

## Starfish Retention Solutions Sees Strong Growth in Response to College Completion Agenda and Performance-Based Funding Measures

Enterprise student success and retention platform identified more than 162,000 at-risk students in 2011, up 200% in one year.

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Starfish Retention Solutions, Inc., a leading provider of student success systems, announced today that the company's enterprise student success and retention platform has reached an important milestone. After just three years in the marketplace, the Starfish® system was used to identify more than 162,000 at-risk students in 2011, an increase of 200% over the previous year. The growth is largely credited to the push by state and federal governments, as well as influential nonprofit organizations, on the college completion agenda and the reemergence of performance-based funding measures.

Both public and private higher education institutions are responding to the national call for helping a greater number of students graduate. In fact, in a recent survey completed by Inside Higher Ed, 89.7% of provosts agreed that the completion agenda has focused needed attention on retention and graduation rates in higher education.

Given the austere economic conditions facing the majority of the country, many states have or are evaluating new performance-based measures as a means to improve institutional effectiveness and graduation rates in exchange for additional funding. A number of states, including Tennessee, Pennsylvania, and Illinois, have recently adopted or are introducing funding initiatives that will incentivize institutions to increase the number of college graduates or other outcomes-based performance metrics.

To capture performance-based funds, institutions are leveraging the enterprise student success and retention platform from Starfish to enable the collection of student performance data from across the campus. The system analyzes this data in real time to identify students who are struggling to succeed and then securely shares this information with the people on campus who are best positioned to reach out and help the students get back on track. As a result of using the Starfish system, institutions are achieving measurable outcomes, such as:

Estrella Mountain Community College, a two-year institution in Arizona, recorded a dramatic increase in faculty-identified at-risk students, improving persistence rates by 5% for those receiving campus support intervention.

East Carolina University, a large public university in North Carolina, saw 85% of identified at-risk students take action (62% changed study habits, 34% spoke to a professor, 20% spoke to an advisor, and 18% sought tutoring) as a result of being flagged by the Starfish system.

Paul Smith's College, a small private college in New York, has seen a 4% improvement in freshman persistence and a 12% improvement in sophomore persistence. In addition, there has been a 26% decline in the number of students earning a final grade of D or F.

"At the University of Nebraska-Lincoln, we are working hard to help our students achieve their academic goals," says Dr. Amy Goodburn, associate vice chancellor of academic affair at the university. "With the Starfish system, we are able to connect academic advisors across our campus while also connecting students to campus resources that they need in order to be successful."

Starfish provides highly integrated software solutions that work across academic and student affairs to holistically support the success and retention of students. Specifically, the company offers two software systems that work together to support the efforts of academic advisors as they help students overcome challenges. [Starfish EARLY ALERT™](#) is an early-warning and student-tracking system that makes it possible for instructors, advisors, and academic staff to identify at-risk students in real time. [Starfish CONNECT™](#), an education support networking and case-management system, helps students access a personalized contact list of instructors, advisors, and counselors who are dedicated to helping them succeed. Together the systems generate valuable performance and resource utilization data for the institution, which helps optimize future service offerings.

"Starfish Retention Solutions is committed to helping institutions make use of the data that they already have on campus as well as enabling faculty to get involved in the process of supporting students," said David Yaskin, CEO and founder of Starfish Retention Solutions. "Today more than ever, institutions are seeking strategic ways to respond to the college completion agenda and capture performance-based funds. Starfish provides an enterprise

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“ As a result, more students have a chance at success, institutions can meet their goals and measurements, and states and other funding agencies see a return on their investments in higher education. ”


approach to linking data and people in a smart way. As a result, more students have a chance at success, institutions can meet their goals and measurements, and states and other funding agencies see a return on their investments in higher education.”

About Starfish Retention Solutions

Starfish Retention Solutions is a leading provider of student success systems. The company provides highly integrated software solutions that work across academic and student affairs to holistically support the success and retention of students. The company offers a collection of software solutions that harness the power of the campus community in order to engage, motivate, and graduate more students — securing valuable tuition revenue through student retention. Specifically, the solutions help institutions identify at-risk students in real time, based on their daily course work performance and faculty concerns, and then connect them to the resources designed to help (e.g., advising or tutoring), all while assessing which services and interventions are working. For more information, please call 703.260.1186 or visit <http://www.starfishsolutions.com>.

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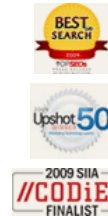


**Welcome to Starfish Retention Solutions!** Never before has helping students cross the finish line been more important. Every day, we work with leading academic institutions around the world to help students complete their academic goals.

How? Starfish makes it easy for your institution to enlist your whole community as active participants in your student success initiatives by automating **student tracking, early alert, online appointment scheduling, and assessment**. The results are powerful. The outcomes are measurable. The impact is personal.

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