



## STARFISH ANALYTICS: BRINGING CAMPUS DATA TO LIFE

DATA SHEET

MIDDLE SCHOOL |  HIGH SCHOOL |  HIGHER ED

Starfish Analytics is a cohesive suite of tools and services designed to transform campus-wide student success using data, analytics and intervention management. Starfish Analytics is fully integrated into the Starfish application, driving tactical action and enabling strategic planning views of student success.

The Starfish Analytics platform begins with data elements defined and validated by the PAR Framework<sup>1</sup> and its original member institutions, and can also include your unique local data. By using these variables in strategic combinations, Starfish Analytics crafts meaningful outcome measures and actionable predictors of student risk, both of which are aligned to specific measurable interventions, further highlighting the importance of common definitions and risk classifiers.

### Starfish Analytics is organized in three parts:

- **Intervention Inventory:** Institutions can categorize and consolidate interventions used across the institution to understand and quantify the value of student success programs on campus.
- **Tactical Analytics:** Institutions are able to work with individual at-risk students by leveraging predictive modelling scores and tracking their engagement and outcomes.
- **Strategic Analytics:** Institutions can democratize their own student, course and program data by providing clean and accurate historic data with trends, measures and peer benchmarking.

<sup>1</sup>The Predictive Analytics Reporting (PAR) Framework, originated at WICHE and Primarily funded by the BMGF, was acquired by Starfish by Hobsons in December, 2014 and was built for educators, by educators, with a front-line view of the points of greatest need.

 <p><b>Intervention Inventory</b></p>	<p>Understand and classify interventions to make the best data informed resource allocations and intervention recommendations via data analytics. The Inventory includes:</p> <ul style="list-style-type: none"> <li>▫ A scholarship-based framework aligned to strategic outcomes and predictive factors of student success designed to tie strategic intervention planning to Individual Student Outcomes in a single platform.</li> <li>▫ A library of several hundred peer and scholarship-based best practices using a common classification language aligned to our analytics tools.</li> </ul>
 <p><b>Tactical Analytics</b></p>	<p>Allows institutions to:</p> <ul style="list-style-type: none"> <li>▫ Utilize Predictive models built from your institution and Starfish activity data to identify and score students according to their risk level and reasons daily.</li> <li>▫ Prioritize and manage activities based on various individual and cohort risk factors, allowing more targeted interventions.</li> <li>▫ Show Retention scores, the predicted factors both positive and negative, allowing you to mitigate risks and build on positive factors to ensure holistic approaches to student success.</li> </ul>
 <p><b>Strategic Analytics</b></p>	<p>Supports institutions' ability to:</p> <ul style="list-style-type: none"> <li>▫ Identify risks for retention and completion at the student, course and program level and review predicted outcomes.</li> <li>▫ Identify specific courses in each program that impact retention and completion outcomes and disaggregate by student type.</li> <li>▫ Measure progress and impact at the student, program, subject, course and section levels.</li> <li>▫ Identify and connect aggregate student risks and the importance of those risks with each risk linked to specific interventions in order to improve outcomes and align them to your strategic objectives.</li> </ul>
 <p><b>Strategic Consulting Services</b></p>	<p>Starfish Analytics includes services to support cultural change on campus, ensuring successful implementation and adoption, such as:</p> <ul style="list-style-type: none"> <li>▫ Analytics readiness assessments to support campus-wide goal setting and implementation;</li> <li>▫ Cultural and organizational change management to support adoption throughout campus;</li> <li>▫ Measurement guidance to support intervention efficacy; and</li> <li>▫ Ability to optimize student success processes in Starfish to maximize student impact</li> </ul>
 <p><b>Data Transparency</b></p>	<p>Starfish Analytics is committed to transparency and the ethical use of analytics and predictive models, as represented through:</p> <ul style="list-style-type: none"> <li>▫ Automated predictive Model Performance Reports everytime we create a new model for your institution.</li> <li>▫ Access to our Data science team to answer any questions or concerns.</li> <li>▫ Understanding of the models we have selected, data incorporated into them, and how the outputs are used to drive student success.</li> </ul>