

# Large University Adopts Salesforce EDA for Student Journeys- Phase-1

## COMPANY OVERVIEW

Zovio, formerly Bridgepoint Education, Inc. (BPI), is a publicly held, American for-profit education services company. It owns one online accredited university, Ashford University, and owned the former University of the Rockies from 2007 to its merger with Ashford University in 2018. In April 2019, the company changed its name to Zovio, moving its headquarters to Chandler, Arizona.

Zovio also owns Waypoint Outcomes, Fullstack Academy, and TutorMe.

## COMPANY PROFILE

LOCATION *Chandler, AZ, USA*

EMPLOYEES *5500+ employees*

INDUSTRY *Education*

COMPETITOR *All Higher Ed and Vocational Schools*

SOLUTION(S) *Sales & Service Clouds, Chatter, Communities, MuleSoft, FIVE9, Marketing Cloud*



## CHALLENGES

- **Decentralized applications used** made it impossible to drive coordinated experience for faculties to manage courses and interventions as required at the same time
- **Student risk management was not connected with the execution** leading to manual reporting process which was costly, slow and inaccurate,
- **Scalability** was a challenge as the entire process from faculty offering courses to successful completion of the course by the student
- **The digital asset were kept in private folders** which made it impossible to search and reuse standard emails
- **Track faculty interventions and generate reports** to analyze the section activity for a student related to a particular course

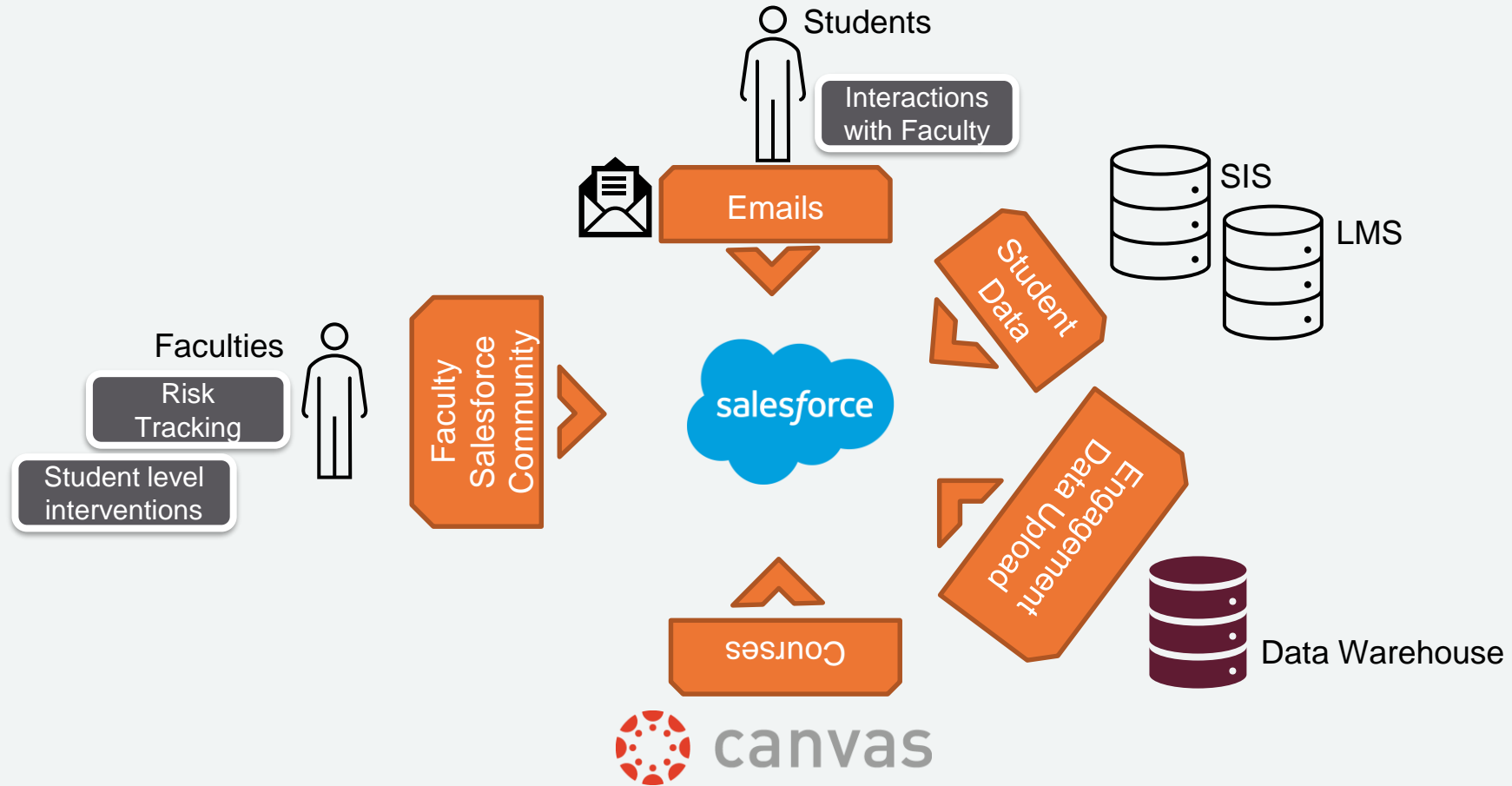
## SOLUTION IMPLEMENTED

- Introduced custom Email Capturing ability inside the community to record the interventions sent out by the faculties
- Custom components built in the community to integrate data coming from SIS and LMS
- Architecture level assistance provided to the client to optimize the object level data
- Lean design methodology followed to attain the UI of the portal and maintain elements from previously used software for intuitiveness
- Setup naming standards and asset folder structure so the assets can be easily found for reusability
- Records student falling under the risk of dropping off from the course to ease tracking based on the score data obtained through machine learning algorithms

## RESULTS

- Faculties can track the student progress on a daily basis
- Students in the risk of dropping out of the course could be communicated with on time hence reducing the drop-out rate drastically
- Dashboard committed to each faculty member to gain insights and quick overview of the student risk health score
- Student Engagement has enhanced multi-folds targeting students on each step of their journey with custom email intervention facility from within the portal

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# Screenshots of app or implementation (if applicable)

**ZOVIO** Ashford UNIVERSITY

Dashboard

Being a successful learner doesn't happen by chance; it happens because you are intentional -Christine Johnston

**ENG101: Literature (FSD2016A)**  
Start Date: 2/6/2020  
End Date: 5/28/2020

**PSE 101: Environmental Science and Sustainability (FSD2020B)**  
Start Date: 3/3/2020  
End Date: 6/3/2020

**BUS 600: Management Communications with Technology Tools AshfordUniversity (FSD2008A)**  
Start Date: 5/3/2020  
End Date: 5/26/2020

**BUS 621: Machine Learning with Python (FSD2013A)**  
Start Date: 6/9/2020  
End Date: 8/20/2020

**ART 871: Global Strategy in Changing World (FSD1)**  
Start Date: 6/11/2020  
End Date: 9/25/2020

**\_ART201: History of Western Art (FSD2020A)**  
Start Date: 6/15/2020  
End Date: 9/13/2020

**ZOVIO** Ashford UNIVERSITY

Dashboard > BUS 600: Management Communications with Technology Tools AshfordUniversity (FSD2008A)

Faculty: Faculty User1 Course Start Date: 6/17/2020 Course End Date: 9/16/2020

Bulk Message

	✉	Risk ▲	Student Name	Student ID	Delta Score	Factor
<input type="checkbox"/>	<input type="checkbox"/>	●	Mary Hernandez Ms	123232	↓ 50%	
<input type="checkbox"/>	<input type="checkbox"/>	●	Joey Smith	CACANN156	↓ 50%	
<input type="checkbox"/>	<input type="checkbox"/>	●	Joey Tribbyani	CACANN156	↓ 67%	
<input type="checkbox"/>	<input type="checkbox"/>	●	Maria Garcia	4646	↓ 80%	
<input type="checkbox"/>	<input type="checkbox"/>	●	Noah Smith	CACANN15673	↓ 83%	Academic: Excellent performance in 3rd Mid-term exam but failed to have goo...
<input type="checkbox"/>	<input type="checkbox"/>	●	chandler Smith	CACANN156	↓ 83%	
<input type="checkbox"/>	<input type="checkbox"/>	●	jasmine sandlas	CACANN156	↓ 43%	
<input type="checkbox"/>	<input type="checkbox"/>	●	Michael Smith	CACANN156	↓ 33%	
<input type="checkbox"/>	<input type="checkbox"/>	●	Albert Hughes	5757	↑ 133%	
<input type="checkbox"/>	<input type="checkbox"/>	●	Arya Stark	45AG4545	↑ 14%	
<input type="checkbox"/>	<input type="checkbox"/>	●	preeti John	CACANN156	↓ 75%	
<input type="checkbox"/>	<input type="checkbox"/>	●	Jon Snow	47		
<input type="checkbox"/>	<input type="checkbox"/>	●	student	1234567890		
<input type="checkbox"/>	<input type="checkbox"/>	●	George Lawrence	12		
<input type="checkbox"/>	<input type="checkbox"/>	●	Olivia Davis	AshFord10		
<input type="checkbox"/>	<input type="checkbox"/>	●	Bruce Lamonter Wayne	CACANN1234		
<input type="checkbox"/>	<input type="checkbox"/>	●	Sansa Stark	46		
<input type="checkbox"/>	<input type="checkbox"/>	●	Bran Stark	48		
<input type="checkbox"/>	<input type="checkbox"/>	●	Betty Bright	345		
<input type="checkbox"/>	<input type="checkbox"/>	●	bald John	CACANN156		
<input type="checkbox"/>	<input type="checkbox"/>	●	Nelson Simas	AshFord-11126		
<input type="checkbox"/>	<input type="checkbox"/>	●	Larice Mello-loc	AshFord-11126		

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Faculty: Faculty User1 Course Start Date: 6/17/2020 Course End Date: 9/16/2020

Bulk Message

**Student Outreach**

Use Template  
Please Select Email Template

Recipients  
apprio.demo12@example.com

Other Recipients

Copy Faculty  Copy Advisor

CC

Subject  
Subject

Mail Body  
Salesforce Sans 12 B I U

Cancel Send