

# Case Study: ConcernCenter and Slippery Rock University

## Summary:

Slippery Rock University (SRU) needed to make it easier for their students to discretely find appropriate resources, 24/7, without needing to know which department to contact ahead of time.

Students who get connected to resources are more likely to stay for four years than students who can't find support. That means being comfortable searching for what they need, with greater accessibility and in their preferred language. SRU selected ConcernCenter to make it simple for students to find the resources they need and help the university discover which student concerns require the most attention, determine programming and staffing needs, and help their staff, faculty, and administration feel like they're providing useful solutions to improve the student experience.

ConcernCenter is a Software as a Service (SaaS) platform designed to connect users to support resources based on specific concerns. It offered SRU the ability to make it easy for students to find the resources they need, when they need them, and in the way that is most comfortable to them.



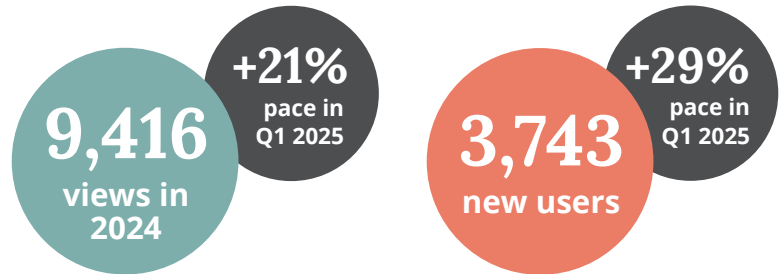
## Challenges Faced by SRU:

- Multiple staff inefficiently sending students to multiple services
- New resources being underutilized, due to insufficient awareness among students

## Solutions Provided by ConcernCenter:

- Created a more personalized search experience, helping to provide consensual validation, i.e. the university understands me, because they have relevant resources and use my terminology
- Provided accessibility and security options that made students feel seen and confirmed that their concerns are valid
- Translation feature allowed results to be displayed in students' preferred language, demonstrating care and a focus on delivering accurate results
- Determined programming and staffing needs to address top concerns

## Results:



- ✓ Contributed to a record student body retention rate of **84%** between Fall 2023 and Fall 2024
- ✓ Search data supported establishment of the **Rock Pantry+ program** as the top concern involved food and food access
- ✓ Provided students with an **obvious starting point** where they knew they could get help addressing their concerns
- ✓ Determined which areas of student concerns required the most attention
- ✓ ConcernCenter data showed that students had difficulty with interpersonal conflict, so **the SRU created a new position** of Associate Director of Personal Integrity
- ✓ Helped staff, faculty, and administration confirm they are being helpful with addressing students' concerns – **building trust and increasing loyalty**

## Conclusion:

By implementing ConcernCenter, SRU eliminated the runaround that was wasting everyone's time and causing students concerns to go unresolved. By using students' own terminology and making the search process more accessible to them, the ConcernCenter platform helped connect more students with the information they needed – faster. Staff, faculty, and administration also saved time and duplicated efforts pointing students to the appropriate departments to address their issues.