



# CERTIFIED PARTNER OVERVIEW

**G E T S E T**

The powerful influence of community

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## Executive Summary

In the following overview, we'll explore [GetSet](#), a student community platform that works with schools to empower educators with techniques for making students more tenacious in the face of all of life's setbacks. GetSet offers a compelling set of benefits for students, faculty, and institutions alike:

- **Students:** Instills an authentic sense of belonging and empathy by connecting students with peers who have faced—and succeeded against—similar obstacles. GetSet's technology blends pieces of advice from students who share certain characteristics (military, transfer, online, etc.) with proven techniques for developing a growth mindset, grit, resilience, and self-regulation.
- **Faculty and Staff:** GetSet's Influence platform enables faculty and staff to prevent setbacks before they occur, providing support before such common stress points as midterms, class registration, finals, etc., while also driving the usage of impactful institutional resources via testimonials from those whom students trust most—their peers.
- **Institutions:** GetSet's automatic content monitoring system helps institutions keep their communities safe, all while remaining open and vibrant. Continually updated with the latest trends in controversial topics, buzzwords, and slang, GetSet's flagging system monitors all posts, comments, and images in the student community in real time. In addition, institutions can leverage the peer-to-peer interaction

within GetSet's social platform and ultimately conserve countless staff hours that they could otherwise spend engaging at-risk students (assuming these students could otherwise be identified).

Grounded in the latest research about grit, growth mindset, and resilience, GetSet's stated mission "is to get every student through school, regardless of their own belief in their abilities." While architected as a social networking platform, the company relies on one of the oldest and most powerful tools in the human quiver—storytelling—to enable students to identify and dissolve the preconceived notion that some students are not cut out for college.

What follows is a high-level overview of GetSet, including explanations of how its platform and roadmap align with Abound's and Colleges of Distinctions' missions.

## On the Power of Tenacity

The body of research (and debate) on grit, non-cognitive skills, growth mindset, and resilience has exploded since Angela Duckworth's *Grit: The Power of Passion and Perseverance* became a bestseller, and conversation only continues to grow as more and more non-traditional students of all stripes—adult learners, first-in-family students, and students in minority and underserved populations—pour into North American higher education.

Rather than endorse a specific point of view in this research, GetSet, Abound, and Colleges of Distinction share a conviction that such factors as the confidence

gap, belongingness, and tenacity all deeply influence student success outcomes, and institutions must therefore address them throughout the student journey, not just during orientation.

We also believe that traits like grit and tenacity can be inspired in students, perhaps most effectively by peers who share similar experiences and backgrounds. Indeed, this belief is foundational to several of Colleges of Distinction’s [Four Distinctions](#), including Engaged Students and Vibrant Community.

## GetSet, the Four Distinctions, and the Four As

Abound and Colleges of Distinction share a commitment to innovative, teaching-focused, student-centered institutions that graduate lifelong learners who thrive as students and professionals. As part of that commitment, we assist schools by evaluating not just their offerings, but also the offerings of tool providers like GetSet. In this capacity, we are not acting as an accrediting body, but rather as an independent, member-driven organization that applies a rigorously tested framework for delivering great college experiences.

Colleges of Distinction evaluates GetSet’s potential impact according to the Four Distinctions:

- Engaged Students
- Great Teaching
- Vibrant Community
- Successful Outcomes

Abound looks at GetSet through the lens of the Four As:

- Affordability
- Accessibility
- Acceleration
- Advancement

## About GetSet

Over the past half-dozen years, efforts in higher education have intensified to divine clues—often billed as “actionable insights”—from data about students’ likelihood to pass, persist, and graduate. Often at great effort and expense, institutions have plumbed such data sources as learning management systems (LMS), student information systems (SIS), and customer relationship management systems (CRM) that are used by admissions officers or advisors.

Yet even when these data sources yield accurate predictions of student outcomes, it’s incumbent upon some combination of staff, faculty, and administrators to separate causation from correlation in order to design appropriate, effective interventions that are not creepy to the affected students.

Consider the challenge an advisor faces in translating a predictive LMS variable into an authentic, encouraging conversation with a student about re-enrolling. A waning trend line for discussion board activity, for example, can be a revealing insight, but that’s not necessarily an actionable piece of information if the underlying issue happens to be a family member’s recent cancer diagnosis.

“GetSet is savvy enough to recognize that students are more likely to open up to other students than to advisors and staff, especially if they’re provided a safe and constructive environment in which to do so.”

Further complicating the riddle of student success is that much of what leads to student attrition occurs outside of the classroom, with [recent research](#) showing that most students drop out of college in good academic standing.

Having followed GetSet for several years, we met with the company in March 2018 for a deep dive into the GetSet’s platform, which includes a monitored social network for students as well as analytics, outreach, and professional development tools for administrators, staff, and faculty.

Plenty of discussion is merited about how compelling GetSet’s unique, FERPA-compliant body of student engagement data could be. And it’s clear how the company has extended its platform well beyond its initial use case in orientation to encompass all later phases of the student journey.

But what fundamentally excites us about GetSet—especially in light of recent social networking scandals—is that they appear to be the rare example of technologists who understand empathy and who are tackling the challenge of scaling empathy across a variety of learner settings and segments.

GetSet is savvy enough to recognize that students are more likely to open up to other students than to advi-

sors and staff, especially if they’re provided a safe and constructive environment in which to do so. Millions of strikingly candid stories collected on GetSet’s platform attest to this.

*“I grew up in Chicago with limited resources got kicked out of school and eventually became a couch surfer. I worked a bunch of dead end jobs with no chance of success. I had my first child at 23 years old. I struggled and told myself everyday that I wanted better but knew I would never succeed.*

*I was at work one day in a plastic factory and they offered me a chance to move up in position and make more money. There was one stipulation I had to have a diploma or GED. I turned the job down, I didn’t feel I was smart enough to pass a GED test. I was told that day by my supervisor “change your way of thinking and you’ll change your life”. I went and look at my children and I needed to take action. I changed my own [mindset], I told myself you can do this instead of my usual you can’t. I got my GED exactly one month later and moved up in position.”*

- Student story shared on GetSet

Of course, as students contribute content to GetSet’s system (and inspire others to do so), they leave a rich trail of data, sentiment, and actionable insights about the student experience.

## GetSet Platform Overview

GetSet's suite includes four components:

- **The GetSet Student Community:** GetSet's social network, which delivers influential peer advice at scale, connects thousands of students with thousands of solutions from successful classmates.
- **Insight™ by GetSet:** This reporting platform spotlights what's going on with student populations via qualitative and quantitative insights, helping administrators learn not just when something's being talked about and by whom, but also, via sentiment analysis, how it's being talked about.
- **Professional Development:** GetSet's services arm trains institution staff on how to integrate GetSet's tools into their workflows as well as to understand the psychology behind GetSet's technology and the best practices for fostering a growth mindset culture.
- **Influence™ by GetSet:** An automated peer support engine, Influence connects struggling students with impactful stories from peers who have navigated similar challenges. Peers are matched based on analyzed data from different sources, such as academic calendars and their prior interactions on GetSet.

## How GetSet aligns with the Colleges of Distinction rubric

**Engaged Students:** GetSet's base offering, the Student Community, provides students numerous ways to overcome various barriers—geographic, social, time, etc.—

to find students who've overcome similar challenges, whether they be academic or personal.

GetSet was able to [quantify this engagement](#) according to several metrics, which vary with the academic calendar:

- Email open rates: 45% (vs. the higher ed industry average of 15%)
- Average visit duration: 4 minutes (July) to 9 minutes (November)
- Words per post in student conversations: 30 (January and March, both vacation months) to 80 (November)

**Great Teaching:** When fully integrated, GetSet serves as part of the coursework as well as a source for teachers to direct peer learning. Through a series of prompts that cover the spectrum of student reflection exercises and learning motives, GetSet supports an academic agenda focused on learning how to learn and learning from one's own growth. At Arizona State University, for example, GetSet is seen as a key teaching tool to foster students' self-confidence for the rest of their time on campus. ASU has deployed GetSet with over 600 instructors in 7 colleges and has integrated it into the freshman orientation course.

**Vibrant Community:** In addition to facilitating more meaningful connections among students through Student Community, GetSet's Insight tool enables institutions to take a more scientific approach to fostering vibrant communities. Insight surfaces influential themes among populations and shows relative performance among different initiatives to reveal what resonates most with students.

**Diversity**

Embracing unique social, cultural, and ethnic backgrounds

Posts: 1,205 | Comments: 6,008

Search within this topic

299 Subscribers

**Language learning**

Learning Portuguese has been an uphill battle. It can be fun but for some reason, certain vocab just doesn't stick with me so easily. Any advice on how to learn a language easily?

Edited a few months ago

In Diversity, Study habits

#AskAdvice #language learning

33 likes | 11 comments

**Amber Locky** (A few months ago)

I'm actually learning German right now. Some great advice that my professor gave us was to make sticky notes for vocab and to incorporate the sticky notes into our daily lives. For example, if

**George Jones** (Mammoth)

**James Burnett** (Mammoth)

**Connor Haverford**

Title: Struggling with all the reading

Story: I've always been a slow reader. I'm finding it hard to finish all this reading on time. There's just so much to get through every week.

If anyone has suggestions for managing the reading load, I'd love them.

Select topic(s): Time management

Tag your post: #Challenges

I'm posting a question that I'd like the community to answer.

Make this post private

**Seems like Ian would benefit from your advice.**

**Ian Martin** (Communications, Chicago Campus)

In Time management

**Struggling with all the reading**

I've always been a slow reader. I'm finding it hard to finish all this reading on time. There's just so much to get through every week.

If anyone has suggestions for managing the reading load, I'd love them.

#Challenges

3 likes | 1 comment

**Martina Reyes** (A year ago)

When I need to finish a reading quickly because of a deadline or whatever, the first thing I do is read just the first sentences of each paragraph and then I mark the paragraphs that seem like they're the most important. After that you'll have a good feel for the overall meaning, and you can then you can save time by focusing on the important parts.

**Engaged Students:** GetSet facilitates unique student engagement opportunities, enabling students to overcome barriers to get support or validation from students like them.

**Influence » Initiative report**

Back to all initiative reports

**Fostering community for commuter students**

Advice for keeping a strong community around you, even if you're living off campus.

Sent: 10/11/2017 | Audience: 15,387 | Type: Reflective | Categories: COMMUNITY

**Influence score: 83**

More details

**Population breakdown**

Influence score vs Population size bubble chart showing categories: International, Part time students, Military, Online students, Parents, Working part time, Transfer students, Athletes, First-time, full-time.

**Analysis**

- MOST INFLUENCED:** International. These students are most influenced by: Long posts, Emotionally charged posts.
- LEAST INFLUENCED:** Military. These students are most influenced by: Short posts, Actionable takeaways.
- GREATEST CHANGE:** Transfer students. This initiative influenced these students 4% more than average.

**Analyze » Trending terms**

Back

1/20/2018 | 2/20/2018

Filtering by: Campus (Any campus), Program (English), Characteristics (Parent +2), Topics (Any topics)

**TRENDING TERMS:** adding minutes, mental health, supported, necessary, physical, making connections, making social and professional connections in the school community, lifting, changing health, saw, fitness, lifting, supported, necessary, physical, making connections, making social and professional connections in the school community.

**SENTIMENT BREAKDOWN:** 63% Positive, 7% of mentions were neutral, 30% of mentions were negative.

**WHO IS DRIVING THIS TREND?** 57% ONLINE students.

**TOP 3 TOPICS:** Health and fitness, Personal health journeys and staying fit as a busy student, Self improvement, Loving, inspiring, and reaching your personal goals, Making connections, Making social and professional connections in the school community.

**POPULARITY AMONG ALL YOUR STUDENTS:** Very popular, One year earlier, Popularity among all your students, Popularity at similar schools, Not popular.

**Vibrant Communities:** GetSet's Insight tool enables institutions to take a more scientific approach to fostering vibrant communities.

**Successful Outcomes:** It would be tempting to measure GetSet’s impact in terms of student satisfaction, but the company has **quantified its effects** on student outcomes much more rigorously, detailing lifts to key student success metrics:

- First-term persistence: 4.83% to 7.83%
- GPA improvement: 10.2% for undergraduates; 7.3% for graduate students
- Retained tuition: \$2.8M, \$16.9M, and \$22.8M with three separate institutions

GetSet was also able to demonstrate a dosage effect, showing that students who spend more time on GetSet are more likely to persist.

- First-term persistence by level of engagement with GetSet:
- Higher engagement: 80.2%
- Lower engagement: 77.0%
- Non-users: 64.4%

## How GetSet aligns with the Abound rubric

**Affordability:** Since launching the Finance topic on GetSet Student Community, 35.2% of GetSet’s clients’ student population have become subscribers. Finance is among 20 possible subscriber topics, so such a high participation rate indicates that students are getting value from this topic’s crowdsourced insights.

There is no charge for students to access GetSet’s Student Community and, as an institutionally purchased

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January 2, 2018

**finance**

I have exhausted my student loan and still have 10 classes left till graduation. Also, our campus closed in ██████████ and it is harder to do things through the phone. I liked the person to person help. Not sure what to do after this class.

In Finances

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♥ No likes yet
💬 7 comments
⚙️

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██████████

Two months ago

Hi ██████████ My name is ██████████ I too had exhausted my loans. However, I spoke with my representative at DeVry and was able to get some help. My campus in ██████████ also closed. If you have to email your representative. The person that contacts you about your classes if you don't do it by email. They can find ways to help you out.

♥ 1 like
⚙️

██████████

Two months ago

Hi ██████████ and ██████████ My name is ██████████ I have also exhausted my student loan and still have 15 credit hrs left to graduate. I did all my classes online I called ██████████ and didn't get any help. ██████████ please let me know if you have any suggestions on how you got help. Thanks. My email ██████████

♥ 1 like
⚙️

██████████

Two months ago

Thanks for the advise and boost of confidense

♥ 1 like
⚙️

**Affordability:** Students can be each other’s best first resource on personal finance, including budgeting for college.

resource, the platform is made available to all students. And to reduce purchase friction for institutions, GetSet provides schools a wide range of implementation options. Nevertheless, the full value of the GetSet Student Community is made available to every student even at the entry-level pricing structure.

**Accessibility:** As alluded to previously, all students at a GetSet institution have access to the tool regardless of their learner status—adult, traditional, online, etc. And no matter their own institution’s size, students are still likely to find peers with shared traits through GetSet’s global community of 100,000 students. GetSet seeks to provide all students access to the rich resource of peer connections, using “like me” constructs in its platform to enable a sense of belongingness via the connections students make with others like themselves. Additionally, unlike many other online communities not built with students in mind, GetSet’s platform is compliant with accessibility standards and uses its technology to ensure that all students find GetSet is easy and comfortable to access.

**Acceleration:** GetSet fosters connections between students based on variables relevant to their individual experience, including characteristics that would lend themselves to accelerated study use cases, e.g., working adults, transfer students, etc. And so, the crowdsourced advice available to such students can get may prove invaluable in helping them access and navigate accelerated programs.

**Advancement:** Grounded in growth mindset research, GetSet infuses in its user experience the company’s view of learning as a lifelong skill. When students develop a growth mindset, they approach future life opportunities,

like their careers, with a confident understanding of how to cope and advance through new challenges. The subtexts of the vibrant conversations on GetSet’s platform include themes of resilience, grit, and an appreciation for the process of learning, all of which are foundational to the journey through graduation, career attainment, and self-actualization.

Given the preceding, we’re excited to see Abound and Colleges of Distinction members begin to pilot GetSet’s platform and build out their own use cases.

## For More Information

If you’re interested in learning more about GetSet, you can contact them directly via the following means:

### Additional Info Request

[graduate@getset.com](mailto:graduate@getset.com)

### Direct to Office:

Eva Prokop, COO  
[eva@getset.com](mailto:eva@getset.com)  
 312-239-8086

If you’d like to arrange a demo of GetSet’s platform, [this link](#) will take you to GetSet’s demo request page.

If you’d like to learn more about our Certified Partner program, including more about why GetSet was selected and how to recommend other companies, please contact:

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