



## What is the Student 360?

Getting useful data into the hands of decision makers, student advocates and advisors is seen as a key step in building a culture of student success. With many disparate systems, siloed management of student advising and an ever-evolving student body, a coordinated source of student data, advising data and engagement data is needed to provide retention analytics.

The Student 360 is a visual analytics report developed by the Office of Institutional Research and Information Management (IRIM) to 1) combine advising and retention data from multiple sources; 2) provide a method for coordinated retention reporting; and, 3) provide retention predictive analytics to advisors and other retention offices.

## What students are included in the Student 360?

All currently students enrolled last semester, this semester, and any future semester.

## How do I access the Student 360?

The Student 360 can be found in Cowboy Data Round-Up at <https://irim.okstate.edu/cdr>.

To access you will need to be using Chrome, on campus (or using VPN) and you'll use your ShortID and O-Key password to login.

## What information can be found in Student 360 and how often is it updated?

Information Item	Original Location	Update Schedule	Students Included
Basic Demographics & Academic Information	STAR/ADV501/BANNER/SLATE	Daily	All Undergraduates
Academic Alerts	STAR	Daily	All Undergraduates
Course History	Banner	Daily	All Undergraduates
Advisee Lists	Banner	Daily	All Undergraduates
Advisor Notes	STAR	Daily	All Undergraduates
Advisor Notes left in Student 360	Student 360	Daily	All Undergraduates
Retention Notes left in Student 360	Student 360	Daily	All Undergraduates
Retention Analytics – Spring Model	Student 360	Once in Spring	Fall 2019 Incoming Students (Until Fall 2020)
Finance Data (FYS Only)	ADV501	Weekly on Friday	Fall 2019/Fall 2020 Incoming
Retention Analytics – Summer Model	Student 360	Once at Admit/Once at NSO Signup	Fall 2020 Incoming Students (Starting with First NSO)

Retention Analytics – Fall (First Six-Eight Weeks) Model	Student 360	Daily	Fall 2020 Incoming Enrolled Students (Starting at end of NSO)
Retention Analytics – Fall (Last 10 Weeks) Model	Student 360	Once at Mid-Terms	Fall 2020 Incoming Enrolled Students (Starting Week 7)

**What do you mean by retention analytics?**

Using 10-years of OSU retention data, IRIM has built several retention models that predict a student’s likelihood of returning to OSU after one year. Those models are based on academic data, demographic data, financial data, survey data and engagement data. These are statistical models and are just predictions.

Based on our analysis we have labeled every Fall 2019 class member and every retention indicator as **GREEN**, **YELLOW**, or **RED** based on their likelihood to return to OSU for Fall 2020 with green being most likely to return and red as least likely. Remember, this is just a prediction, it is not set in stone.

**Institution-wide mindset should be to help students persist, succeed and ultimately graduate. Student 360 data should always be used with this goal in mind. Indicators that are coded yellow or red should not be interpreted to mean a student cannot be successful but should help identify areas in which a student may benefit from additional help or resources.**

The retention indicators are meant to be used by advisors and **not shared** with students. The indicators are used in combination to determine overall retention probability with some indicators more important than others.

**What data points are in the model?**

IRIM has built several models based on the data that’s available at certain times of the year. The current model is the Spring Model.

**Spring Model**

(used during the spring semester to predict retention to the following fall for students starting the previous fall)

<b>Academic Indicators</b>	ACT Composite, ACT Math Super Score, ACT Science Super Score, Fall Credits Earned, Fall GPA, Concurrent Credits, CLEP Credits, Summer Transfer Credits, STEM Majors, Alternative Admit Status, Undeclared Major Status
<b>Demographic Indicators</b>	First Generation Status, Gender, Residency
<b>Engagement Indicators</b>	Camp Cowboy Attendance, Greek Status, Housing Status
<b>Survey Indicators</b>	Survey Completion, Clear Goals & Purpose, Difficulty Getting Involved, Difficulty Living with Roommate
<b>Financial Indicators</b>	Subsidized Loan Status

### **What if I want to know more about the retention indicators?**

Using the Student Overview, enter a student's Banner ID, then click on the Retention Indicators tab. This provides a student's overall retention indicator of Green, Yellow or Red. Below the overall indicator are the different retention indicators with their retention probability color. Double clicking on any retention indicator will give you a brief explanation of the indicator.

If you're interested in the statistical data for the model, please email [osuirim@okstate.edu](mailto:osuirim@okstate.edu)

### **What do "cohort" and "cohort type" mean?**

When students are enrolled at OSU for the first time, they are put into a "cohort" and given a "cohort type". A "cohort" refers to the time frame a student started as a degree-seeking student. The "cohort type" refers the admit type of the students. Only freshman and transfer admits are put into cohorts.

### **What is the "Provide Feedback" link?**

We recommend you fill this out for every Fall 2019 Cohort student you use the Student 360 to advise. We will use the information provided in this form to help improve retention prediction models, improve the Student 360 and most importantly to provide much needed additional data on those students who do not return. Any advising notes or retention notes left in this feedback form will be updated to the Student 360 Advising notes section by the next day.

### **How does the "My Advisees" button/Student List work?**

The My Advisees button on the Advisees Overview will limit the dashboard to just show information of your advisees instead of all students.

The My Advisees button on the Student Overview will limit the Banner ID's you can search for to just those students who are your advisees in Banner. However, you can look at any student's overview if you unclick the My Advisees button.

Student List will only provide lists of your advisees with contact and other important information. This student list is meant to be used for campaigns or other communication purposes. Super users can see all students on these tabs. Student 360 super users include FYS, IRIM, DSAS, Instruction Council, and any Retention Coordinators. If you believe you need to be on the Student 360 Super Users list email [osuirim@okstate.edu](mailto:osuirim@okstate.edu) with your request.

### **Why is my Student List tab blank?**

This means you do not have any advisees assigned to you in Banner or you are not a Student 360 Super User.

### **Why is the Finance Tab in the Student Overview blank?**

Only certain members of the OSU community can see the detailed information provided in the Finance Overview.

### **Is there a way, or will there be a way, for students to schedule appointments through this system?**

This is not meant to be a replacement for all functionality of STAR; however, it is meant to help advisors access more information, more easily. As the use of Student 360 expands, we will work with users across campus to improve functionality; however, Student 360 is not meant to be a scheduling service.

**How can I get Student 360 training for my advisers?**

[A video overview can be found here](#). Additionally, IRIM is happy to host an online training for your staff. You can request that training at [osuirim@okstate.edu](mailto:osuirim@okstate.edu).