

Liaison Provides Guidance on How AI Forecasting Improves Higher Ed Student Retention

BRIGHTON , MA, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- Liaison, the leader in higher education technology solutions, has shared new details on how its [Othot platform](#) helps colleges and universities identify at-risk students and deliver personalized academic, social, and emotional support throughout the college journey. The insights come from a new blog post, [How Predictive Analytics Supports Higher Ed Student Success](#), which examines how AI forecasting tools are changing the way institutions approach retention.

Retention remains one of higher education's most persistent challenges. Industry research cited in the post found that [only 62% of students](#) who start a degree or certificate program finish within six years, underscoring the need for institutions to identify disengagement before it becomes attrition.

Turning Student Data Into Early, Personalized Support

Predictive analytics tools like Othot analyze thousands of data points across academic performance, attendance, and engagement to forecast which students are likely to succeed and which may need additional support. This plays out across several areas:

Predictive forecasting | Analyzing academic performance, attendance patterns, and engagement levels identifies students likely to excel and those who need additional support.

Early risk identification | Course performance, financial aid status, and campus involvement are analyzed together to flag at-risk students before challenges become insurmountable.

CRM integration | Othot can map predictive insights directly into CRM systems, like Liaison's TargetX, to automate personalized outreach and boost student satisfaction and persistence.

Engagement tracking | Class attendance, extracurricular participation, and feedback surveys inform tailored tutoring, campus activities, and counseling referrals.

Applying Predictive Insights Institution-Wide

Beyond individual student support, Liaison positions predictive analytics as a tool for institution-

level strategy and continuous improvement:

Curriculum refinement | Course-level dropout trends help institutions revise curricula, add resources, or provide additional faculty training.

Scenario-based planning | Institutions can test retention strategies and predict outcomes before implementation.

Resource allocation | Predictive insights help institutions direct advising, financial assistance, and support services toward higher retention rates, higher graduation rates, and more engaged students.

Liaison frames student success as a continuum that extends well beyond enrollment, with predictive analytics giving institutions the visibility to intervene early and the data to refine policies and services over time.

Higher education leaders can read the full blog post, *How Predictive Analytics Supports Higher Ed Student Success*, on the Liaison website.

About Liaison

Liaison is a higher education technology leader and strategic partner, supporting more than 1,500 institutions nationwide and internationally. For over 35 years, Liaison has delivered purpose-built technology and consultative expertise to help colleges and universities drive sustainable enrollment success—backed by white-glove support from planning through go-live and beyond.

Erin Kennedy

Liaison

ekennedy@liaisonedu.com

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