



Using Actionable Data to Solve Real-World Student Challenges

January 15, 2025

Host

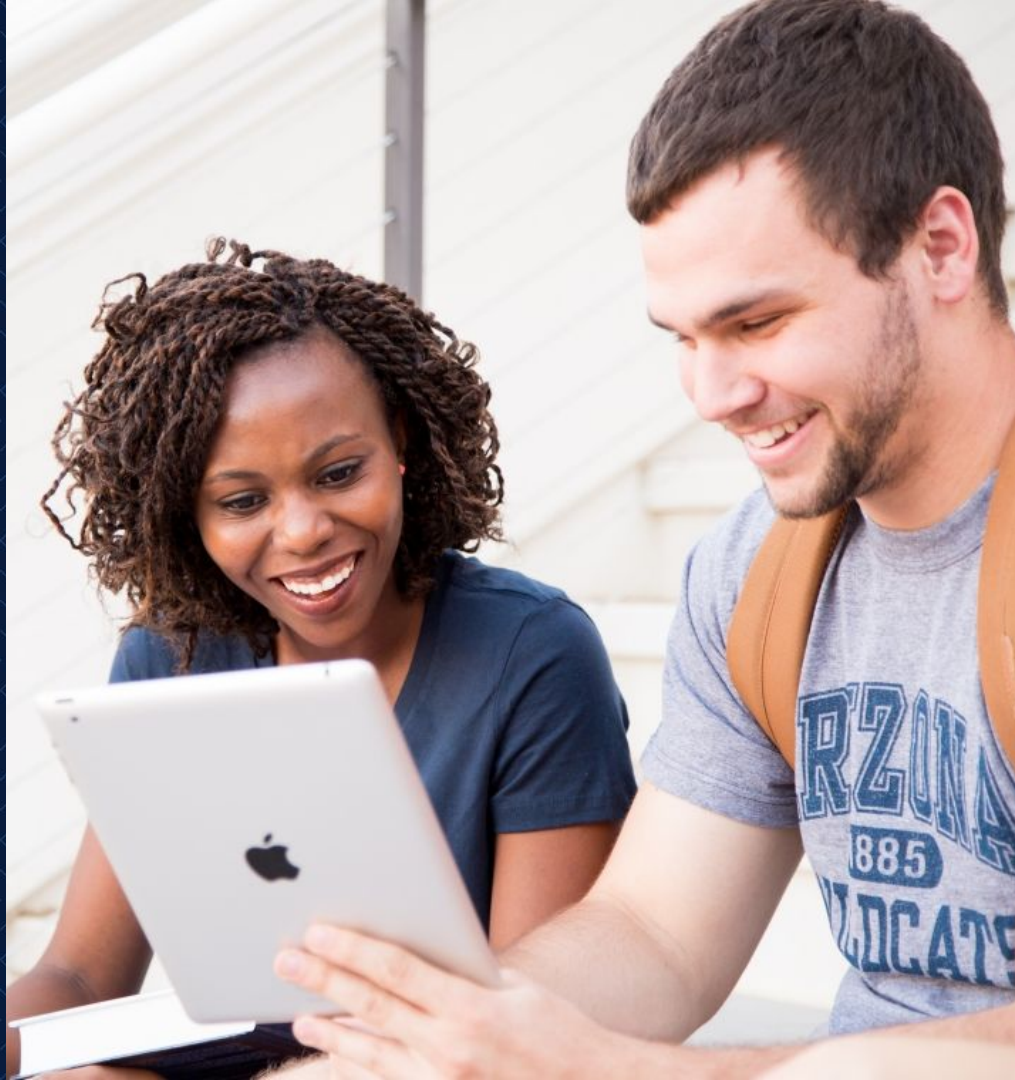


Erin Mayhood
CEO



A guide to best practices and tips to make your virtual experience seamless

- Upon entry, audio is on mute
- Ensure your camera is on
- Adjust your **video layout to speaker view**
- **Chat your name and school and introduce yourself!**
- **Tell us about your experience with Mentor Collective**

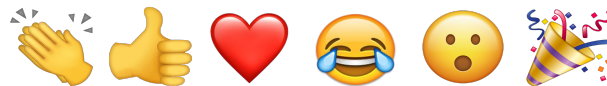




Audience Engagement

**Submit your questions
throughout the event in the
Q&A feature and chat with
attendees via the Chat
feature in Zoom**

Like what you hear? Don't be afraid
to let us know with reactions



Empower ALL
people to realize
their full potential.



The Evolution and Impact of Mentor Collective on Student Success

180+



Colleges and Universities Across the Country

+6%



Retention Rate *

+8%



Increase in Sense of Belonging *

+12%



Career Decision Self-Efficacy

2014

Focused on engaging international students and fostering meaningful connections

2017

Recognized the increasing importance of retention and dedicated efforts exclusively to higher education space

2022

Developed the only mentorship platform providing leading student success indicators and workflows

2016

Provided expert services to student success teams to help drive and track student engagement and its positive impact on retention

2019

Recognized by Lumina and Strada Education Foundations for commitment to student engagement and retention

* For Mentor Collective Cohorts

Meeting the Needs of the Evolving Student Population



HUMAN CONNECTION

Our matching algorithm includes more than 80 data points driven by research allowing students to build meaningful connections that go beyond surface-level networking profiles. Our behavioral nudging ensures connections stay on track.



ROBUST ASSESSMENT

An assessment framework assesses specific student success factors such as sense of belonging, help-seeking behavior and career-decision self-efficacy. Early support from mentors and the institution positively impacts persistence, retention and career outcomes.



MENTOR INSIGHTS

When given an inclusive space to connect on challenges like academic struggles, mental health concerns, and financial worries, mentees share more about their needs. Mentors are prompted to escalate any need that could benefit from administrative assistance.



BUILD ADMINISTRATIVE CAPACITY

Capacity building through the support of a tech-enabled service and by mobilizing the most effective resource for identifying student needs—peers and near-peers. Programs are guided by a dedicated service team who deploy best practices to ensure 100% implementation rates and success.



Why does **mentorship provide access
to the student voice?**

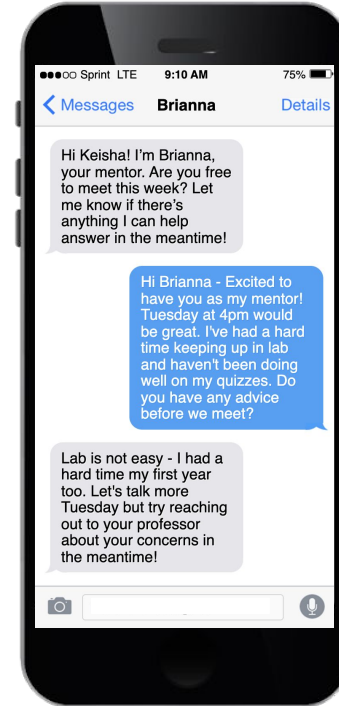
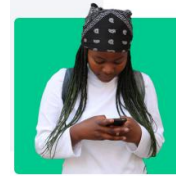
Engage Every Student by Meeting them Where they Are

Who Students Can Talk To On Campus

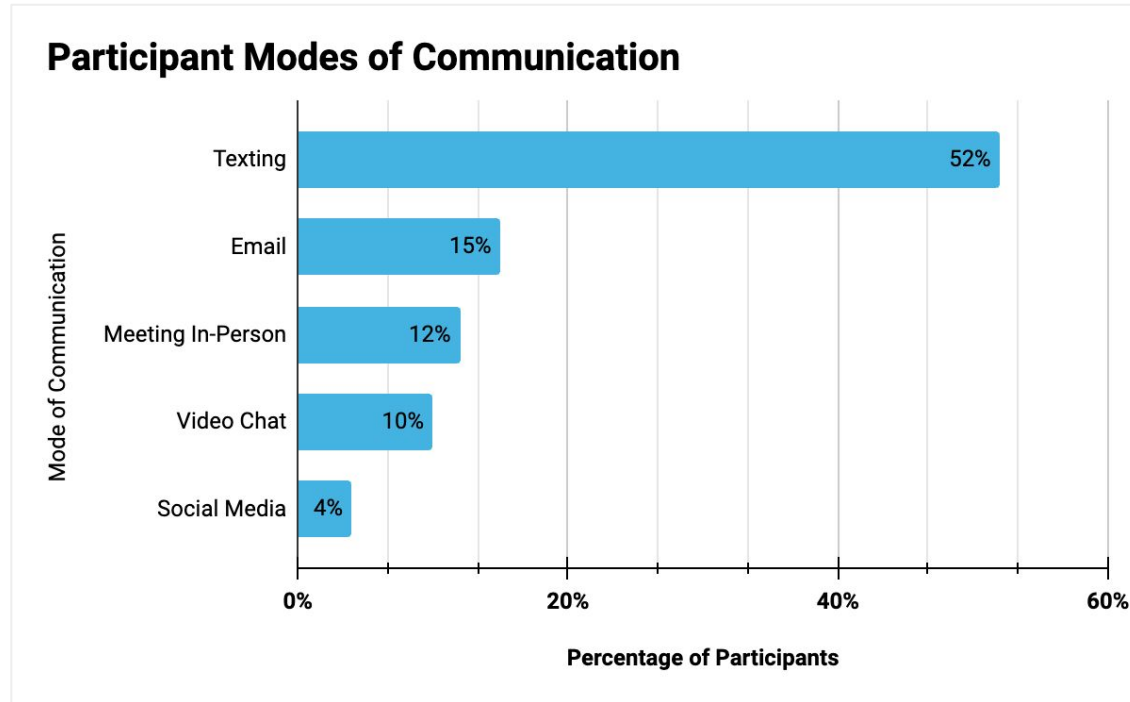
Inside Higher Ed Survey Results

73%

of students feel most comfortable sharing issues of importance with their peers



How Mentees and Mentors Engaged in 2024



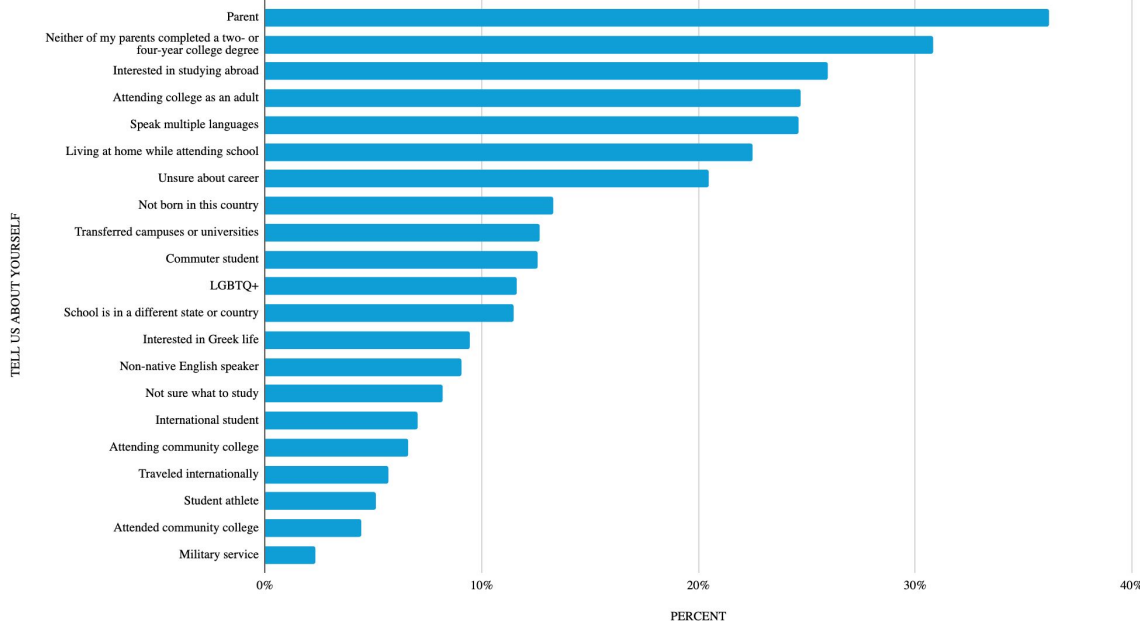
#1

**Learn about students'
interests and identities**



Student Reported Traits & Interests

Tell Us About Yourself Mentee Responses



What do campuses do with mentorship data?

Mine the matching survey

Preferred mentor experiences, life experiences, age, short and long-term questions

Share curated lists with campus offices

Study abroad, greek life, FAFSA, etc.

Use microsurveys to learn more

Interest in clubs and undergraduate research, student employment, etc.

Promote Engagement

Identity and discipline-based engagement opportunities



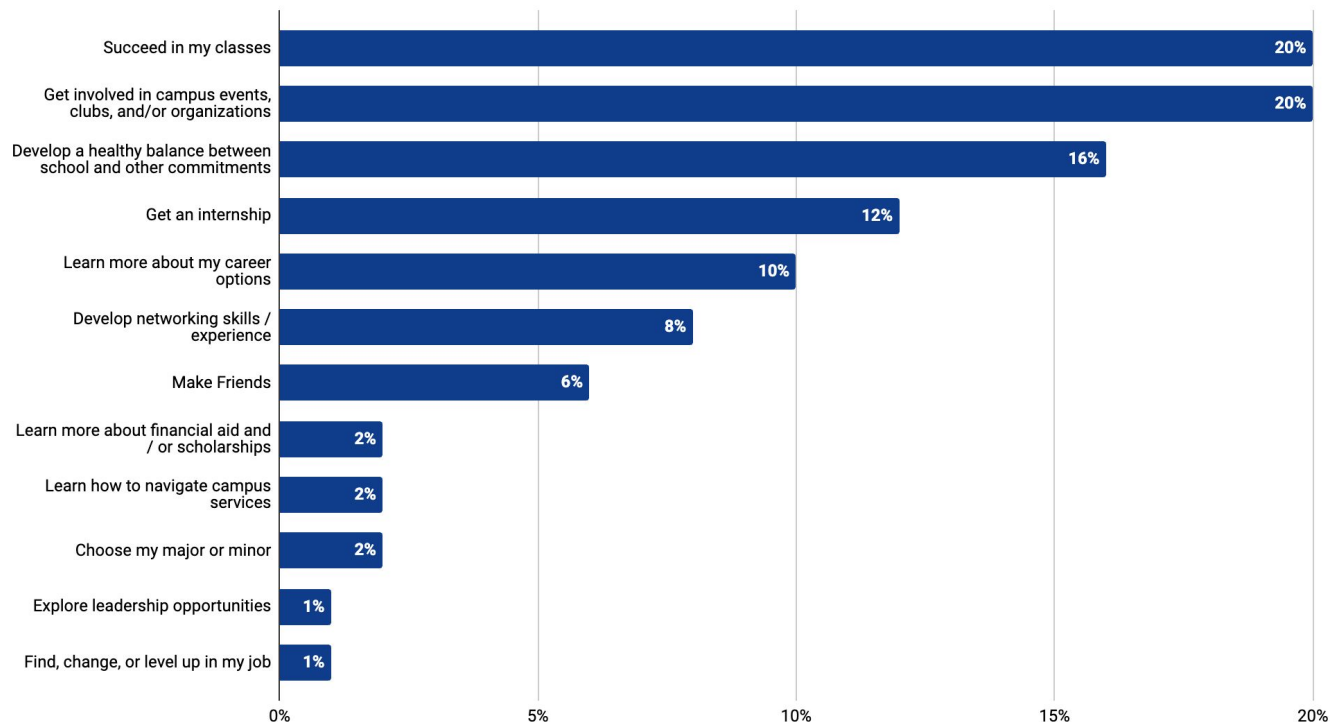
#2

Understand student goals



Student Reported Goals for Their Mentorship

Mentee Goals



What do campuses do with goal data?

Referrals

Directly refer/encourage students with specific goals to key services and support options, such as advising or the career office.

Mentorship “curriculum/content”

Strategically adjust content such as mentor/mentee discussion guides or highlighted campus resources that is embedded in the program.

Adjust / Add to Campus Programming

Add supplemental campus events and in addition to existing communications, directly invite mentees who already expressed interest.

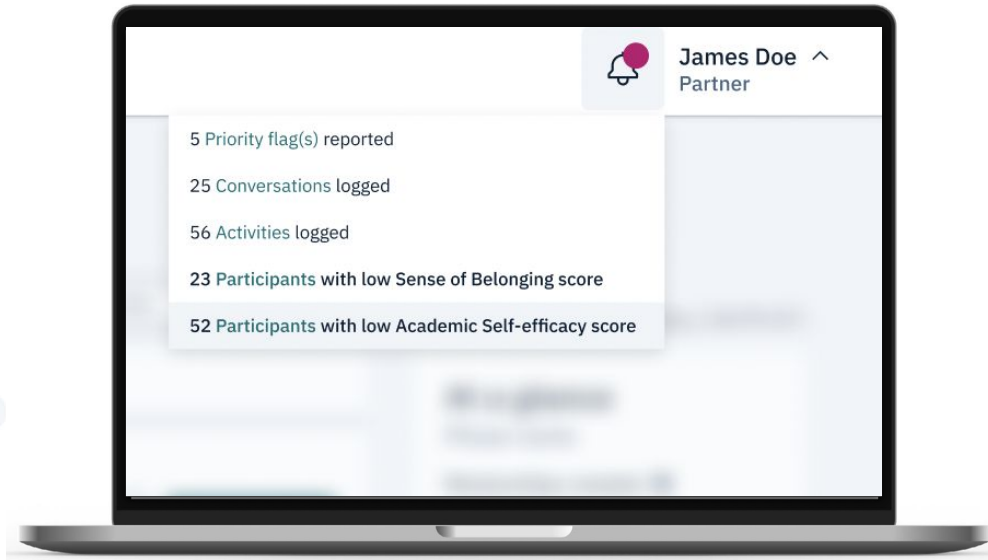


#3

**Learn about students'
sense of belonging and
self-efficacy**



Access Actionable Insights



Identify and Foster **Sense of Belonging** and **Academic & Career Self-Efficacy**

- ✓ Actively monitor how students are feeling on campus through self-assessment surveys
- ✓ Track responses at key points in the student journey
- ✓ Quickly identify students who may need extra support
- ✓ Utilize insights to proactively meet student needs



Mentorship Impact on Student Experience

+12.4%

Improvement in Career
Decision Self-Efficacy

+3.5%

Improvement in Academic
Self-Efficacy

+4.2%

Improvement in Academic Help
Seeking

+6%

Improvement in Sense of
Belonging

Analysis of **all** mentees who took the non-cognitive assessments administered via our programs over the course of the last year.

Impact on Student Experience

+62.5%

Improvement in Career
Decision Self-Efficacy

+57%

Improvement in Academic
Self-Efficacy

+56%

Improvement in Academic Help
Seeking

+46%

Improvement in Sense of
Belonging

Analysis of 2024 mentees who had a low non-cognitive assessment score in the start survey (a low score is 3 on a 5 point scale)

What do campuses do with non-cognitive data?

ACTION is Key:

- Share with advisors
- Provide mentor with specific resources
- Cross-tabulate with GPA and/or course achievement to understand level of interventions that could be appropriate
- Refer to tutoring center
- Send a more specific microsurvey check-in
- Invite students to specific events or programming

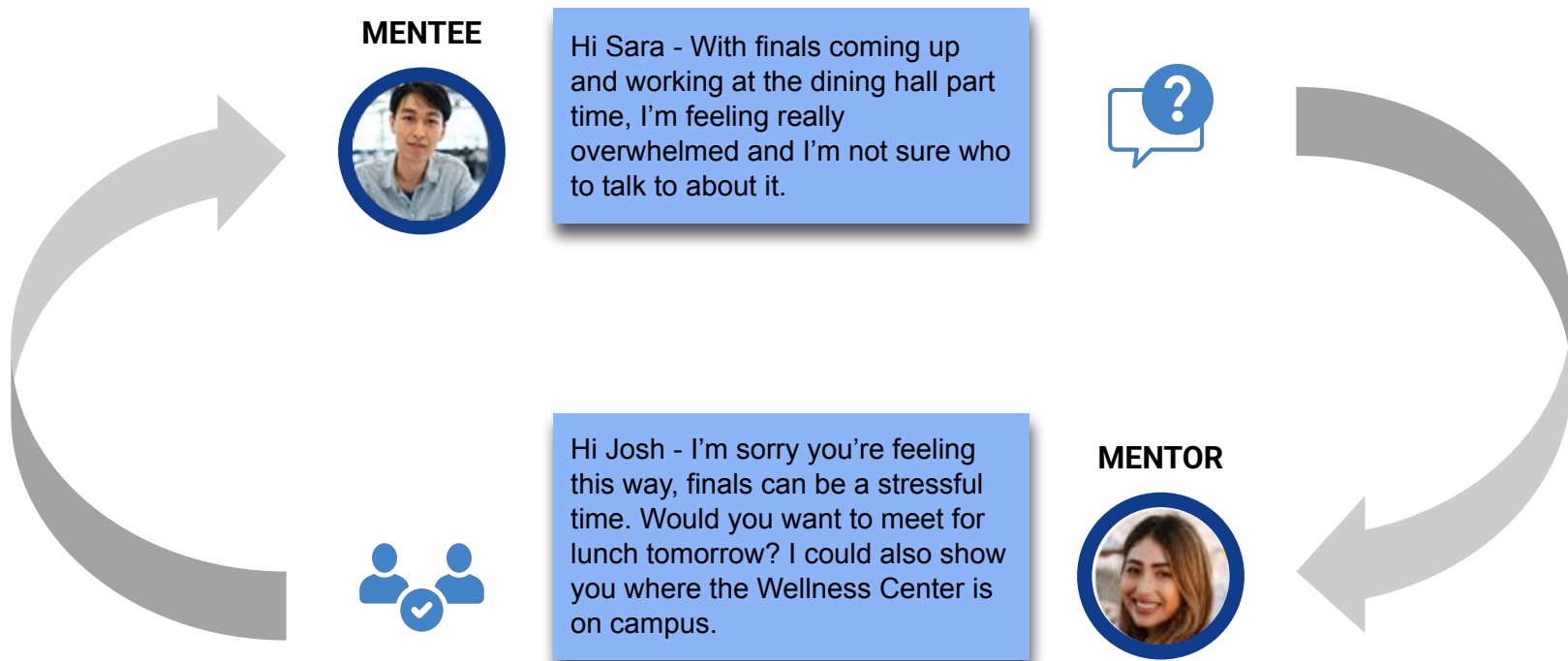


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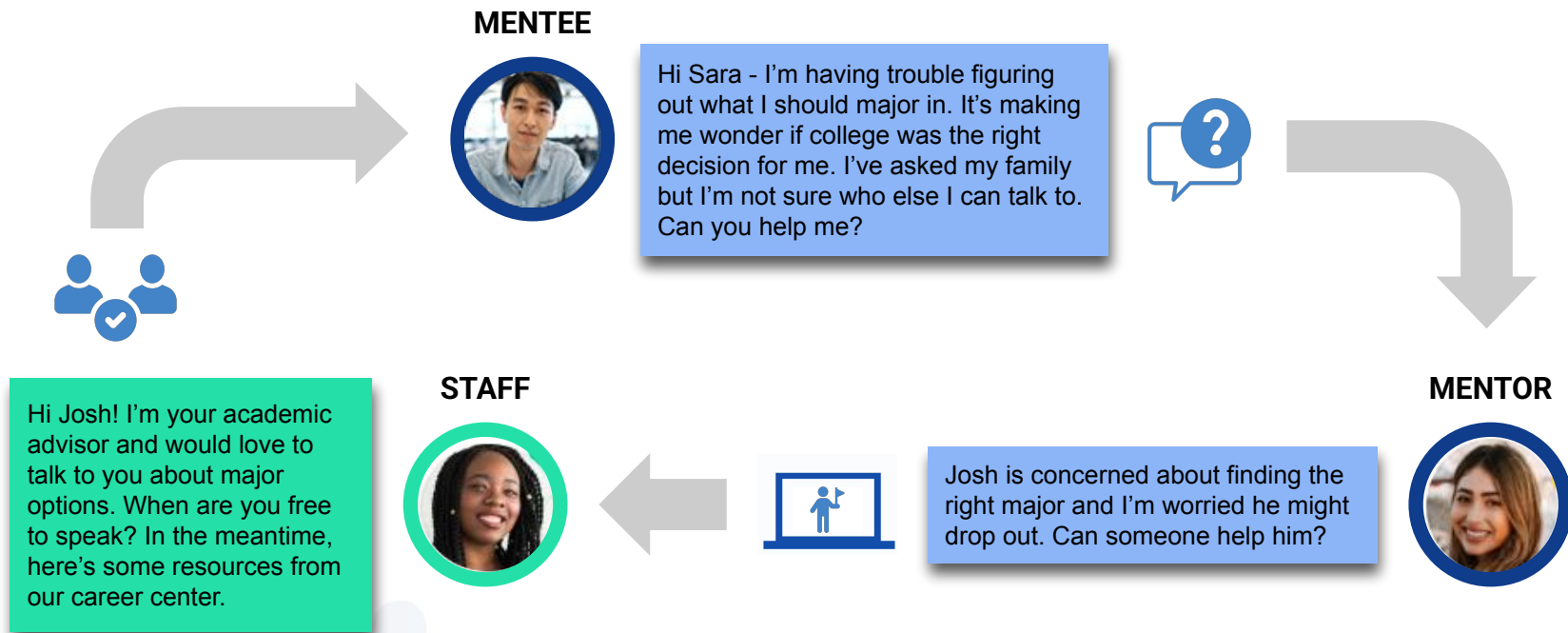
**Listen to the mentor
perspective**



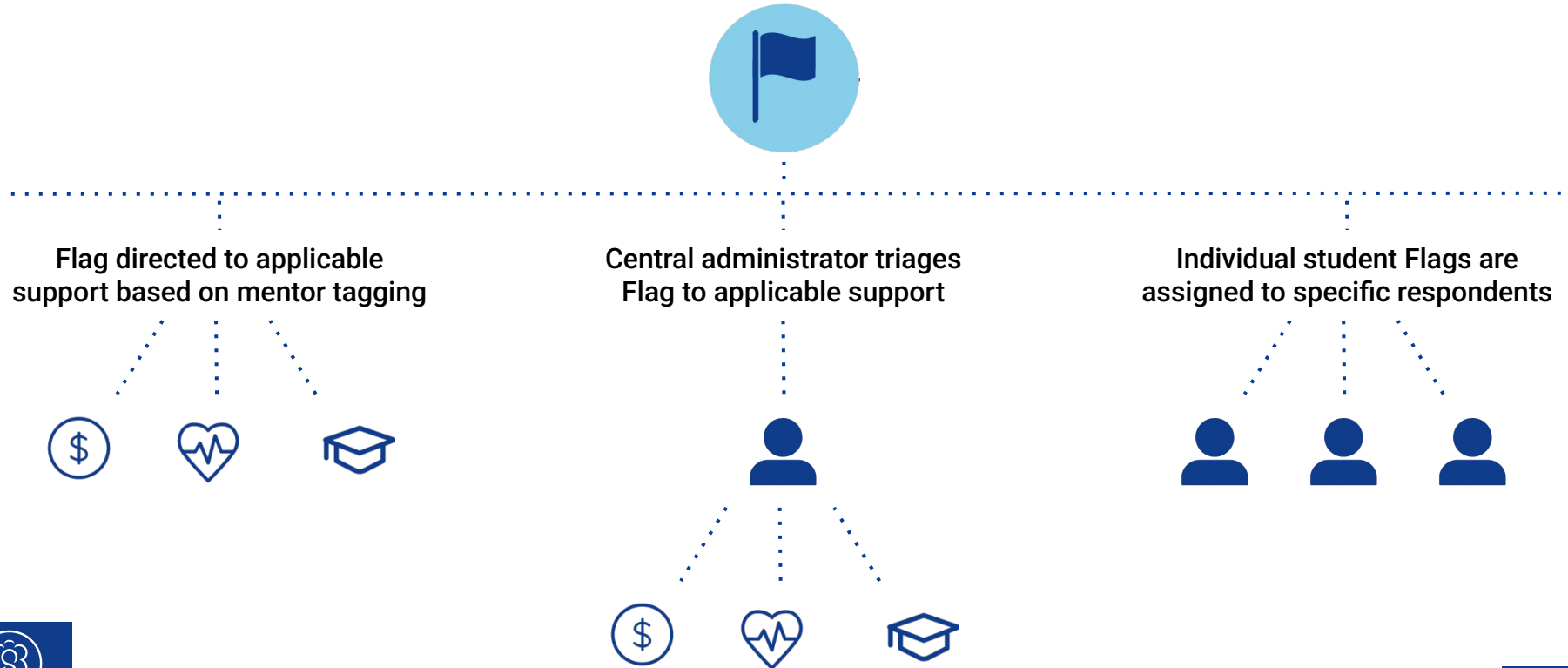
Enable Help-Seeking Behavior



Uncover Actionable Student Insights

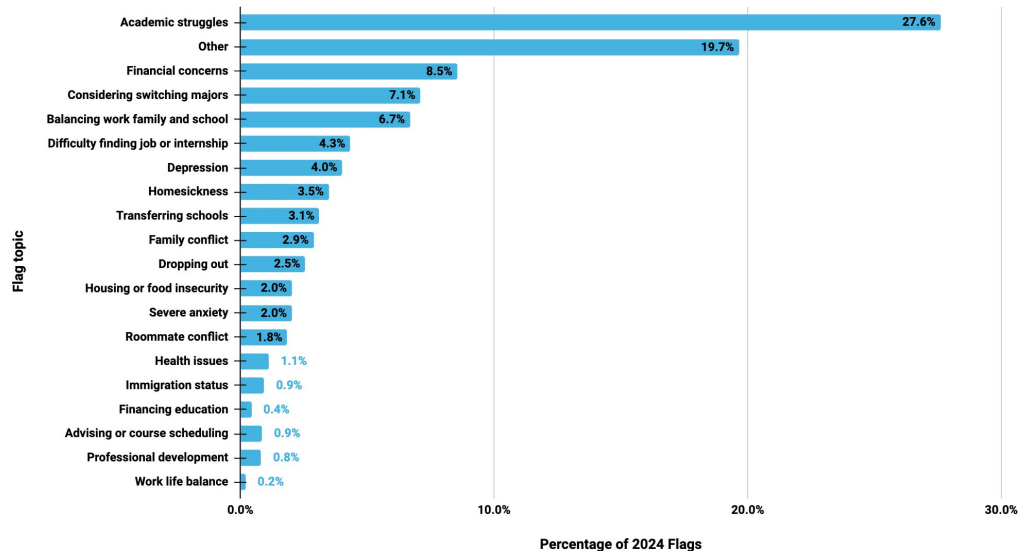


Flexible Flag Process and Workflow



Student Concerns and Needs as Reported by Mentors

Top Flag topics Submitted by Mentors in 2024



Inform Student Success Strategy

- ✓ Bolster your advising efforts
- ✓ Utilize data analysis
- ✓ Identify patterns of top concerns and topics by demographic, engagement, etc.
- ✓ Analyze institutional performance gaps



The background is a solid dark blue. In the top right corner, there are two overlapping light blue circles. In the bottom left corner, there is a series of small, light blue dots arranged in a curved, upward-sloping pattern.

**What happens when the power of
mentorship is combined with
institutional action?**

Mentorship Impact on Student Experience

+30.6
%

Improvement in Career
Decision Self-Efficacy

+7.8%

Improvement in Academic
Self-Efficacy

+9.4%

Improvement in Academic
Help Seeking

+20.2
%

Improvement in Sense of
Belonging

"I love helping others reach their goals and/or find their path while setting and crushing goals. I've worked in the healthcare industry for 25+ years, returned to school in my 40s in order to advance my career and I did. If I can do it, anyone can and I'd be happy to be a cheerleader on someone's path."

– MENTOR



UNIVERSITY of WISCONSIN
GREEN BAY

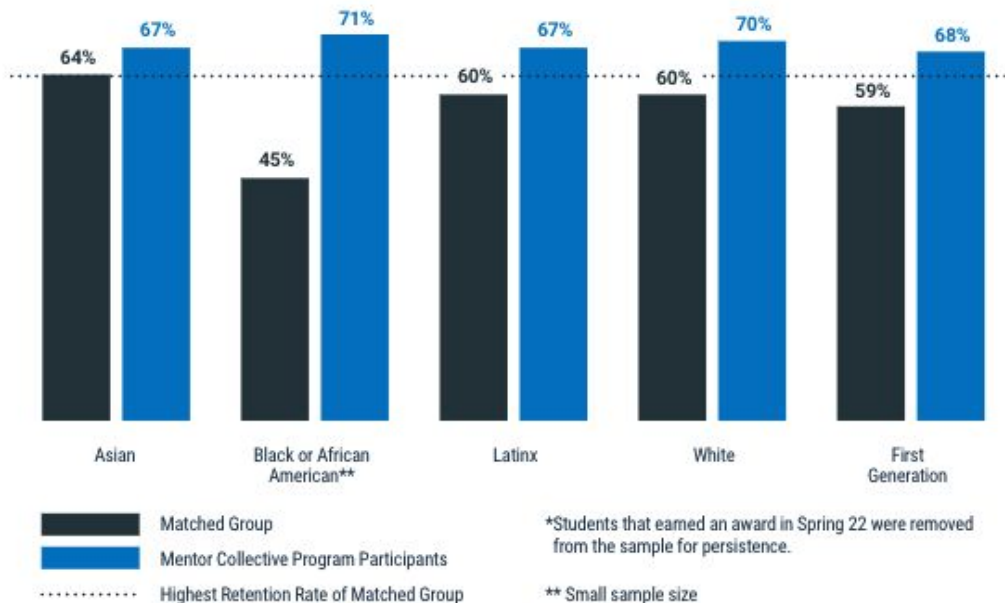
"It is really nice to be able to have casual conversations with someone who went through the same program and is currently in the education field."

– MENTEE

Data Driven Engagement and Equity



Saddleback College's institutional research team and data scientists ran an internal propensity analysis by designing a non-mentored control group matched to the demographic data of the Mentor Collective program. Equity gaps disappeared.



Boost Resource Utilization

What Campus Resources Were Accessed More Frequently?

UNC Greensboro

Campus Resource	Non-Mentored	Mentored	Utilization
University Library	38.75%	46.9%	+21.0%
Kaplan Center for Recreation & Wellness	16.25%	24.49%	+50.7%
Career & Professional Development	2.5%	10.2%	+308.0%
Academic Achievement Center	5%	14.29%	+185.8%
Student Health Services	7.5%	12.24%	+63.2%
Writing Center	6.25%	10.2%	+63.2%
Office of Accessibility Resource Services	7.75%	10.2%	+31.6%
Math Help Center	1.25%	4.08%	+226.4%

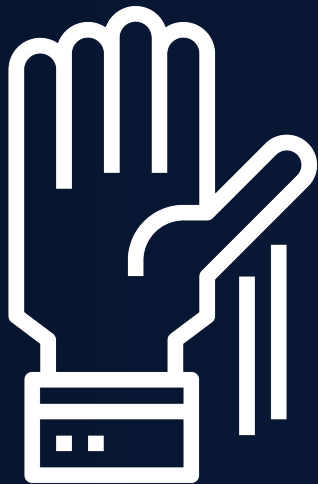




MENTOR
COLLECTIVE

**Mentor Collective is a
source of insights and
creates a culture of
engagement.**





Would you like to learn how
Mentor Collective can
support your **institution's goals?**

**Raise Your
Hand**



Best Practices for Maximizing Student Persistence and Retention

The Higher Ed Leader's Guide to Maximizing Student Persistence and Retention



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THANK YOU!

