

Scaling Student Success: How PIA Leverages Student Voice Data to Drive Retention and Consistent Support

2026 MAACS

Presenters



Annie Howard

Senior Partnership Director
EdSights



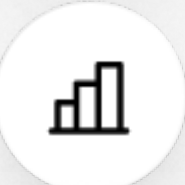
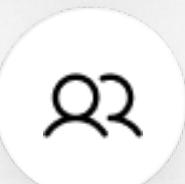
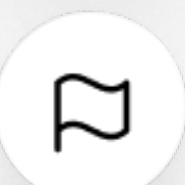
Dr. Phil Klein

Vice President of Education
**Pittsburgh Institute
of Aeronautics**

Why The *Student Voice* Matters

Lagging indicators

Without Student Voice

-  Financial Holds
-  Academic Performance
-  LMS Logins
-  Mid Term Warning

IS ACTUALLY DRIVEN BY...

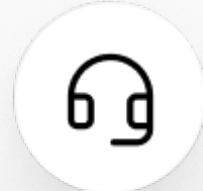
Leading indicators

With Student Voice

-  Food insecurity
-  No interest in major
-  Balancing work & school
-  Poor wellness

Why the Student Voice is *Hard to Capture*

1:1 Staff Outreach



Collection

- Manual and time-intensive
- Not scalable

Action

- Relies on staff follow-through
- Manual notes are inconsistent and not actionable at scale

Surveys



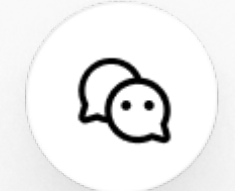
Collection

- Low response rates
- Infrequent and static data

Action

- Student concerns surface too late
- Results are siloed across surveys

CRM / Texting Platform



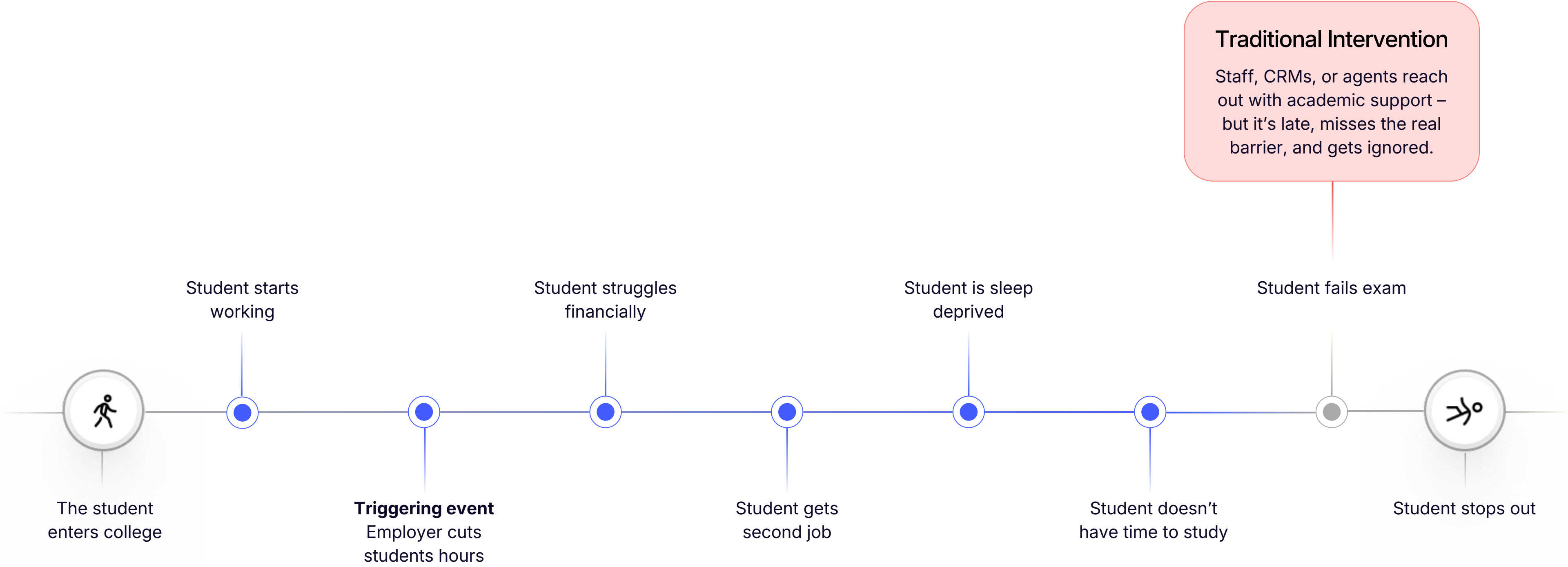
Collection

- Templates lead to low engagement
- Student contact only when struggling, reducing trust

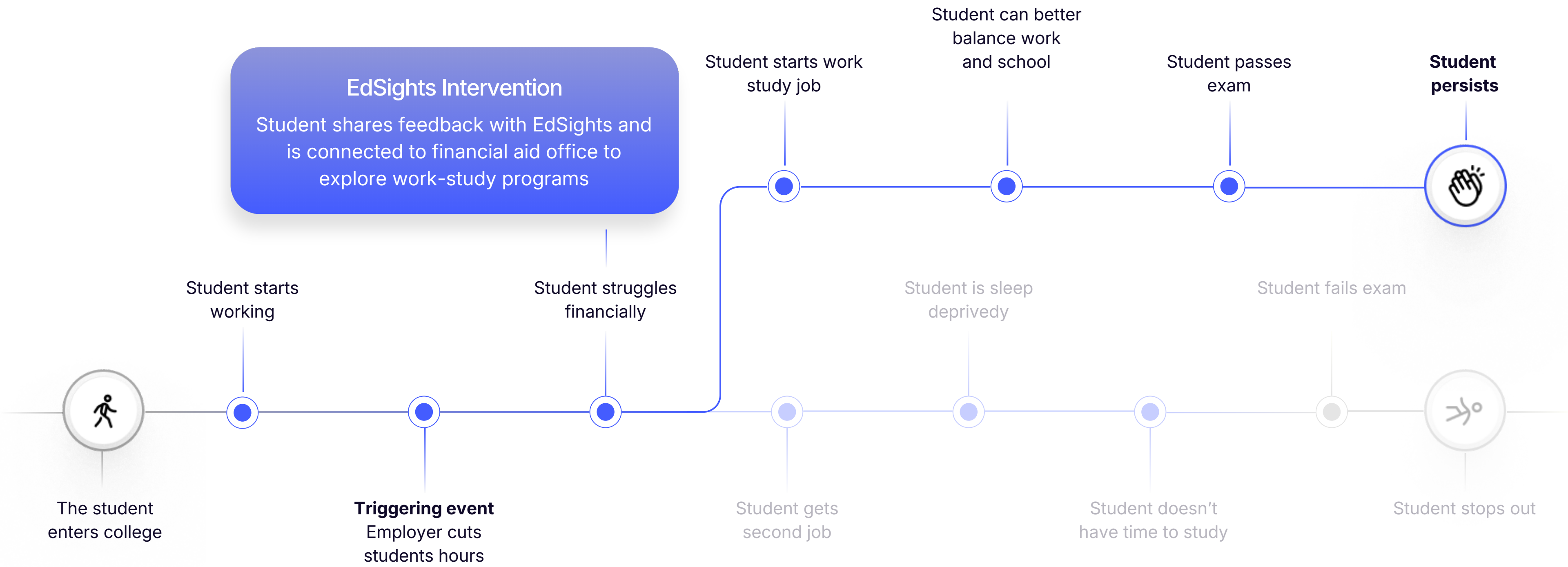
Action

- Human review causes delay or missed action
- Conversation data cannot be turned into actionable institutional insights

Student Voice in Action



Student Voice in Action





How *EdSights* Works



Conversational AI via SMS

- Proactive, research-backed custom framework
- Reactive Q&A
- Personalized based on previous student responses



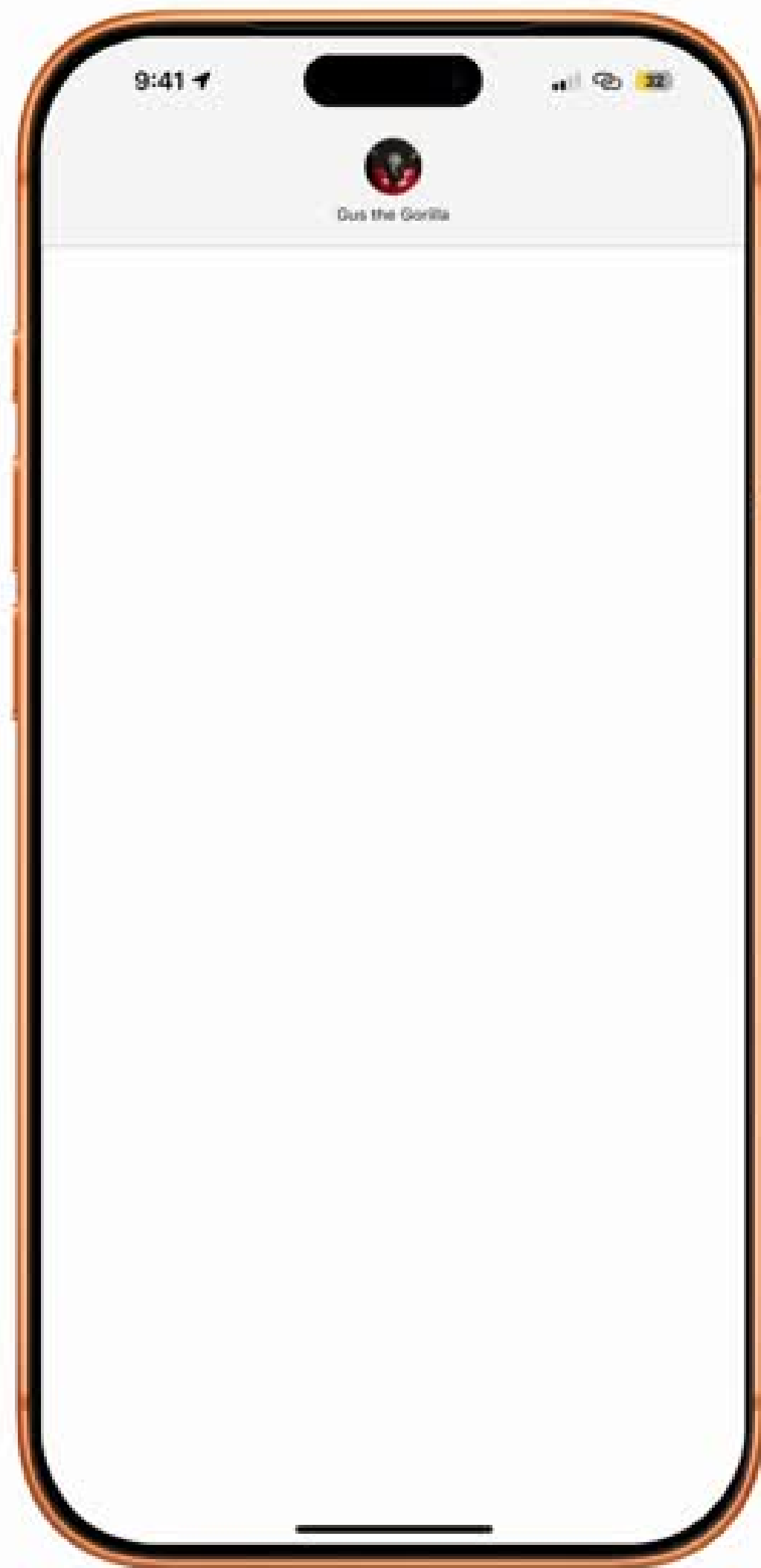
Student Voice Analytics Engine

AI analysis, backed by 8+ years analyzing millions of students' feedback



Actionable Insights for Student Success

- Aggregate & student-level trends
- Immediate flags to support staff
- Custom outreach flows



Ruby Acaya

MEDIUM RISK

RISK FACTORS



Academic Driver

MEDIUM RISK

52nd

Higher than 52.2% of peers



Sub Drivers

Self Efficacy

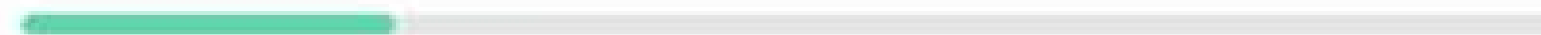


Engagement Driver

LOW RISK

25th

Higher than 25.3% of peers



Sub Drivers

N/A



Financial Driver

MEDIUM RISK

60th

Higher than 60.1% of peers



Sub Drivers

Balancing Work and School

Student Engagement *Outcomes*

40



Proactive Campaigns

of campaigns sent proactively
checking in with students on key
drivers of persistence

55%



Engagement

% of students actively engaging with
the student voice AI

2k+



Texts Received

of texts students have sent in the
last 12 months

Proactively Identifying Risk

Catching issues before they escalate

91%

of students reached
through proactive
check-ins

277

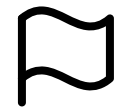
automatic connections to resources
with no additional staff lift

63

students flagged for staff follow-up,
helping identify who need help

Turning Signals into Interventions

Identified 21 students experiencing high stress due to finances, and once identifying the top stressor, connected them to Financial Aid



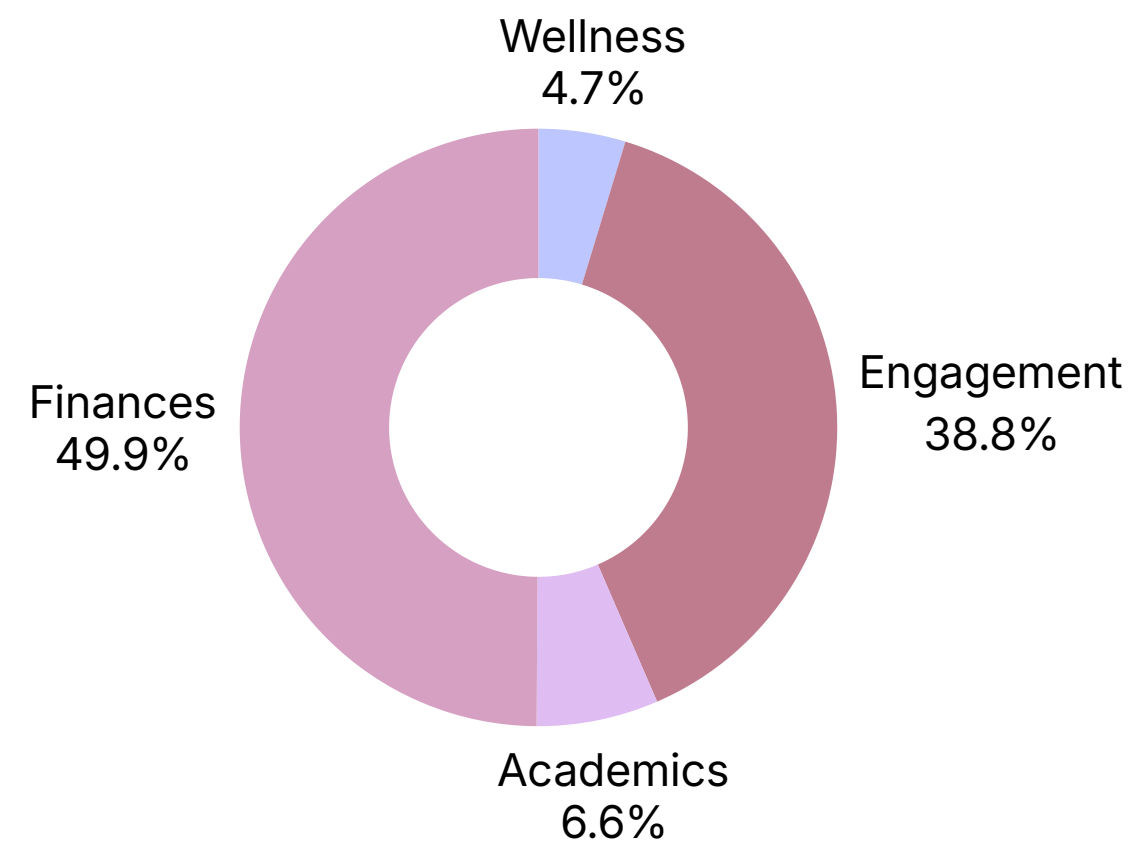
Identified 10 students with health and wellness needs due to mental health or lifestyle concerns, and connected them to Local Counseling Services



Identified 10 students struggling to balance work and school, and connected them to Financial Aid + encouraged them to connect with their instructors



Understanding Student Risk



Drivers of Student Risk

Student Risk Insights



Students with the tag PGH on average have a **higher Academic risk score**



AMT-AST students are at **higher risk** for "Course Engagement"



Students in term 3 are at **higher risk** for "Balancing Work + School"

Turning Intent into Early Intervention

Persistence check-ins covered through Fall – Winter – Spring terms



**22 STUDENTS
FLAGGED**

as unsure about returning
or not returning



Students are
highlighted on
the EdSights
Dashboard for
follow-up



Identified
\$639k
of at-risk tuition

Turning Intent into Early Intervention

Fall to Winter term outcome



**13 STUDENTS
FLAGGED**

as unsure about returning
or not returning



Students are
highlighted on
the EdSights
Dashboard for
follow-up



**11 STUDENTS
RETAINED**

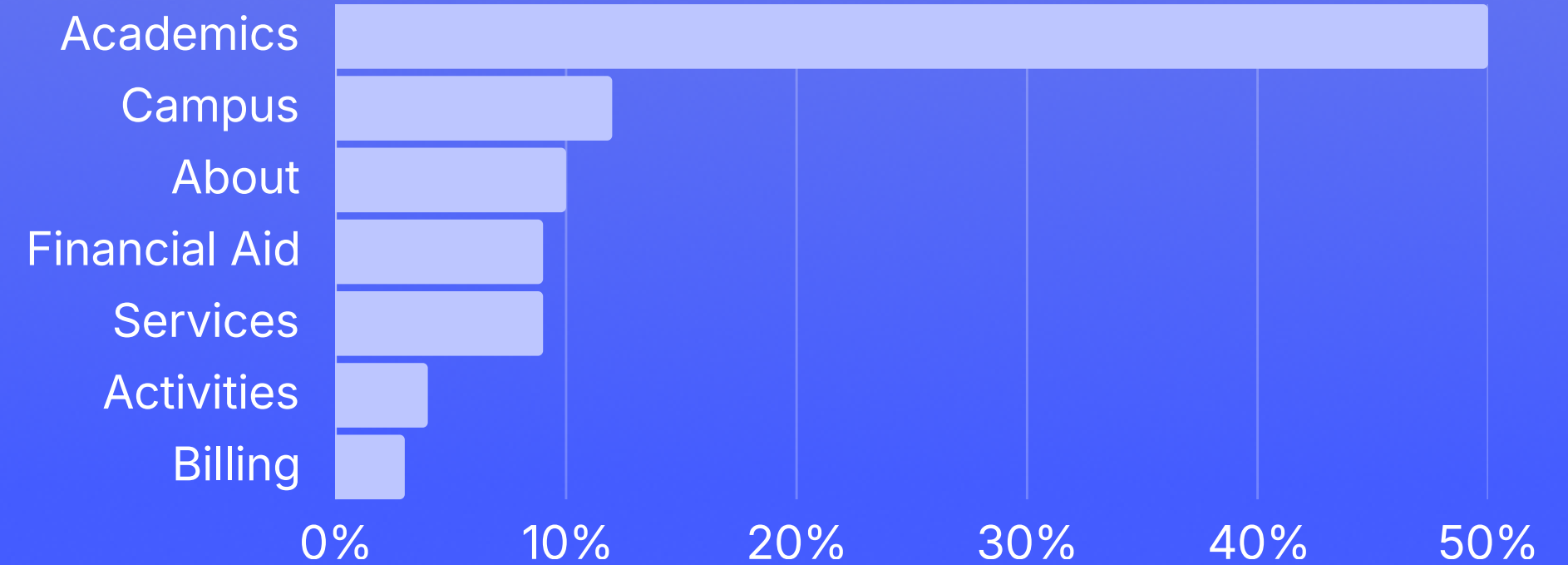
\$66k+ of at-risk tuition
revenue saved

Answers for Students, Time Back for Teams

105+

Student Questions
Answered

?



TOP QUESTIONS

- When is Break?
- I am having an issue with a professor
- What scholarships are available for students?
- How can I request accommodations?
- How can I get help with classes?
- Is campus closed today?
- What is the attendance policy?
- When is the deadline to register for classes?

The Student Voice Score®

The first industry benchmark for student satisfaction - built on real student voice

A single, trusted metric that turns scattered feedback into actionable insight - so you can prioritize what will actually move the student experience forward.

Hi Matt 🖐️ Your feedback matters to us.

On a scale of 0 to 10, how likely are you to recommend your institution to a friend?

(0 = Not At All, 10 = Extremely Likely)

9

What is the main reason for your score?

Because it's basically the best time to get into the field right now. I already recommended it to more friends, although it is very difficult

The Student Voice Score®



Your 2026 SVS

38

8 points above industry average

Promoters

53%

Passives

31%

Detractors

16%



Student Feedback Themes

Promoters

- Learning Environment
- Instructors and Teaching Quality
- Career Opportunities and Outcomes

*Great class cohesion,
instructors are awesome*

*The outcomes after graduating are endless
as well as the teaching style and learning
material of the school overall*

*The instructors are great!
Facilities are top notch!*

*The Monday to Friday 7-3 schedule makes it
challenging to work part-time during school*

Questions?

Thank you... this unironically means a lot after my practicals

Thanks, Jett that really means a lot. I hope you have a good day there, brother

Thanks for the support!

Thanks. No questions now but 4th semester has started off great!

Thank you Jett!

Thanks for the support Mr.Jett

What's your favorite plane?

Yo what's up Jett how you been

Sounds good. Would love to eventually come back and share my experiences once im working

The background image shows a large industrial workshop with a high ceiling and metal beams. In the foreground, a large jet engine is being examined. Two young men in dark blue shirts and safety glasses are looking at the engine. Another person is partially visible in the background. The image has a blue overlay.

INSTITUTIONAL STRATEGY • JUNE 2026

Student Engagement & Success Strategy

A coordinated institutional response to the Student Satisfaction Survey and EdSights feedback.

PURPOSE

One strategy, four institutional priorities

This strategy unifies student engagement initiatives with Learning Resource System awareness and continuous improvement into a single, evidence-based Student Success framework aligned with ACCSC expectations.

01

Engagement

Deeper connection to faculty, peers, alumni, and employers

02

Retention

Stronger belonging that keeps students enrolled and progressing

03

Career Readiness

Industry exposure and preparation from the first semester

04

ACCSC Readiness

Coordinated, documented, continuous-improvement practice

What students value drives every initiative

Student feedback is consistent — and it points in one direction.

Engagement, resource awareness, and continuous improvement are woven into one unified Student Success framework.

● Instructor relationships

Faculty connection is the strongest driver of student satisfaction.

● Hands-on learning

Shop time and applied practice keep students engaged.

● Career preparation

Early, visible pathways to industry and employment.

● Accessible support

Tutoring and learning resources students actually use.

Build Meaningful Relationships

Objective Strengthen students' connection to faculty, alumni, employers, and peers.

- Monthly alumni and employer panel discussions

- Alumni working alongside students during shop activities

- Peer mentoring for first-semester students

- Employer lunch-and-learn sessions and career roundtables

Strengthen Career Connections

02

Objective Make pathways to industry visible from the very first semester.

- Employer site visits and job-shadow opportunities
- Industry demonstrations using current aviation technology
- Career pathway presentations from the first semester
- Alumni success stories woven through the curriculum



Expand Hands-On Learning

Objective Give students more time, practice, and coaching in the shop.

- Increase structured shop time

- Offer Open Shop practice sessions

- Provide FAA practical skills workshops

- Run troubleshooting competitions and team projects

- More industry professionals coaching in the shop

Learning Resource System Awareness 04

Objective Increase student awareness and use of academic support resources.

- Introduce the complete LRS during orientation
- Promote tutoring, AMPower, Prepware, FAA manuals, labs, and loaner equipment
- Centralized LRS webpage and improved campus signage
- Assign ownership for coordinated LRS communication
- Alumni Study & Shop "Late-Nights": tutoring, FAA prep, and mentoring

Continuous Improvement

Objective Raise instructional consistency and close the feedback loop.

- Faculty development for instructional consistency

- New Instructor, Communication Basics, and Integrity in Instruction courses

- Standardize instructional expectations across campuses

- Mid-term pulse surveys and review meetings

- Use survey results to guide annual action plans

- Share outcomes with faculty and students

Campus Engagement

Objective Build events that connect students to the campus community.

- Alumni networking and industry mixer nights

- Student club showcases and aviation spirit events

- Campus open-house and community fly-in days

- Seasonal celebrations that build belonging

Key performance indicators

Progress is tracked against a shared set of outcome measures reviewed on a regular cycle.

● Satisfaction

Improved Student Satisfaction Survey scores

● Engagement

Improved EdSights and engagement scores

● Participation

Higher participation in engagement and LRS activities

● FAA Success

Increased FAA examination pass rates

● Outcomes

Improved retention, completion, and placement

● Partnerships

Expanded alumni and employer participation

12-MONTH IMPLEMENTATION TIMELINE

From planning to expansion in four phases

01

Planning

SUMMER 2026

Recruit alumni and employers, identify the LRS owner, and develop communications.

02

Launch

FALL 2026

Begin panels, mentoring, Open Shop, the LRS campaign, and employer events.

03

Assessment

WINTER 2026

Review survey and EdSights data, then adjust initiatives.

04

Expansion

SPRING 2027

Expand successful programs and publish annual outcomes.

EXPECTED OUTCOMES

A coordinated, evidence-based path to student success

- Greater engagement and a stronger sense of belonging
- Improved awareness and use of learning resources
- Stronger career readiness through employer engagement
- Higher student satisfaction and retention
- A coordinated strategy aligned with ACCSC expectations

