

HOW THEY USED DATA:

University of Tennessee at Martin



In the midst of COVID-19, the University of Tennessee at Martin used data from the iClicker Insights *COVID-19 Intervention Needs Survey* to identify and intervene with students who were a retention risk. The short survey made administration and intervention simple.



Using the Data to Intervene with Students

The University of Tennessee at Martin administered the iClicker Insights *COVID-19 Intervention Needs Survey* to all undergraduate students in spring 2020. James Mantooth, the Executive Director of Enrollment Services and Student Engagement, said that they had primarily used the data to determine which students to reach out to. He focused on survey questions related to sense of belonging, finances, and intent to return.

If a student had concerns in multiple categories, he handled the outreach. Student success center staff reached out to students who said they weren't coming back, financial aid staff intervened with students with concerns about paying for next year, and student affairs staff connected with students who indicated a low sense of belonging. Mantooth also shared summaries of the results with campus leadership.



Students Recognized and Appreciated their Efforts

UTM students expressed appreciation for the outreach. The outreach also opened communication channels for students, including a student who requested a virtual meeting and another who will be transferring and took the opportunity to describe why.

Mantooth also said that short length of the survey made it easy for students to complete and easy for him to plan and coordinate outreach quickly. Therefore, in the midst of the COVID-19 pandemic, he and his institution were able to gather good information and act on it.