enrollment to graduation and beyond. Members also benefit from ongoing consulting support and access to best practice research.

## THE CHALLENGE

### The Economic Imperative of Retention

As most geographical regions experience a decline in high school graduates, maintaining enrollment numbers has become a nation-wide challenge. The cost of recruiting new students has increased by 5% for private institutions and by 8% for public institutions each year since 2004. Given this, many institutions are now thinking about retention as not just the right thing to do for students, but as a financial imperative to preserve these investments.

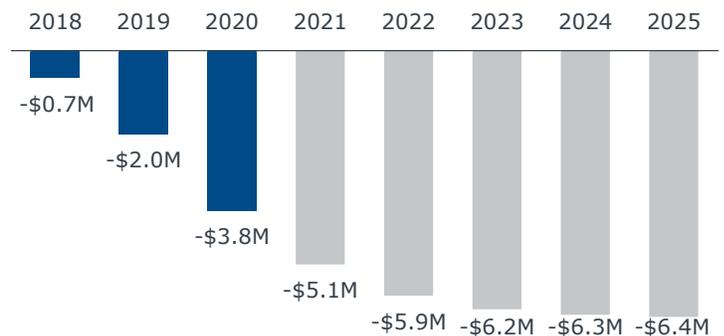
Moreover, EAB data shows that even a modest decline in persistence (3% over three years modeled at left) can impact net tuition revenue by millions of dollars annually, long after the initial decline.

### Financial Impact of a Retention Decline

*Projected Net Revenue Below Baseline*



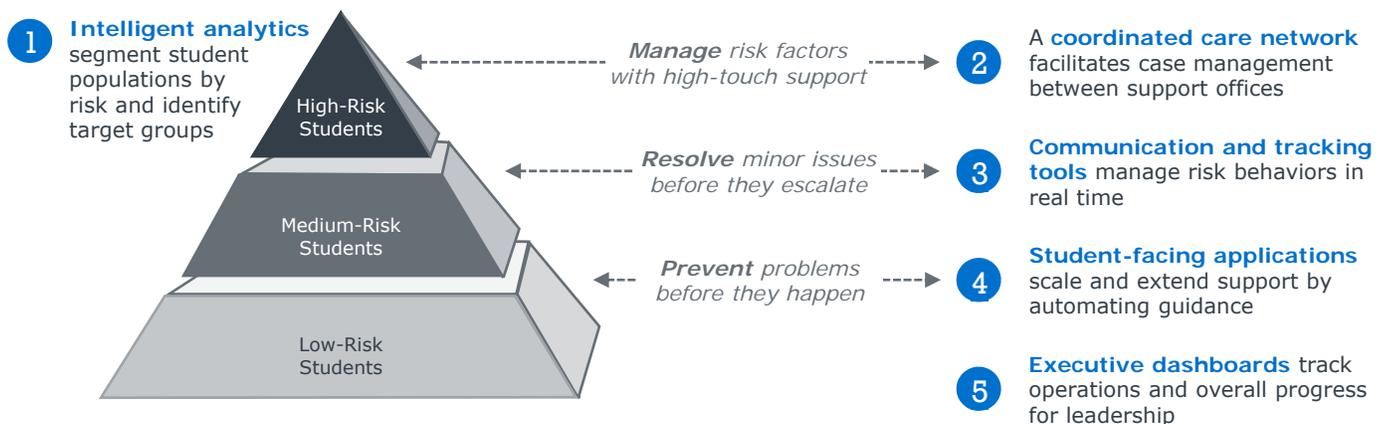
**10,000-student public institution**  
**\$12,000 net revenue per student**



## OUR APPROACH

### The Emerging Discipline of Student Success Management

*EAB Members Tackling the Retention Imperative With a Proven Five-Part Approach*

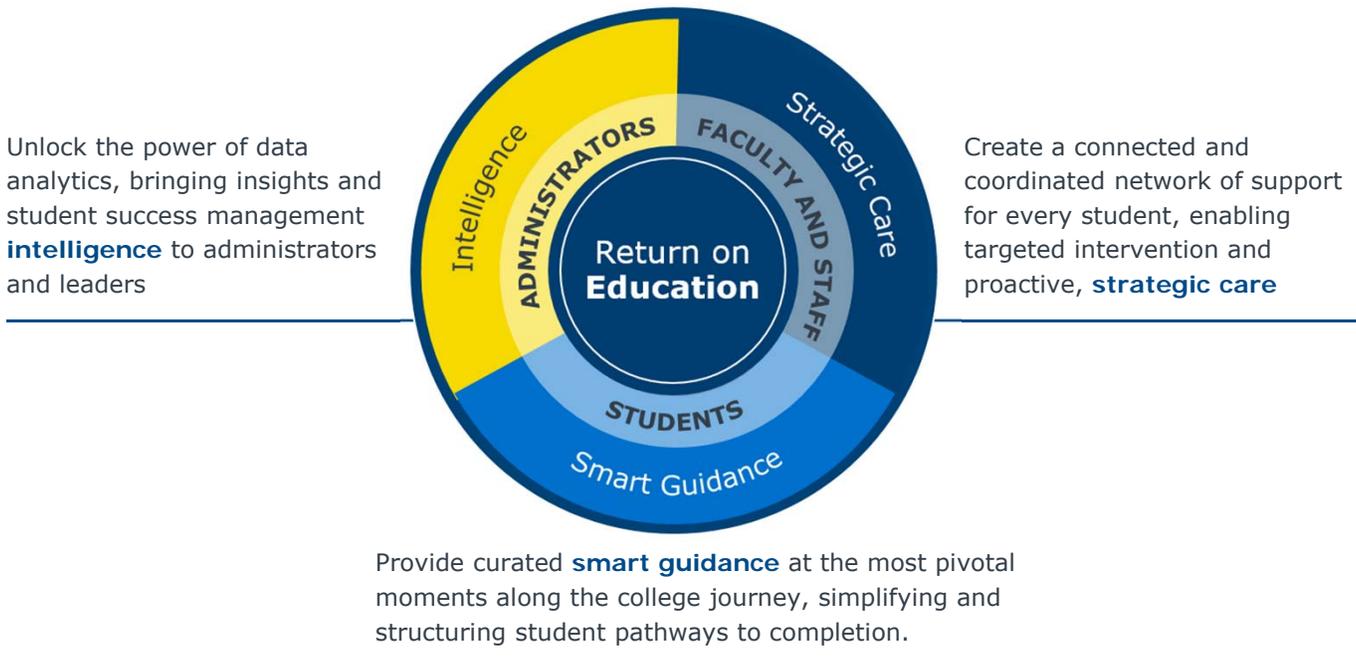


# Inside Our Student Success Management System

## OUR TECHNOLOGY

A Student Success Management System is an enterprise-level technology that links administrators, advisors, deans, faculty, support staff, and students in a coordinated care network designed to help schools proactively manage student success and deliver a return on education.

### How It Works



## OUR IMPACT

### Diverse Member Institutions Seeing Measurable Results

**\$3M**

Additional tuition revenue

*Georgia State University*

**12%**

Improvement in first-year retention

*University of South Alabama*

**\$1.67M**

Additional tuition revenue

*Eastern Kentucky University*

**11%**

Increase in retention of high-risk students

*Florida State University*

**2%**

Improvement in first-year retention

*Samford University*

**4%**

Increase in four-year graduation

*Middle Tennessee State University*

**\$600K**

Additional tuition revenue

*University of Central Florida*

**2%**

Improvement in first-year retention

*Elizabeth City State University*

▶ To learn more or schedule a demo, email [communications@eab.com](mailto:communications@eab.com) or visit [eab.com/studentsuccess](http://eab.com/studentsuccess).