

# Intervention Program for At-Risk Students

## Overview

Southwest Texas Junior College (SWTJC) needed to institute a campaign to identify at-risk students (i.e., students retaking a class) broken down by campus and proactively contact them through email, traditional mail and phone. They also wanted to measure the results to see how effective the campaign was at helping students be more successful.



## Challenges

As Dean of Admissions and Student Services at SWTJC, Joe Barker oversees all counseling and advising across the four SWTJC campuses. He found it difficult to manage retention efforts and get data from the school's student information system, Datatel Colleague. His department faced several challenges:

The process of identifying at-risk students involved **advisors manually reviewing** at the student's degree plan, GPA and test scores when they came in for registration.

Many users found it difficult to get even simple reports such as a list of students enrolled in the current term.

A Datatel Colleague **programmer was required for running more complicated reports** such as which students were retaking classes a second time. This was expensive and time consuming.

Contacts with students and appointment **notes were recorded on scraps of paper** or not at all, so there was no way of seeing contacts students made with other advisors or what was said.

There was **no ability to run reports** on which students were served or how much time advisors were spending on each activity/type.

## Vision

Dean Barker had a vision of a system that would integrate with their existing student information system to know at a glance how many students were enrolled for any given term. He was looking for a system that allowed easy access to a list of student groups.

Dean Barker also wanted to record contacts/appointments with students (what was said, for how long, etc.) for future reference, assessment and auditing.

In addition, he required a system that could do all this and not require manual data entry of student data or replicate information from one system to another.

## Solution:

### Estudias Enterprise

*Estudias Enterprise* is a data warehouse in addition to server-based student tracking and reporting software to consolidate silos of information.

Users can create their own ad-hoc queries and reports in a secure, central location – all designed from the ground up for colleges and universities.

“Intervention programs used to take weeks to assemble all the data... with *Estudias Enterprise* I can get a list of high-risk students with a few clicks.”

**Joe Barker** Dean of Admissions and Student Services, Southwest Texas Junior College

## Result

ZogoTech's *Estudias Enterprise* is providing these results – and more. Integrating with Datatel Colleague, *Estudias Enterprise* provides a user-friendly interface for advisors to run reports. A list of students retaking classes is easily obtained and sent to advisors in each campus. Advisors equipped with *Estudias Enterprise* can mail-merge letters, create mailing labels, send personalized emails or call the at-risk students.

The ease of accessing information is a large part of the reason *Estudias Enterprise* is so effective. According to Dean Barker, "Intervention programs used to take weeks to assemble all of the data and contact students. However, if a student is at risk, every day makes a difference. With *Estudias*, I can get a list of high-risk students with a few clicks."

As advisors make contact with students, *Estudias Enterprise* can record the contacts for future reference and assessment. Advisors (with correct permissions) can see all contacts that the student has had; gone is the need for scraps of paper. According to Dean Barker, "We see so many students that it can be difficult to remember what was said... with *Estudias* you can look at the contact notes and refresh your memory."

Typically, one of the most significant problems with retention efforts is coordination between departments. Without *Estudias Enterprise*, this would have required calling all departments, giving them a list of students and hoping that they remember to talk to the student when they see them. With *Estudias Enterprise*, this is all automatic. When an advisor in any department (advising, financial aid, student support services or developmental education) looks up the student, *Estudias Enterprise* notifies them that the student is at-risk. Advisors are alerted if the student is retaking a class, is enrolled in internet classes, has not passed state mandated tests, has a low GPA or is enrolled in developmental classes among other factors.

The *Estudias Enterprise* record of contacts allows users to answer questions like, "Did students who came to see an advisor have a greater chance of success than those who only received an email?" or "How many and what type of contacts were most effective?"

**Assessing the success of the various initiatives is very important at SWTJC. As a recipient of the Lumina Foundation's "Achieving the Dream" grant, SWTJC is moving quickly to develop what the grant calls "a culture of evidence." Dean Barker believes *Estudias Enterprise* will help the school get there: "Getting data easier and from one place will help us make data-driven decisions."**

***"The problem has always been identifying [at risk] students and getting them into support programs."***

**Joe Barker**

Dean of Admissions and Student Services  
Southwest Texas Junior College

## About ZogoTech

The aims of ZogoTech are nothing short of revolutionizing the way that educators and administrators use technology. Our *Estudias Enterprise* student tracking software empowers educators and administrators with the data they need to serve students more effectively.

Combining an interface that is incredibly easy to use and customize, automated generation of campus and federal reports, integration with your student information system and the highest security standards in the industry, *Estudias Enterprise* can help organizations serve students more effectively with fewer resources.

### Headquarters

Bank One Center  
1717 Main Street, Suite 3400  
Dallas, TX 75201  
888.221.6372

**zogotech**  
Innovating Higher Education

[www.zogotech.com](http://www.zogotech.com)