

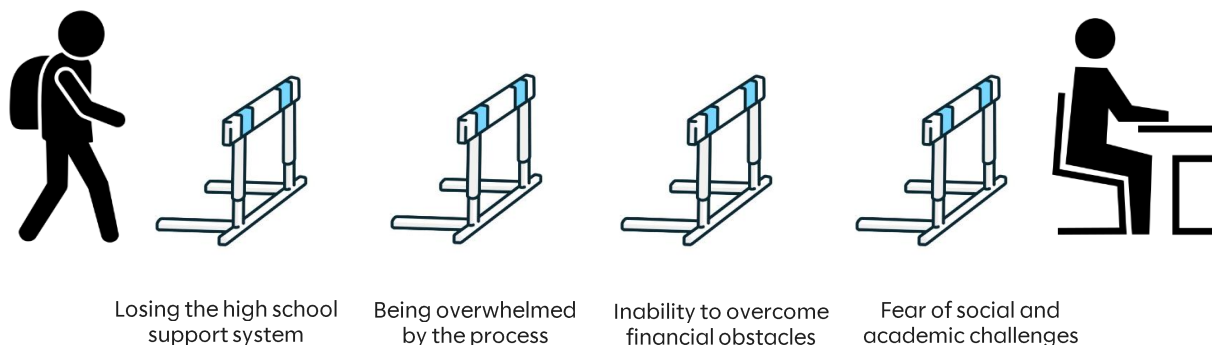
## A HOLISTIC APPROACH TO

# Leveraging Data and AI for Summer Melt

National longitudinal data indicate that up to 40% of high school seniors who have been accepted and intend to enroll in college ultimately fail to matriculate in the Fall. This phenomena, known as “Summer Melt,” disproportionately affects low-income students and is a priority for increasing access and equity in education.

While the causes and interventions for Summer Melt are well-understood, institutions of Higher Education may benefit from support in applying data and AI-based solutions to this issue.

## HURDLES TO MATRICULATION



*Source: Joe Emerson, University of South Florida Admissions Blog*

## ESTABLISH YOUR APPLICANT DATA FOUNDATION

Is your applicant and student data sitting in silos across multiple sources and systems? Do you have a 360-degree view of each admitted student that includes data from your systems for digital marketing, recruiting events, financial aid, tuition and payments, orientation, health, housing, and any other systems relevant to an admitted student’s journey to Day 1? Even without a comprehensive view, you can get started by bringing together a handful of systems, adding more as your data foundation matures.

## LEVERAGE PREDICTIVE ANALYTICS TO SPOT THE RISK

Armed with your data foundation, you’ll be able to generate insights such as a student’s overall risk of Summer Melt based on a variety of factors, enabling prioritization of finite resources. These analyses may validate existing models and can also identify previously unknown risk factors.

## SCALE YOUR INTERVENTIONS WITH AI

The generative AI tools of today, including secure and compliant Large Language Models (LLMs), are improving with each passing month and can give every student a knowledgeable and helpful college counselor in their pocket. Imagine sending each at-risk student an intelligent and interactive sequence of emails and text messages to guide them through their own custom checklist, creating a more level playing field for all.

# Slalom case study: Visualizing dropout risk, performance, and more

Atlanta Public Schools (APS) is one of the largest school districts in the state of Georgia, serving over 50,000 students across 87 schools. With data, cloud, and analytics support from Slalom, APS leads the nation in transforming data into clear insights that empower educators, parents, and students. This success is built on Tableau data visualization tools and a cloud data platform that meets stringent ISO compliance standards.

“It all started when we set up the team’s first Tableau Server,” recalls Ryan Crosby, a Slalom data and analytics consultant. “They were using an old SQL server that nobody loved, and they were writing all the Tableau workbooks against copies of the production database.”

After the initial data warehousing effort, Slalom and APS were able to create dashboards that visualized data ranging from relatively simple information such as attendance rates and “take rates” of tests to more complex insights, like an early warning dashboard that predicts dropout rates for incoming freshmen in high-school by applying data models to their performance in key subjects, attendance, behavior, and other metrics.

As the program grew, inadequate infrastructure and automation became a significant challenge. The team repeatedly ran out of storage space or had trouble getting access to data sources in a timely fashion. Slalom helped the team evaluate cloud options, architect, and build an end-to-end data platform that automates ETL (extract, transfer, load) jobs to connect data sources.

**“We can see from the backend that people are exploring and using these dashboards all across the school system and district... Teachers tell us the dashboards allow them to quickly gain a deeper understanding of their students. Previously they would have to piece together information across multiple disparate systems by themselves. Now all that information is at their fingertips in real time.”**

**- Michael LaMont, Executive Director, Data + Information Group  
Atlanta Public Schools**

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## GET IN TOUCH

Contact Jennie Wong, Ph.D., Industry Director for Education at [jennie.wong@slalom.com](mailto:jennie.wong@slalom.com) to learn more and get started today.

## ABOUT SLALOM

Slalom is a global consulting firm that helps people and organizations dream bigger, move faster, and build better tomorrows for all. We partner with over 400 of the world’s leading technology solution providers to create extraordinary results for our customers. Learn more at [slalom.com](http://slalom.com).

