

# Predictive Analytics

Building the infrastructure for student success

In 2014, based on successful predictive analytics work at three UIA institutions (Georgia State, Arizona State, and the University of Texas at Austin), the UIA launched a scale initiative to expand predictive analytics use to all 11 alliance institutions. Our goal was to increase retention and graduation rates, particularly for low-income, first generation, and students of color, by leveraging institutional data to identify early alerts that could generate proactive interventions. This initiative has provided the foundation for subsequent UIA scale initiatives by building the data capacity of our institutions around student success.

[“Will You Graduate? Ask Big Data”](#)

The  
New York  
Times

[“How One College Predicts Those At Risk of Dropping out”](#)



[“How a Culture of Innovation on Campus Can Solve the College Graduation Gap”](#)

Forbes

## KEY ACTIVITIES

As one of our earliest scale projects, this initiative was flexibly structured and allowed each institution to identify the most appropriate tools and strategies for their campus. Our collaborative approach provided critical shared learning and coaching from lead institutions. Campuses were able to determine their approach and vendor(s) based on their unique needs and context. UIA institutions now have a variety of vendors and in-house predictive analytics tools in place to meet their data needs.

## OUTCOMES

Implementing predictive analytics across 11 UIA campuses has contributed to significant individual campus gains, including a 21% increase in Pell graduates at UT-Austin and a 200% increase in advising participation among students who received data-driven outreach at Michigan State.

Predictive analytics tools, layered with our proactive advising and completion grants work, have also contributed to a 29.6% increase in the number of graduates from low-income backgrounds (more than 27,000 students) since the UIA launched in 2014.

[This video interview](#) with Frank Dooley, Senior Vice Provost for Teaching and Learning at Purdue University, shares important insights about vendor selection for predictive analytics and student success technology.

## FUNDERS:

Seed funding for this project was generously provided in 2015 by The Bill & Melinda Gates Foundation, with UIA campuses providing a 1:1 match.

Our work to scale, adapt, and evolve the use of predictive analytics continues, with new learning and progress reported every year.