

## Maximizing Student Success: Recruiting, Retaining and Securing Their Future with a Career

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RUFFALO NOEL LEVITZ Who is Ruffalo Noel Levitz?

### INSIGHT. INNOVATION. EXPERIENCE.

 <p>150+ experts in higher education with thousands of years of combined experience</p>	 <p>Retention Benchmarking of 2,600+ institutions</p>	 <p>At least 25 surveys and reports produced annually</p>
 <p>RNL wrote the book (2 editions) on Strategic Enrollment Planning</p>	 <p>6 million records of RNL partner students provide real-time, industry-leading insights, benchmarking, segmentation and comparisons</p>	 <p>\$2 billion in managed financial aid awards</p>

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## Connect students to campus resources to increase persistence and graduation rates

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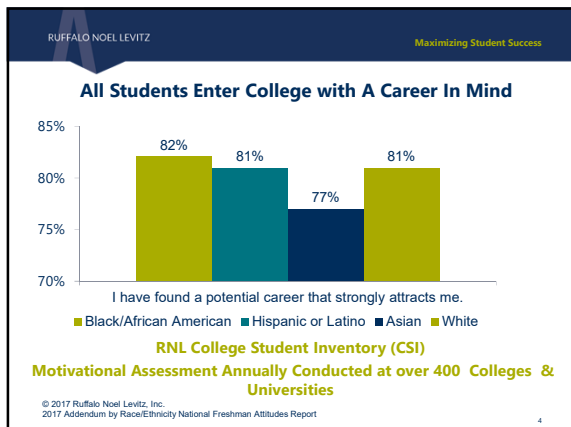
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### Top ten requests from entering first-year students

I would like to receive help with...	First Generation	Non-First Generation	Overall National Average
the most effective way to prepare for exams	79.6%	75.8%	76.8%
selecting an educational plan that will prepare me to get a good job	71.2%	67.0%	68.2%
talking with someone about qualifications needed for certain occupations	67.1%	63.4%	64.4%
finding out more about clubs and organizations	62.5%	65.8%	64.9%
getting a scholarship	71.7%	63.0%	65.3%
meeting new friends	56.0%	59.8%	58.5%
learning more about salaries and future outlook for various occupations	57.5%	54.1%	55.0%
getting a part-time job during the school year	55.8%	50.6%	52.0%
opportunities for summer employment	54.6%	47.5%	49.5%
understanding advantages/disadvantages of various occupations	49.5%	46.3%	47.1%

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### 6 in 10 Directly Relate to Career Development Needs

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### The top 5 areas point to Career Counseling

Priority	% Requesting Assistance
Identify work experiences or internships related to my major.	78%
Define goals suited to my major or career interest(s).	68.2%
Explore advantages and disadvantages of my career choices.	67.4%
Figure out the impact of my grades on my desired major.	61.9%
Prepare a written academic plan for graduation.	58.6%
Discuss options for financing my education.	55.1%
Find tutors in one or more of my courses.	50.8%
Find ways to balance the demands of school and work.	47.8%
Find better ways to manage my personal finances.	47%
Get help with study skills (time management, taking notes, etc.)	47%

RNL Second Year Student Assessment (SYSA)  
Survey conducted at over 100 Colleges and Universities

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### Student Satisfaction Is Not Being Met

**30 %**

Point gap in Student Satisfaction on Career Services helping decide on a career

**30 %**

Point gap in Student Satisfaction on receiving help to apply academic major to career goals

**37 %**

Points gap indicating Colleges is not worth the investment

RNL Student Satisfaction Inventory (SSI)  
Satisfaction Assessment Conducted at Over 800 Colleges & Universities

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**Acknowledge the importance students are placing on connecting with a career.**

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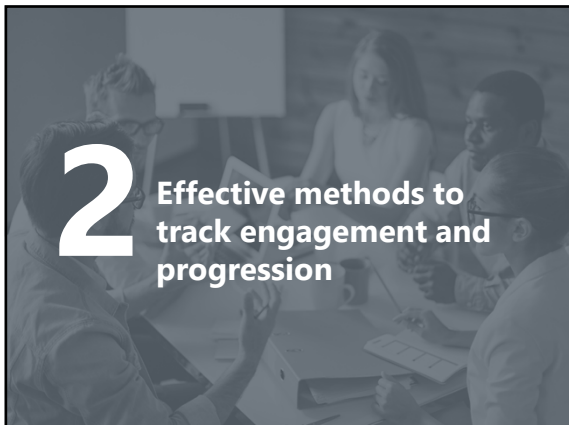
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### Current/Common Disconnect

Data is disconnected from systems that can track career progression

**Survey Data** Your Career Management System

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### Data Flow Opportunity

Let the data flow to your CMS to optimize survey effectiveness

**Survey Data** Your Career Management System

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### You have the data... use it.

Leverage student survey data to build effective cohorts

Create Cohorts → Directly Engage → Track Effectiveness

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### Tie It Altogether

With the Right Plans - Student Success Will Be Positively Impacted

Early Identification & Engagement  
Surveying Throughout  
Acting on Intelligence  
Integrating Career Planning & Counseling

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## RNL COMPLETE ENROLLMENT

### ENROLLMENT MANAGEMENT PRODUCT PORTFOLIO

 BUILDING DEMAND	<b>RNL Demand Builder</b> generates and sustains genuine student interest <b>SMART Approach</b> identifies the right students to engage
 CULTIVATING APPLICANTS	<b>RNL Applicant Cultivator</b> drives applicant engagement and completion <b>RNL ForecastPlus</b> inquiry-to-enrollment modeling to identify the right students
 OPTIMIZING YIELD	<b>RNL Class Optimizer</b> supports financial aid planning, analysis, and yield management <b>RNL Advanced FinAid Solutions</b> our financial aid strategy <b>RNL TrueCost Calculator</b> our net price calculator <b>RNL Yield Campaign</b> engaging accepted students through impactful campaigning
 STUDENT SUCCESS	<b>RNL Student Success</b> increases retention and graduation rates <b>RNL Student Retention Predictor</b> to identify the most at-risk students <b>RNL Satisfaction Priorities Surveys</b> to better understand your campus <b>RNL Retention Management System</b> provides early motivational assessments <b>RNL Career Services</b> powered by Purple Briefcase
 STRATEGY ROADMAP	<b>Consulting and research services</b> to chart your course to success

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Thank you!

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