



Pink Link Capture

A bold new approach to the problem of retention

"Engagement is the key factor in any successful retention program. We are the missing link between you and your students."

Denise Roth
CEO Pink Leopard Software



Gartner | 2016
COOL VENDOR

Engagement is the key to student success

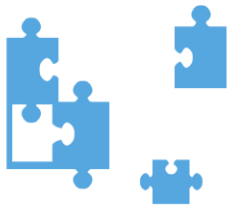
In 2013, the Educational Policy Institute performed a large scale study of attrition on college campuses. The study, which analyzed the operations of 1166 colleges, produced some remarkable results. By doing exit interviews with students dropping out of college, they found that the number one reason for leaving college was, *"The college doesn't care about me"*. If you add in the second most common reason, *"Poor treatment by an employee or faculty member"* you cover over 2/3 of the students dropping out of school.

Retention has little to do with GPAs, SAT scores or whether a student is a first generation college student. It's about engagement. This paper will describe our patented Pink Link Capture product and show you how we not only monitor engagement on campus, but how we actually promote engagement through smart phone intelligence.

Pink Leopard Software's *"unique and compelling technology"*

Of the five companies, worldwide, that Gartner selected as cool vendors in 2016 in education, only Pink Leopard is a retention company. Gartner also named "Student Retention" as the #1 critical technology on college campuses for 2016. Pink Leopard's technology so impressed Gartner that we received the award before the product actually went live.

The pieces of the retention puzzle



Pink Link brings together several game-changing technologies to give you a clear picture and understanding of engagement on your campus. Our Pink Link Capture system is cloud-based relieving you of many of the responsibilities and problems associated with traditional in-house systems. The system is easy to operate and requires very little time and effort from your existing staff.

From the first week of school, it identifies students that are in need of additional assistance and support. Pink Link takes a close look at how students participate in the community. Do they attend class and lectures? Are they in the library every day? Are they on campus during weekends? Were they at the game Saturday night? To gather this data, access readers could be placed everywhere. However, the school is then faced with huge amounts of data to be processed while inconveniencing everyone involved.



Although Pink Link has many of the features of a traditional campus card system, it is different in that there are no cards, no card readers and no requirement to have an employee operating the reader, saving the institution considerable operating expense. Unlike card systems, we are searching for who is not there, not who's there. How do we accomplish this?

We Follow the Phones

Students are virtually never without their phones. *Pink Link Capture* follows students as they move through the campus Wi-Fi infrastructure. Our patented process is completely passive. We respect students' privacy. We do not record any Internet activity and can even operate without recording the interaction itself. Every "Point of Contact" (POC) is assigned a point value by day and time. This value is simply added or subtracted from the students' "Engagement Quotient" (EQ). No record of the transaction need be recorded and complete privacy is maintained.

The higher a student's EQ, the more connected they are to the community. It's the lower EQs that need to be identified while there is ample time to turn around the behavior. As students encounter problems in their life on campus, they often withdraw from the campus community. As low engagement students are identified, schools can then provide the support and encouragement they need to continue their education to a successful conclusion.

Once students are identified as needing attention and support, *Pink Link Capture* helps with the intervention. At the school's discretion, a series of emails and texts can be sent to low EQ students to begin the re-engagement process. The content, determined by the school can be automatically sent to those needing support. Students can be made aware of help available to them on campus or invite them in for an informal chat. The message can be tailored to reinforce the school's retention strategy.

If a FERPA waiver is obtained, additional emails can also be sent to parents including them in the intervention process. The availability of supportive parents is predictive of academic success and can sometimes be even more important than traditional measures of cognitive skills, such as the SAT. (Fuertes & Sedlacek, 1994; Tracey & Sedlacek, 1985, 1987)

PowerLinks

PowerLinks are a powerful feature of Pink Link system. The idea is simple and the results are astounding. A PowerLink connects a location to content on the Internet determined by the school. As a student approaches a PowerLink, their phone senses the Link and content is pushed to the phone. PowerLink connectivity requires a free app to be downloaded to the phone.

As an example, during orientation or campus tours, when a student approaches a building, they can be presented with a map of their current location or the interior of the building, a short overview of the history of the building or a video with a college representative explaining the offices contained within.

It's easy to provide welcoming personal video messages to prospective students as they tour campus directly on their phones. At campus events, relevant information can be pushed, such as the program for the event to students' phones.

- Events
- Orientation
- Maps
- Notifications
- Announcements
- Surveys
- Promotions
- Runs on Batteries or AC

PowerLinks can also be used by on-campus vendors to offer incentives or coupons as students pass their facilities. It's simple and easy to engage and to deliver infinite types of content to students with PowerLinks.

Attendance

Of course, classroom attendance is essential to a student's success and is a fundamental part of any successful retention program. Historically, attendance has not been a priority on college campuses. Now, with so much focus on student retention, it has become an essential element of many retention programs.

Pink Link Attendance is a revolutionary new way to handle attendance challenges.

- Fast, Accurate Attendance
- Automated Attendance Reporting
- Automated Texts to Students When They Miss Class
- Enhanced Learning Experience
- Easy Professor to Student Interaction
- Easy Push Notifications
- Effortless Polling and Surveys

With Pink Link Attendance, every professor is given a key fob that controls the attendance process. Whether the class meets in a classroom, lab or even outside, the professor needs only to press a button on the fob to register every phone in class.

The data is processed quickly and attendance reports are generated weekly and distributed to professors automatically. The process is effortless. Pink Link Attendance requires a free app to be downloaded to the phone.

During the attendance process, additional content relevant to the class can be pushed to students' phones. Professors can push notes for class, additional information located on the Internet, or even a video of the professor going over a particularly difficult concept they wish to cover that day – even a cartoon of the day. The professor controls the message.

Capture

Utilizing your Wi/Fi infrastructure, Capture passively monitors where students are located throughout your campus, effortlessly gathering student engagement data. This high-value data can then be accessed for a variety of uses on campus. There is no action required by the student. No app is required.

- Passive Monitoring
- No App Required
- Perfect for Large Common Areas
- Automated Enrollment in the Pink Link Program
- Battery or AC Operation

Pink Link's automated support services

Campus support services, tutoring and counseling, are key components of your student success program. But, asking for help is often difficult for young adults. To the student, it may imply failure, whereas the college administration sees asking for help as a very positive step in the retention process.

We've made it easy for students to reach out for help and to connect to support services. From the phone, the student simply clicks their availability and briefly describes their problem. An administrator simply compares the schedules of the provider and the student and clicks one button to set up the appointment. Texts and emails, to both the provider and the student, are automatically generated confirming the appointment.

Pink Leopard Software

Committed to student success, a bold new approach

Summary

Pink Link Capture is an *Early Alert Retention Solution* that generates real-time student engagement data, enabling schools, for the first time ever, to reach out to students in danger of dropping out, while they have the opportunity to do so. It provides schools with the ability to collect student engagement data unique to each school, cost-effectively and effortlessly. It can automatically identify those in need of attention and support, alerting schools to step in before students drop out. The campus-wide system has multiple components, including gathering student engagement data by continually monitoring student activity, capturing attendance with the push of a button, and providing schools the ability to deliver content of their choosing to students' phones at any time and from any location.

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