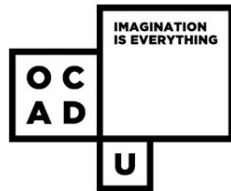


Ontario University Registrars' Association Presentation

Presented by Ryerson University and OCAD University



At the annual OURA conference in February 2015, Ryerson University and OCAD University co-presented *Every Student Counts: Two Institutions Use Two Approaches and One Early Alert Technology Solution to Retain Students*.

Both universities used the Vocantas Scaller™ interactive outreach tool to connect with their students with the goal to improve retention.

The successful results at OCAD and promising feedback at Ryerson (the final analysis will be performed by Ryerson once the academic year has ended) are reported in the presentation available [here](#). Here are just a few highlights of how the use of the Scaller interactive outreach call impacted OCAD and Ryerson students:

Retention Impact

1. OCAD term over term Retention:
 - The increase in retention of 3.1% worked out to 26 students who were retained fall to winter
 - Average 3% drop annually (for past three years: range is 2.9 to 3.2%)



According to OCAD U, term over term, 26 students that otherwise would have dropped out were retained due to Scaller.

2. OCAD year over year Retention (at study period start):
 - The increase in retention of 6.4% worked out to 22 students who were retained year over year
 - Significant difference between Vocantas reached group and not reached group: 13.0% drop for reached group, 19.4% for not reached group



According to OCAD U, year over year, 22 students that otherwise would have dropped out were retained due to Scaller.

3. After Ryerson used Scaller to connect with students in Fall 2014, they did an email survey to ask students if the interactive call was useful:
 - a. How did you feel about the interactive call itself?
 - 77% - It was easy to understand and follow
 - 64% - I felt comfortable with participating in the interactive call
 - 61% - The length of the call was acceptable
 - b. The interactive call was helpful to me because...
 - 85% - it informed me of at least one resource I did not know existed
 - 71% - it reminded/informed me of support services at the right time in the semester
 - 86% - it allowed various support services to reach out to me (instead of me approaching them)
 - 71% - it allowed me to connect to the right resource(s) sooner than I would have on my own



81%

of those who responded recommend that Ryerson continue to reach out to students in this way.

Scaller Demo
1.855.271.2103

- c. I would not have sought help if it were not for this interactive call - 42.9%
- d. Would you recommend that Ryerson continue to reach out to students in this way?
81% - of those who responded recommend that Ryerson continue to reach out to students in this way.
- e. Do you see any benefits to having Ryerson reach you by phone?

Some selected comments are provided below:

YES there is benefit

- Kids will be more informed, and they don't have to be the first ones to reach out to Ryerson.
- It allows me to know more about resources that I wouldn't have known about before and also wouldn't have bothered to seek out myself
 - It's faster and easier for students to know where/whom they should be contacting
 - Informs students about support quickly
 - A lot actually but the main one would be first year is a confusing time but it doesn't have to be and with that phone call I think it is a great way to release some of that pent up stress first years always tell me about.
 - You don't have to wait for the next available staff to attend to you.



- Help to students that do not know where to go to receive it
- Greater chance of completing a conversation more efficiently, rather than participating through e-mail communication.
- It feels more concrete than email and it's harder to ignore the phone
- [The call] is good reminder

