

**Focusing on Increasing Student Success on Your Campus?
Here's How to Determine the ROI of Your Partnerships.**

In just a week, I'll participate in an interactive symposium demonstrating strategies used by leaders of a student success initiative to determine their return on investment (ROI). The theme for the event--Supporting Students in Overcoming Adversity: Agency, Justice, Equity--is a powerful one that speaks to what we do at rpk GROUP, operating at the intersection of Mission, Market and MarginSM.

Who: I'll be joining Erin Wheeler of the New Orleans-based college success organization, College Beyond, John Nicklow, President of the University of New Orleans, Caroline Noyes, Associate Provost at UNO, and Edward Smith from the Kresge Foundation.

What: We'll get your input on challenges you're having in framing and calculating the ROI of institutional initiatives, and we'll offer insights from a real life example involving Privateers Compass (the partnership between the University of New Orleans and College Beyond), which is leveraging the city's social service agencies to increase persistence and degree completion for the region's most underserved students.

Where/When: [Grantmakers for Education 2019 Annual Conference](#) in New Orleans, Louisiana, on October 22-24. Our session, *Investing for Impact: Determining the ROI of Cross-Sector Partnerships for Student Success* will be on October 22 at 3:15 p.m.

Why: Those attending can expect to learn how ROI assessments can help you identify proof points, reduce programmatic costs, and improve college student outcomes. (If you're unable to attend and/or unsure as to how to define, measure, and scale an initiative's 'return,' you'll want to check out my reflection post following the event.)

This won't be your typical conference session.

We'll start by crowdsourcing questions and comments first, getting input from you on your biggest challenges. Next, we'll demonstrate an interactive digital tool -- along with providing real-life examples and estimates of an ROI. (You'll also have a chance to devise your own strategy for assembling an ROI assessment.)

The session will cover a tool that our team crafted specifically to guide focused time and energy (among funders, but also among institutions, community-based organizations, and students),

which is applicable across educational contexts. It's designed to help you identify and quantify an initiative's impact on important audiences and stakeholder groups.

Last but not least: there'll be many practical tips shared for crafting, building, and testing tools that are appropriate for evaluating cross-sector initiatives.

Stay tuned for my follow-up post, which will include audience Q&A and other insights from the event!

What to learn more about strategic finance and understanding the ROI for student success initiatives? Here are some great links to rpk GROUP resources:

[Improving College Affordability with New Higher Education Business Models](#)
[Educause ROI Toolkit](#)

[How Ohio Community Colleges Use ROI to Make the Most of Student Success](#)

[SUNY SYSTEM Financial Sustainability Field Guide](#)
<https://oer.suny.edu/oer-sustainability/>