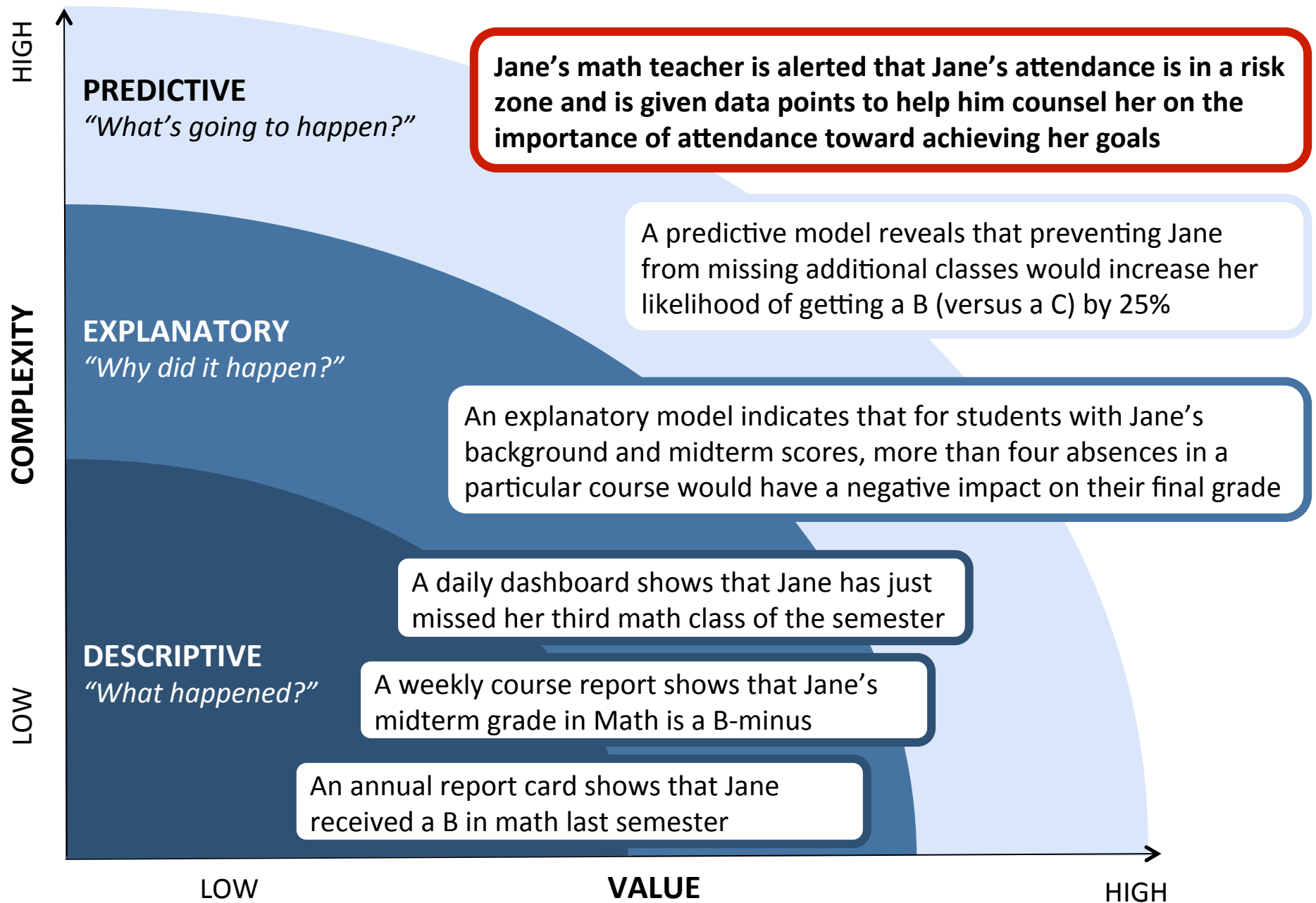
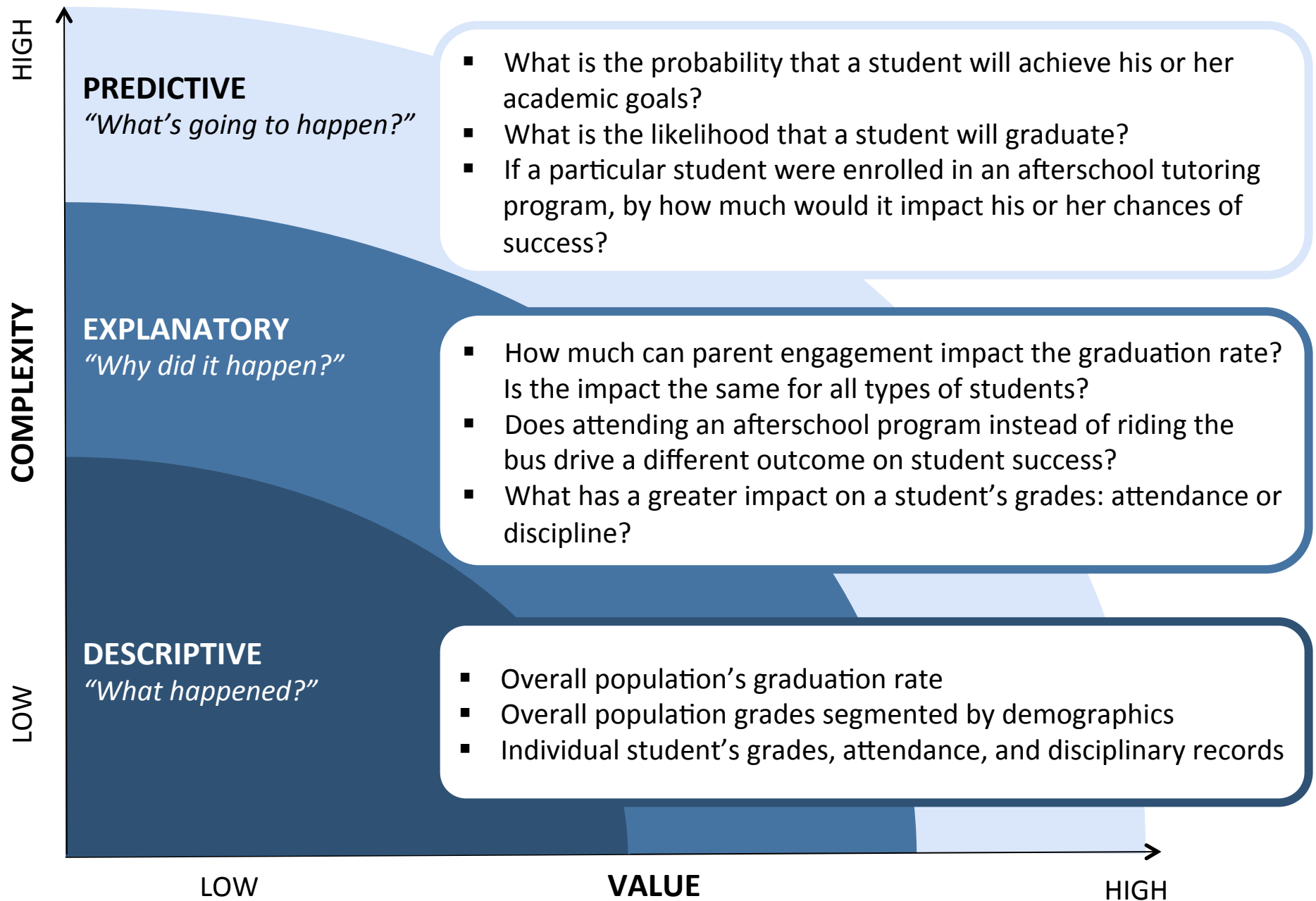


# **Flip Your Binoculars: What Education Can Learn About Student Success from The Cable TV Industry**

Ed-Fi Summit, October 2016





DESCRIPTIVE

- Informative
- Reports what happened

Cable

- On-Time Payment
- Disconnect Rate

Education

- Test Scores
- Attendance
- Graduation Rate

EXPLANATORY

- Backward-looking
- Explains reported data based on history and outcomes

Cable

- Customer types at risk of **late payment**
- Seasonal effects on **customer churn**

Education

- Student types at risk of **low attendance**
- Seasonal effects on **student graduation**

PREDICTIVE

- Forward-looking
- Leverages analysis to predict individual outcomes

Cable

- Likelihood of a customer to **disconnect**
- Probability of **customer retention** given intervention

Education

- Likelihood of a student to **dropout**
- Probability of **student success and goal attainment** given intervention

CENTRALIZED, LONGITUDINAL DATA

- Several sources consolidated into one data set provide a holistic view of a **customer** or **student** experience.
- Capturing data over time increases explanatory power and prediction accuracy, leading to better informed recommendations.

Cable

Rather than focusing solely on call events or technician visits, we were able to understand how the **combination** of interacting with a call center and a service technician affected a customer outcome.

Education

By bringing together student data from gradebooks, attendance records, food service and transportation systems, etc., we are better positioned to understand the holistic student experience and pull different levers to improve the likelihood of student success.