TICAS: Leveraging Data for Student Success

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Bottom Line aspires to create far-reaching impacts for first-generation students from low-income backgrounds through our programs.

**Vision**

Our vision is to create a *far-reaching ripple effect*, launched by the transformative power of a college degree and a mobilizing first career, that will *uplift individuals, families, and entire communities*.

We strive for *educational equity*, opening doors for the *many* whose potential and drive exceed their opportunity.

**Mission**

*We partner with degree-aspiring students of color from under-resourced communities* to get into and through college and successfully launch a career.*
Bottom Line creates a flywheel of opportunity through differentiated student supports

**Relentless ally**
Providing trained, full-time advisors for up to 7 years of support

**1-on-1 relationships**
Tailoring trust-driven support and services to individual student needs

**Focus on affordability**
Ensuring financial sustainability across college access, choice, and completion

**Deep knowledge**
Leveraging 25+ years of expertise on data, trends, and relationships

**Data-driven milestones**
Driving outcomes through proven milestones and metrics

**RESULTS**
Bottom Line's programs are designed to support the "moveable middle," students who are ready for college don't know how to get in or through

**Programs**

**College Access**
"Get in"

Bottom Line uses the **LEAD** model to influence high school students to attend “best fit” colleges that enable them to excel

- **Lists**: creating balanced lists accounting for **affordability and fit**
- **Essays**: helping craft compelling **narratives of future potential**
- **Applications**: providing support from **financial aid to admission**
- **Decision**: navigating award letters to make an **informed choice**

**College Success**
"Graduate to go far"

Bottom Line uses the **DEAL** model to support students from their first steps on campus through their first steps after graduation

- **Degree**: planning a college path with the **end goal in mind**
- **Employability**: connecting to **professionals and opportunities**
- **Affordability**: leveraging resources to reach **economic mobility**
- **Life**: navigating personal challenges with **consistent support**
Bottom Line’s Success Program meets students where they are in their academic and career goals

**Responsive Support with Intervention-based Services**

Services are aligned with emerging needs we see from student data, and from brief DEAL Check-ins assessing student needs at the beginning of every meeting with a focus on preventing/intervening based on steps that must take to stay on track throughout each semester.

Advisors are trained to be adaptive and utilize our extensive curriculum library to find the best service for the student’s most urgent need.

**Milestone Achievement Along the Road Maps**

We provide services mapped to key milestones to support students' goals related to Degree, Employability, Affordability and Life.

Our Road Maps provides an overview of recommended areas of focus by college year in the program and serves as a guide to help set students up for success to graduate from college and successfully launch a career.

These services ensure that students are not only surviving college, but that they are thriving and preparing to transition into the professional world.

Students drive their own experience at Bottom Line. They work in partnership with their advisor to set goals and create a plan to achieve those goals.
Use of Data & Tracking

Student Outcomes

Investing in Dynamic Data Tools
Theory of Change

**Program Inputs**
- Students: BIPOC, low-income backgrounds, first generation to attend college, academically prepared.
- Staff: Committed to the potential in our students & operate with our core values and competencies as our guide.
- Community Partners: Provide pipelines of prospective students & support services to bolster student success.
- Donors: Foundations, individuals, corporations invested in success of EL students.
- Technology Infrastructure: Custom UI, Pedagogy, Call Center, LMS, video chats.
- Blu: All chatbot powered by a dynamic knowledge base that acts as a virtual assistant to students.
- Pipeline: Access to Blueprint pipeline of students attending non-target colleges now have a pathway to college persistence support.

**Program Model & Activities**
- Outreach & Recruitment: Access teams and referral partners support recruitment efforts to help ensure students remain engaged - some provide fee for service.
- Digital Tools: Students complete assigned courses in LMS such as self-paced orientation or career modules.
- Light-Touch Relationship: Blu, Close-Drive Advising: Advisors provide support to students through live chat, proactive office hours, and 1:1 meetings.
- REEL Model: Resources & programming focused on areas most critical to graduating & successfully launching a career - commitment for 4-6 years.
- Nudges & Interactions: Content calendar and timely campaign leveraging behavioral science techniques designed to influence student engagement and action towards completing key persistence milestones.
- Blu Logic: Programming chatbot by designing decision tree thinking for Blu to create authentic student interactions.

**KPIs**
- Matriculation: 90% Graduating HS seniors (A2B and B4E) successfully by almost first semester following graduation.
- College Persistence: 75% students successfully persist semester to semester.
- Engagement: 90% of students participate in Blu/point (20% actively & 70% passively). 20% or less of students opt-out from receiving texts from Blu. 15% of students meet with an advisor for a phone call or virtual meeting 40% open rate by students of ERPL resources in nudges campaigns.

**End of Program Outcomes**
- Graduate: Students earn a BA in 6 years or less.
- Go For: Students graduate with an understanding and access to skills, tools, and connections needed to secure a mobilizing first destination within 6 months, employment or graduate school fellowship.
- Knowledge Base: 75% of Blu responses are appropriately matched to incoming messages from students – bot brain enhancement.
- Efficiencies: Advisors leverage AI bot and chat tools to ensure no more than 20% of time is spent on administrative tasks.

**Ultimate Social Impact**
- Social and economic mobility for students we have not been able to serve in our traditional Bottom Line model.
Key Data

Program Inputs
- Students: First generation to attend college academically prepared.
- Staff: Committed to the potential in our students.
- Community Partners: Support services.
- Donors: Foundations.
- Technology Infrastructure: Custom UI/UX, Analytics
- Blu: Chatbot.
- Pipeline: New students.

Program Model & Activities
- Outreach & Recruitment: Access to success.
- Digital Tools: Students complete assigned course in LMS such as self-paced orientation or career modules.
- Light-Touch Relationship: Blu.
- Blu Logic: Programming chatbot.

KPIs
- Matriculation: 90% graduating seniors.
- College Persistence: 75% persistence.
- Engagement: 90% participating in Blu.

End of Program Outcomes
- Graduate: Students earn a BA in 6 or less years.

Ultimate Social Impact
- Impact: Social and economic mobility, students have not been able to secure a traditional Bottom Line model.

Bottom Line
PowerBI & Shared Accountability

Bottom Line - Success Program Goals

<table>
<thead>
<tr>
<th>Fall</th>
<th>Spring</th>
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<tbody>
<tr>
<td>Average Caseload Meetings</td>
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<td>Active Students @ end of Academic Year</td>
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<td>Students w/o meetings &amp; 15+ Contact Attempts</td>
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<td>Academic Progression</td>
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Bottom Line

FAFSA Processed: 75%
Spring Credits Earned: 53%
Summer Service Plan: 63%
E-Milestones completed this year: 82%
### Bottom Line: Success Advisor Caseload

#### Fall
- Students currently served: **3,598**
- Students w/meetings in the last 30 days: **1,875**
- Students w/future scheduled meetings: **127**

#### Spring
- Students currently served: **2,000**
- Students w/meetings in the last 30 days: **900**
- Students w/future scheduled meetings: **30**

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<th>Common Mode</th>
<th>Fall Completed Tasks</th>
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