

EBI MAP-Works Changes Its Name to Skyfactor

New name connotes success, achievement, and unlimited possibilities, for students and institutions of higher education.

EBI MAP-Works has changed its company name to Skyfactor. The name of its well-known student retention system, MAP-Works, has changed only slightly, to "Mapworks", and its portfolio of assessment and benchmarking offerings is now branded as "Benchworks." The word "Sky" connotes success, achievement, and unlimited possibilities, for students and institutions of higher education, while the word "factor" refers to a Skyfactor core competency: the identification and analysis of the key drivers, or factors, that impact student success and program improvement.

Since 1994, Skyfactor has been collaborating with professional organizations to build a library of over 60 easy-to-use academic and student affairs assessments, all rooted in accreditation and professional standards and based upon principles of continuous improvement. The output of these assessments includes longitudinal data, the ability to benchmark against peer institutions, and dashboards that enable rapid identification of specific program issues and areas that need to be addressed first. The Mapworks Student Retention System can be tailored to fit the specific needs of each institution. It combines predictive analytics with student data—both historical and current—to provide a continuous cycle of communication across departments, visually informing faculty and staff of student attrition risk, facilitating early intervention strategies, and producing measurable results. In 2012, Skyfactor became part of the Macmillan New Ventures portfolio of software and services, all focused on the education market.

About Macmillan New Ventures:

Macmillan New Ventures discovers and develops innovative, proven technologies and new products that drive learning outcomes and engagement. Part of global media company Macmillan, the New Ventures division pushes the boundaries of where, when and how learning happens - teacher to student; student to teacher; and peer to peer.

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