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**GetSet Learning**

# Press Release

## **Cambridge University Press new book features education platform GetSet Learning, driving up retention and student success.**

GetSet's online student communities yield increases in retention metrics at major higher ed institutions.

**Chicago, IL, March 15, 2018:** GetSet Learning is the focus of a chapter in a recently released book, *The First Year of College* (Feldman, 2018), showcasing a new type of student community which improves graduation rates, growth mindset, resilience, and student outcomes. A thorough analysis of data from several major higher ed institutions confirms the effectiveness of GetSet's approach to student success, which rests on peer behavior modeling, connecting students in a safe yet robust social media platform.

"The power of our platform starts with aligning students' passions with their school's objectives in a rich, easy to deliver online student community. We leverage social media habits to influence students of all ages. On top of that, our powerful analytics, including sentiment analysis, trending topics, and issues driven reporting, empower our schools to feel and see the shape of their student communities shifting in real time and act accordingly," says CEO Karan Goel.

Now, GetSet is also tackling the need for delivering effective, personalized interventions at scale through its Influence algorithm, which sends powerful peer stories from GetSet's online communities to at-risk students.

GetSet and Cambridge University Press will be co-hosting a presentation luncheon during the upcoming ASU-GSV Summit where the book's author, Dr. Robert Feldman, along with Arizona State University's Dr. Arthur Blakemore, will be sharing their findings and facilitating a group discussion.

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For more information on GetSet Learning, please visit [www.getset.com](http://www.getset.com)

To be added to the luncheon waitlist, please visit [getset.com/2018luncheon](http://getset.com/2018luncheon)

**For Immediate Release**