

Gannon University Hits Its Highest Retention Rate *in Over Four Years*



*4 Year,
Private*

Type of Institution

*2,750
Students*

Population

*Erie,
Pennsylvania*

Location

Gannon University has always valued relationships. The institution understands that meaningful one-on-one connections drive retention, but scaling those connections across a diverse student population felt impossible. Without a proactive approach, some students struggled under the radar, and by the time concerns surfaced, it was too late to intervene.

Leadership decided they needed to reach more students sooner by creating a direct channel where students could share what they were actually experiencing.

The Solution: Student Voice Intelligence

Gannon implemented EdSights to power Victor, a campus-branded AI that captures authentic student voice in real time. Victor proactively reaches out to students via text message, allowing students to share concerns openly. The AI connects with students to dig into what actually matters to persistence: academics, belonging, finances, wellness, and logistics.

The results surprised them. Students disclosed barriers through text that **they'd never mention to an advisor in person**. One student worried about a faculty conflict. Another was struggling with childcare. A third was managing two jobs and a family. Victor's follow-up context helped Gannon route each concern to the person who could actually help.



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The technology doesn't replace relationships. It strengthens them by helping us know who needs support and when.



Kathleen Ellwood
Executive Director, Academic
and Career Development

Boosting Student Outcomes

In the first year

3%

Percentage Point
Retention Increase

\$516,000

Tuition Revenue
Saved

In Fall 2023, Gannon's freshman-to-sophomore retention rate was 76.42%. In Fall 2024, it reached 79.16%. That's nearly a **3-percentage-point increase**, and it marked the **highest rate they'd seen since 2020**. They achieved this with one of their smallest incoming cohorts.

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We identified concerns earlier and responded faster. We **moved from reactive to proactive** on both individual student needs and systemic issues that impact retention.



Kathleen Ellwood
Executive Director, Academic
and Career Development

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EdSights made a real difference! The conversations through Victor showed us what students actually needed. **We intervened earlier**. We connected them to the right resources instead of guessing.



Jaime McCaslin
Director, Leadership Development
and Campus Engagement

As a direct result of the earlier intervention unlocked with EdSights, Gannon retained nearly **\$516,000 in tuition revenue** in the first year by keeping additional students enrolled through sophomore year.

Driving Institutional Change

Listening to students can illuminate new challenges, and the best programs shift their institutional priorities accordingly. At Gannon, the retention committee still meets biweekly, but now departments plan ahead, too. They've restructured summer programs based on what they heard and identified gaps in financial resources. When the same barriers emerged repeatedly, they addressed them systematically rather than case by case.

EdSights At A Glance



96%

Client Retention



97%

Student Opt-in



62%

Active Engagement

If you're interested in learning more about EdSights, email: learn@edsights.com or visit edsights.com