Postsecondary Data Partnership Partner Toolkit
Talking Points

These talking points are designed for use by Postsecondary Data Partnership (PDP)-participating education organizations when they communicate with the institutions they work with. The talking points can be used during in-person or phone conversations, and the messaging can be infused into institutions' PDP marketing materials.

What is the PDP?

- The Postsecondary Data Partnership (PDP) is a powerful new tool that is transforming the education landscape. The PDP provides institutions with a common set of higher education metrics to enable better assessment of equity gaps and earlier identification of opportunities for intervention. With the PDP, institutions can gain the insights they need to help their students succeed.

- The PDP empowers colleges and universities with:
  - Centralized reporting
  - Deeper insights
  - Immediate analysis
  - Easier collaboration
  - Shareable results
  - Ability to benchmark against other institutions

- The PDP:
  - Delivers insights on equity gaps through measures that include all students, even those who are not included in other data collections.
  - Empowers educators with the deep, multivariable, disaggregated data they need to comprehensively assess student outcomes by cohort, cohort term, age, race, gender, Pell Grant status, GPA, first-generation-student status, and more.
  - Provides a one-stop solution that makes it easier to analyze, explain, present, and report the academic outcomes for all an institution's new students.
  - Adapts continually to education needs, staying up to date on the metrics that institutions need for comprehensive evaluation of their student bodies.

The Postsecondary Data Partnership lets you:

- **Gain access to richer insights.** PDP insights are based on a comprehensive set of student data, including information left out of other data collections. The PDP's data includes metrics on all new students who enter your institution at any time, not just full-time fall freshmen.
- **Grow student success and close equity gaps.** The PDP's early momentum indicators enable you to identify students who need help so that your institution can intervene earlier to help those students get back on track.
- **Tell your institution's story.** PDP tools help you create visually compelling, easily understood reports that communicate trends and outcomes for your entire student body and specific populations within it.
- **Save time and resources.** The PDP reduces your reporting burden by enabling you to submit data just once to report to many education organizations across the nation.

Why should an institution sign up for the PDP?

If you're talking to institutional researchers:

- You have a lot of data about your students. Are you looking for a way to easily disaggregate that data with multivariate analysis and to respond to the myriad requests you receive to report on student success? You can get this, and more, with the Postsecondary Data Partnership, a powerful new tool that's transforming how institutions measure success.
- Communicate data insights clearly and concisely to your institution's leadership, using the Postsecondary Data Partnership (PDP). The PDP is a powerful new tool for tracking, measuring, analyzing, improving, and sharing student outcomes, with visualizations that make findings and results easier to explain and report. Visuals can be easily exported to PowerPoint and other Microsoft products.
- Your time is valuable, and everyone at your institution wants a piece of it. Make your life easier with the Postsecondary Data Partnership (PDP), a new tool for analyzing student outcomes. The PDP has interactive visual dashboards that enable quicker, easier analysis — even for stakeholders who don't regularly work with data. The dashboards can be accessed by anyone and everyone at your institution. The PDP also reduces your reporting burden by enabling you to submit data once for distribution to multiple participating education organizations.
- Take the Postsecondary Data Partnership (PDP) dashboards to the next level by diving deeper into your data with the PDP's analysis-ready file. The dashboards provide insights on student population trends, while the analysis-ready file provides the additional information you need to make targeted interventions on your campus. With the analysis-ready file, you can examine small groupings of students or even individuals, filter your

data by multiple student characteristics, and combine the PDP's information with other data sets.

- Whether you want indicators of student progress to facilitate early intervention, year-over-year data to measure your institution's growth, or benchmarking data to help you compare your institution with its peers, the Postsecondary Data Partnership provides the data you need.

- The Postsecondary Data Partnership's **early momentum indicators** can help you achieve earlier identification of student populations that could benefit from assistance. Aligned with the latest research on which measures predict long-term student success, these indicators can help you understand and address student needs early to improve outcomes. Indicators include:
  - The **credit accumulation rate**, which enables you to see which students are gaining academic momentum and which need more support.
  - The **credit completion ratio**, which shows how successful students are at completing the credits they attempt in their first academic year. Students' progress toward their degree in their first year is a key predictor of their success in completing their degree.
  - **Gateway course completion**, which shows how many first-year students complete their gateway courses. This metric is a leading indicator of the likelihood of a student's earning the credential they seek.

If you're talking to institutional leadership:

- Empower your institution to tell the story of your students' success and to make more informed programming and policy decisions — the Postsecondary Data Partnership (PDP) will show you how. Nothing can top the PDP for breadth of data, ease of analysis, and effectiveness of presentations on student outcomes.

- Are you looking for the ability to do a deeper dive into your data and to generate insights that can benefit your students? The Postsecondary Data Partnership (PDP) empowers you to disaggregate student data with multiple variables simultaneously so that you can identify populations of students that need more support. With the PDP, you'll know when you need to intervene to help students, and you'll be able to measure how successful your interventions are.

- Tell a more compelling and accessible story about your institution's success by participating in the Postsecondary Data Partnership (PDP). The PDP gives your staff and leadership the tools and data they need to give you visually compelling, easily understood reports that communicate outcomes for your entire student body and specific populations within it.

- Save valuable time for your institution's staff by joining the Postsecondary Data Partnership (PDP). The PDP makes it simpler for staff members to submit student success

reports to multiple organizations, enabling your institution to devote more time and resources to analyzing and improving student outcomes.

- The Postsecondary Data Partnership (PDP) provides timely data on students who are *still enrolled* at your institution, helping you make data-driven decisions to address their current challenges. Whether you're seeking to assess the impacts of the COVID-19 crisis on your students' progress, measure your retention rates over time, or address other challenges facing the higher education community, the PDP can help.
- Learn how your institution compares to its peers and critically assess areas for improvement with the Postsecondary Data Partnership's benchmarking data.

If you're talking to directors of offices of student success, transfers, or financial aid:

- Whether you're seeking indicators of student progress that enable early intervention, year-over-year data to measure your institution's growth, or benchmarking data to compare your institution with its peers, the Postsecondary Data Partnership provides the tools and data you need. We've made it simple to get these answers and to present them in a visual format that is easy to understand and share.
  To make the best decisions on policies and programs for your institution and students, you need insights on the trends within your student populations. The Postsecondary Data Partnership is a one-stop source of top-quality data that makes it easier for your institution to analyze, explain, and report academic outcomes for all your students.

How does an institution sign up for the PDP?

- You can learn more about the PDP and start the sign-up process at www.studentclearinghouse.org/colleges/pdp. If you enter your contact information in the form on this page, a National Student Clearinghouse representative will reach out to you directly.

How is the PDP different from other National Student Clearinghouse products?

- **How does the Postsecondary Data Partnership (PDP) complement StudentTracker®?** The PDP lets you look at small populations of students and aggregate your data by even more characteristics than StudentTracker does. The PDP also provides interactive dashboards for quick analysis of your institution's data. These capabilities give you a more complete picture of student successes, challenges, and areas to target for improvement. The PDP's timely data also empowers you to assess student progress while the cohorts you're

measuring are *still enrolled*, enabling you to mobilize your institution and put your data into action sooner to help students.

▪ **How does the Postsecondary Data Partnership (PDP) build on the benefits of StudentTracker®?** Where StudentTracker gives you the outcomes-focused data you need to determine whether your students *have* succeeded, the PDP can tell you whether your students *are succeeding* now. What's more, the PDP lets you dig deeper to uncover the "who," "when," and "why" for students who need more support. This more detailed, timely, and comprehensive data empowers you to better understand how and when to intervene to give your students the best chance to succeed.