



# Project Overview Statement

## *Executive Summary*

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**Project Title:** Success & Attrition Reporting  
**Project ID:** 79  
**Project Leader:** Sharon Parker  
**Department:** Instructional Technology  
**Executive Sponsor:** Ken Ross

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### PROJECT BUSINESS CASE

#### Project Overview

The present business intelligence report showing student success and attrition rates is incomplete. If the success and attrition data for any given course section is to have any meaning, it must be compared to some baseline. SACS requires that we demonstrate the e-learning courses have equivalent success and attrition rates to traditional, on campus courses. This capability must be in place prior to the SACS substantive change visit that is coming.

The current report lacks a meaningful baseline against which to make any comparisons or draw any conclusions regarding whether the success or attrition rates of any given section are comparatively good or comparatively bad. It should be recognized that different courses, college wide, have different rates of success and attrition.

It is requested that for each display of success and attrition data, there should be a column showing the average success and attrition for all traditional sections of the same course number, taught college wide. For example, when comparing success or attrition rates of a particular section of MAT 1033, the report should show a baseline comparison of the average success and attrition rate of all MAT 1033 courses offered college-wide, during that particular term. Similarly, an AMH 2010 history class should be compared to the average success and attrition rate of other AMH 2010 history classes offered in a traditional format, college-wide during the same term. Success and attrition baselines should be based on the same course number as that of the section being compared. Comparative success and attrition data should also be displayed by campus and by department and/or discipline code using the same hierarchy as provided by the current report.

This information was part of the original success/attrition report request, but was omitted when the current report was implemented.

**Business Goals**

Satisfy the SACS requirement for documenting equivalency of outcomes for all e-learning course sections. We must be able to document this equivalency prior to the SACS substantive change visit that is planned.

Make meaningful college-wide success and attrition comparative data available for all course sections, regardless of format.

**Success Factors**

TBD