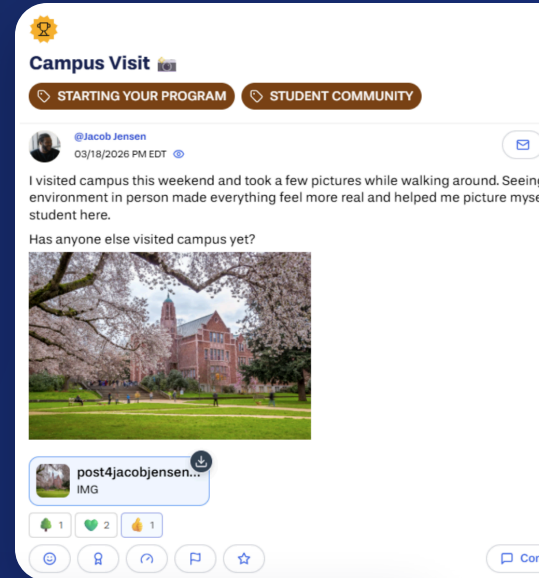


From participation to persistence.

Retention is the new recruitment. It starts with courses that build the durable, AI-ready skills described in AAC&U's VALUE Rubrics, inside communities where students belong, and with a way to make those skills **measurable** while there's still time to help.



JOIN OUR PANEL

Proven Community Learning that Improves Retention and Makes VALUE Rubrics Visible

Friday, October 30 9:00–9:45 AM Hilton Atlanta · 3rd Floor, Room 311



Dr. C. Edward Watson
Vice President for Digital Innovation, AAC&U



Shaunak Roy
Founder & CEO, Yellowdig



Eric Bjerstedt
Vice President of Product, Yellowdig



Brooke Jones, M.S.
Online Program and Course Development
Coordinator and Sr. Instructional Technologist,
Clark Atlanta University



Dr. Akiba Covitz
Chief Academic Officer, Yellowdig

IN 45 MINUTES, YOU'LL SEE

- Engagement that lasts all term**
How peer conversation stays alive from week one to the final week.
- Skills you can measure at any stage**
Yellowdig Insights shows durable skill growth while there's still time to step in.
- Clark Atlanta's story**
Brooke Jones on their work with Yellowdig, plus a case study at scale.
- Ways to start, and research to join**
From a one-course pilot to campuswide, plus joint research with AAC&U.

5–10%

retention increase across
partner institutions

150+

institutions across all
modalities

1M+

students

23,000+

educators

Community learning that keeps students enrolled

Yellowdig is a community learning platform built on behavioral science. It runs inside your LMS and can extend across the whole student experience, so students connect, contribute, and build the relationships that keep them coming back.

THREE THINGS MAKE IT WORK



Motivation by design **PATENTED**. A points-based engagement system grounded in behavioral research that rewards meaningful participation, with no gimmicks.



Real conversations, not forced posts. Discussions feel like the social platforms students already use, with the academic depth faculty expect.



Durable skills made measurable while the course is underway. Yellowdig Insights analyzes authentic student interactions to show how students are developing skills like those in the VALUE Rubrics, which students need support, and where faculty attention will matter most. It's trained on a decade of behavioral data from real student communities.

Start where you are

Begin with a single-course pilot, grow into a program, or go campuswide. Yellowdig builds community at every stage:

Enrollment

First-year experience

Courses

Programs

Student clubs

Alumni

Measurable results, backed by a retention guarantee. If we don't move your numbers, we don't deserve your renewal.



For more information about using Yellowdig at your institution, **scan here.**

Research with us and AAC&U

Through our new partnership with AAC&U, we're inviting institutions to study how community engagement relates to VALUE-aligned outcomes, persistence, and retention.

Interested? Find us after the panel in Room 311, or write to us.

learnmore@yellowdig.com

TRUSTED BY PARTNERS INCLUDING



INTEGRATIONS AND COMPLIANCE

