



Increase Student Retention By Empowering Your Relationships

Pharos 360 Success Stories

University of Minnesota-Morris: Achieving Faculty Buy-In

Morris, MN—Faculty at the University of Minnesota, Morris campus really care about their students. When the university started looking for a technology partner to help them refine and enhance their academic early-alert, they chose Pharos 360 because of our emphasis on relationships.

Jennifer Zych Herrmann, who works in the office of Academic Advising, Enrichment and Retention, created grade checks using the Pharos 360 survey feature. She sent out grade requests at the third, seventh and tenth weeks of the semester in order to collect information about students who were struggling academically or otherwise. Our system allowed for a quick and intuitive interface for faculty to use to submit their grades and comments on the students. They used their time efficiently by only identifying the students who were struggling, not submitting updates on students who didn't need extra support.

Morris saw faculty response rates double after using Pharos 360 for grade check surveys

As the surveys were completed, Jennifer had access to Pharos 360 Dashboards that displayed aggregate information about each survey, such as how many responses were still pending, when each response was submitted, and a display of the variety and frequency of answers to each question asked.

She also could look at the information for each specific student so that she could provide personalized support to him or her, individually, if necessary.

Once the surveys were completed, Jennifer used the Communication Campaign feature to send out automated emails that were customized to each student and based on the survey responses. This Pharos 360 tool allowed every struggling student to get personalized information about his/her grades and any helpful comments the faculty wanted passed along. By providing students with an accurate picture of their progress, suggestions from faculty on how to improve performance, and a personal invitation to more individual help, Morris has increased the likelihood that their students will be successful.

Because the surveys were streamlined and allowed faculty to provide actionable information, Morris saw faculty response rates double after using Pharos 360 for grade check surveys. This increased faculty engagement and support for students is a trademark of schools with high numbers of students that persist through to graduation.

To learn more about the University of Minnesota-Morris, go to <http://www.morris.umn.edu>.

