

BEHIND THE SCENES: STUDENT SUCCESS STRATEGIES

As universities battle it out for the best talent, they need to find smart new ways to reach out to students and help them thrive – all while maintaining research and teaching excellence.

We partnered with Times Higher Education to ask hundreds of higher education professionals across Europe about the thinking behind their student success strategies.

Here's what we learned.

WHAT DO UNIVERSITIES MEAN BY 'STUDENT SUCCESS'?



66%

Student employability



61%

Student completion



48%

Student satisfaction

These are the top three components universities use to define success today.

Traditionally, completion was the only measure of success – but institutions are increasingly looking at it more holistically, bringing in other variables from outside the classroom.

BUT WHO'S ACTUALLY RESPONSIBLE FOR THE STUDENT SUCCESS STRATEGY?

More than 60%
of respondents stated that their student success programme is defined by senior management.

Yet over 40%
of respondents said that either their university didn't have a clear strategy for student success, or that they didn't know about it if it did.

So while student success is clearly a priority, many universities would potentially fail to drive student success simply because of a lack of alignment and communication with their staff.

"Success can only come through a sense of shared responsibility between faculty, administrators and the students themselves."

A survey respondent

WHAT ELSE IS GETTING IN THE WAY?

Long story short, limited resources are a big problem.



56%

Finances



53%

Staffing

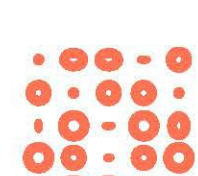


49%

Competing priorities

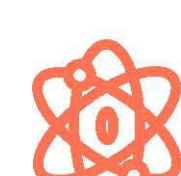
As students' expectations soar, Higher Ed professionals are increasingly stretched. They're busy teaching, researching and doing all kinds of admin, but they can't do everything. They need support so they can focus on the important stuff.

SO WHAT CAN UNIVERSITIES DO?



DATA

Over **40%** of respondents suggested that it was "somewhat difficult" or "very difficult" to share or collaborate on student data.



INTEGRATION

More than **40%** also thought deeper integration between multiple systems would improve team collaboration and efficiency.

Solving these issues would go a long way towards enhancing collaboration.

These are the three technologies people thought would help improve student success:



62%

Learning management systems



61%

Analytics and business intelligence



61%

Student advising solutions

Today, universities can connect their different systems of records using a cloud-based CRM platform. This way, their teams have a single system for student engagement, helping them streamline operations, foster collaboration across campus – and ultimately drive student success.

DRIVE STUDENT SUCCESS

Student success is everybody's job – but every university is different, and there is no one-and-done solution. It starts with a holistic, measurable student-centric strategy that everybody owns – covering the full student experience from the classroom and support services to university operations and the wider community.

For more trends and insights around student success:

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