

# Student Tracker Premium: What is it and how can I use it?



**Thursday, March 4, 2021**

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# Outcomes

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- After this session, attendees will be able to:
  - Identify the benefits and mechanisms behind the Student Tracker Premium
  - Explore practical uses of the Student Tracker Premium
  - Identify National Student Clearinghouse resources for utilizing Student Tracker Premium Services

# Context

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- National Student Clearinghouse (NSC) and the Texas Higher Education Coordinating Board (THECB) are working together to create a broader picture of the state's enrollment and retention patterns
- THECB has retained Student Tracker premium services for all Texas public institutions for the next two years in a move to increasingly provide Texas institutions with useful and actionable information about the student educational pipeline
  - Several private institutions have also joined in



# Benefits of Student Tracker Premium

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- I want to understand enrollment trends of my potential, current and former students.
- I want to conduct more comprehensive research.
- I want to know where my applicants attended prior to my institution.
- I want user-friendly, easily digestible data and reports that are accessible to my cross-campus partners.

# THECB Use of Student Tracker Premium Services

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- Student Success Points
  - College Ready, 1<sup>st</sup> College Level Math, 1<sup>st</sup> College Level Read/Write, 15 SCH, 30 SCH, Degree or Certificate, Degrees or Certificates in Critical Fields, and **Transfer with 15 SCH**
- Tracking Texas Public High School Graduates' Higher Education Enrollment

# StudentTracker Works Across Your Campus

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## Institutional Research

- Outcome Reporting
- Reporting Reconciliation
- Class Outcomes
- Persistence
- Retention
- Time-to-Completion



## Registrar

- Cohort Representation
- Transfer Studies
- Retention
- Enrollment Status
- Reporting Reconciliation
- Prior Enrollment
- Time-to-Completion



## Enrollment Management

- Outcome Oversight
- Feeder Institution Analysis
- Transfer Analysis
- Retention Study



## Academic Professors

- Department Outcome Analysis
- Future Programs of Study
- Grant Funding Request
- Pre-Professional Programs



## Admissions

- Cohort Representation
- Class Outcomes
- Deferred Admissions
- Declined Admissions
- Wait List Outcomes
- Prior Enrollment
- Transfer Studies



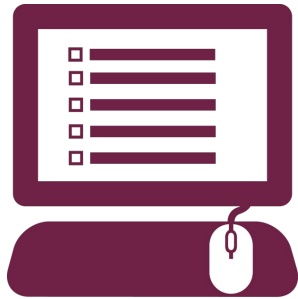
## Student Services/Affairs

- Program Diversity
- Work-Study Analysis
- Mentor Matching
- Enhancing Advising
- Tutoring Planning

# The Process is Easy

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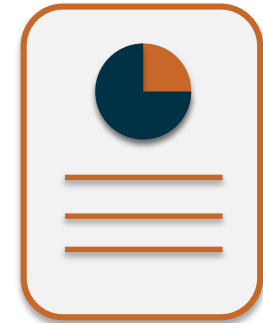
**Submit  
Request File**  
(automated validation)



**Run file against  
NSC database**

NATIONAL STUDENT  
CLEARINGHOUSE<sup>®</sup>

**Compile results in  
StudentTracker  
reports**



**Return reports  
via secure FTP  
(email notification)**

**Single Student  
Search Available**

# StudentTracker®

## Premium Service

### Output



**ANALYSIS READY**  
Transforms detail report into **one row per student**

### Efficiency



**REQUEST FILE RE-RUN**  
Saves time by re-running instead of re-loading file; up to four times within 365 days

### Comparisons



**SIGNATURE AND SNAPSHOT REPORTS**  
Uses your institution's data to compare your institution with national sectors

### Integration



**DATA VISUALIZATION**  
Integrates reporting with graphics for more compelling stories



# StudentTracker Request File Results

delivered to your secure ftp account

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## CONTROL REPORT

Number of students submitted, matched, blocked and returned in resulting reports

## AGGREGATE REPORT

List of schools first attended  
(for SE & DA queries)

## STUDENT LEVEL DETAIL FILE

One row per term per school for each institution the student attended after the search date

## ANALYSIS-READY WIDE FILE \*

One row per student; enrollment and outcome data (for SE, DA and CO queries)  
\* for Premium subscribers

# Analysis-Ready File contents

- For Academic Years 1-8

- For submitting institution:

- enrollment status
- highest credential (CIP)

- For other institutions attended:

- institution name and OPE ID
- enrollment date/CIP
- highest credential
- industry credentials information

- Cumulative section

- Time elapsed between search date and start dates at other institutions

- Pattern of enrollment

- Time elapsed between search date and credentials earned

- Number of industry credentials earned

*Only for forward looking requests (SE, DA, CO)*

# Signature & Snapshot Reports

## Institution-specific

- New data added each year
- Cohorts determined by the Research Center
- Each report includes school-specific national benchmarks



### Completions

Fall 2012, 2011 and 2010 cohorts  
Rates presented by enrollment intensity,  
gender, age, and race/ethnicity.

### Persistence & Retention

One report with Fall 2013-2016 cohorts  
Rates presented by enrollment intensity, age,  
and race/ethnicity

### Tracking Transfer

Fall 2010 cohort  
Reports differ for:

- 2-year schools (transfer-OUTS)
- 4-year schools (transfer-INS)

# Completions

## CLEARINGHOUSE UNIVERSITY (School/Branch Code: 001234-00)

**Table 2A.** Six-Year Outcomes for Students Who Started at Your Institution by Gender

Gender	Total Enrolled (#)	Total Completion Rate (%)	Completion at Same Institution (%)	Completion at Different Institution: Four-Year (%)	Completion at Different Institution: Two-Year (%)	Still Enrolled (At Any Institution) (%)	Not Enrolled (At Any Institution) (%)
Overall	2,005	89.95	80.79	8.91	0.25	3.59	6.46
Men	767	86.88	77.32	9.16	0.39	4.83	8.29
Women	1,009	92.28	82.13	9.94	0.20	2.78	4.95

**Table 2B.** National Benchmark: Six-Year Outcomes for Students Who Started at Four-Year Private Nonprofit Institutions by Gender

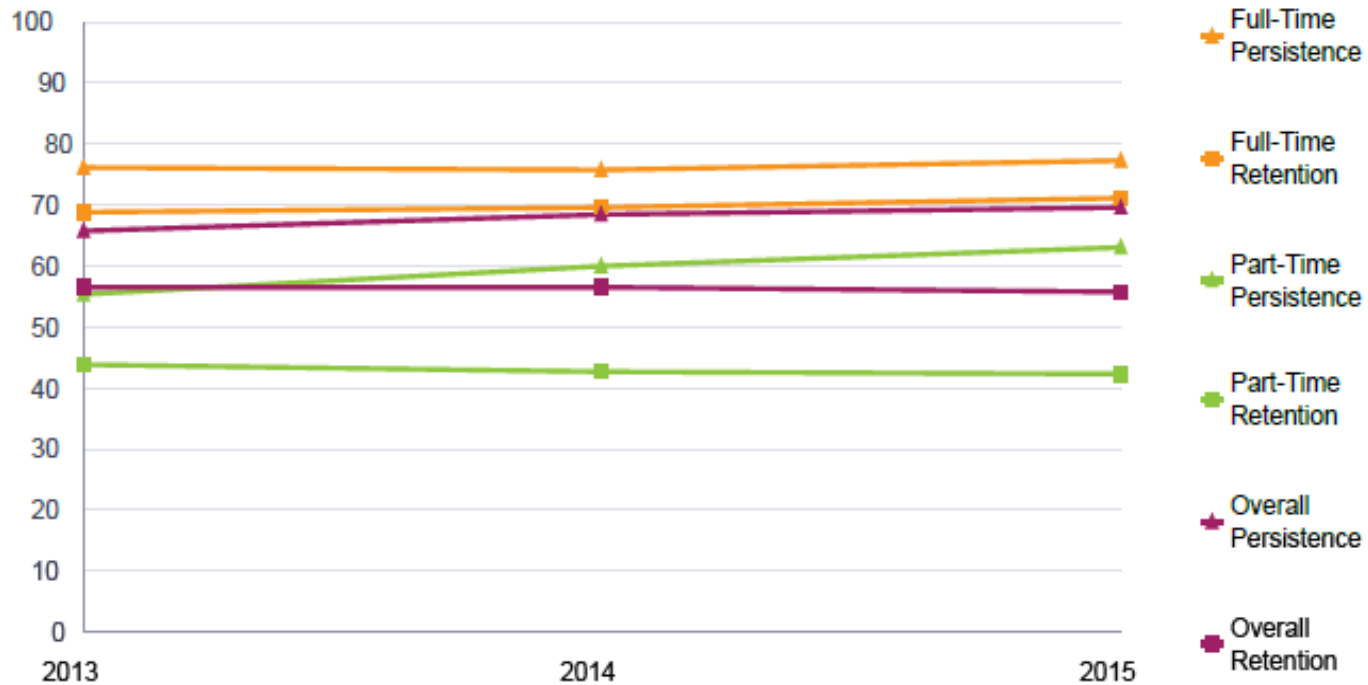
Gender	Total Enrolled (#)	Total Completion Rate (%)	Completion at Same Institution (%)	Completion at Different Institution: Four-Year (%)	Completion at Different Institution: Two-Year (%)	Still Enrolled (At Any Institution) (%)	Not Enrolled (At Any Institution) (%)
Overall	423,091	76.04	63.71	10.04	2.29	7.23	16.73
Men	181,006	72.59	60.85	9.54	2.20	8.44	18.98
Women	219,973	79.50	66.18	10.83	2.49	6.57	13.93

Note for tables 2A and 2B: Students with missing gender data were excluded from the tables. As a result, the total of the subgroup numbers may not equal that of the overall number. Because of coverage weighting, some rates may not appear in the data tables as whole numbers.

# Persistence & Retention (graph)

## BY STARTING ENROLLMENT INTENSITY

### HOMETOWN COMMUNITY COLLEGE

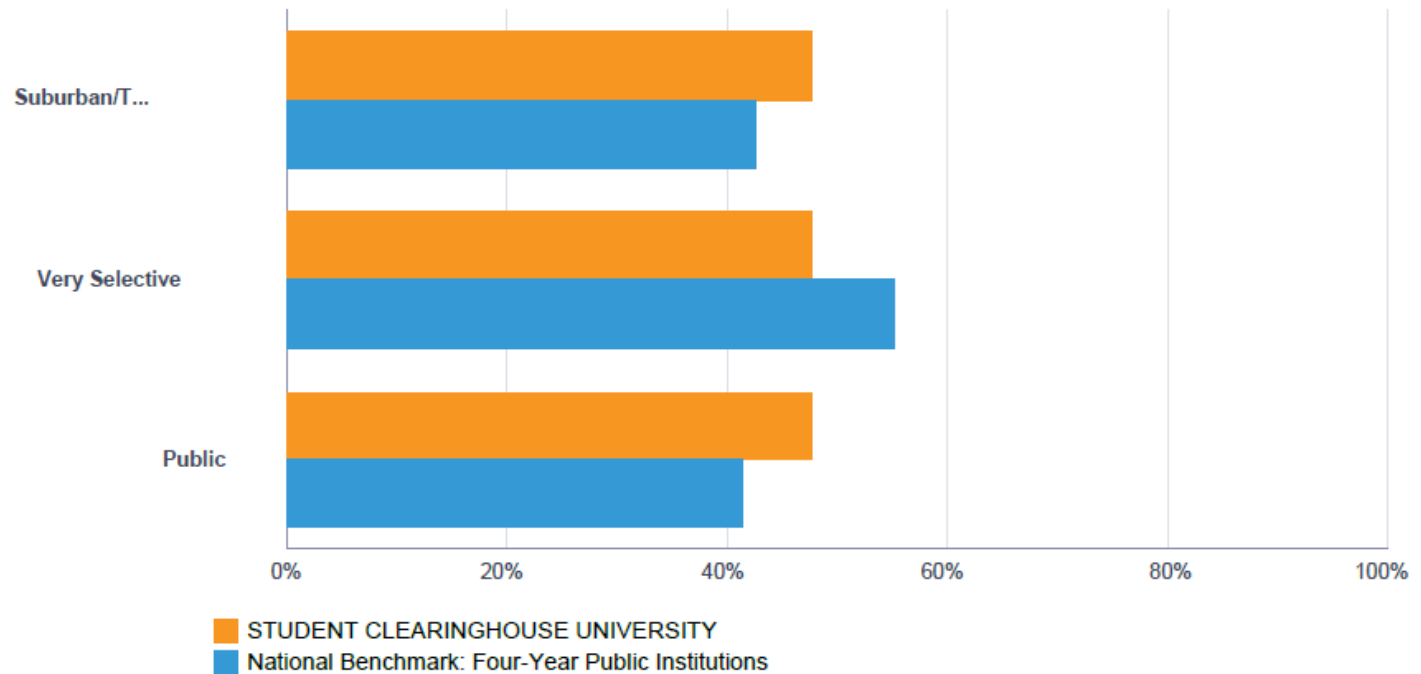


# Persistence & Retention (table)

Beginning Enrollment Intensity		Fall 2013 Entering Cohort	Fall 2014 Entering Cohort	Fall 2015 Entering Cohort
Overall	Retained Count	6,233	6,163	6,888
	Retention Rate	56.43%	56.56%	55.90%
	Persisted Count	7,271	7,439	8,572
	Persistence Rate	65.82%	68.27%	69.57%
	Total Students	11,046	10,896	12,322
Full-Time	Retained Count	3,829	3,912	4,183
	Retention Rate	68.81%	69.70%	71.30%
	Persisted Count	4,236	4,261	4,531
	Persistence Rate	76.12%	75.91%	77.23%
	Total Students	5,565	5,613	5,867
Part-Time	Retained Count	2,404	2,251	2,705
	Retention Rate	43.86%	42.61%	42.23%
	Persisted Count	3,035	3,178	4,041
	Persistence Rate	55.37%	60.16%	63.08%
	Total Students	5,481	5,283	6,406

# Tracking Transfer (graph for 4-year school)

## TRANSFER-IN BACHELOR'S COMPLETION RATES BY INSTITUTIONAL CHARACTERISTICS



# Tracking Transfer (table)

Institution Characteristics		Entire Cohort	Transfer-In Bachelor's Degree		
		N of students	N of students	Rate	
<b>STUDENT CLEARINGHOUSE UNIVERSITY</b>	<b>Overall</b>	<b>149</b>	<b>71</b>	<b>47.65%</b>	
<b>National Benchmark: Four-Year Public Institutions</b>	<b>Urbanicity</b>	Rural	2,876	824	28.65%
		Suburban/Town	85,248	36,241	42.51%
		Urban	128,482	52,312	40.72%
	<b>Selectivity</b>	Nonselective	48,639	14,188	29.17%
		Moderately Selective	111,471	43,942	39.42%
		Very Selective	56,464	31,247	55.34%
	<b>Institution Sector</b>	Public	216,606	89,377	41.26%
		Private Nonprofit	53,213	16,706	31.39%
		Private For-profit	24,860	1,559	6.27%



# Immediate Collaboration: Visualizations

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For students in your Request File and your institution-specific Completions Report



Identify influences impacting retention and persistence



Tell a story that you can share with your colleagues and leaders

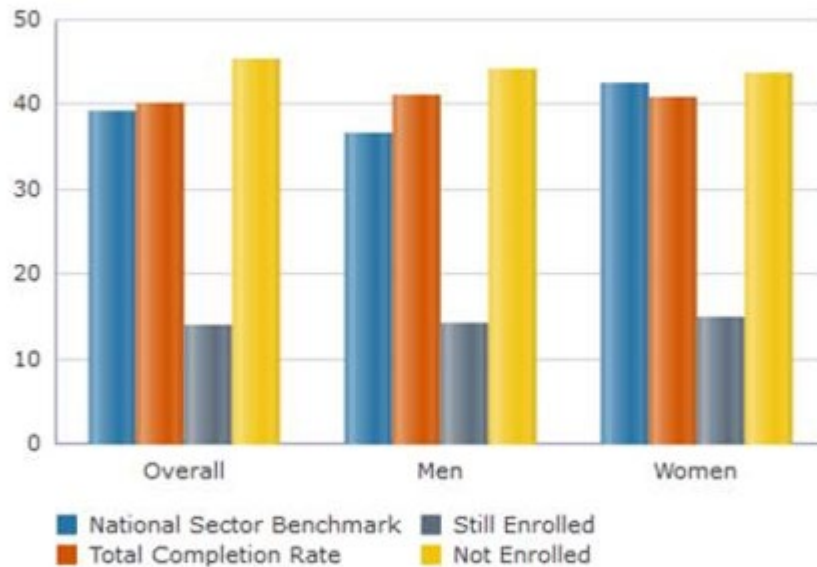
# Immediate Collaboration: Visualizations



From tables 2A and 2B of the Signature Completions report (provided your school is eligible to receive this report):

2010 Fall Cohort

Six Year Outcomes for Students Who Started at Your Institution, by Gender



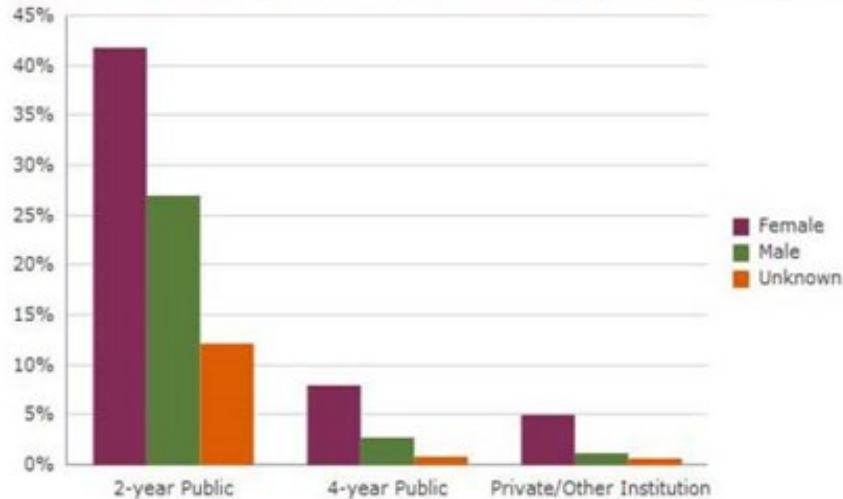
	National Sector Benchmark	Total Completion Rate	Still Enrolled	Not Enrolled
Overall	39.29	40.28	14.13	45.60
Men	36.72	41.33	14.28	44.39
Women	42.79	40.98	15.13	43.88

# Immediate Collaboration: Visualizations



Genders of students in your request file:

**Genders by Sectors of Institutions first attended for students counted in your StudentTracker Cohort Aggregate Report**



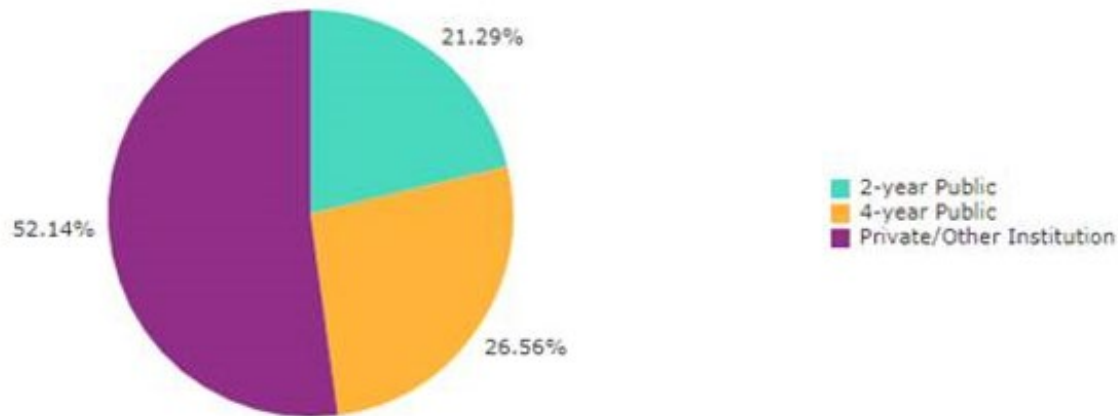
	Gender			Total
	Female	Male	Unknown	
2-year Public	791	511	231	1,533
4-year Public	150	52	17	219
Private/Other Institution	97	23	14	134
<b>Total</b>	<b>1,038</b>	<b>586</b>	<b>262</b>	<b>1,886</b>

# Immediate Collaboration: Visualizations



Institutions first attended, by type/sector, for students in your request file:

Sectors of Institutions first attended as reported in the StudentTracker Aggregate Report



Sector	Count
2-year Public	481
4-year Public	600
Private/Other Institution	1,178
<b>Total:</b>	<b>2,259</b>



# Utilizing Student Tracker on Your Campus

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- Determine where non-matriculated students went.
- Help with finding possible reverse transfer graduates.
- Determine previous and subsequent enrollment for students.
- Determine where your students attend during the summer.
- Help reenroll adult students to work towards completion.
- Determine where your students transfer
- See trends during times of enrollment changes



# Resources

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- <https://www.studentclearinghouse.org/colleges/studenttracker/studenttracker-premium-faqs/>
- [Sample Cohort Query Report](#)
- [Detailed Report Guide](#)
- [Additional Data Elements](#)



# Resources

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- <https://www.studentclearinghouse.org/colleges/studenttracker/studenttracker-premium-faqs/>
  - [User Manual \(for colleges\)](#)
  - [User Manual \(for systems\)](#)
  - [Premium Service User Manual](#)
  - [Data Dictionary - Analysis Ready \(for colleges\)](#)
  - [Data Dictionary - Analysis Ready \(for systems\)](#)
  - [How to Open a Text File in Excel](#)

# Questions or Comments