



**SEAtS Software**  
The Student Success Platform

www.seatssoftware.com  
@seatsssoftware



# *Student Retention 101*

An introduction to data driven Student Engagement,  
Retention & Achievement

eBook

by  
Noelle Moore  
SEAtS Software Marketing Executive

Cloud

Mobile

Reporting

Analytics



## *Table of Contents...*

- 1 Student Success Platform
- 2 Student Retention
- 3 Key Benefits
- 4 Summary

# Student Success Platform

Enhance your university, college or institute's reputation and revenues with SEAtS, the student and institutional success platform for the 21st century campus.

## Overview

When you switch on the SEAtS Student Success Platform, you are switching on a truly unified 'view' of student engagement activity for your campus. SEAtS harnesses the real power of your existing student data using cutting edge technology in pattern matching, predictive analytics and modelling. It then puts this power in the hands of key staff in every part of your campus, providing real time information, which enables them to make the critical, proactive interventions that are essential to underpin student success.

The SEAtS Student Success Platform leverages the power of the Microsoft Cloud and Machine Learning on the Cloud to give your institution the technological firepower it needs to apply predictive modelling to data for your whole student population. SEAtS provides solutions in key areas, including:

- Student Retention and Completion
- Student Performance and Success Enhancement
- External Stakeholder Compliance
- Space Utilisation
- Integrated Communications

## Unique, critical insights from predictive modelling and analytics

Using the power of predictive analytics and modelling of SEAtS, you can establish the chances of success for every student before the term even begins. This way you can help each student on their success journey from day one by customising the predictive analytics and modelling functionality to reflect the unique characteristics of your student populations and optimise Student Retention and Completion.



SEAtS uses your existing data, integrating and processing them to identify and isolate risk indicators that drive your current retention, progression and graduation metrics. SEAtS then applies weightings to build the final predictive risk model for attrition and success. This model becomes the baseline for student success at the start of the academic year and is continuously informed and refined by student engagement, attendance, attainment and other characteristics from the SEAtS Student Success Platform. Most importantly, SEAtS uses these modelling data to report directly to key staff, in real time, on populations of students who may be 'at risk' from a progression, retention, completion, pastoral or compliance perspective using your criteria.

This innovative approach, dovetailing external and internal, demographic, historic and current, real time indicators is what makes the SEAtS Student Success Platform truly unique in the market today.



# Student Retention

The issue of student retention is a growing concern within higher education, one that universities and colleges are realising needs to be monitored and managed in the most efficient and effective way possible.

## Enhance Reputation through Better Retention & Achievement

SEAtS will alert both academic and administrative staff to potential course disengagement early in the cycle. Early informed intervention by tutors is proven to improve student retention and performance and reduce course abandonment. Research has shown that engagement and attendance monitoring identifies students most in need of support and enables university staff to intervene to improve the chances of a student's successful course completion.

## Increase Student Retention

SEAtS Software provides a unified campus-wide dashboard that unifies all available data and gives leaders and academic support and welfare professionals the actionable insights they need to trigger outreach and critical early intervention strategies that improve student outcomes and address issues before they become embedded. SEAtS early warning systems tracks key performance and attrition and alerts staff to at-risk students. SEAtS rules-driven models alert to tolerance breaches and create and assign calls to actions to the appropriate staff member and to the at-risk student as appropriate.

## Early Warning Systems

SEAtS EWS alerts everyone involved through email and SMS that action is required. It signals those invaluable early calls to action that identifies problems and trends early on an individual or course basis.



## Profile, monitor and be pro-active with smart-lists of at-risk students

SEAtS Software as a service Student Success Platform can be switched on from the first day of your contract. Your institution will benefit instantly from rules based analytical data models driven by verified audited data streams harvested from your existing campus systems. When you collected enough historic data these models can be trained on your historic data to create refine predictive profiles of potential at-risk students.

SEAtS collates this data into a single repository which can be further enriched by attendance and engagement data streams as well as socio-demographic and historic attainment data where available.



## Key Benefits

The following examples demonstrate how SEAtS Software is used to manage student retention for your university college or institute.

- Use the early warning signal to trigger calls to action for staff and students and prompt those early critical interventions
- Model Risk-factors to build a Student Retention and Completion model that reflects the realities of your institution
- Build a baseline for Student Performance and Success Enhancement using socio-demographics and previous engagement, attendance and attainment
- Use the Early Warning Alerts to trigger calls to action for staff and students and prompt those critical early interventions and support External Stakeholder Compliance
- Use the Integrated Communication to request meetings, record notes and updates on academic and pastoral support right from within the application
- Use actual usage data to improve your Space Utilisation
- SEAtS is cloud, mobile and ready to go. Just add your data and configure your processes, models and tolerance levels and you have a real time student success platform at your fingertips.

“

The SEAtS Student Success Platform does not require expensive consulting time and the laborious disentangling and integration of unverified data from spreadsheets and home-grown databases. It uses the data already collated, verified and audited in your SEAtS repository. ”

Noel Dooley - CEO

Cloud

Mobile

Reporting

Analytics



## Summary

Student retention is one of the most critical and more complex issues facing modern higher education. Universities are faced with the daunting task of building systems, creating and maintaining detailed processes, and embedding best practice; all of which can take years to implement with no guarantee of success.

SEAtS Software empowers a university, college or institution to fast forward and implement within a single academic year.

With SEAtS Software you can begin to take back control of your reputation and revenue streams with immediate effect.

SEAtS Software harvests data from sources all over your campus and makes sense of it, delivering real time alerts, insights and calls to actions that positively impact on student retention as well as engagement, achievement, reputation and revenues.

# Thanks for reading! Want to hear more?

Why not fill in the simple form below and a member of the SEAtS team will be in contact to schedule a free live demo...

For further information on how we can assist your University :

Call us : **+44 203 514 4071**

eMail us : **sales@seatssoftware.com**

or

Visit us : **www.seatssoftware.com**

Cloud

Mobile

Reporting

Analytics