



## Assessing the Effectiveness of Student Success Initiatives

- *Civitas Learning* has developed algorithms based on our historical student outcomes data sets and created predictive models for all enrolled students.
- Through the use of *Civitas Illume Impact* we are:
  - Measuring student success programs and initiatives
  - Analyzing the impact that current programs and initiatives have on our students persistence rates
  - Optimizing resources





## The Process: Impact Analysis

- 1) **Upload a Student List: Participants and Comparison Group**
  - Validate the student data that are submitted before students are matched.
  - Run analysis
- 2) **Review Initiative Impact Results**
  - Validate results
  - Analyze drill-down results by term and student group
  - Review the results with the program host college/ department
- 3) **Take Action**
  - Identify actionable insights from the results and create a plan to improve or expand the program.





## Results for Major KnOWLedge

**Initiative:** Major KnOWLedge is an online resource developed by the FAU Career Center that helps students identify personal interests and their relationships to FAU majors as well as occupations. The program launched in April 2014 as part of the University’s improvement plan.

**Results: FTIC Major Knowledge: Step 1 -**

<b>3.7%</b> +/-2.0% Lift in Persistence	<b>&lt; 0.01</b> P-Value	<b>2,029</b> Analyzed Participants
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**FTIC Major Knowledge: Step 2 -**

<b>4.3%</b> +/-4.7% Lift in Persistence	<b>0.01</b> P-Value	<b>401</b> Analyzed Participants
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**Action:** Originally, Major KnOWLedge was only made available to currently enrolled students. Starting in Summer/Fall 2018 all entering freshmen are encouraged to complete the career interest assessment before their first day of class.

