



Partnership for Student Success

Student Success, Your Success

Starfish Retention Solutions is a leading provider of student success systems. We offer a collection of software products that enable academic institutions to engage, motivate and graduate more students. The systems help institutions identify at-risk students, promote engagement with instructors, manage tutoring services, improve academic advising and facilitate relationships with mentors.

Our success is predicated on the success of your students, and ultimately on the success of your institution. Whether measured by increasing overall retention rates, deeper engagement with instructors or campus services, or better efficiency and utilization of resources—Starfish is committed to helping your institution leverage the power of the full academic community to help students achieve their greatest potential.

To Help, You Need to Know

The college community includes a wide network of educators, administrators and advisors with a shared goal—the retention and success of each student. Even the smallest of campuses, however, face the enormous challenge of tracking each student's progress. Too often, students slip through the cracks before the people who can help have a chance to lend a hand.

Plug Students into the Network

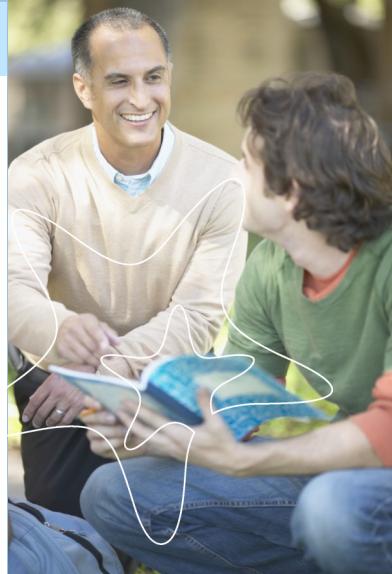
Many students are not even aware that they are at-risk. For some, they may know they're having trouble but can't find the help they need. Sometimes the solutions are simple—solving accessibility issues for students with disabilities, or scheduling a few appointments with a tutor. Sometimes the answers are harder to find—requiring time with a counselor or a change of academic direction.

Introducing the Starfish Platform

The system will help your institution connect each student with what they need to succeed. Working in a unique way, **Starfish transforms your course management system**—your hub for online teaching, learning and collaboration—**into a tool for identifying at-risk students**.

Our fully Web-based software systems can be licensed individually or all together to create an integrated experience. The solutions provide one place for students to go for help. And just as critical to the efficient operations of your institution, they provide one place for administrators to go to understand what services are being used, by which kinds of students, and how effectively.

- Single login integration with course management systems (e.g., Blackboard, WebCT, Moodle, Angel and Desire2Learn), so no new passwords to learn and manage.
- Central records of each student's service history, risk factors, referrals and notes.
- Email-based communication and calendar integration.
- Analysis of student success activity vs. student outcomes, demographic analysis, and benchmarking against peer and aspirant groups.



Your Mission. Your Pocketbook.

Starfish Retention Solutions can help increase student retention, which can mean more tuition dollars staying at your institution.

How? The systems enable your institution to:

- **Raise flags about a particular student**—automatically notifying instructors, advisors and other members of the student's support network when a flag has been triggered.
- Provide students, instructors and advisors an **online catalog of your success services**, from tutoring to mental health .
- Allow **online scheduling of appointments** or provide relevant contact information.
- **Assess which services are most effective** at meeting the needs of your student population.

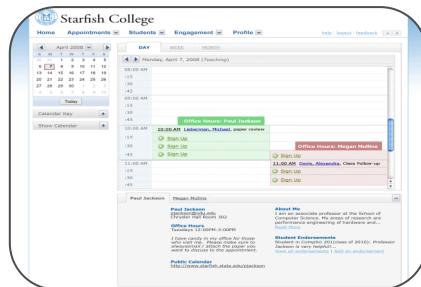
>> See Return on Investment summary on back



Partner Institutions

Starfish is proud to be working with leading institutions to improve student success, including:

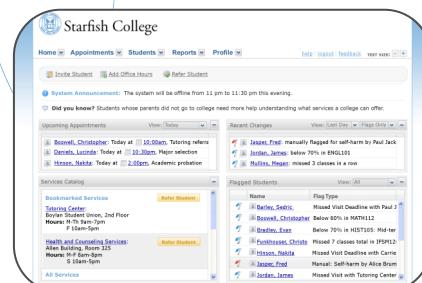
- Duquesne University, PA
- Florida State University, FL
- Gallaudet University, DC
- Kettering University, MI
- Northeast Mississippi Community College, MS
- San Jacinto College, TX
- South Arkansas Community College, AR
- The University of Chicago, IL
- Tulsa Community College, OK
- University of Mary Washington, VA



Starfish CONNECT™ Education Support Networking System

Starfish CONNECT facilitates meaningful contact between students and their instructors, advisors and counselors, which research concludes is the single largest factor in student persistence. Guided by student interviews about the challenges connecting with the institution, the system removes the logistical and psychological barriers students face. This online environment increases student access while decreasing front-desk demands.

- Compiles a personalized Rolodex of everyone who can help the student and a searchable catalog of services that have helped other students—with endorsements by the students themselves.
- Facilitates online scheduling for in-person office hours with an instructor, a phone call with a disability specialist, or a meeting with a financial aid counselor—including text message reminders.
- Offers an invitation and referral system so that students can be directed to the services that can help without instructors having to know all the details of each service.
- Delivers analytics to know which kinds of students are seeking help; which ones aren't; who is being helped right away, through better grades or removal of concerns; and what trends can help the school improve retention.



Starfish EARLY ALERT™

Early Warning and Student Tracking System

Starfish EARLY ALERT makes it possible for instructors, advisors and campus staff to help at-risk students before they withdraw. Sometimes students won't ask for the help they need, so you have to go to them!

- Identifies at-risk students through data mining of course management systems and other institutional systems (e.g., day-to-day review of a course's grade book; detection of late assignments; flagging of inactivity compared to other students).
- Provides a secure, FERPA-aware, reporting platform for a student's support network (e.g., instructors, advisors, coaches) to indicate academic, social and other concerns as they occur or at critical times in the term.
- Places at-risk indicators at the fingertips of the people who can help, while optionally alerting students to their own risks and possible self-directed interventions.

Return on Investment

With Starfish, saving students can mean saving money for your institution. In today's economic climate, there couldn't be a better win-win combination. The following table provides an example of the return on investment for private, public and community institutions made possible by using Starfish to improve the student retention rate.

Improved Retention Rate	Private	Public	Community
5,000 FTE @ \$24,000 Tuition	5,000 FTE @ \$24,000 Tuition	10,000 FTE @ \$10,000 Tuition	2,000 FTE @ \$6,000 Tuition
0.5%	\$570,000	\$450,000	\$43,000
2.0%	\$2,400,000	\$1,950,000	\$223,000
7.0%	\$8,400,000	\$7,000,000	\$823,000

Learn More

To learn more about Starfish Retention Solutions, please call **703.260.1186** or visit us on the Web at www.starfishsolutions.com.



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