Maximizing your Clearinghouse Services

Andi Liner

Regional Relationship Manager, Iowa, Kansas, Nebraska, Oklahoma, Texas

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Our Agenda Today

- The Clearinghouse as a “Data Cooperative”
  - Enrollment/Compliance Reporting
  - DegreeVerify
  - Student Tracker
  - Postsecondary Data Partnership
  - Research Center Impact
- What’s New
  - Student Automated Services
- Our Support to You and Your Students
- Questions & Discussion

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The Clearinghouse as a "Data Cooperative"

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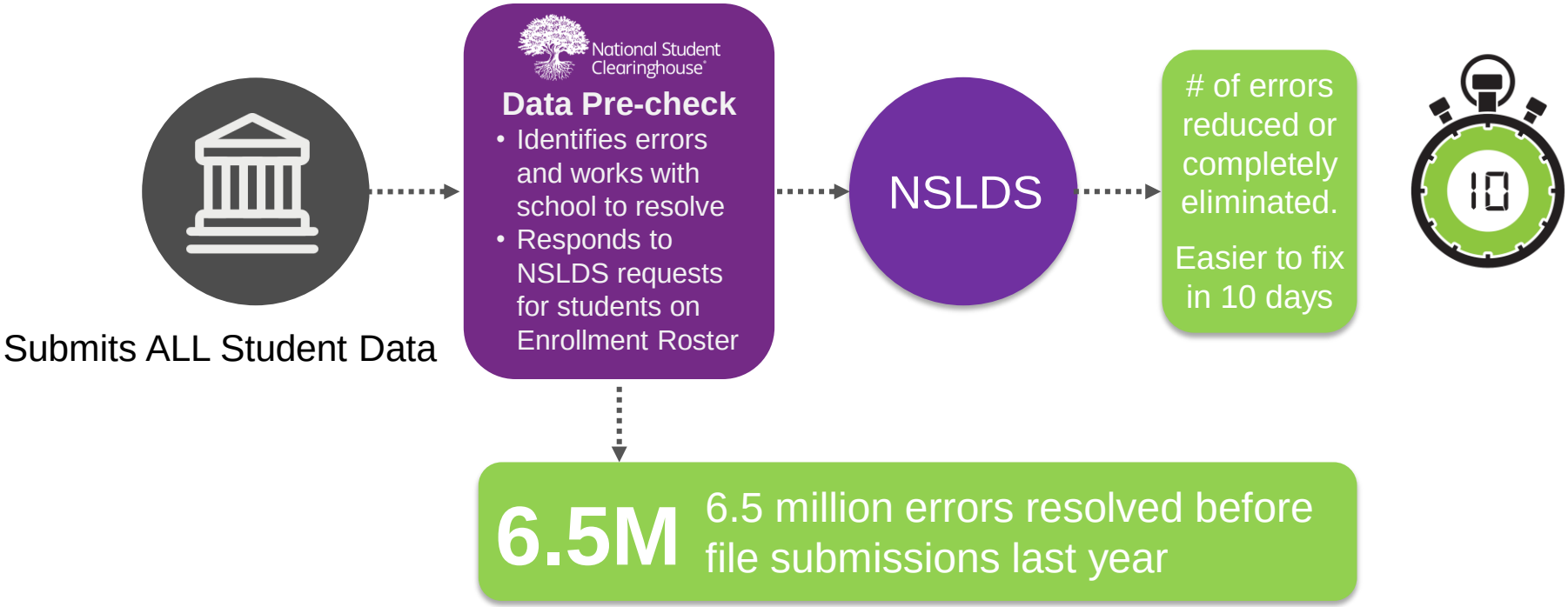
Clearinghouse Process: All Students Reported



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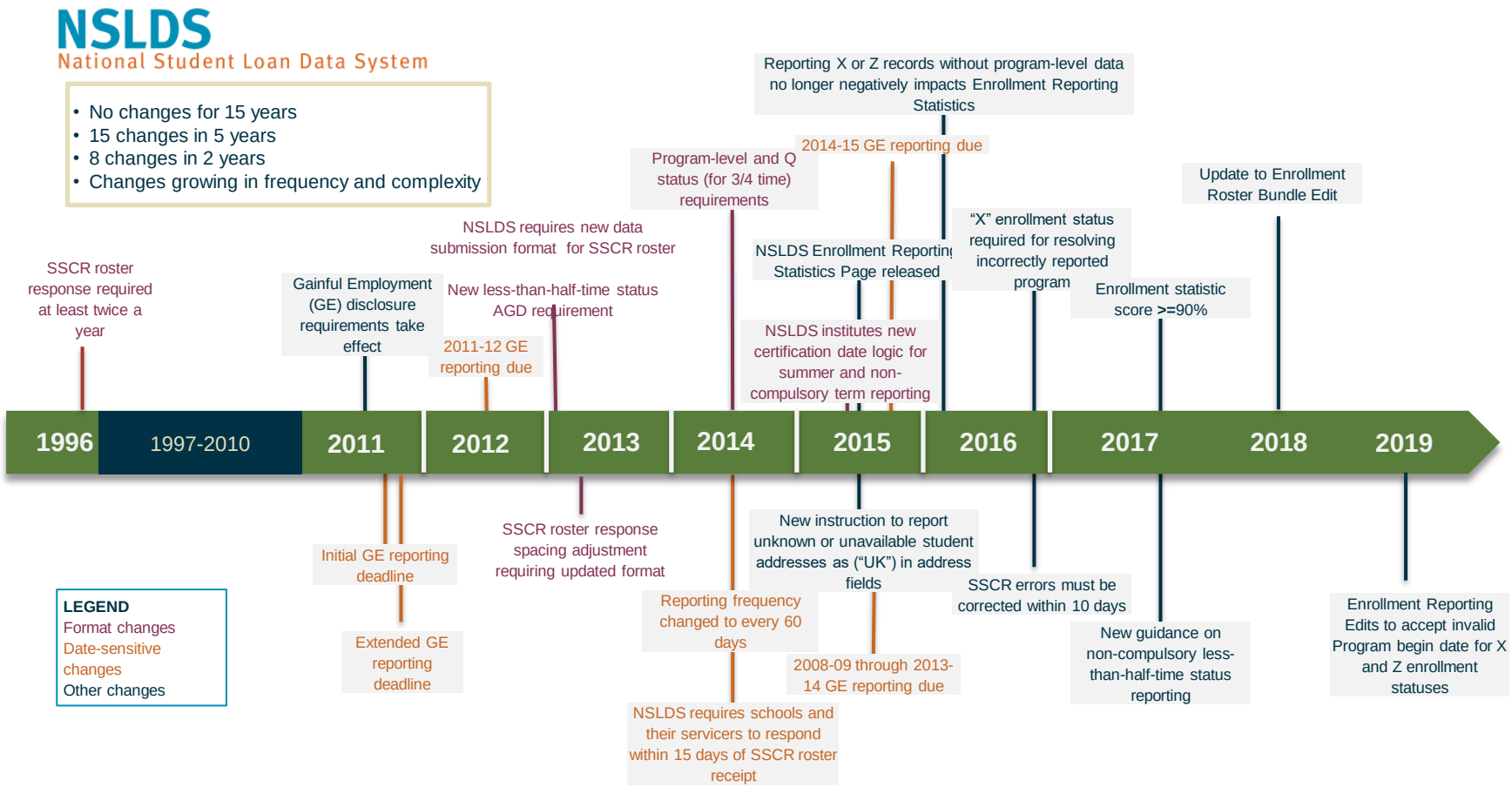
Acceleration of NSLDS Compliance Changes



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Audit Resource Center

Assists ~1,000 schools per year

Works with you and your auditors to explain issues and provide documentation to reduce and eliminate audit findings

Aids with audits and day-to-day compliance questions

Offers online resources for preparing and responding to an audit

Shares trends in auditor areas of focus

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StudentTracker Services

&

Postsecondary Data Partnership

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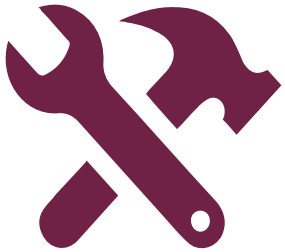
StudentTracker



Convenient User Interface

24/7 easy access to your Request File status, file history, and subscription information

Efficient and transparent processing

Immediate validation, including email notification on Request File validation status.

Automated File Review

Remediation on most common errors. Flags warnings/errors and notes on how to correct.

StudentTracker Reports

- Student-level Detail Report
- Aggregate Report showing most commonly attended institutions

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StudentTracker Works Across Your Campus

Institutional Research

- Outcome Reporting
- Reporting Reconciliation
- Class Outcomes
- Persistence
- Retention
- Time-to-Completion

Registrar

- Cohort Representation
- Transfer Studies
- Retention
- Enrollment Status
- Reporting Reconciliation
- Prior Enrollment
- Time-to-Completion

Enrollment Management

- Outcome Oversight
- Feeder Institution Analysis
- Transfer Analysis
- Retention Study

Academic Professors

- Department Outcome Analysis
- Future Programs of Study
- Grant Funding Request
- Pre-Professional Programs

Admissions

- Cohort Representation
- Class Outcomes
- Deferred Admissions
- Declined Admissions
- Wait List Outcomes
- Prior Enrollment
- Transfer Studies

Student Services/Affairs

- Program Diversity
- Work-Study Analysis
- Mentor Matching
- Enhancing Advising
- Tutoring Planning

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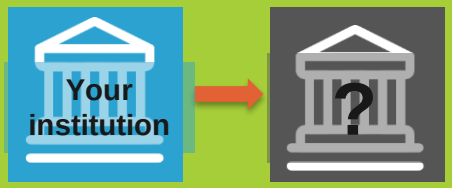
StudentTracker Queries

Search date is super important!

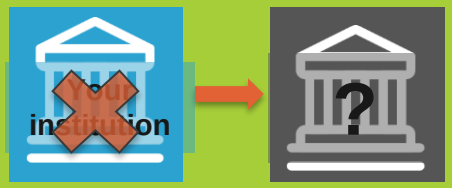
SE



Subsequent Enrollment

Where did students attend after leaving my institution?

DA



Declined Admission

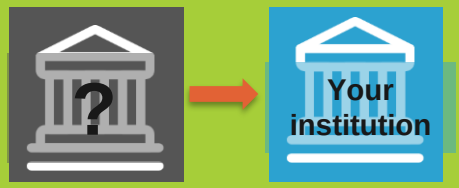
Where did students enroll who did not attend my institution?

CO

Longitudinal Cohort

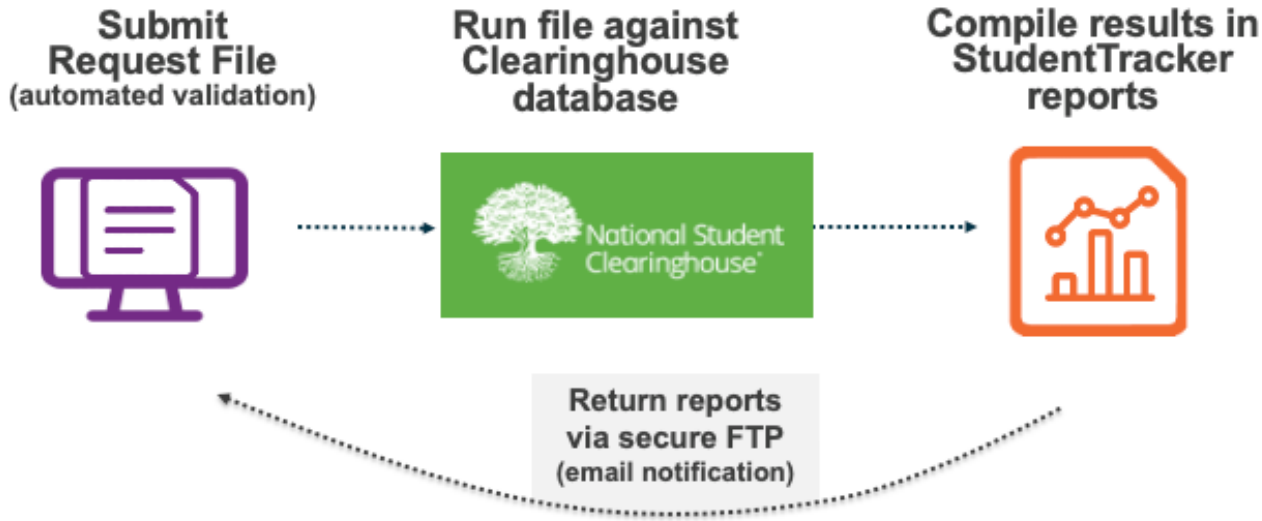
Track a group of students across multiple years

PA



Prior Attendance

Where did my applicants attend previously?



StudentTracker®
Premium Service

Output

ANALYSIS READY
one row per student

Efficiency

REQUEST FILE RE-RUN
saves time

Comparisons

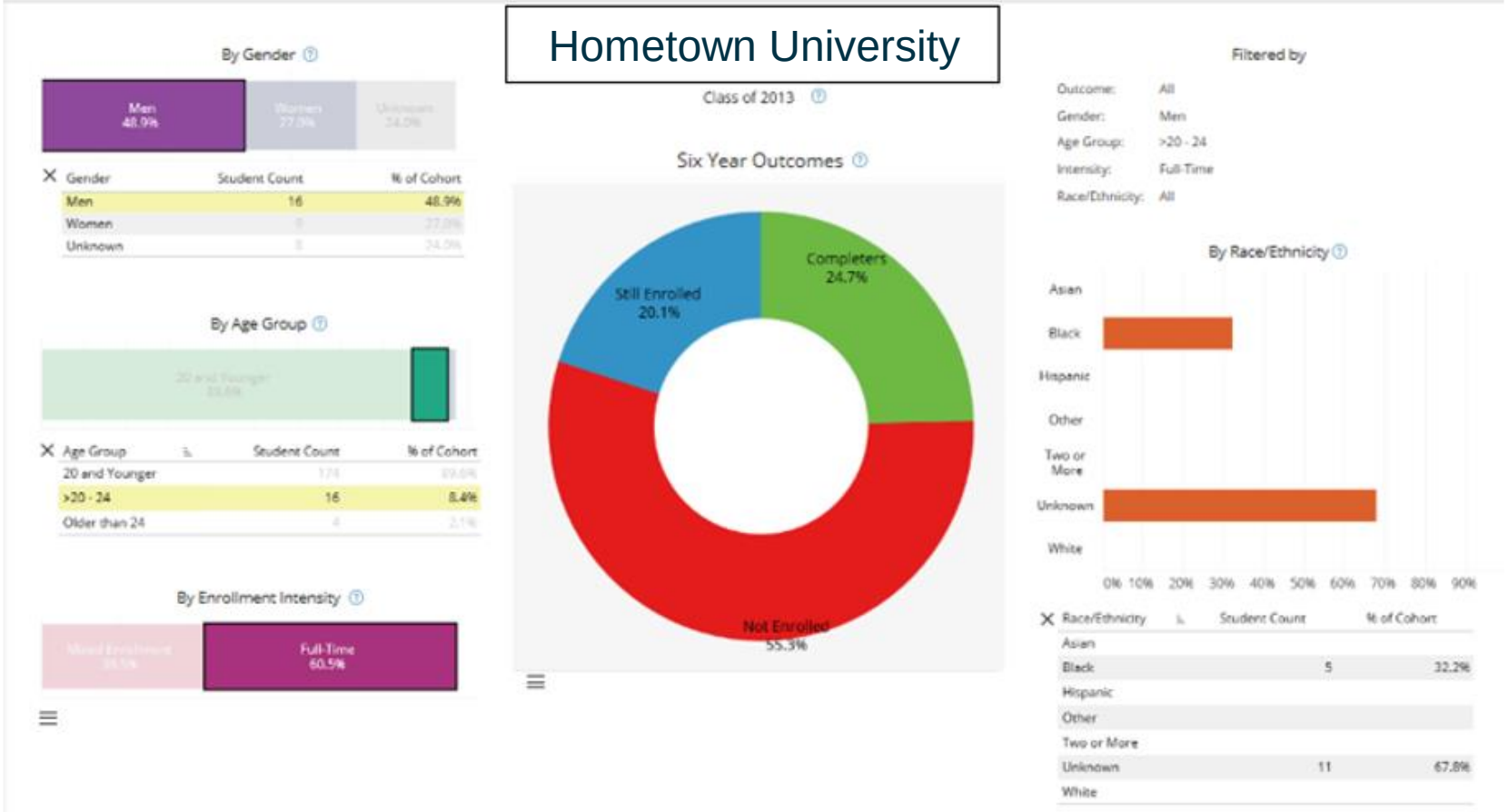
SIGNATURE AND SNAPSHOT REPORTS
your institution's data with benchmarks

Integration

DATA VISUALIZATION
reporting with graphics

Completions Report Tableau dashboard

Landing page – filtering by gender, age, and enrollment intensity



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What Is the Postsecondary Data Partnership?

Transformative way for your institution to measure and report student progress and success. The Postsecondary Data Partnership (PDP) empowers your institution with more **comprehensive data**, easier **analysis & insights**, centralized **reporting**, and better **visuals** to help you **understand and improve student outcomes**.

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Summary of PDP Benefits

- **Builds** a more complete picture of your students
  - **Insights** to help build urgency for change and identify where to focus resources
  - **Identify** and close equity gaps with intersectionality
  - **Evaluate** areas of concern and impact of student success efforts
- **Early Momentum** indicators
- **Transfer** out insights
- **Benchmark** your institution against peers
- **Encourages** improved data quality, transparency and access across campus
- **Analysis ready file** that includes derived metrics
- **Reduces** your reporting burden

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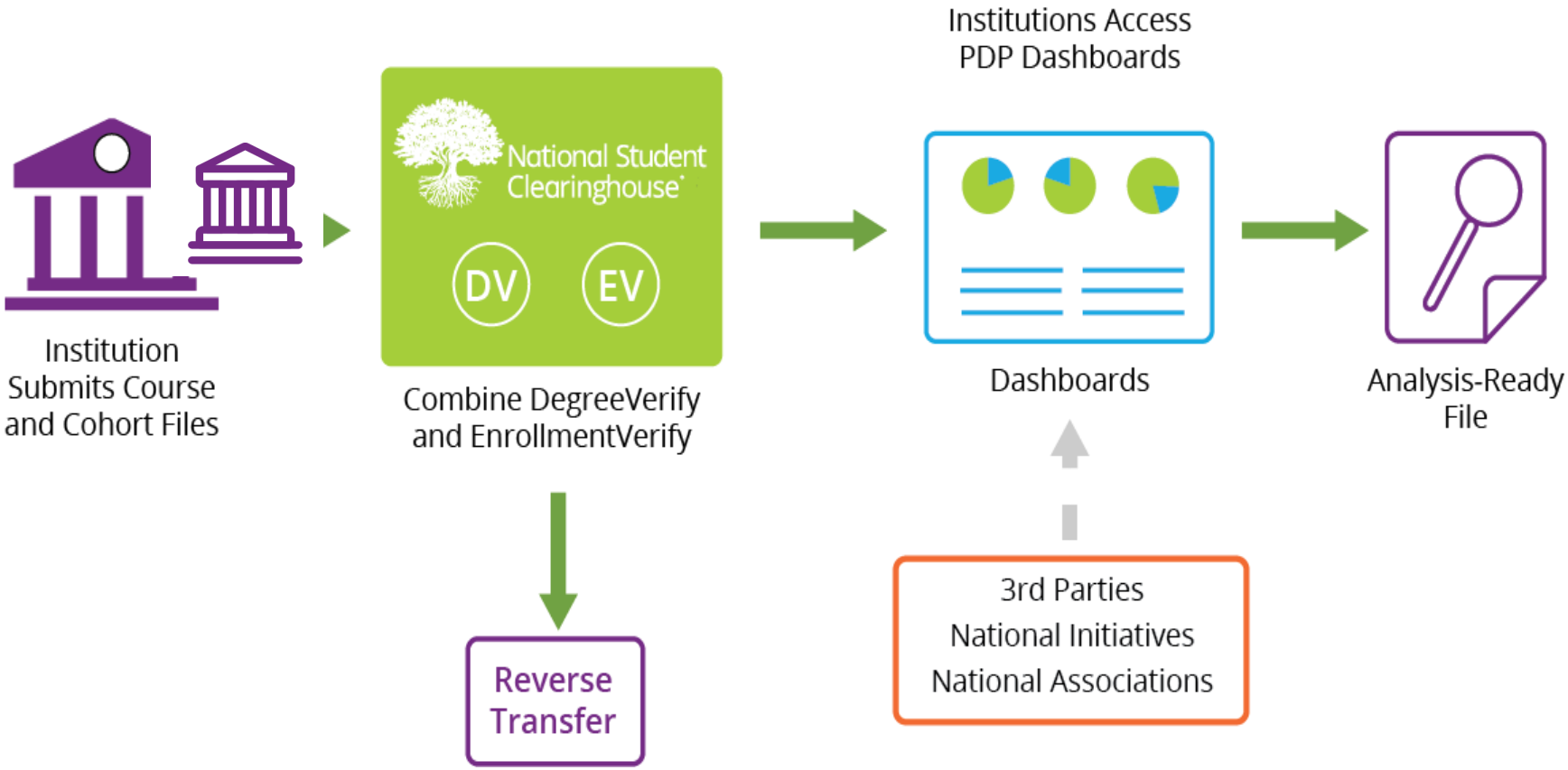
How the PDP Works



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Interactive Dashboards

- Overview:
  - Executive Summary
  - Enrollment
- Early momentum indicators:
  - Credit accumulation rate
  - Credit completion ratio
  - Gateway course completion
  - Term to Term
- Outcomes over time:
  - Persistence/retention
  - Transfers
  - Outcome measures
  - Credentials conferred and time to credential

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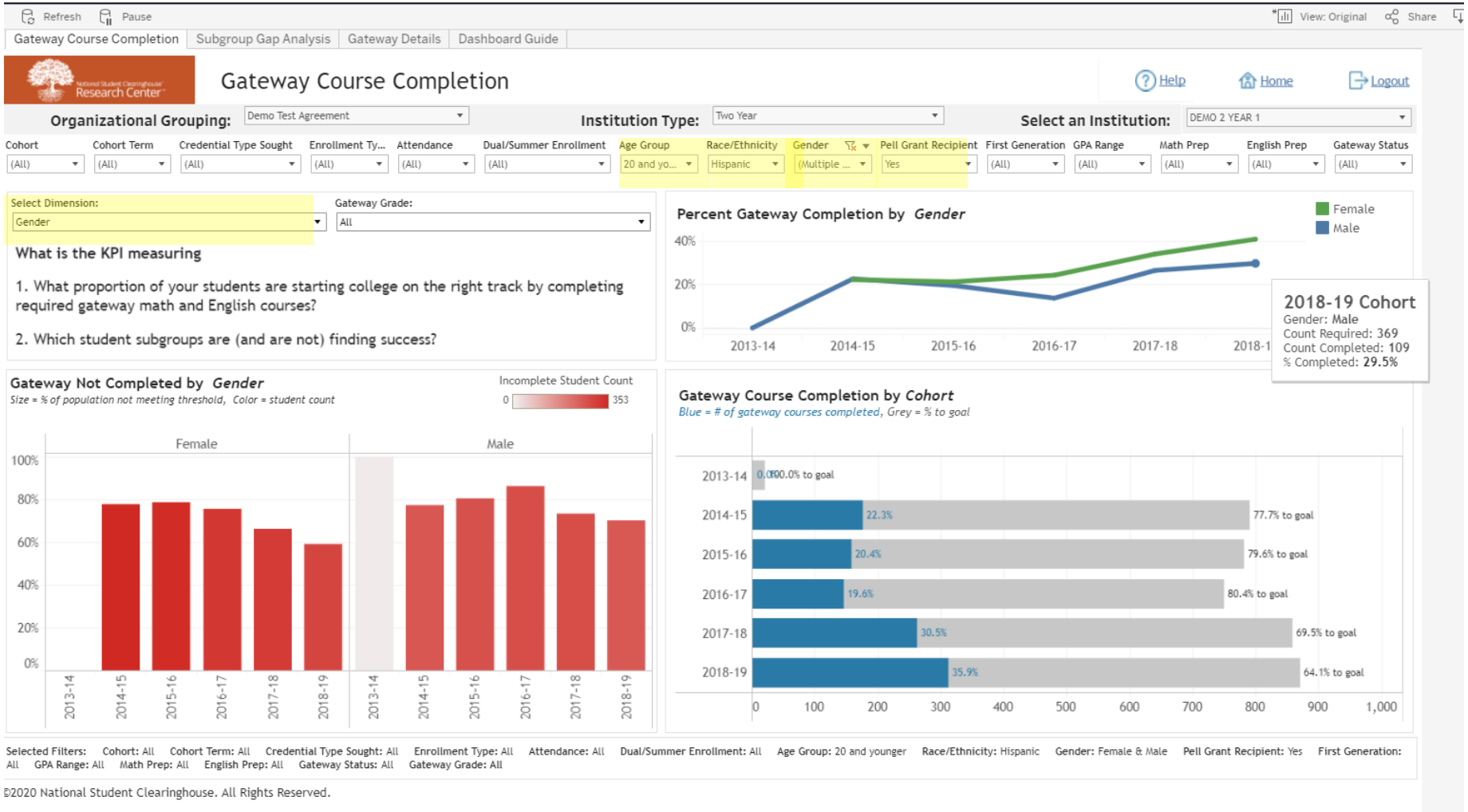

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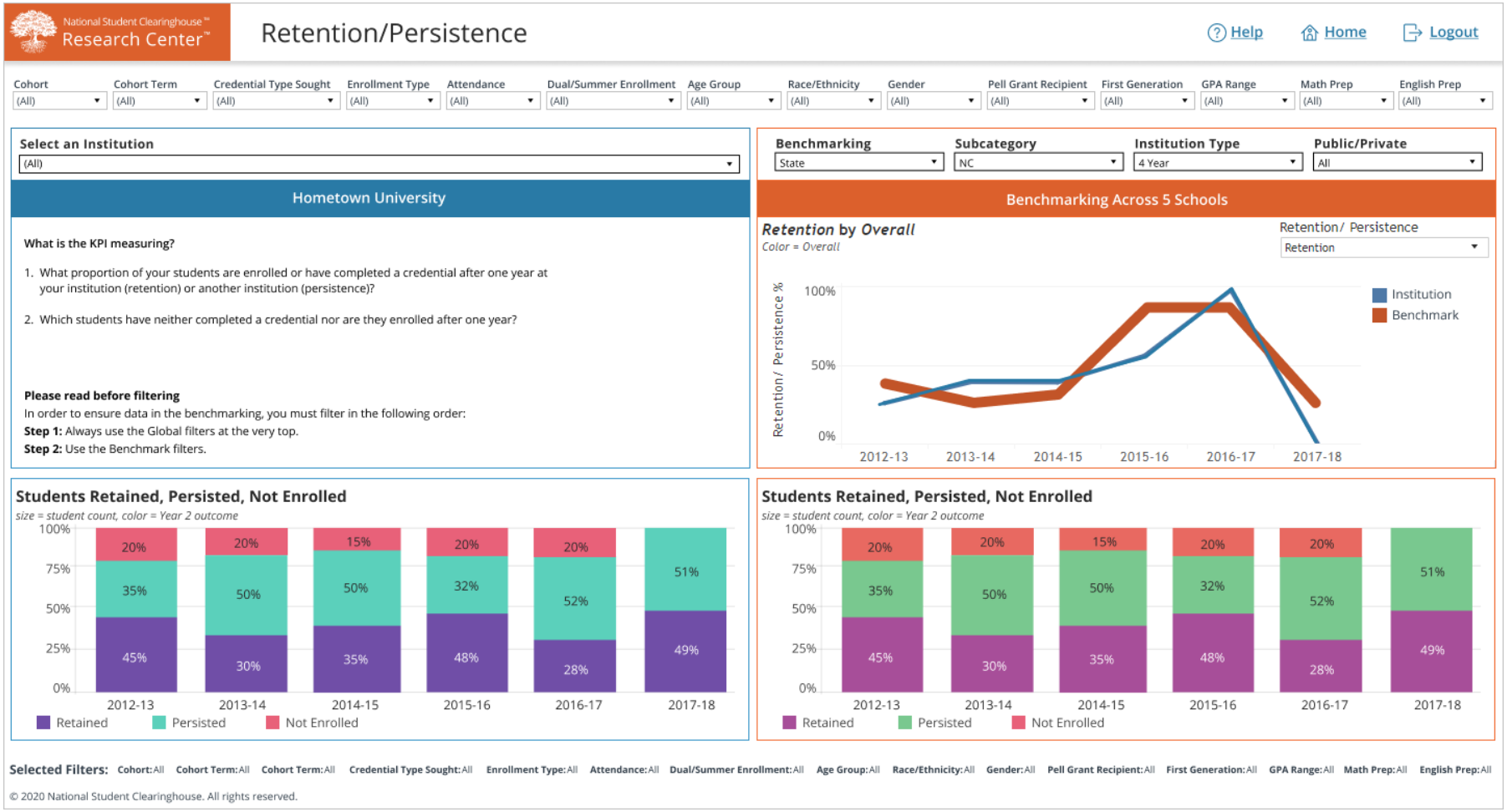
Benchmarking



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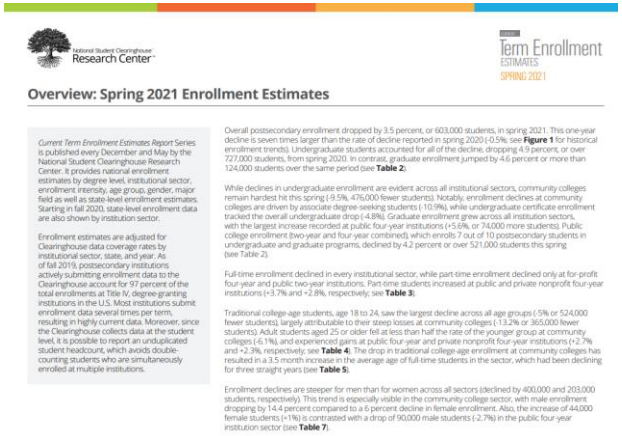
Key Reports From The Research Center


National Student Clearinghouse Research Center

Term Enrollment ESTIMATES SPRING 2021

Overview: Spring 2021 Enrollment Estimates

Current Term Enrollment Estimates Report Series is published every December and May by the National Student Clearinghouse Research Center. It provides national enrollment estimates by degree level, institutional sector, enrollment intensity, age group, gender, major field as well as state-level enrollment estimates. Starting in fall 2020, state-level enrollment data are also shown by institution sector.

Enrollment estimates are adjusted for Clearinghouse data coverage rates by institutional sector, state, and year. As of fall 2019, postsecondary institutions actively submitting enrollment data to the Clearinghouse account for 97 percent of the total enrollments at Title IV, degree-granting institutions in the U.S. Most institutions submit enrollment data several times per term, resulting in highly current data. Moreover, since the Clearinghouse collects data at the student level, it is possible to report an unduplicated student headcount, which avoids double-counting students who are simultaneously enrolled at multiple institutions.

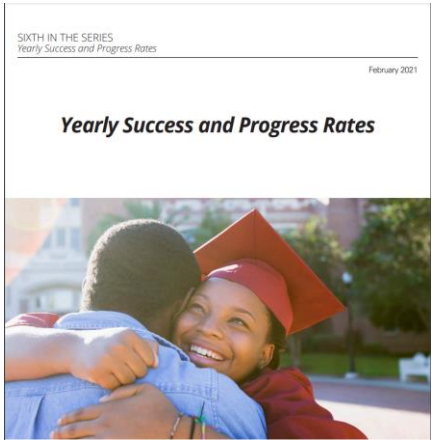
Overall postsecondary enrollment dropped by 3.5 percent, or 603,000 students, in spring 2021. This one-year decline is seven times larger than the rate of decline reported in spring 2020 (-0.5%; see **Figure 1** for historical enrollment trends). Undergraduate students accounted for all of the decline, dropping 4.9 percent, or over 727,000 students, from spring 2020. In contrast, graduate enrollment jumped by 4.6 percent or more than 124,000 students over the same period (see **Table 2**).

While declines in undergraduate enrollment are evident across all institutional sectors, community colleges remain hardest hit this spring (-9.5%, 476,000 fewer students). Notably, enrollment declines at community colleges are driven by associate degree-seeking students (-10.9%), while undergraduate certificate enrollment tracked the overall undergraduate drop (-4.8%). Graduate enrollment grew across all institution sectors, with the largest increase recorded at public four-year institutions (+5.6%, or 74,000 more students). Public college enrollment (two-year and four-year combined), which enrolls 7 out of 10 postsecondary students in undergraduate and graduate programs, declined by 4.2 percent or over 521,000 students this spring (see Table 2).

Full-time enrollment declined in every institutional sector, while part-time enrollment declined only at for-profit four-year and public two-year institutions. Part-time students increased at public and private nonprofit four-year institutions (+3.7% and +2.8%, respectively; see **Table 3**).

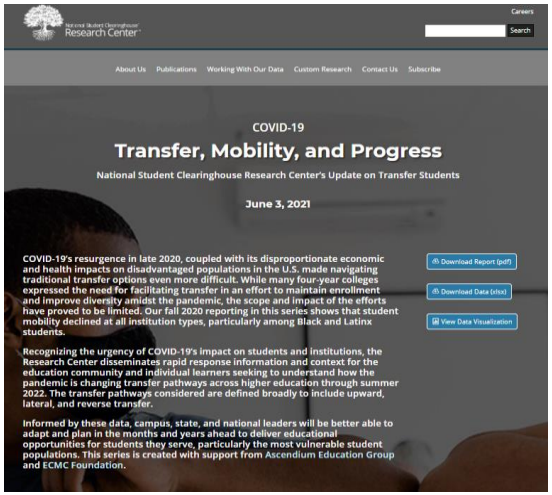
Traditional college-age students, age 18 to 24, saw the largest decline across all age groups (-5% or 524,000 fewer students), largely attributable to their steep losses at community colleges (-13.2% or 365,000 fewer students). Adult students aged 25 or older fell at less than half the rate of the younger group at community colleges (-6.1%), and experienced gains at public four-year and private nonprofit four-year institutions (+2.7% and +2.3%, respectively; see **Table 4**). The drop in traditional college-age enrollment at community colleges has resulted in a 3.5 month increase in the average age of full-time students in the sector, which had been declining for three straight years (see **Table 5**).

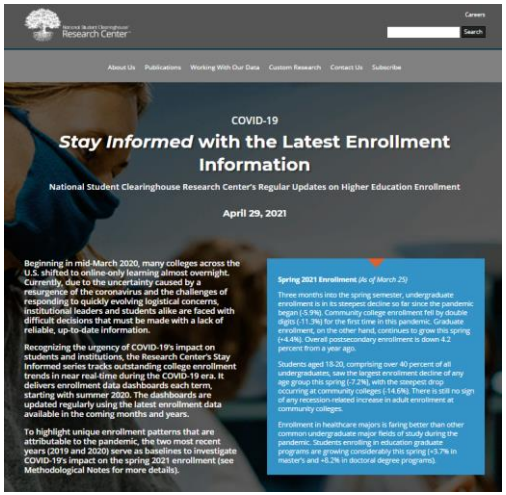
Enrollment declines are steeper for men than for women across all sectors (declined by 400,000 and 203,000 students, respectively). This trend is especially visible in the community college sector, with male enrollment dropping by 14.4 percent compared to a 6 percent decline in female enrollment. Also, the increase of 44,000 female students (+1%) is contrasted with a drop of 90,000 male students (-2.7%) in the public four-year institution sector (see **Table 7**).


SIXTH IN THE SERIES
Yearly Success and Progress Rates

February 2021

Yearly Success and Progress Rates





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The Top 10 Most Impactful Articles Featuring The Clearinghouse and Research Center (Covid Impact Era)

- **CNBC: Potential Reach 51.4M and 13.8K Engagements**

Fewer kids are going to college because they say it costs too much

jessica dickler created a post

...this year, according to data from **National Student Clearinghouse** Research Center, with the fall's incoming freshmen ... Shapiro, executive director of the **National Student Clearinghouse** Research Center. Shapiro said he expects continued...

- **Wall Street Journal : Potential Reach 32.2M and 12.6K Engagements**

Hit by Covid-19, Colleges Do the Unthinkable and Cut Tenure

biography created a post

Fall enrollment for freshman and international students fell 16% and 43%, respectively, according to the **National Student Clearinghouse** Research Center and a survey of 700 schools conducted by 10 higher education associations. Revenue from room...

– **Wall Street Journal: 33M and 12.4K Engagements**

The Coronavirus Pandemic Is Making College Students Question the Price of Their Education

allison pohle created a post

Last fall about 231,000 fewer students enrolled in college than the year before, according to a report from the **National Student Clearinghouse** Research Center, which tracks college student enrollment. Over the past 20 years, the price of attending...

– **USA Today: Potential Reach 32.4M and 12.4K Engagements**

Trump student visa rule: DHS pushes F1 changes for US colleges

lindsay schnell created a post

...students to finish their studies in four years – even though, according to the **National Student Clearinghouse**, most first-time college students take more than five years to earn a bachelor's degree, and many doctoral programs also take more than...

- **New York Times: Potential Reach 153.2M and 11.3K Engagements**

Colleges Slash Budgets in the Pandemic, With 'Nothing Off-Limits'

Shawn Hubler created a post

...recently. Freshman enrollment is down more than 16 percent from last year, the **National Student Clearinghouse** Research Center has reported — part of a 4 percent overall drop in undergraduate enrollment that is taking tuition revenue down with...

- **New York Times: Potential Reach 153.2M and 7.5K Engagements**

Young People Are Spreading the Virus

Adam Pasick created a post

5 percent fewer students this year, according to an early look at fall enrollment from the **National Student Clearinghouse** Research Center. Over all, college enrollment is down 2.5 percent. A bright spot: Beloit College, in Wisconsin, asked students...

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Student Automated Services

National Student Clearinghouse®

Our Transcript Services Numbers

1,375+
Active TO schools

535
API integrated schools

607
Fully integrated with SIS

5.86 M
Orders in 2022

2,100+
ETX receivers

 # State
Institutions

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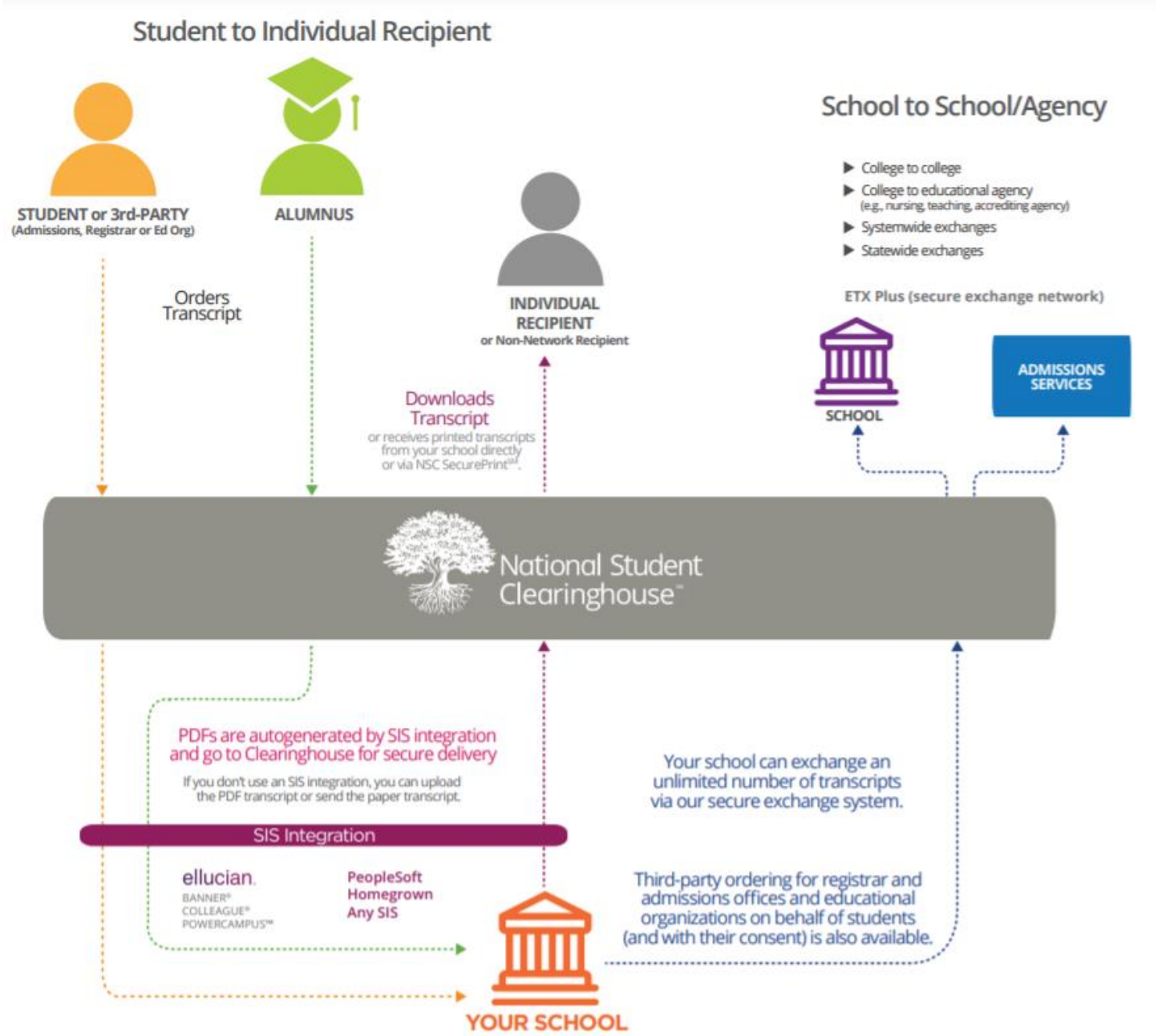

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FAST

- 24/7 Online Ordering
- PCI Compliant fee collection
- Status updates to students via email and text messages
- Online processing and statusing of orders
- Real-time reporting
- No IT resources needed

FASTER

- Automated exchange via sFTP of order, status and electronic transcript fulfillment
- Limited development by your IT SIS experts
- Personnel resource savings
- Reduced transcript fulfillment time

FASTEST

- Full integration with your SIS
- Automates every processing step, including fulfillment
- Real-time verification of student/alumni and transcript holds
- IT resources for connections and configurations

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Third Party Ordering

National Student Clearinghouse®

Third Party Ordering – Admissions

- Allows an Admissions officer to order a transcript on behalf of a student who is applying, or accepted, to the institution.
- Cuts out relying on the student to order the transcript in a timely manner and send via the institutions desired delivery mode.
- A FERPA approved student consent form is required for each request.
- Transcripts will be securely delivered to the admissions office via ETX Plus.
- In addition to placing orders, users can log on to retrieve the transcripts, check order status, view a list of completed orders, and pay invoices.

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What is Third Party Ordering – Registrar

- Allows a Registrar staff member to place a transcript order on behalf of a student to send to any recipient
- For students/alumni you want to, or need to, provide a courtesy or free transcript for
- A FERPA compliant student consent form is required for each request
- Mail & Electronic delivery methods available
- Processing and fulfillment will continue the way your schools operation works today (i.e. manual processing or automation)
- This service is only for active Clearinghouse Transcript Services schools

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What is Third Party Ordering – Registrar Batch

- Allows an institution to send bulk order requests via batch for automatic fulfillment
  - File format: CSV
- New FTP account will be created and login provided (i.e. 20001682TPR)
- The transcript does not need to be sent in the file with the order info
- Find Student API is run when order is created in the Clearinghouse system
- Check Holds API is run when the order is created
- Future processing is available but will default to 'Now'
- SecurePrint mailed requests will have address verification run when the order is created
- Response files will confirm successful submissions or provide an error report of the failed records
- This service is only for active Clearinghouse Transcript Services schools

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Data Exchange Questions

How many of you perform data entry of transcripts?

How do you manage differences in transcript data/content?

Do receive multiple transcript formats (PDF, EDI, or XML)?

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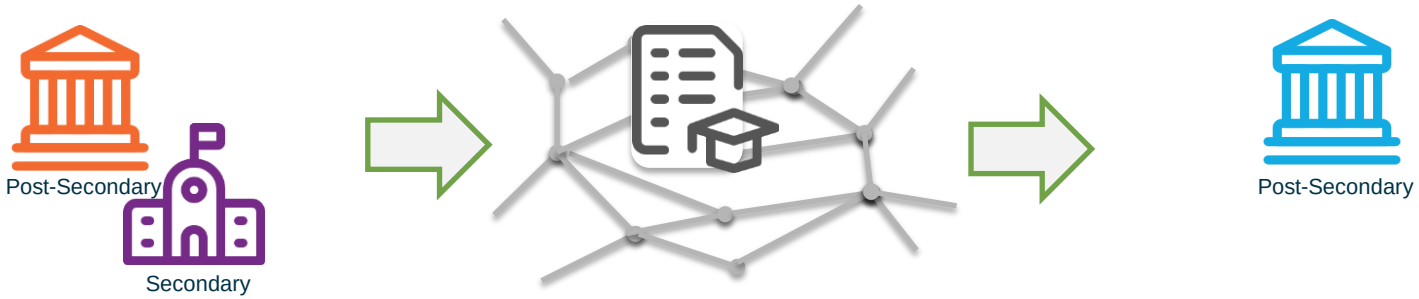
Desired state:
Universal process open to multiple standards

Aim for an “Any to Any” approach, alleviating standards challenges through transformation engines



Senders (Any format):	Sending:	Routing & Services:	Delivery;	Receiving (Any format)
PDF EDI/XML CLR / OB State standards SIS Integration kit	FTP EDI API JSON	Delivery network & Intelligent features: Format Transformation PDF to Data Reporting, Articulation	FTP EDI API JSON	PDF XML/EDI CLR/OB State standards Slate/CommonApp SIS Integration kit

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PDF-to-Data Conversion – Market Problem

Receiving Institution

- Overwhelming data entry
- Seasonal Staff Costs
- No time to audit data entry
- CLR / LER call for more learner data
- Costly conversion technologies
- Limited IT staff & budget

Sending Institution

- Costly to configure SIS for data
- Limited IT staff & budget
- Not incentivized to configure for data

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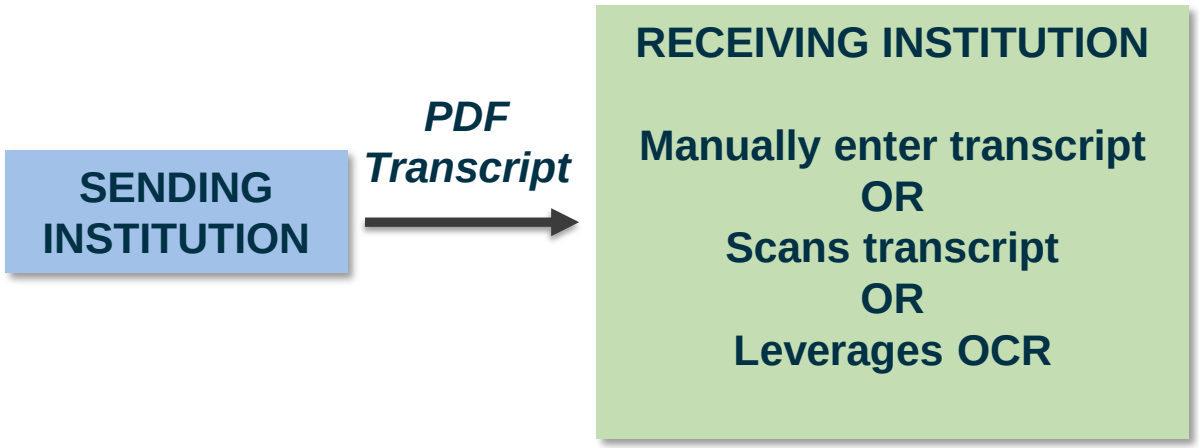
Traditional Intake & Conversion Model



- *Receiving school owns the accuracy of the transcript.*
- *Receiving schools makes assumptions about the transcript*
- *Receiving school calls/emails sending school for confirmation.*

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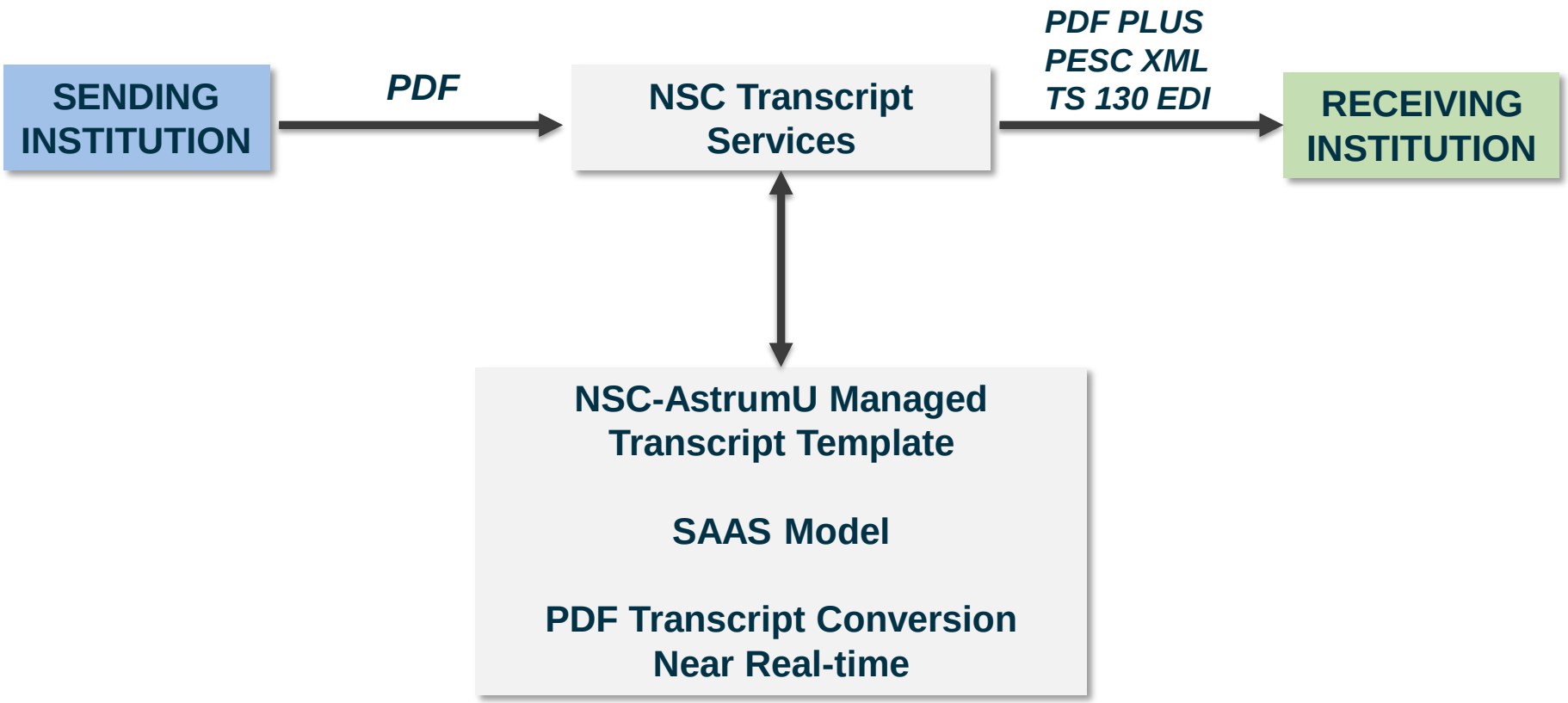
Proposed Transcript Conversion Model

(introduction of AI/ML technology)



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PDF-to-Data Conversion – The Solution

- Leverage the latest machine learning technology to convert incoming PDF transcripts into PESC-standardized data files as soon as they arrive without any manual configuration or IT lift.

- Seamless conversion solution that delivers PESC XML or TS130 EDI data files to your institution's Clearinghouse account in *under* 5 minutes after you receive the PDF transcript.

- AstrumU patented machine learning algorithms create high-performance models of each sender's transcript type and leverages the full library of models on your behalf.

- The data files can be uploaded directly to your CRM or SIS without any manual intervention.

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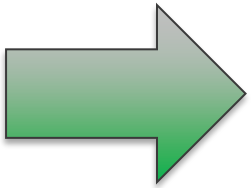
PDF-to-Data Conversion – Our Approach

Proof of Concept 2021

- 20 *test* transcripts
- Had issues with watermarks and images
- Conversion accuracy was in the ninety-percentile.



Pilot 2022

- University partner
- 200 *production* transcripts across 20 sending institutions.
- Processed >49K Data Elements
- **99.9% conversion accuracy**
- <1% error rate conversion exceptions
- POC issue with watermarks solved!
- Image issues (picture of a picture) can be solved longer-term.

BETA!

- Beta will run over the summer (2023)
- Launch of PDF-to-Data conversion service Fall 2023.

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PDF-to-Data Conversion – Why You Should Consider!

Consideration	Value
Reduce data entry costs	*Average data entry salary $40K/year.*
Operational efficiencies through a simplified approach	*Swifter Admissions process.*
Achieve consistent data accuracy	*Cost offset*
No hardware or software to install	*Cost offset*
No template for receiving schools to maintain.	*Cost offset*

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Services in Support of your Students/Alumni

- Myhub Student Portal
- Transcript services
  - Online ordering
  - PDF/print delivery
  - Automated administrative processes
  - SIS integration
- Third party transcript ordering for Admissions and Registrar
- PDF to Data Conversion

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What's New & Upcoming

- PDF to Data Conversion
- Multiple Transcript Type Templates
- International Address Verification (8 countries & more coming!)
- Student Ability to Waive Attachment Review
- New look of the ordering site and 'Track Your Order'
- Lived Name/Preferred Name for Transcript Ordering

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ASSISTANCE FROM YOU

- If you are NSC User Administrator, please review the contacts at your institution and do a few things:
  - Inactivate users no longer at institution
  - Make sure the proper users have the Registrar role that should receive important announcements
  - If you would like the newsletter, you can do this as a part of the roles portion of contacts.

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Clearinghouse Support

- **School:**
  - Implementation
  - Client Success Manager- Robert McTighe
  - Regional Relationship Manager
- **Student/Alumni:**
  - Customer Service
  - Phone Support:
    - Mon-Thurs 9am-7pm EST
    - Friday 9am-5pm EST
  - Email Support Weekdays
  - Chatbot available 24/7
  - Online Help Center & FAQs available 24/7

National Student Clearinghouse®

Need Enrollment and Compliance Reporting Resources?

Data Integrity Operations
Enrollment & Degree File Processing
schoolops@studentclearinghouse.org

SSCR Error Help
sscrerrors@studentclearinghouse.org

Audit Resource Center
Federal Aid Audits & Program Reviews
auditresource@studentclearinghouse.org

Subscribe! Blog for Compliance Updates
https://studentclearinghouse.org/compliancecentral/

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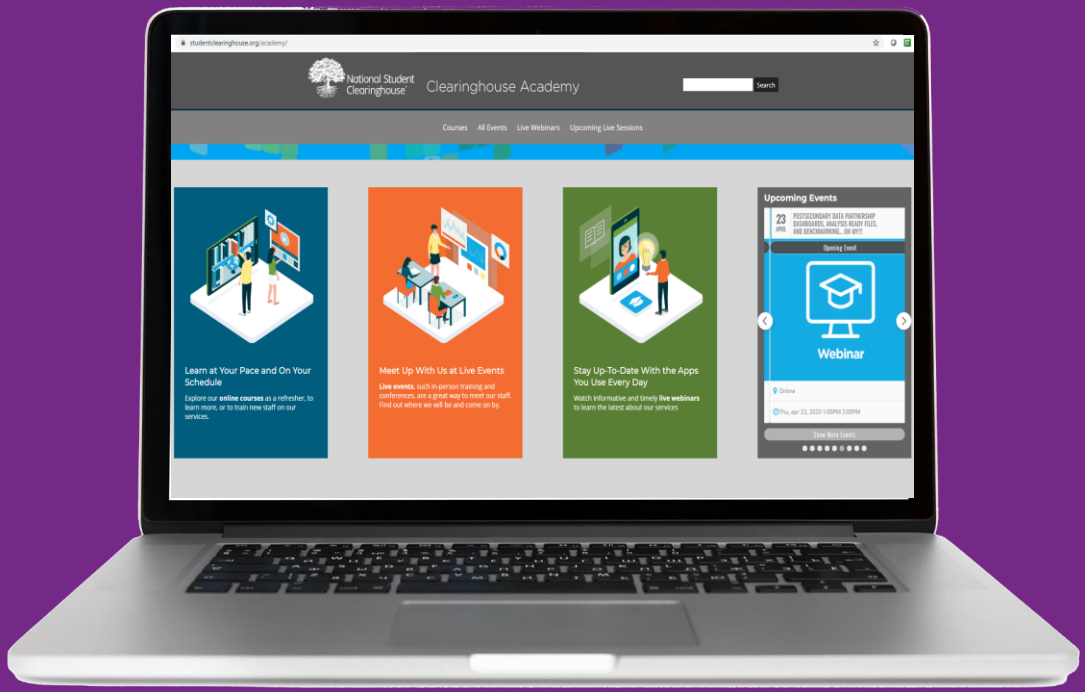
Clearinghouse Academy

www.clearinghouseacademy.org

- Live events and webinars
- Lessons
- User guides and documentation
- Links to
  - Audit Resource Center
  - Compliance Central
  - FAQ



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Questions & Discussion

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