

Can Predictive Analytics Solve Obama's Graduation Rate Challenge?



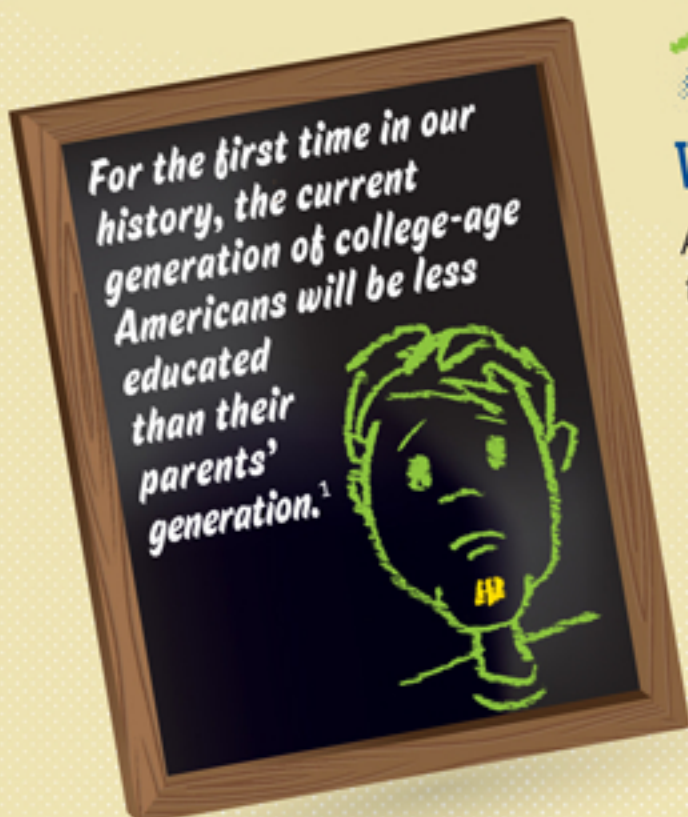
"In a single generation, we've fallen from first place to 12th place in college graduation rates for young adults"

President Obama, August, 2012

President Obama has made it a goal to raise the US college graduation rate to **60** percent in just **10** years, adding at least **8** million graduates. Obama stated that by 2020, America would once again have the highest proportion of college graduates in the world.



On September 28, 2011 during a Back-to-School speech, Obama declared: *"One of the biggest challenges we have right now is that too many of our young people enroll in college but don't actually end up getting their degree, and as a consequence — our country used to have the world's highest proportion of young people with a college degree; we now rank **16th**."*



Why are students slipping through cracks?

According to the Bill and Melinda Gates foundation, the top reasons for dropping out include: ²

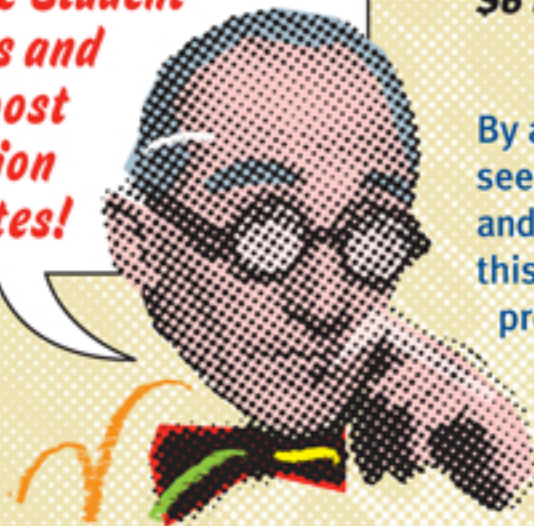
- I just couldn't afford the tuition and fees
- I had to take too many classes that I did not think were useful
- I needed to go to work and make money

*"On average, U.S. bachelor's degree graduates earned **12** credits that didn't count toward their majors — costing themselves and taxpayers nearly **\$6** billion a year."* ³

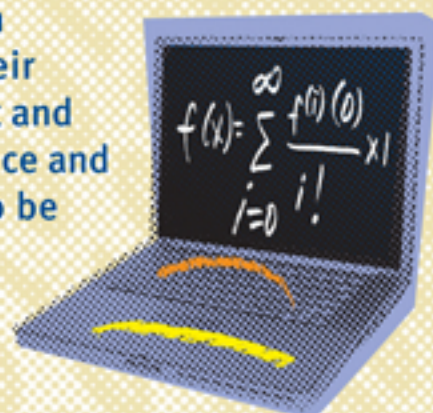


Schools Can Use Predictive Analytics to Improve Student Success and Boost Graduation Rates!

Netflix-like, personalized course recommendation app from Degree Compass can predict if a student will pass a class with **90%** accuracy and score an A,B,C or a D,F with **92%** accuracy. ⁴



By applying analytics to education, we can see a clear link between students' actions and their potential outcomes. Understanding this link allows educators to become problem solvers, providing the assets needed to guide each student to improve performance and to attain specific outcomes. Used properly, analytics can provide educators with insights into their students' current and future performance and help students to be more engaged and successful.



Sources:
1. National Center for Higher Education Management Systems (NCHEMS, April 8, 2013)
2. Bill and Melinda Gates Public Agenda (June, 2009)
3. Complete College America (Winter, 2013)
4. Based on analysis of more than 150,000 course grades at Austin Peay State University (2013)