The New Definition of Student Success

How you can help your students thrive throughout their journey

anthology

Microsoft

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Student Life is More Than Just Courses

Higher education is much more than a transcript of courses—it's about facilitating an individual's journey towards their goals. Those goals are as diverse as the student body and the pathways to achieve them can be different and require personalized attention.

Universities need to be prepared to support a student's day to day needs as they prepare for graduation and the next steps in their life's journey. Whether a student is coming to college just out of high school, returning to learn a new skill, getting a second degree, or making a career switch, universities need to be prepared to meet academic, social, engagement, and financial needs of all students, at a minimum.

At the same time, students still have expectations around what their experience will be, even during a global pandemic. In a recent survey, Anthology found declining student satisfaction with many aspects of the experience. While this survey specifically asked about effects of the global pandemic, the numbers are still concerning.

Reaching Beyond Academics

Anthology is leading the way by using data to address retention and success initiatives. Showcasing our research in, "Measuring Student Strengths" and concluding with the following:

"Given that students tend to score highest in academic areas and lowest in social and emotional skills that lend themselves well to supporting students in an academic journey, institutions may consider looking more closely at what types of programming and interventions are intended to help students grow in these interpersonal areas."

This research supports the holistic student care model, where success plans can be established proactively from early on in a student journey. These plans are often established for co-curricular and other activities that encourage positive steps. Equally important is the ability to stay focused on outcomes, including preparing students for employment after graduation.

Coppin State University is improving student satisfaction through a series of communications journeys and by connecting academic course work to skills needed in the workplace.

"Uniquely designed to strengthen post-graduation employability for students while at Coppin and assure career aspirations for graduates, the program embeds early planning, practical experience, and soft skill development strategies directly into the curriculum."

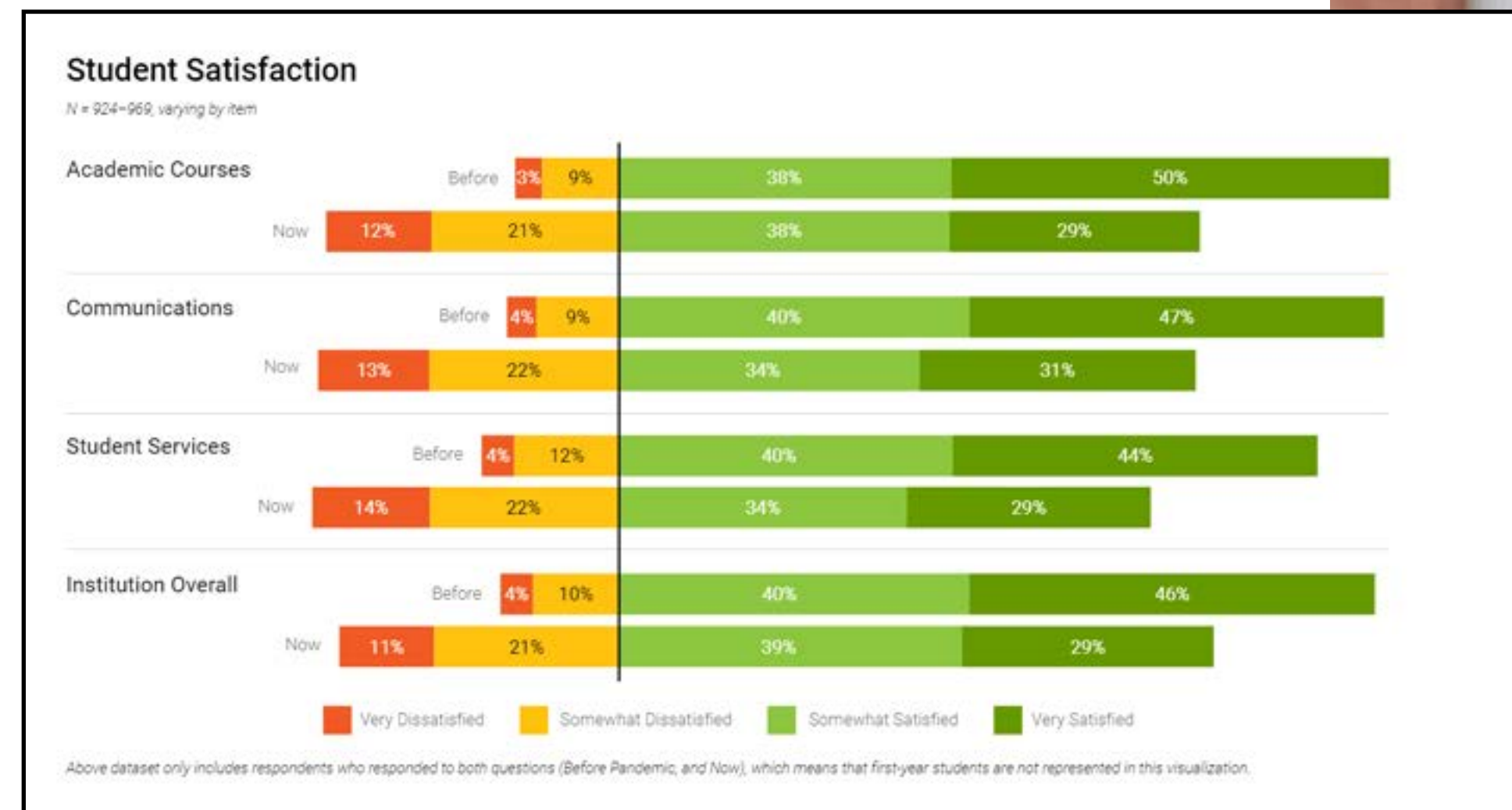**Dr. Anthony L. Jenkins |** President, Coppin State University
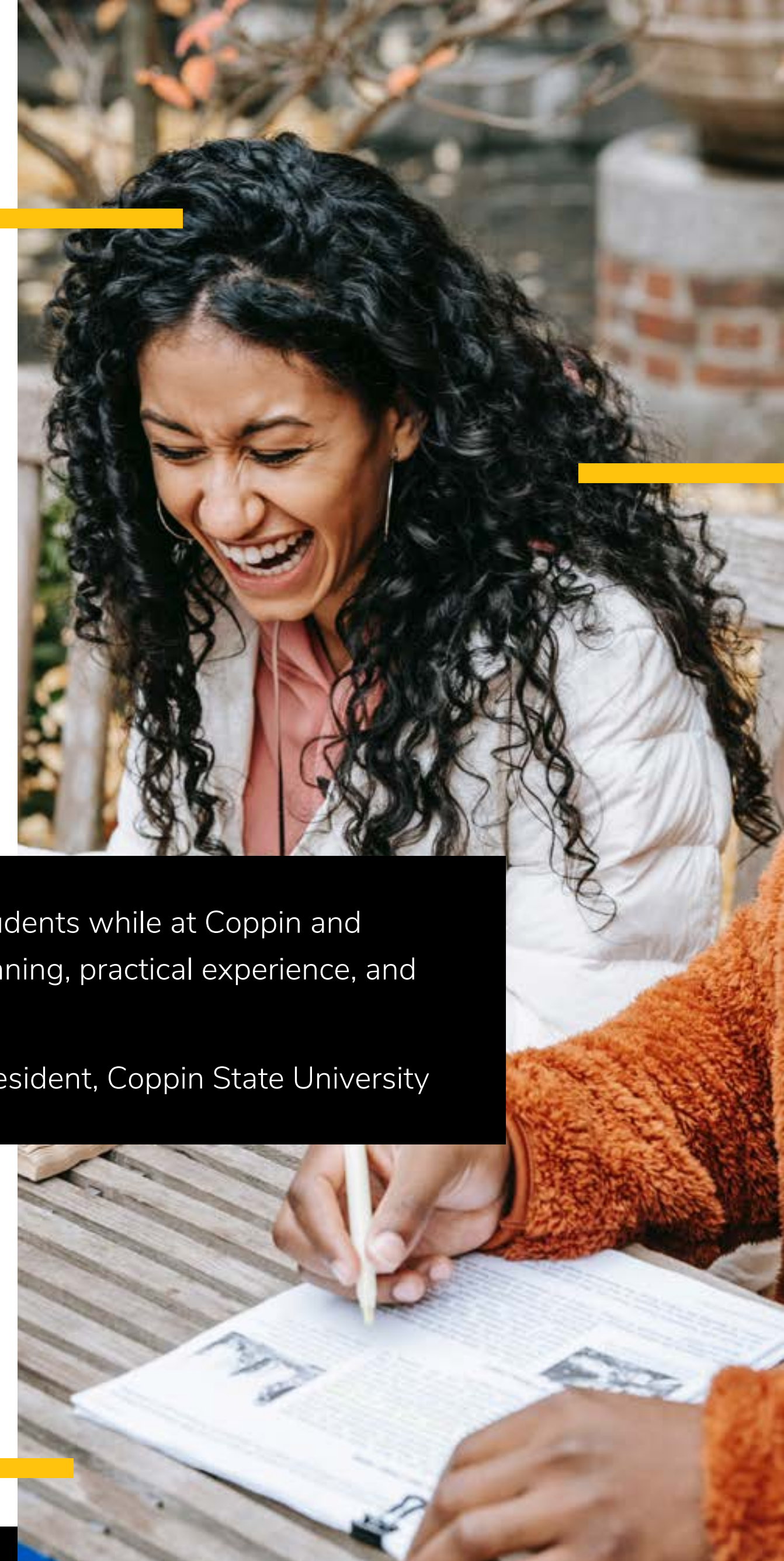
Achieving Student Success with Data

For institutions to succeed, leadership and faculty need quick access to insights and the right tools to keep up. Equipping advisors to better assist students means more informed decisions and better aligned classes, giving them the best set up for the future.

Anthology's creating a new definition of student by providing institutions with distinct products to unite data, experiences and insights across campus.

Now more than ever technology and data are needed to achieve success and meet expectations.

One of the most important ways to apply technology to both meet student expectations, and encourage successful outcomes, is through communications. Surveys and studies like this, have shown that students want to receive information related to COVID policies, practices, safety and current cases, in addition to regular campus communications.

Student Satisfaction
N = 924–969, varying by item

		Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied
Academic Courses	Before	3%	9%	38%	50%
	Now	12%	21%	38%	29%
Communications	Before	4%	9%	40%	47%
	Now	13%	22%	34%	31%
Student Services	Before	4%	12%	40%	44%
	Now	14%	22%	34%	29%
Institution Overall	Before	4%	10%	40%	46%
	Now	11%	21%	39%	29%

Above dataset only includes respondents who responded to both questions (Before Pandemic, and Now), which means that first-year students are not represented in this visualization.

Creating a Sense of Belonging

Creating a strong community is a special part of the student journey. All the non-tangible components play into the student experience and become the lasting memories beyond achieving the credential. As you continue to collect information across the pillars shown here, you create deeper, more meaningful attachments between student and institution. This sense of belonging becomes a critical factor in whether a student stays or moves on to a different institution. And ultimately, whether or not that engaged student becomes an engaged alumnus.

ACADEMIC SELF-EFFICACY & EDUCATIONAL COMMITMENT

Tutoring
Academic Resource Center
First Year Advising

ACADEMIC & CAMPUS ENGAGEMENT

Career Development
First Year Advising

SOCIAL COMFORT AND RESILIENCY

First Year Advising
Residence Life
Student Engagement/Leadership/Activities

Tips:

1. Get buy-in from all interactive touch points on campus that impact a student experience, from academic and beyond

2. Work with peers in those areas to harness the data in a Customer Relationship Management (CRM) tool to be used for personalized outreach.

3. Understand privacy concerns with access to sensitive information. In some cases, an indicator of data may be enough. For example, a flag may be raised if a student misses a tutoring appointment, but not the reasons why.

4. Personalize to create a journey of connected communications.

# From College Student to Engaged Alumni

Commitment to your students continues beyond their student days. Welcome them to the alumni community and invite them to continue with you through lifelong learning, support and engagement. Anthology helps you make that commitment using the right engagement tools and insights with Anthology Reach.

Setting up someone for a successful student journey takes the right technology to offer a full lifecycle.

Modernizing and tracking a student's first interactions, recruitment, and admissions allows for a holistic student profile from the start. Anthology Reach is a modern cloud platform that is mobile-ready with responsive design, and user-friendly experience that enables powerful insights to guide the student along their journey and maintain engagement after graduation.

Use Anthology's Reach CRM, a cloud-based platform built on

Microsoft's Azure Cloud, to unite your students, programs, campuses, and systems. The full student lifecycle, with robust analytics, proactive planning, and workflows support your constituents from first contact through alumni engagement. Anthology's Advancement solution includes a best-in-class CRM, Anthology Reach, and built on Microsoft Dynamics with functionality to engage alumni and supporters effectively online.
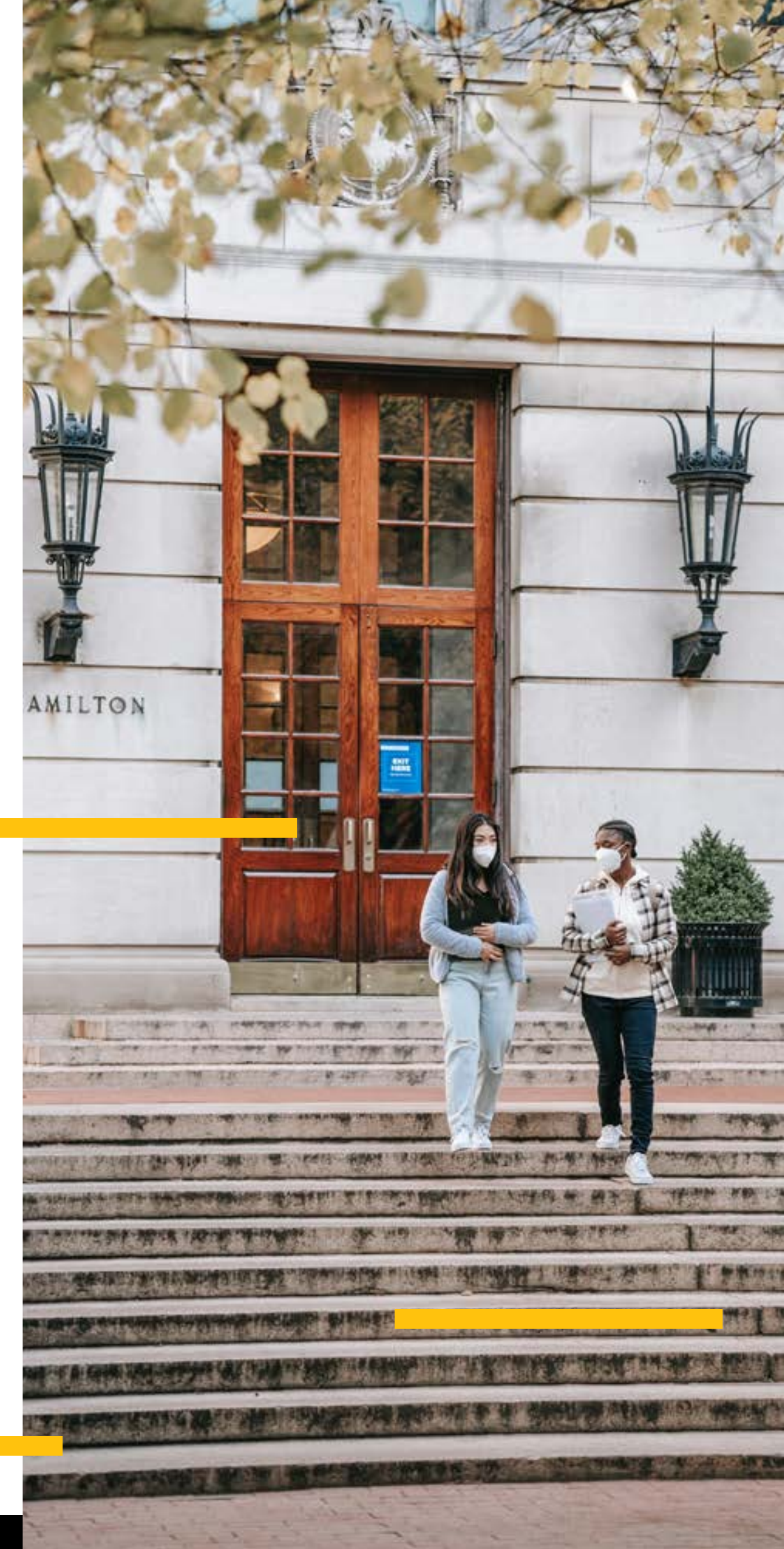
Advancing Knowledge with Anthology + Microsoft

As higher education shifts to the cloud, strategic technology implementation is needed to help build and set plans for the future. New state-of-the-art technology is creating a more personalized journey for students, that extends beyond graduation. Anthology is setting the standard of student success in higher education and is redefining the meaning of "student." Academic leadership can now unify their proficiencies and integrate solutions to help students, faculty, and administrators build better strategies for their institution. Anthology marries global higher education expertise and industry-leading products, to advance your mission, your goals and your success. They're your goals—together we'll achieve them.

"The creation of Anthology is both welcomed and needed to enhance an institution's access to data, analytics and insights, while continuing to accelerate the evolution of the technology landscape in higher education."

Anthony Salcito | Vice President of Worldwide Education at Microsoft

Our commitment to you

Anthology helps advance your mission through powerful insights that guide student and institutional success.

About Anthology

Anthology's Advancement Solution includes a best-in-class CRM built on Microsoft Dynamics with functionality to engage alumni and supporters effectively online. Build a better student experience with a robust CRM that goes beyond collecting data, to delivering analytics and insights. Our goal is to create new conversations in higher education and help more campuses create a strategic plan to meet and exceed their goals.

Speak to an Education Expert today!
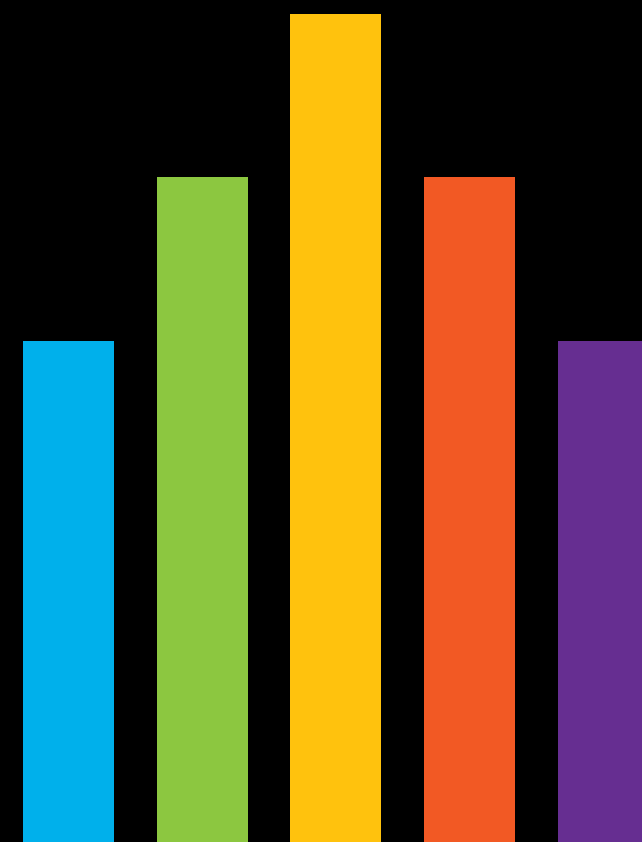
We're excited to get
started with **you.**