

Harnessing Data & AI

Creating Insights for Student Success & Transfer Readiness

THE PROCESS

MCG improves institutional AI capabilities through a rigorous process: data sourcing, a tiered data lake, and integrating machine learning for predictive insights. This reveals findings that educators can use to improve student success.

THE MCG IMPACT

Helios Transfer Grant

Supported by a \$1.3 million Helios Education Foundation grant, this initiative aids Valencia College DirectConnect transfer students with financial incentives for course completion and transition to UCF. MCG's analytics have significantly improved completion rates and reduced graduation times.



1.3M

Dollars in funding



1,000+

Students impacted

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Data & AI
Azure

OBJECTIVES

Midtown Consulting Group (MCG) uses Azure's data lake and machine learning technology to create advanced analytics that improve student success and transfer readiness at higher education institutions.

STUDENT SUCCESS

MCG's Azure enriched data sets and machine learning models reveal key risk indicators impacting college students, such as:

- Course withdrawals
- First-term GPA below 2.5
- Significant first-term GPA drops
- Initially earning fewer than six credit hours
- Full-time students earning less than 12 credits

These models empower institutions to proactively support students, reducing dropout rates, and improving learning.

TRANSFER SUCCESS

1 Completing 3-5 Relevant Courses

Identifying courses that indicate future success within an intended major eases the transfer process and reduces attrition rates.

2

Identifying Student Pathways

Streamlining students towards their degree goals by categorizing pathways as Diverse, Direct, or Divergent.

3

Solidifying a Pace for Success

Helping students maintain appropriate enrollment statuses (part time/full time) to minimize attrition.