



EARLY ALERT INITIATIVE

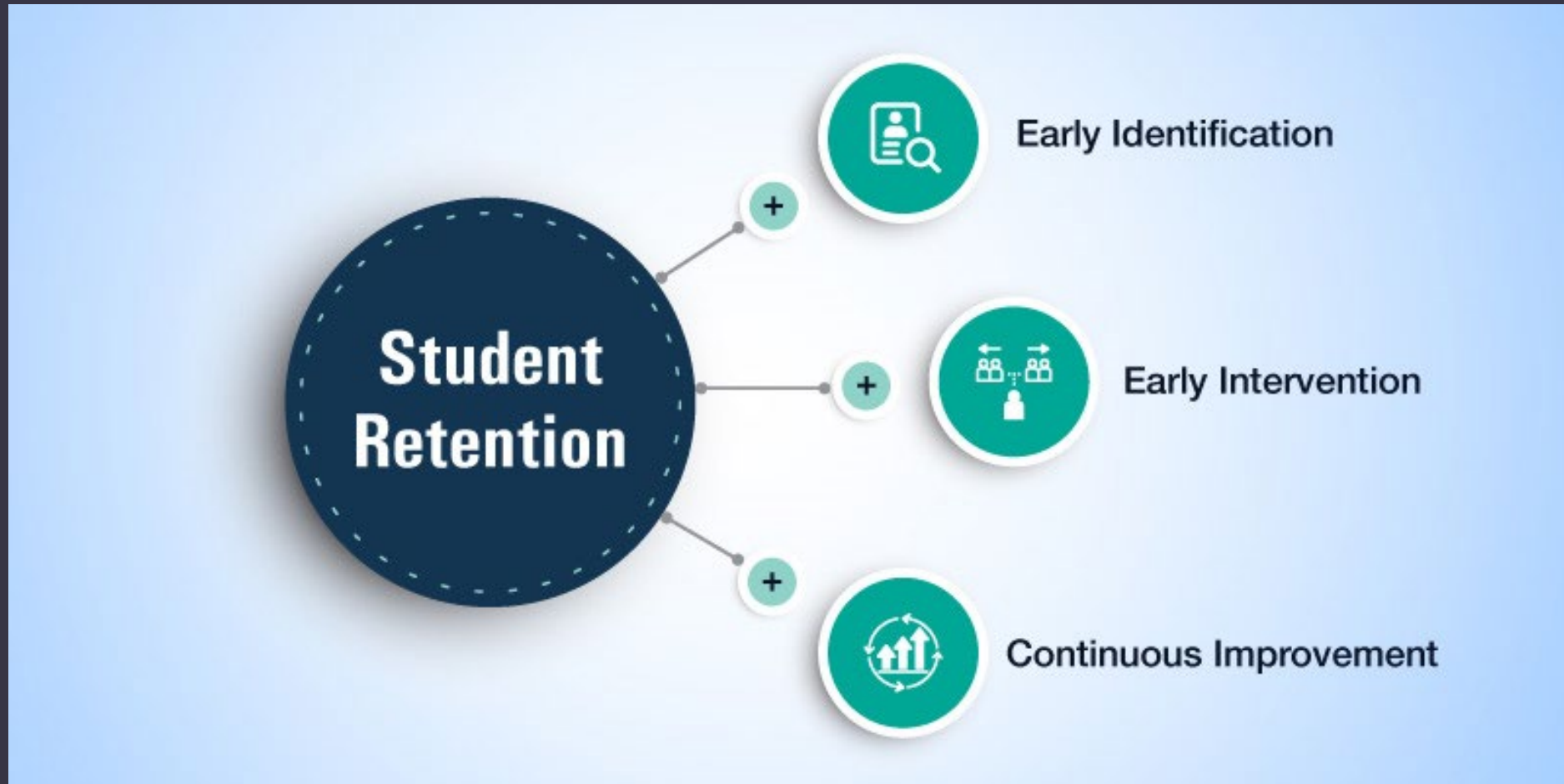
By: Debra A. Phillip
Enrollment & Retention Coordinator
02/22/2022

What is Early Alert Initiative?

The Early Alert initiative is a cross-departmental collaborative effort between Enrollment Management, Student Success, the Student Academic Consulting Center, the Writing Center, Tools for Clear Speech, Undergraduate Advisement & Orientation, SEEK, Honors, and the Office of the Provost. With faculty colleagues' support providing early student feedback, our support offices can intervene to help students while there is still time to improve their performance.

Enrollment Management

Why this Initiative?



Eab Navigate:

A digital advising tool built on the premise of creating a coordinated care network in which different support offices share key data and collaborate on interventions to support a student *holistically*.

With this new software, faculty teaching first-semester students can flag students for assistance using various criteria to trigger outreach from one or more of our student support offices.

Sample Early Alert Reasons:

- Attendance concerns
- Emotional well-being
- Doubt about staying at Baruch
- Basic needs concerns
- Academic performance
- Financial concerns
- Technology barriers

Fall 2020

CAMPAIGN #1	CAMPAIGN #2	CAMPAIGN #3
NAME OF CAMPAIGN		
Math and English Campaign	Courses with tutoring support Campaign	All Other Courses Campaign
TARGET POPULATION		
First Semester Students in Math and English Courses	First Semester Students in Courses that SACC supports	First Semester Students in Courses that SACC does not support
REASONS INCLUDED IN THE CAMPAIGN		
Academic - Needs Math Tutoring	Academic - Needs Tutoring	Academic - Needs Writing Support
Academic - Needs Writing Support	Academic - Needs Writing Support	Academic - Oral communication support recommended
Academic - Oral communication support recommended	Academic - Oral communication support recommended	Attendance Concerns
Attendance Concerns	Attendance Concerns	Academic Concerns
Academic Concerns	Academic Concerns	

Spring 2021 Reasons:

- 1) Academic – Needs Math Tutoring: the student would benefit from tutoring support in Math.
- 2) Academic – Needs Writing Support: the student would benefit from Writing Center support.
- 3) Academic - Oral communication support recommended: the student is a non-native speaker of English whose speech is difficult to understand and who would benefit from oral communication support.
- 4) Academic Concerns: if the student continues at the current level of performance, the student will earn a grade of less than C.
- 5) Attendance Concerns: the student has reached or is near the number of absences allowed in your class.

Spring 2021

CAMPAIGN #1	CAMPAIGN #2
NAME OF CAMPAIGN	
Math and English Campaign	Courses with tutoring support Campaign
TARGET POPULATION	
First Semester Students in Math and English Courses	First Semester Students in Courses that SACC supports
REASONS INCLUDED IN THE CAMPAIGN	
Academic - Needs Math Tutoring	Academic - Needs Tutoring
Academic - Needs Writing Support	Academic - Needs Writing Support
Academic - Oral communication support recommended	Academic - Oral communication support recommended
Attendance Concerns	Attendance Concerns
Academic Concerns	Academic Concerns

Data as of Spring 2021:

- The long-running Early Alert initiative for first-semester students transitioned to the Navigate platform in Spring 2021, and continued to grow across Fall 2020 and into Spring 2021.
- Collectively between Undergraduate Advisement & Orientation, SEEK, Honors, Student Success, and Marxe Undergraduate Advisement, 10,463 student academic advising appointments were scheduled and held between October 1st, 2020 - February 26th, 2021.

Spring 2021

Business, English, and Math Alerts, Appointments and Student Success

BUSINESS:

-For the 1309 targeted (new) students, 69 alerts were created and 52 appointments were made. 38% of students who received alerts but DID NOT receive support were successful in that course (received an A, B, or C). However, 46% of students who received alerts and **DID** receive support were successful in that course.

ENGLISH:

-87 alerts were created for the 1003 target students in English courses. 19 of those alerts were Writing Support Recommended, and 16 Writing Center appointments were made. 83% (!) of alerted students **who visited** the Writing Center were successful, whereas only 28% of alerted students who did not visit the Writing Center were successful.

MATH:

-259 alerts were created for the 854 target students in Math courses. 184 SACC appointments were made. 35% of students **who received alerts and visited** SACC were successful, whereas only 25% of students who received alerts and did not visit SACC were successful.



293

1163

Dear Professor,

The Early Alert Initiative isn't just about providing tutoring support to students. It is about reaching out to students to inform them about the full range of support services that are available on campus, and in some cases provide referrals to off campus organizations. Student who are flagged for additional academic support receives an automatic email with a list of options and suggestions for how they can get the support they need. In addition, in the case of students who are taking classes that are supported by SACC tutoring, or students taking courses where the Writing Center, or Tools for Clear Speech can play a role, staff from those centers will reach out directly to those students to help them schedule an appointment.

Each semester, we assess our approaches and make the necessary adjustments. This semester (Fall 2021) we decided that the best way to operationalize the added layer of outreach to students who are taking classes for which tutoring **is not** available was to have all open cases for academic concerns pass through the hands of SACC and the Writing Center. That way, both centers can identify the students who can be helped, and close cases for the rest of them because they have already received the other components of the outreach effort, which is the email with all of the options/suggestions listed. To give you a better understanding of those suggestions please see the attached file. Thank you for your question and please continue to pose them and provide feedback as we seek to develop teamwork in serving our students.

Have a great day!



Fall 2021

NAME OF CAMPAIGN
Early Alert
TARGET POPULATION
First Semester Students
REASONS INCLUDED IN THE CAMPAIGN
Attendance Concerns (SACC)
Academic Concerns (SACC)
Needs Writing Support (SACC)
Oral Communication Support Recommended (SACC)



Fall 2021 Reasons:

- 1) Academic Concerns: if the student continues at the current level of performance, the student will earn a grade of less than C.
- 2) Attendance Concerns: the student has reached or is near the number of absences allowed in your class.
- 3) Needs Writing Support: the student would benefit from Writing Center support.
- 4) Oral communication support recommended: the student is a non-native speaker of English whose speech is difficult to understand and would benefit from oral communication support from Tools for Clear Speech.

Spring 2022

NAME OF CAMPAIGN
Early Alert
TARGET POPULATION
First Semester Students
REASONS INCLUDED IN THE CAMPAIGN
Attendance Concerns (Student Success)
Needs SACC tutoring
Needs Writing Center tutoring
Needs Tools for Clear Speech support
Other (<i>Academic concern in a course not supported by SACC</i>) (<i>Student Success</i>)

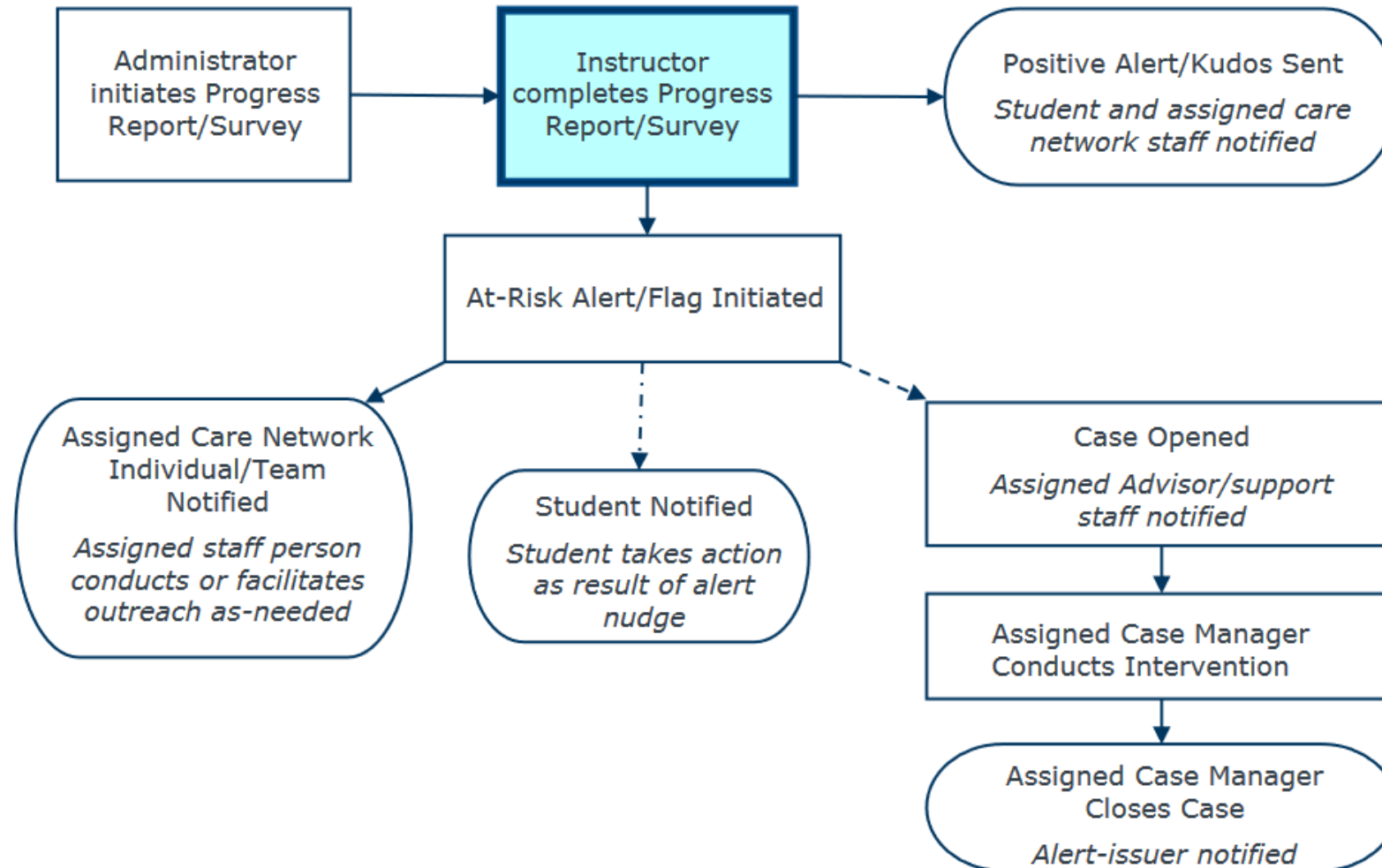
Spring 2022 Reasons:

- **Needs SACCC tutoring**
- **Needs Writing Center tutoring**
- **Needs Tools for Clear Speech support**
- **Attendance concern (Student Success)**
- **Other** (*Academic concern in a course not supported by SACCC*)
(Student Success)

Early Alert Underpinned by Case Management

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What Happens When Instructors Submit Progress Reports/Surveys?



To: Faculty Teaching First-Semester Students
From: Debra Phillip, Enrollment & Retention Coordinator
Date: February 15

Subject: Due 3/7: Survey on “at-risk” students in their first semester

Dear Professor {LAST NAME},

Each semester, we ask all faculty to complete a survey identifying **first-semester students at-risk of earning less than a C**. We focus on this first, pivotal semester so that we can connect students to support—from advisors, tutors, and counselors—as early as possible.

By March 7, please complete the survey linked at the end of this message. For each student at risk of earning a C or less, you will choose all options that apply:

- 1) **Attendance concern**
- 2) **Needs SACC tutoring**
- 3) **Needs Writing Center tutoring**
- 4) **Needs Tools for Clear Speech support**
- 5) **Other** (*Academic concern in a course not supported by SACC*)

For detailed information on each support center, and for instructions on how complete the survey, click [here](#). If you have any questions, please email advisement.earlyalert@baruch.cuny.edu.

Warmest regards,
Debra Phillip, Enrollment & Retention Coordinator

[Survey link](#)

Or copy and paste this address into your browser:

<https://baruch-cuny.campus.eab.com/e/Q3mO8w4fsQ>



Subject: Mid-Semester Academic Concern

Dear {#First Name#},

You're receiving this message because **one of your professors recommended that you seek additional support on your coursework**. At the end of this email, you'll find information on your specific alert—the professor, the class, and the alert reason—and we recommend you reach out directly to the listed instructor if you have any questions about how you are doing in class.

I also recommend you schedule a tutoring, advising, or counseling session at one of Baruch's many support centers:

- 1) [The Writing Center: Professional writing consultants will work with you to develop your drafts and deepen your writing skills.](#)
- 2) [Student Academic Consulting Center \(SACC\): Trained peer tutors support a variety of Baruch classes, helping you understand course materials and improve study strategies.](#)
- 3) [Tools for Clear Speech \(TfCS\): Professional speech consultants can help English language learners and non-native English speakers improve their pronunciation and fluency.](#)
- 4) [Advisement: Advisors can help you navigate campus resources and review degree requirements.](#)
- 5) [Counseling Center: Counselors are available to support students experiencing anxiety or other personal difficulty.](#)

These offices are here to help you succeed at Baruch College. Problems left unattended will become harder to resolve as time goes on, so I strongly urge you to seek support now.

Sincerely,

Debra

Debra A. Phillip | Baruch College
Enrollment & Retention Coordinator
Enrollment Management & Strategic Academic Initiatives
W: 646-312-4531

A Case has been Assigned to You

Student

Berenice Ortiz-Garcia

Alert Reasons

Attendance Concern

Alert Issued By

Gloria Paulus

[View Case Details](#)

You can also copy and paste this address into your web browser

https://baruch-cuny.campus.eab.com/cases?case=1746-attendance_concern



Personal Experience:

- **Attendance Concerns:**

- Time management
- Performance in other courses
- Grading policy
- Financial aid
- Adjustment
- Employment
- Resources – Disability services/Counseling
- CIT, Petrie Fund, Grab and Go
- Mongoose Texting number
- Free to choose next semester

- **Other (No Tutoring)**

- Performance in other courses
- Time management
- Office hours
- Study strategies
- Be prepared for class
- Study group/ buddy
- Department
- YouTube
- Google
- Mongoose Texting number

Conclusion:

- Early Alert is a method of **Proactive intervention** vs **Reactive Intervention** for:
 - The Student Academic Counseling Center (SACC)
 - The Writing Center
 - Tools for Clear Speech
 - The Office of Disability
 - The Counseling Center
 - The Office of Undergraduate Advising
 - The Financial Aid Office
 - The Registrar's Office
 - The Bursar's Office
 - The Admission's Office
 - Zicklin School of Business
 - The Weissman School of Arts & Sciences
 - The School of Public Affairs
 - The International Student Services Center