



2021 Case Study Compendium

Highlighting 33 Institutions that
Improved Outcomes to Deliver a Return
on Education for Their Students

Navigate



Table of Contents

Institution **School Type** **Highlighted Result** **Page**

Coordinating Student Interventions

Virginia Commonwealth University <ul style="list-style-type: none"> Large public university (23,000 students) 59% six-year graduation rate 	Four-Year University	8% Increase in four-year graduation rate	5
University of Wisconsin-Milwaukee <ul style="list-style-type: none"> Large public university (22,700 students) 41% six-year graduation rate 	Four-Year University	\$604,000 Revenue from Navigate registration campaigns	7
University of South Alabama <ul style="list-style-type: none"> Midsize public university (16,200 students) 36% six-year graduation rate 	Four-Year University	12% Increase in retention	9
University at Albany <ul style="list-style-type: none"> Midsize public university (13,500 students) 65% six-year graduation rate 	Four-Year University	\$5M+ Additional tuition dollars from Navigate campaigns	11
National Louis University <ul style="list-style-type: none"> Small private university (3,900 students) 48% four-year graduation rate 	Four-Year University	13% Higher freshman retention vs. peers	13
Concordia College <ul style="list-style-type: none"> Small private university (2,010 students) 75% six-year graduation rate 	Four-Year University	16% Increase in student need responses with Navigate	15

Elevating Faculty Engagement

Arapahoe Community College <ul style="list-style-type: none"> Midsize associate college (9,600 students) 	Community College	225% Increase in early alerts	17
Pueblo Community College <ul style="list-style-type: none"> Small associate college (5,000 students) 	Community College	72% Increase in response rate to progress reports	19
Cerro Coso Community College <ul style="list-style-type: none"> Small associate college (5,000 students) 	Community College	16% Increase in applicant conversion rate	21
Samford University <ul style="list-style-type: none"> Small private university (3,000 students) 73% six-year graduation rate 	Four-Year University	\$674K Additional tuition revenue	23

Table of Contents

Institution **School Type** **Highlighted Result** **Page**

Leveraging Data-Driven Insights			
California State University Fullerton <ul style="list-style-type: none"> • Large public university (34,305 students) • 67.8% six-year graduation rate 	Four-Year University	\$29.4M Total return on investment from Navigate campaigns	25
Georgia State University <ul style="list-style-type: none"> • Large public university (25,900 students) • 51% six-year graduation rate 	Four-Year University	\$3M Estimated additional tuition revenue	28
Auburn University <ul style="list-style-type: none"> • Large public university (25,000 students) • 78% six-year graduation rate 	Four-Year University	\$2M Potential tuition and fee revenue	30
Middle Tennessee State University <ul style="list-style-type: none"> • Large public university (21,913 students) • 52% six-year graduation rate 	Four-Year University	4.3% Increase in four-year graduation rate	32
Salisbury University <ul style="list-style-type: none"> • Midsize public university (7,900 students) • 59% six-year graduation rate 	Four-Year University	2.2% Increase in retention	34
Buena Vista University <ul style="list-style-type: none"> • Small private university (1,619 students) • 54% six-year graduation rate 	Four-Year University	11.1% Increase in fall-to-spring freshman retention	36

Engaging Students with Student-Facing Technology			
Waverton State University (<i>pseudonym</i>) <ul style="list-style-type: none"> • Midsize public university (15,000 students) 	Four-Year University	15% Increase in four-year grad rate across 5 years	38
Germanna Community College <ul style="list-style-type: none"> • Midsize associate college (7,207 students) 	Community College	\$507,770 Additional and preserved tuition revenue	40
Robert Morris University <ul style="list-style-type: none"> • Private university (4,385 students) 	Four-Year University	2% Increase in first-year retention since 2016	42
Danville Community College <ul style="list-style-type: none"> • Small associate college (4,000 students) 	Community College	25 percentage-point Higher retention with an Academic Plan	44
Elizabeth City State University <ul style="list-style-type: none"> • Small public HBCU (1,695 students) • 39% six-year graduation rate 	Four-Year University	35 percentage-point Increase in preregistration, 2018-19	46

Table of Contents

Institution **School Type** **Highlighted Result** **Page**

Optimizing Guided Onboarding

Mt. Hood Community College <ul style="list-style-type: none"> Large associate college (33,000 students) 	Community College	<2hrs Acceptance turnaround time	48
Pikes Peak Community College <ul style="list-style-type: none"> Large associate college (20,000 students) 	Community College	\$72K Additional tuition revenue	50
York Technical College <ul style="list-style-type: none"> Midsized technical college (5,819 students) 	Community College	\$1.39M Estimated preserved tuition revenue	52
Georgia Piedmont Technical College <ul style="list-style-type: none"> Small associate college (4,100 students) 	Community College	\$48K Additional tuition revenue	54

Transforming Academic Advising

Broward College <ul style="list-style-type: none"> Large public college (60,000 students) 	Community College	5% Increase in completion rate for FTIC cohort	56
Florida State University <ul style="list-style-type: none"> Large public university (31,000 students) 80% six-year graduation rate 	Four-Year University	11.3% Increase in retention of junior CARE students	58
University of South Carolina <ul style="list-style-type: none"> Large public university (25,600 students) 73% six-year graduation rate 	Four-Year University	3.7% Increase in four-year graduation rate	60
University of Alaska Anchorage <ul style="list-style-type: none"> Large public university (15,090 students) 32% six-year graduation rate 	Four-Year University	13.8% Increase in six-year Alaska Native grad rate	62
Trident Technical College <ul style="list-style-type: none"> Midsized associate college (13,000 students) 	Community College	87% Portion of Navigate users who've used <i>MyPath</i>	64
Wiregrass Georgia Technical College <ul style="list-style-type: none"> Small public associate college (5,900 students) 	Community College	10% Increase in retention, Fall 2016-2018	66
Grand View University <ul style="list-style-type: none"> Small private university (1,800 undergrads) 50% six-year graduation rate 	Four-Year University	3.6% Increase in fall-to-fall first-year retention	68
Keuka College <ul style="list-style-type: none"> Small private college (1,000 undergrads) 60% six-year graduation rate 	Four-Year College	3.8% Retention improvement, Fall 2017 to 2018	70

Seeing Early ROI by Targeting Discrete Pockets of Risk

Virginia Commonwealth University, Public Research University, Richmond, Virginia

- **About:** Virginia Commonwealth University (VCU) enrolls 23,000 undergraduate students and has a 59% six-year graduation rate.
- **Challenge:** VCU has steadily improved its first-year retention rate, but needed a new way to identify and address the less-obvious needs of populations who are unlikely to complete, especially those beyond the first year.
- **Solution:** In fall 2014, VCU advisors used Navigate predictive analytics to run targeted advising campaigns that proactively intervened with 12 student subpopulations.
- **Impact:** Persistence-focused campaigns resulted in the retention of an additional 65 students in the spring of 2015 and \$346,000 in spring tuition and fees revenue. Momentum from campaigns and other initiatives has positively impacted four- and six-year graduation rates.

Impact Highlights

8%

Percentage point increase in four-year graduation rate (spring 2014 to spring 2016)

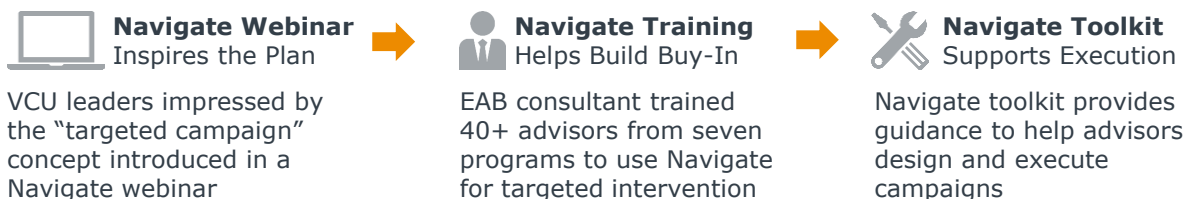
3%

Percentage point increase in six-year graduation rate (spring 2014 to spring 2015)

\$346K

Additional spring 2015 tuition revenue

Enabling Targeted Advising Initiatives Across a Decentralized System



Interventions Impacting Key Micro Metrics

	<i>Campaign Type</i>	<i>Population and Intervention</i>		<i>Student Outcome</i>
1	Academic Performance Improvement	Connect Business School students on probation to needed support resources	34%	Percent of students that raised GPA above 2.0
2	Major Selection	Assist Undeclared students who are unlikely to complete with major planning and declaration	19	Additional students enrolled in Education and Career Planning course
3	Transfer Persistence	Facilitate academic planning for low-GPA transfer Biology students	8%	Higher persistence than previous year cohort
4	Accelerating Degree Completion	Assist underperforming psychology students with course sequencing	25	Upper-class students enrolled in gatekeeper statistics course
5	Graduation Application	Remind qualified seniors to apply for graduation	19%	Increase in graduation candidates compared to spring 2014

Campaigns Yielding Impressive Overall Results

Intervention Campaigns Improving Persistence

65⁺

Additional students enrolled in spring 2015 due to five persistence-focused interventions

\$346K

Additional spring 2015 semester tuition and fees revenue

Graduation Application Campaign Boosting Graduation Rates

8%

Percentage point increase in four-year graduation rate for Spring 2016 compared to Spring 2014

3%

Percentage point increase in six-year graduation rate for Spring 2015 compared to Spring 2014

“ Although VCU has had success in getting students to return to its Richmond campus for a second year, the university has struggled to get them all the way to graduation. Now the school is turning to big data to help it identify students who are most at risk of falling through the cracks.”

The Washington Post (June 14, 2015)

Cited in USA Today (June 22, 2015)

The Washington Post

USATODAY

University of Wisconsin–Milwaukee Successfully Recruits Back More than 100 Students with EAB

University of Wisconsin–Milwaukee, Public Research University in Milwaukee, WI

- **About:** The University of Wisconsin–Milwaukee (UWM) is a public research university with a total enrollment of 22,674 and a 41% six-year graduation rate.
- **Challenge:** UWM is a large, complex, urban institution featuring a decentralized advising structure made up of 11 different school/college advising offices with additional support units. After joining EAB, it was clear there needed to be a structure and engagement framework to enable coordinated university-wide actions involving targeted campaigns and advising best practices.
- **Solution:** UWM established an advising “SWAT team” as a central forum for sharing ideas, and developed ongoing stop-out campaigns to register students who might otherwise have slipped through the cracks. The EAB Consultant provides ongoing support, information, and feedback.
- **Impact:** A total of 123 students returned to campus following EAB campaigns targeting unenrolled students, amounting to over \$604,000 in additional revenue.

Impact Highlight

\$604K

Additional revenue from students registered through EAB campaigns from Fall 2015 to Fall 2016

Centralizing Efforts Across a Decentralized Campus

1

Creation of Advising SWAT Team

UWM developed a SWAT Team to provide a centralized forum for feedback, while the EAB consultant provided support to make it as effective as possible

2

Established Monthly Meetings

The SWAT team convenes monthly with UWM’s EAB consultant to share ideas and Navigate best practices

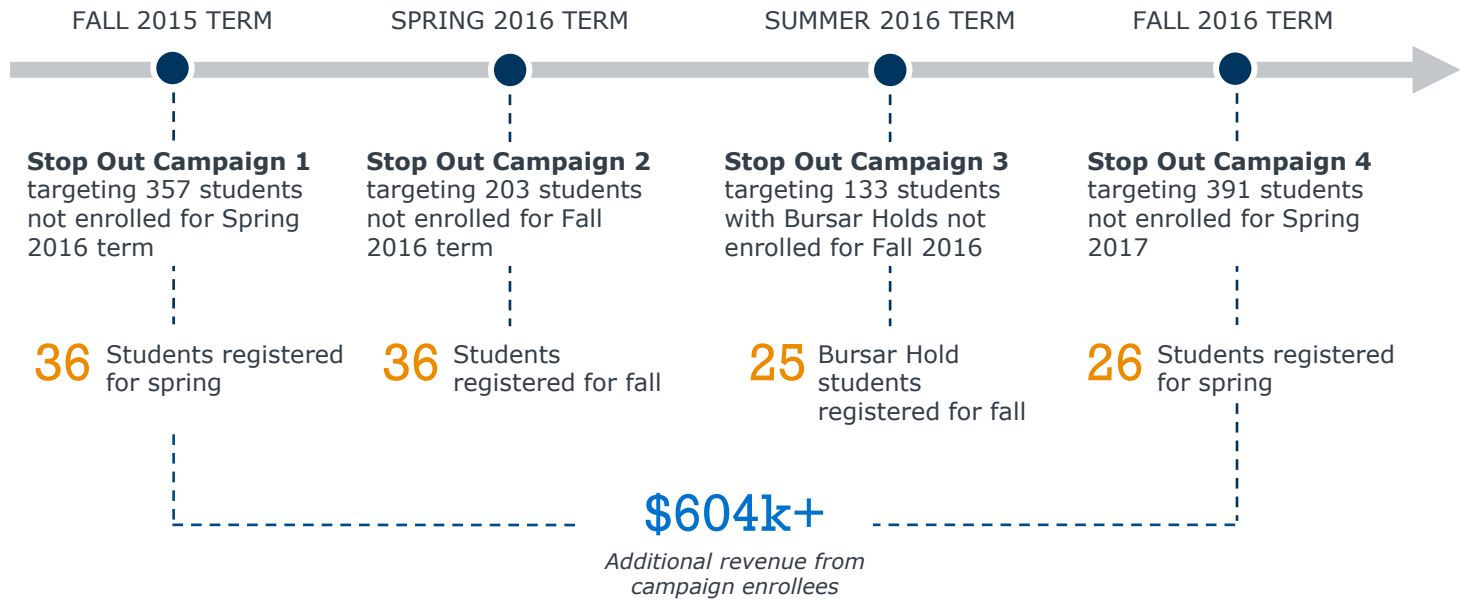
3

Campaign Development

Institution-wide priorities are regularly assessed to assist in Navigate advising campaign development and execution

Multiple Navigate Campaigns Bring Results

Outreach Efforts Result in 123 Students Returning to Campus



Key Navigate Resources Utilized:



Infographic
61 campaign ideas infographic referenced



Toolkit
UWM specific toolkit detailing objectives and scripting



Tracker
Reported outcomes in customized trackers



Consultant
Strategic support and data analysis

Integrating Navigate into Campus-Wide Policies and Practices for Quick Wins and Long-Term Change

University of South Alabama, Public Research University, Mobile, Alabama

- **About:** The University of South Alabama (USA) is a public research university with a total enrollment of 16,211 and a six-year graduation rate of 36%.
- **Challenge:** Since 2005, USA had experienced declining retention in the midst of enrollment growth. With six- and four-year graduation rates plateauing at 36% and 17%, respectively, USA sought to help students graduate on time and improve overall student performance.
- **Solution:** USA developed a four-pronged strategy to help more students graduate in a timely manner with the right major. They used Navigate data to identify areas of focus. USA then launched two campaigns in 2016, one to encourage high credit-hours students to graduate and the second to enroll students in need of additional support in intensive academic coaching.
- **Impact:** Through its partnership with EAB, USA was able to increase retention by 12% across four years and graduate an additional 126 students in 2016.

Impact Highlights

12%
Increase in institutional retention across four years

126
More students who graduated in 2016 due to Navigate High-Hours Campaign

Capturing Quick Wins by Helping High-Hours Students Graduate



Using Navigate Data

to identify enrolled students with:

- 120+ credits
- >2.0 GPA
- Not yet pending graduation



Shared list of 340 identified students

Advising center staff and college deans sent out notices to students to select or change majors and apply for graduation

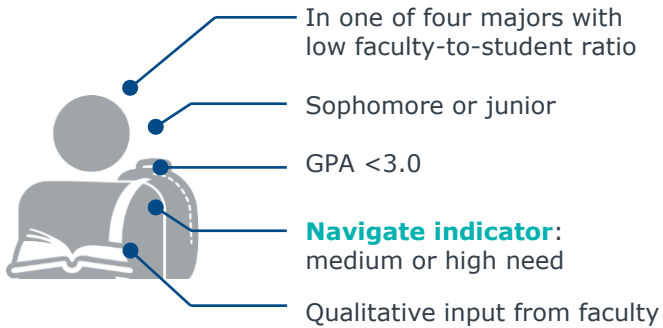


126 more students graduated in 2016 because of the high-hours campaign

Identifying Students with Greatest Need for Intensive Academic Coaching

Piloting an Academic Success Coach Campaign for High Need Students

1 Using the following factors, USA found 200 students to target (later expanded program to 400)

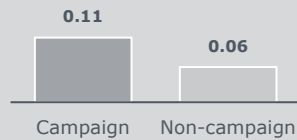


2 Assigned each student to a designated faculty member who serves as a high-quality academic coach. Academic coaches:

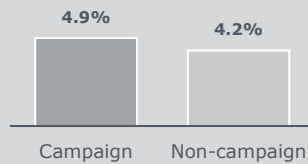
- Access Navigate alerts and mid-term grades
- Provide support across academic struggle, financial distress, and personal problems

Results: High Need Cohort Making Positive Progress

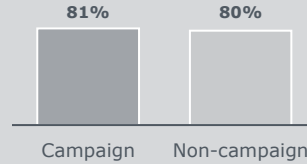
Increase in Cumulative GPA



Increase in Credit Completion



Retention Rate



Of students said coaching helped them a lot

Long-Term Strategy Combined Quick Wins Moving the Dial on Retention

Four-Pronged Strategy for Transforming Student Success at USA

Convening academic success committee

Structure



Using institutional reports for internal performance metrics

Performance



Practice



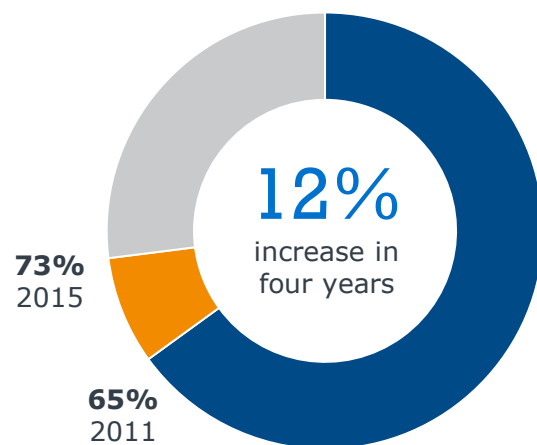
Targeting high-need majors with academic coaching

Campaigns



Encouraging high-hours students to graduate

Growth in Institutional Retention



FOUR-YEAR UNIVERSITY

Collaborating to Support and Reenroll Vulnerable Students Leads to \$5M in Additional Revenue

University at Albany, Midsize Public Research University in Albany, NY

- **About:** The University at Albany, part of the SUNY system, has 13,500 undergraduate students, a 65% six-year graduation rate, and an 83% retention rate.
- **Challenge:** In recent years, Albany has experienced enrollment growth, a new president, and a new strategic plan emphasizing student success. More than half of Albany students receive financial aid through the New York State Grant Programs and 45% are Pell recipients. Albany had achieved some success enacting a variety of practices to improve retention, but the impact was not what they hoped due to poor coordination among student-facing offices across campus. They needed a driving force to create a more collaborative culture.
- **Solution:** Albany partnered with EAB in 2015 and implemented Navigate in student-facing offices across campus. Advisors use Navigate to work with Grant students to keep them in compliance, and advisors also reach out to unenrolled students to get them back on campus.
- **Impact:** Navigate allows Albany’s various offices to collaboratively support students and keep them on track to graduation. Through multiple campaigns, Albany has re-enrolled thousands of additional students resulting in over \$5M in tuition revenue.

Impact Highlights

\$4M+
Additional tuition dollars from Grant students reenrolled through Navigate campaign

\$1M+
Additional tuition revenue from a separate Navigate reenrollment campaign

Navigate’s Coordinated Care Network Enables Easy Collaboration

Financial Aid



Advisement

Financial aid counselors can **access information** sent to the student by advisors, housed centrally in one space

OUTCOME:

Counselors and advisors quickly and efficiently **resolve Grant compliance issues**

Academic Support Center



Departmental Advisors

Share student **information and history** between pre-declaration advisors and major advisors

OUTCOME:

Student has a **stronger start in his or her major** with more informed and accurate advising

Residence Life



Faculty

Faculty can easily identify a student’s Resident Director and **request a wellness check** for a student they’re worried about

OUTCOME:

Student receives **help and support when they need it most**—over 60 wellness checks were requested by faculty in the last year

Scholarship Compliance Campaign Leads to \$4M+ in Tuition Revenue

Half of Albany students are eligible for the statewide Tuition and Scholarship Program, which requires students to be in [grade and enrollment compliance](#) to receive tuition money

EAB Technology Helps Keep Students in Compliance

- 1 Use EAB to **identify Grant recipients** and their compliance status, focusing on two key variables: applicable credits and major declaration
- 2 Advising staff identify **why students aren't compliant** with Grant requirements
- 3 Advisors create an individual action plan in the EAB platform to **get students reenrolled** and ensure they become or remain Grant compliant
- 4 Major departments receive and implement a plan to ensure all students **come into compliance**

Navigate Student Success Collaborative™	
Fall 2017 Semester Campaigns	
Appointment Campaigns Progress Report Campaigns	
NAME	STATS
Reenrollment for Spring 2018 Sent: 12/14/2017 Quick Stats	Appts. Made (65%) Attend. Rate (22%) Reports Created (10%)
Congrats! You Made the Dean's List! Sent: 12/14/2017 Quick Stats	Appts. Made (45%) Attend. Rate (73%) Reports Created (81%)
Resolve Academic Hold Sent: 11/12/2017 Quick Stats	Appts. Made (77%) Attend. Rate (89%) Reports Created (57%)
Meet with a Transfer Advisor Sent: 10/24/2017 Quick Stats	Appts. Made (73%) Attend. Rate (66%) Reports Created (22%)



862

Previously noncompliant Grant students reenrolled through the campaign



\$4M+

Additional tuition dollars from reenrolled students

Reenrollment Campaign Leads to \$1M+ in Tuition Revenue



1

Identify

Used the EAB platform to identify currently enrolled students with 2.0+ GPA who **weren't graduating or enrolled** for Spring term



2

Outreach

Created a watch list of these students and began **targeted outreach** from advisors



3

Learn

Received **300+ student responses** citing difficulty connecting with advisors, financial hardship, and other concerns



4

Connect

Connected with campus departments to **address individual student issues**

1,960

Students contacted through the campaign

1,574

Students re-enrolled through the campaign

307

More students enrolled in Spring semester than in the previous year

\$1M+

Additional tuition revenue from re-enrolled students

CASE STUDY

Connecting the Entire Campus to Improve Student Success at a Regional Private University

National Louis University, Small Private University, Chicago, IL

- **About:** National Louis University (NLU) is a Hispanic-Serving Institution with a nontraditional population of approximately 9,000 undergraduate and graduate students. NLU has a 48% four-year graduation rate and a 72% annual persistence rate.
- **Challenge:** Historically, NLU’s undergraduate student body was primarily part-time, online, and/or evening transfer students. In 2015, they launched a new full-time daytime program serving largely first-generation, low-income students. In 2018, NLU merged these populations, building the Undergraduate College with the mission of improving equity in degree attainment and employment. However, siloed and reactive departments using multiple technology systems prevented students from getting proactive support and progressing toward a degree.
- **Solution:** NLU’s Undergraduate College hired a team of success coaches (high-touch academic advisors) to collaborate with faculty to support students. They then implemented Navigate to strengthen coordination between faculty, coaches, and additional support staff, facilitating holistic support and improving student outcomes.
- **Impact:** NLU students now have 13% higher first- to second-year retention compared to Chicago students with a similar academic profile. 90% of faculty responded to progress reports in Navigate, and 98% of students surveyed reported that faculty and success coach outreach was helpful.





Impact Highlights

90%
Faculty progress report response rate

13%
Higher retention of NLU freshmen vs. comparable Chicago students

Addressing Process Challenges Within the Undergraduate College

EAB’s Navigate Helps NLU Break Down Siloes and Shift to a Data-Informed Culture

Persisting Challenges in NLU’s New Undergraduate College	Implemented in 2018, Navigate Provides Transparency and Actionability
Siloed support offices lacked visibility into how others communicated with students	 Teams of faculty, coaches, learning specialists, and student success staff collaboratively review centralized student information in Navigate and assign interventions
Faculty couldn’t identify students’ coaches to request follow-up with students who may need support	 Faculty submit progress reports in Navigate to update the appropriate coach on student progress and flag students for follow-up
Coaches lacked visibility into students’ real-time academic performance	 Coaches use communication campaigns and filterable watch lists, informed by real-time grade and attendance data , to prioritize support
Support staff received outdated info from other offices , often too late to keep students on track	 Financial advisors and coaches use real-time verification, hold, and FAFSA information to ensure students are eligible to register for the next term

All Campus Stakeholders Use Navigate to Collaborate and Connect

Technology Enables Staff and Faculty to Work Together to Improve Student Support



Faculty

Submit progress reports throughout the term

90%+

Response rate to progress reports

24,234

Total alerts about students issued, July 2018 to June 2019



Success Coaches

Monitor student progress with outreach campaigns and customizable lists

11,496

Advising, coaching, and financial aid appts. logged in Navigate in one year

87.7%

Percentage of full-time students who met with their advisor



Support Units

Receive referrals from faculty and coaches and support students

236%

Increase in tutoring appointments compared to prior year

1600%

Increase in referrals over prior term

93%

Percentage of student financial cases successfully closed



Students

Use the Navigate Student app to find resources and important to-dos

98%

Percentage of freshmen adopting Navigate Student app

98%

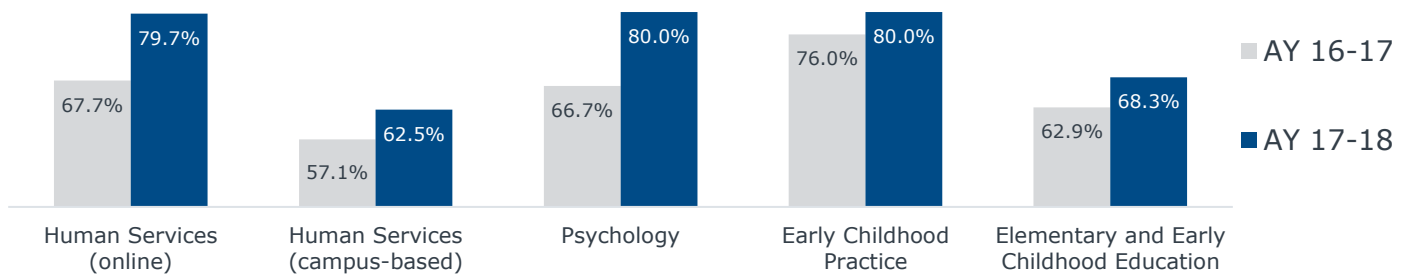
Percentage of students reporting that faculty and advisor outreach was helpful to them

“EAB really takes the guesswork out of everything.”
-NLU Advisor

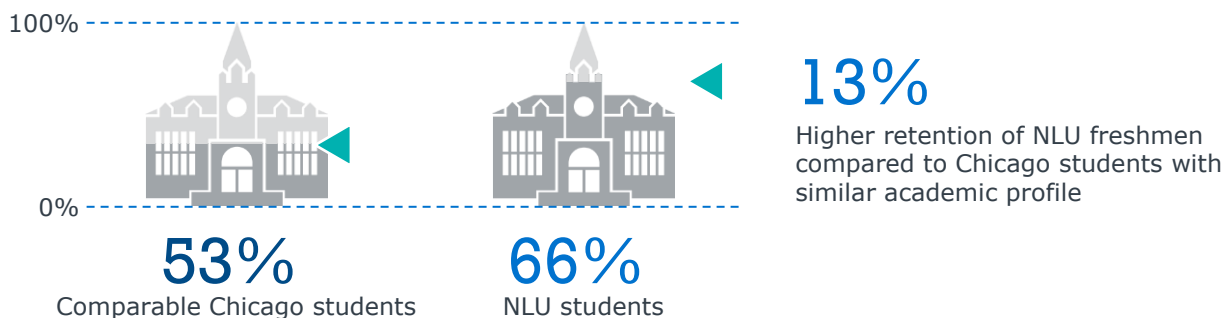
Impressive Retention Across Student Populations

Improving Transfer Retention Rates Across Majors

Academic Year (AY) 16-17 to AY 17-18



Surpassing Expectations for First-Time Full-Time Student Retention



How EAB's Navigate Helped a Small Private College Support Students and Redeploy Staff During a Pandemic

Concordia College, Small Private College, Moorhead, MN

- **About:** Concordia College is a small private Christian school with 2,010 students, an 80.2% retention rate and a 75% six-year graduation rate.
- **Challenge:** During the COVID-19 pandemic, Concordia was forced to cease in-person operations. Their emergency response team worried that many students wouldn't have the necessary resources or support to access their online courses and finish the semester.
- **Solution:** Concordia College has been part of EAB's Student Success Collaborative partner for six years, going live with Navigate in 2015. While closing campus, Concordia emailed all students a departure form to assess immediate needs and used Navigate to reach unresponsive students. Additionally, faculty submitted Navigate Progress Reports to flag students struggling with remote learning. Leveraging the Coordinated Care Network they built with Navigate in the months prior, Concordia redeployed student support staff to quickly act on students' challenges and concerns.
- **Impact:** Using Navigate to reach students, Concordia saw a 16% increase in departure form submissions, and 93% of faculty participated in a campaign to identify students struggling in online courses. Additionally, Concordia redeployed more than a dozen staff to follow up on student concerns and better meet time-sensitive student needs.

Impact Highlights

16%

Increase in student submissions of departure forms

93%

Faculty response rate to Progress Reports, identifying students struggling in online courses

15

Employees in one division redeployed to better meet student needs during the pandemic

Navigate Helps Concordia Staff Assess the Needs of All Students as Campus Closes

Immediately following the transition to remote instruction due to COVID-19 in March 2020, Concordia's **emergency response team, comprised of stakeholders from Student Development and Campus Life**, emailed all students a departure form to assess their plans and identify students in need of support. In the following weeks, they relied on Navigate to uncover even more students struggling to cope.

1

Sent **departure forms** to all students to determine their:

- **Housing plans** (return to home of origin, remain in dorm, etc.)
- **Financial situation** (including ability to travel)
- **Computer and internet** access for online learning

83%

of students completed form sent via email

2

Used a **Navigate text message campaign** to follow up with students who didn't submit their forms

99%

of students completed form after Navigate text campaign

3

Launched **Progress Reports in Navigate**, allowing faculty to flag struggling students. Faculty submitted alerts based on:

- Academic participation
- Academic performance
- Emotional well-being
- Financial concerns
- Technology barriers
- Doubt about staying at Concordia

93%

of faculty submitted Progress Reports

425

students flagged by faculty (23% of all students)

Providing Timely Student Support Based on Insights from Navigate

Departure forms



Navigate text messaging



Navigate Progress Reports



A holistic picture of immediate and longer-term **student needs**

▶ After campus operations pivoted to remote instruction, Concordia's Student Development and Campus Life division **redeployed available staff to act on this time-sensitive information about student needs**, ensuring students received quick help.

PHASE 0: Prior to the Pandemic

Building a **Coordinated Care Network** with a phased rollout of Navigate laid the groundwork for Concordia's quick response to the pandemic



PHASE 1: Leading Up To and During Campus Closure

Taskforce all **basic student needs** are met

Support Efforts	Staff Participating
Connected students experiencing symptoms of COVID-19 to clinics	Career assistant director
Distributed financial aid for student transportation and basic needs	Residence hall directors
Centrally tracked support requests and prepared emails for leadership to send to students	Orientation assistant director
Provide outreach and programs for 80 international students staying on campus	Residence hall directors
Obtained supplies for emergency quarantine of students on campus	Student engagement staff
Purchased gas gift cards to help students travel home	Career coach

PHASE 2: Across the Semester with Virtual Operations

Providing **continued care** to foster success

Support Efforts	Staff Participating
Created a guide on how to access online courses	Career coach
Troubleshooted student challenges accessing online classes	Administrative assistant
Compiled resources on local food pantries and organized a food drive	Campus sustainability coordinator
Connected students with well-being resources, such as housing, mental health support, and LGBTQ+ resources	Director of student conduct

Various Staff Deliver Timely Support

\$60,000

Emergency aid provided to 313 students for needs identified by departure forms and Navigate¹

15

Total staff members redeployed in one 40-person division to meet urgent student needs

“Our work with Navigate across the last year helped us develop a **philosophy of how we want to coordinate care for students**. When the pandemic hit, staff had already become accustomed to helping support a range of student needs outside their office, which was critical to our success during this incredible time.”

—Lisa Sethre-Hofstad, VP for Student Development & Campus Life

¹) The emergency aid was funded by Concordia's Student Development & Campus Life division

Navigate Interventions Lead to Increase in Advising Appointments and Much-Needed Funds for Students

Arapahoe Community College, Midsize Institution in Littleton, CO

- **About:** Arapahoe Community College, with three campuses and 9,600 students, is part of the Colorado Community College System. The three-year graduation rate is 20%.
- **Challenge:** Prior to partnering with EAB, Arapahoe struggled to gain traction with other early alert systems and faculty were wary of new student success technology. Departments and offices operated in silos, which led to uncoordinated and overwhelming communication to students. Advising appointments were also difficult to manage and track, and advisors found it challenging to maintain their caseloads.
- **Solution:** Arapahoe introduced Navigate’s early alert feature to streamline the process for faculty and ensure all student cases are properly triaged and addressed. Additionally, email and text message campaigns encourage students to schedule and attend advising appointments, lowering the no-show rate.
- **Impact:** The volume of early alerts increased 225% with Navigate compared to the previous system, which led to increased distribution of much-needed emergency funds. Following the outreach campaigns, the no-show/cancellation rate for advising appointments was just 7%.

Impact Highlights

225%
Increase in early alerts in Navigate vs. previous system

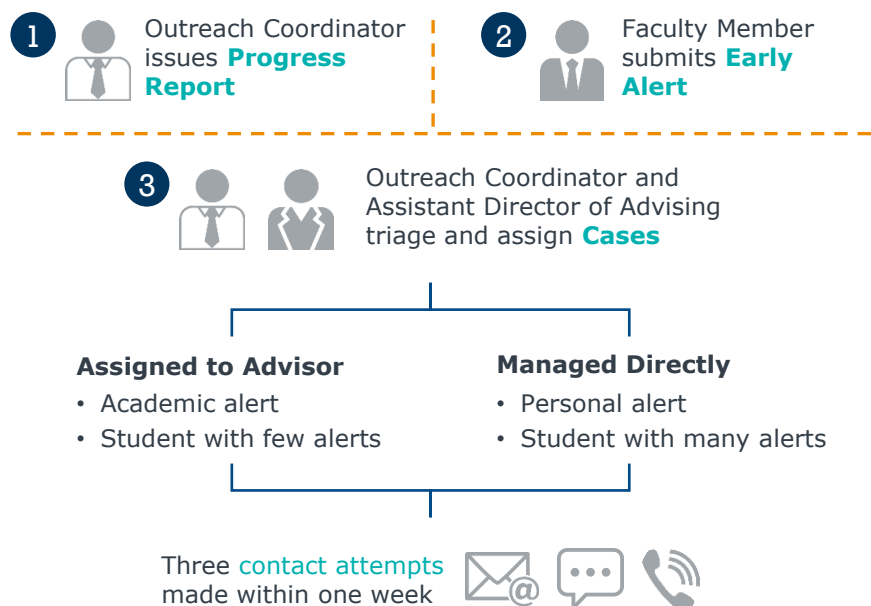
\$9,641
Emergency fund dollars distributed due to early alerts

92.9%
Portion of advising appointments attended following nudging campaigns

Straightforward Triage Process in Navigate Ensures All Cases Are Addressed

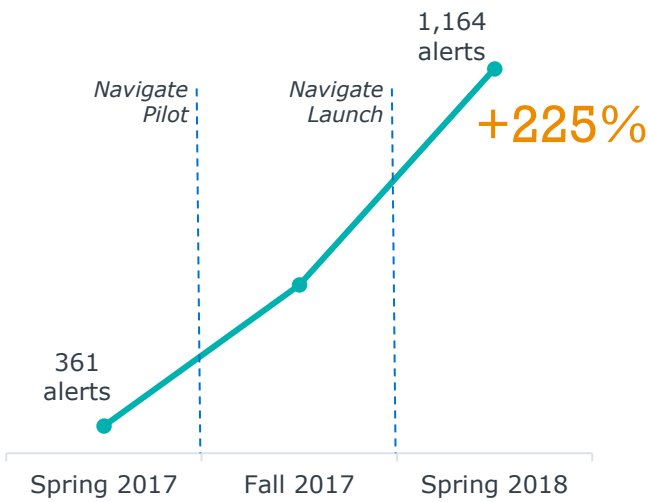
- #### Flaws in Pre-Navigate Early Alert System
- ✗ Faculty **passively issued alerts**, inconsistently across and within departments
 - ✗ Email reminders were minimal, poorly timed, and **not actionable**
 - ✗ Faculty were required to enter **redundant information** each time they issued an alert
 - ✗ Faculty **didn’t receive updates** after issuing an alert
 - ✗ Early alerts **didn’t generate trackable cases**

Navigate’s Early Alerts

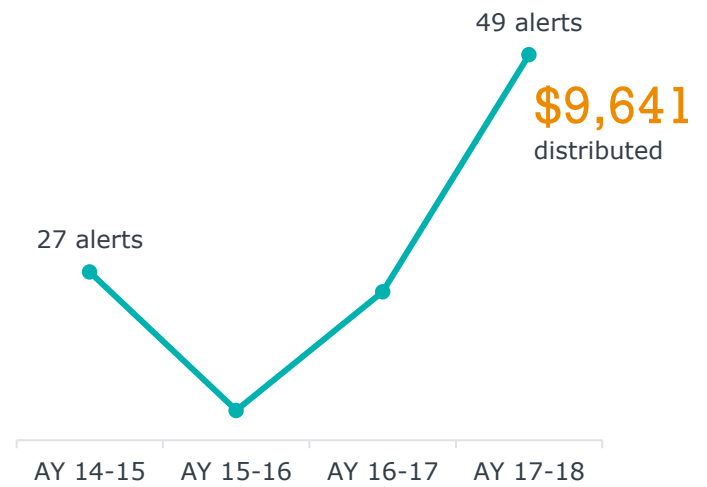


Increase in Early Alerts Directs More Money to Students Who Need It

Total Volume of Early Alerts



Emergency Fund Alerts and Utilization



“Using early alerts has raised my awareness of issues beyond the classroom. **I’ve found myself asking deeper questions about the student.** Is there a family or financial issue impeding their success? Would a minor homework extension help this particular student to succeed?”

– Faculty Member

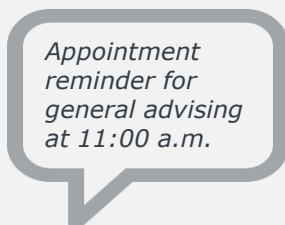


Registration Campaigns and Text Nudging Show Promising Results

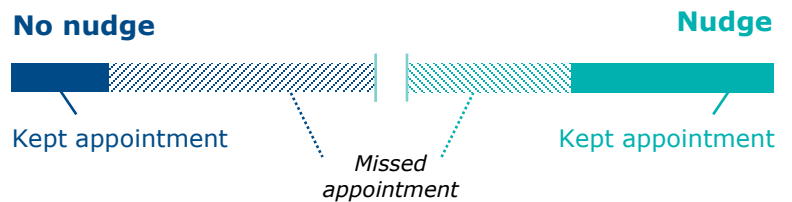
1 Fall Registration Email Campaign to All Currently Enrolled Students



2 Text Nudging to Select Students

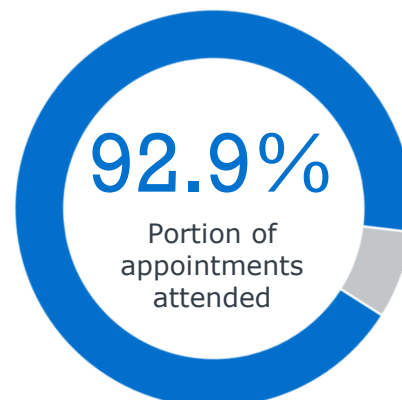


Students were **50% more likely** to keep their appointment when they received a text reminder



All Advising Appointments Scheduled Since March 2018

5,106
Appointments attended



391
No-shows or cancellations

COMMUNITY COLLEGE

Faculty Engagement and Coordinated Care Create Big Gains for Pueblo’s TRIO Program

Pueblo Community College, Mid-Sized College in Pueblo, CO

- **About:** Pueblo Community College (Pueblo) is a public institution that serves over 5,000 students across three campuses. Approximately 65% of Pueblo’s students are enrolled part-time.
- **Challenge:** Prior to 2016, Pueblo found it extremely difficult to achieve coordinated care on their campus. Despite their best efforts, advisors, faculty and staff were unable to collaborate effectively and ended up working in silos. TRIO program administrators received low faculty response rates to progress reports, a key measure of student performance. In addition, TRIO program enrollment was not as high as expected.
- **Solution:** After partnering with EAB, Pueblo implemented a student success management system that met the needs of their campus. Staff used student data from Navigate ‘Topics’ to make referrals to the TRIO program and Progress Reports were used to solicit early alerts. In order to achieve maximum participation from faculty, Pueblo provided robust training and set clear expectations from the outset.
- **Impact:** As a result of these changes, Pueblo saw a 72% jump in their faculty response rate to TRIO progress reports and nearly doubled their TRIO enrollment. Students also reported a high level of satisfaction after working with enrollment services staff.

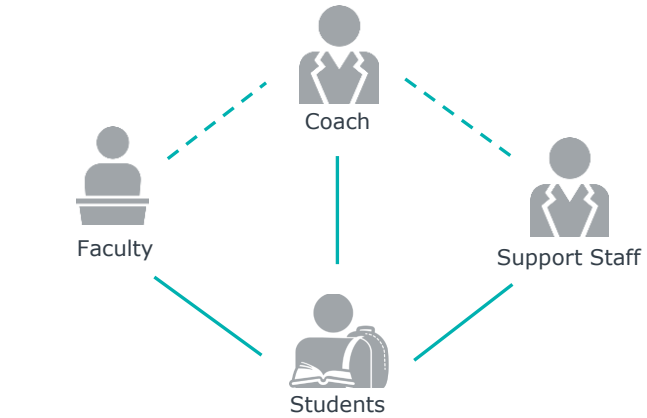
Impact Highlights

72
Percentage point increase in faculty response rate to TRIO progress reports

85%
Increase in TRIO enrollment from Fall 2016 to Spring 2018

Faculty and Staff Training a Key Driver of the Coordinated Care System

-  **1 Department Meeting Presentations and Department Chair Training**
April 2017
-  **2 Part-Time Instructor Training**
August 2017
-  **3 Weekly Faculty and Staff Training**
September 2017
-  **4 All-Campus Stakeholder Meeting**
October 2017
-  **5 Chair and Director Retreat**
June 2018



Emphasis on communication and faculty training laid the groundwork for a successful early alert launch. Stakeholders from 12 departments and five on-campus services received consistent training to prepare for and respond to the uptick in early alerts.

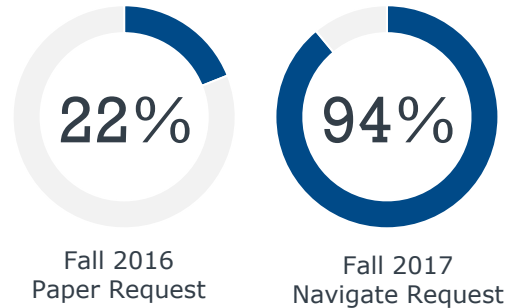
Timely and Consistent Early Alerts Facilitate Proactive Advising

Navigate Progress Reports allow faculty to quickly and easily flag students in need of support

Pueblo was able to achieve a **327%** increase in their faculty response rate by:

- ▶ Adopting an early alert technology that was easy to use and fully integrated with other student support functionality
- ▶ Communicating with faculty early and often about early alerts expectations and providing ongoing and varied training opportunities
- ▶ Closing the loop with faculty and soliciting feedback on how to improve the process even further

Faculty Response Rate to TRIO Progress Reports



72% difference



With previous progress reports, I would have to input all of my personal and course information for each student along with their early alert. With Navigate, I don't have to waste time documenting the same information over and over and I can quickly raise an alert for multiple students at the same time. That ease of use and time-savings is greatly appreciated!

- Math Faculty Member

Progress Reports have helped us to provide students with resources and interventions in a timely manner. Navigate has also empowered students to take an active role in their education and really understand what they can expect when it comes to earning their degree, something especially helpful for the first-generation college students served by our program.

-TRIO Program Director



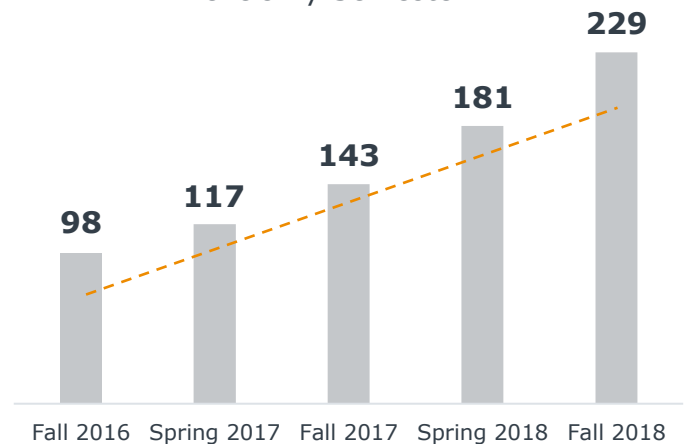
TRIO Program Nears Maximum Capacity After Technology Improvements

Navigate 'Topics' used as a key referral source for the TRIO program

Pueblo was able to achieve a **85%** increase in their TRIO enrollments by:

- ▶ Referring students to the TRIO program who opted in to qualifying 'Topics' within Navigate such as first-generation student
- ▶ Creating an electronic TRIO application, making it easier for students to access and complete the application
- ▶ Nudging students who abandoned the application to come back and complete the process

TRIO Student Enrollment Levels By Semester



93% of students agreed that the enrollment services staff "Responded to My Needs"

Clear Pathways and Course Guarantees Allow Students to Plan Ahead

Cerro Coso Community College, Associate College in Ridgecrest, California

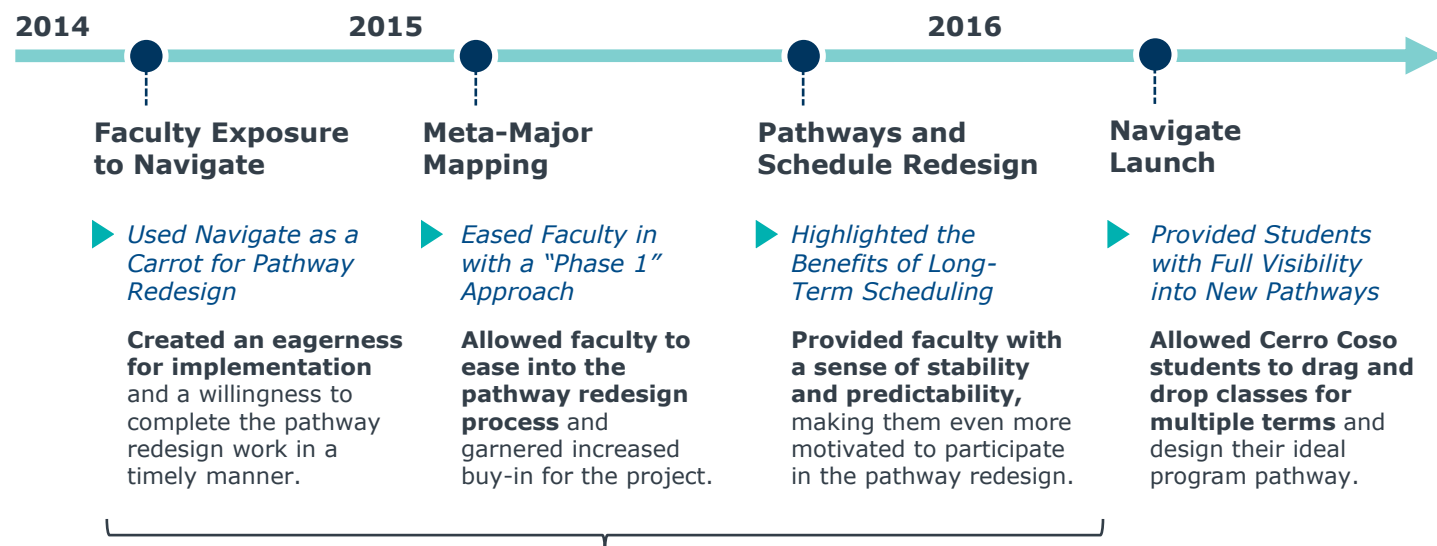
- **About:** Cerro Coso Community College (Cerro Coso) is a rural school with an enrollment of over 5,000 students across five campuses. 60% of Cerro Coso students are enrolled part-time.
- **Challenge:** In several surveys, students were expressing dissatisfaction with the college due to the high number of cancelled classes. The applicant conversion rate was below 45%, and students who enrolled favored online classes over in-person classes.
- **Solution:** Cerro Coso leadership launched a college-wide initiative for pathway redesign and long-term scheduling. Navigate set the transition in motion and enabled the college to complete critical pathway components before launching the technology to students.
- **Impact:** The improvements helped Cerro Coso achieve a 16% increase in applicant conversion, resulting in \$524k in additional enrollment fees in fall 2017.

Impact Highlights

16%
Increase in applicant conversion rate from fall 2015 to 2017

\$524K
Additional enrollment fees from enrolling a greater proportion of the total applicant pool in fall 2017

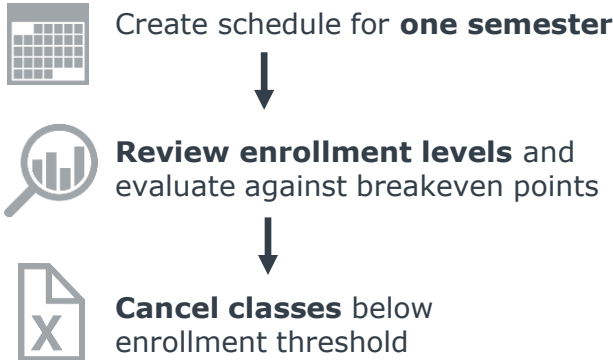
Navigate: A Catalyst for Faculty Engagement and Rapid Pathway Progress



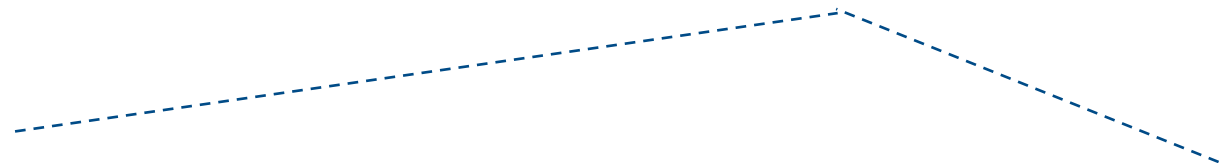
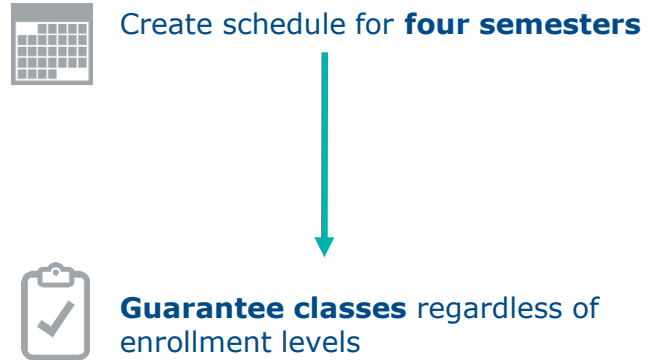
Key Considerations for Faculty Engagement

New Scheduling Process Creates Guarantees for Students

Previous Scheduling Process



Current Scheduling Process



Psychology Associate in Arts Degree for Transfer (AA-T)

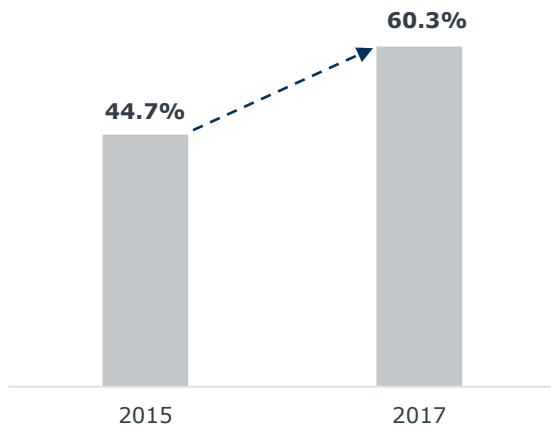
- This program consists of classes offered at Ridgecrest/IWV, KRV Lake Isabella, ESCC Bishop & Mammoth Lakes, and CC Online.
- Courses do not have to be completed in the order listed, except for listed prerequisites.
- It is expected that the student will have completed MATH Co53 or Co55 and ENGL Co70 or the equivalent before attempting this major.

New program maps highlight guaranteed courses by campus and term offered

Courses - Complete the following courses	Ridgecrest/IWV				KRV Lake Isabella				ESCC Bishop				ESCC Mammoth				CC Online			
	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2016	Spring 2017	Fall 2017	Spring 2018
MATH C121 (4 Units) Prerequisite: MATH Co53 or Co55	■	■	■	■		■		■		■		■		■		■	■	■	■	■
or MATH C121H (5) Prerequisite: MATH Co53 or Co55	■																			
PSYC C101 (3)	■	■	■	■		■		■		■		■		■		■		■		■
or PSCY C101H (4) Prerequisite: ENGL Co70	■																			
PSYC C271 (3) Prerequisites: MATH C121																				

Student-Centered Design Increases Enrollment and Improves Student Experience

15.6% Increase in Applicant Conversion Rate



“I love, love, love being here. There are tons of services here and **for a small campus I am still able to get the classes I need** by planning ahead.”

“**I love all of the improvements** my college is making!”

“CC offered a class with only 4 of us because we needed it for our major. That would never have happened at my previous college. **I will graduate on time now.**”

- Cerro Coso Students

It Starts With the Faculty: Improving Campus-Wide Engagement in Advising

Samford University, Small Private Institution, Birmingham, AL

- **About:** Samford University is a private Christian university with 3,000 undergraduate students and a six-year graduation rate of 73%.
- **Challenge:** A communication gap existed between faculty advisors and student support staff due to inconsistent tools and processes for monitoring and supporting student progress. Faculty were aware of student issues but lacked the time to fully address them, while student support staff had the capacity to intervene but didn't know which students needed help.
- **Solution:** Faculty leadership established new policies requiring midterm grade submissions, while student support staff began using EAB's holistic student data to strategically intervene with students in need of support.
- **Impact:** First-year retention increased 2% within one year of EAB Navigate implementation with no additional investment in tutoring, supplemental instruction, or other student success measures.

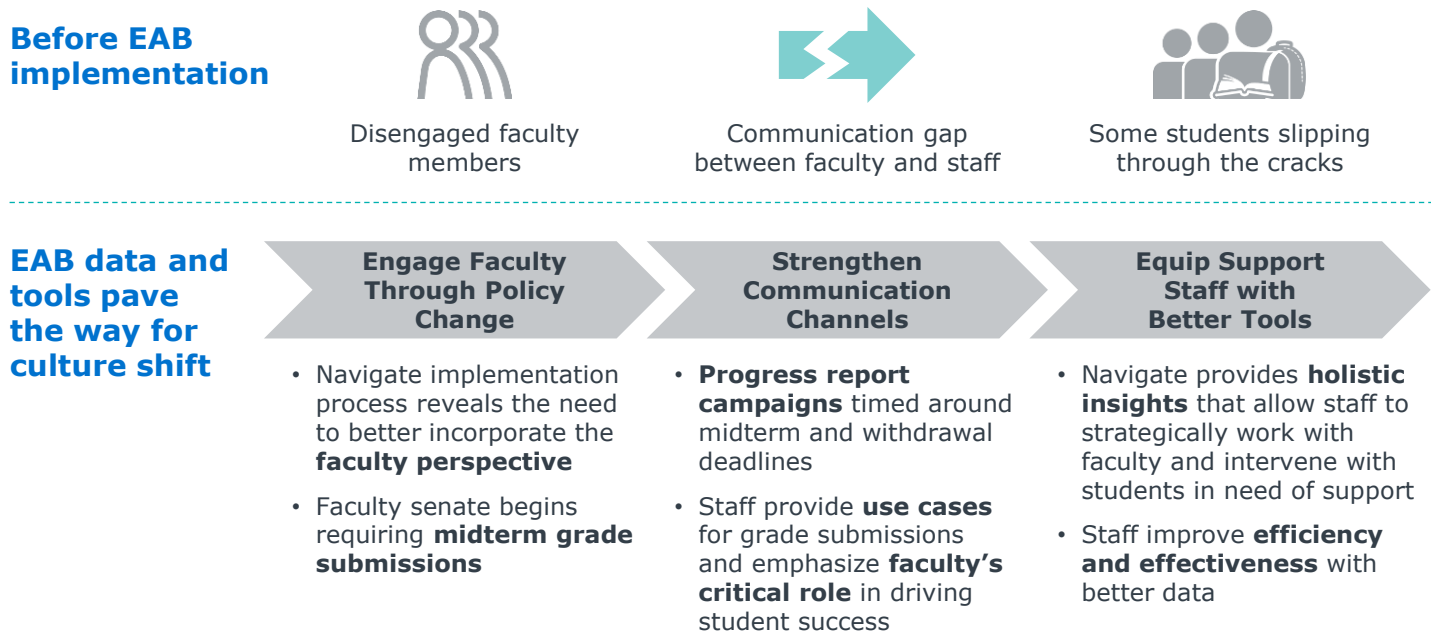
Impact Highlights

90%
Average faculty progress report response rate since launching Navigate

2%
Increase in first-year retention one year after full Navigate launch

\$674K
Additional tuition revenue

Shifting the Culture of Support on Campus—and Bringing Faculty Along



Best Practices: How Samford Secured Faculty Buy-in



✓ **Work With Faculty Governance**
Samford's faculty senate requires grade submissions; staff [report on progress and outcomes](#) to close the loop



✓ **Be the Faculty's Partner**
When faculty express concerns about a student, staff work with other offices in a ["coordinated care network"](#) to intervene



✓ **Turn Naysayers into Champions**
Leadership [engage with naysayers](#) to hear and address concerns; faculty can access student performance data in EAB to understand *why* their involvement matters



✓ **Keep Building Bridges**
Samford's [EAB dedicated consultant](#) encourages and supports campus-wide faculty participation—navigating staff turnover and shifting priorities

90%

Average faculty progress report **response rate** since launching EAB



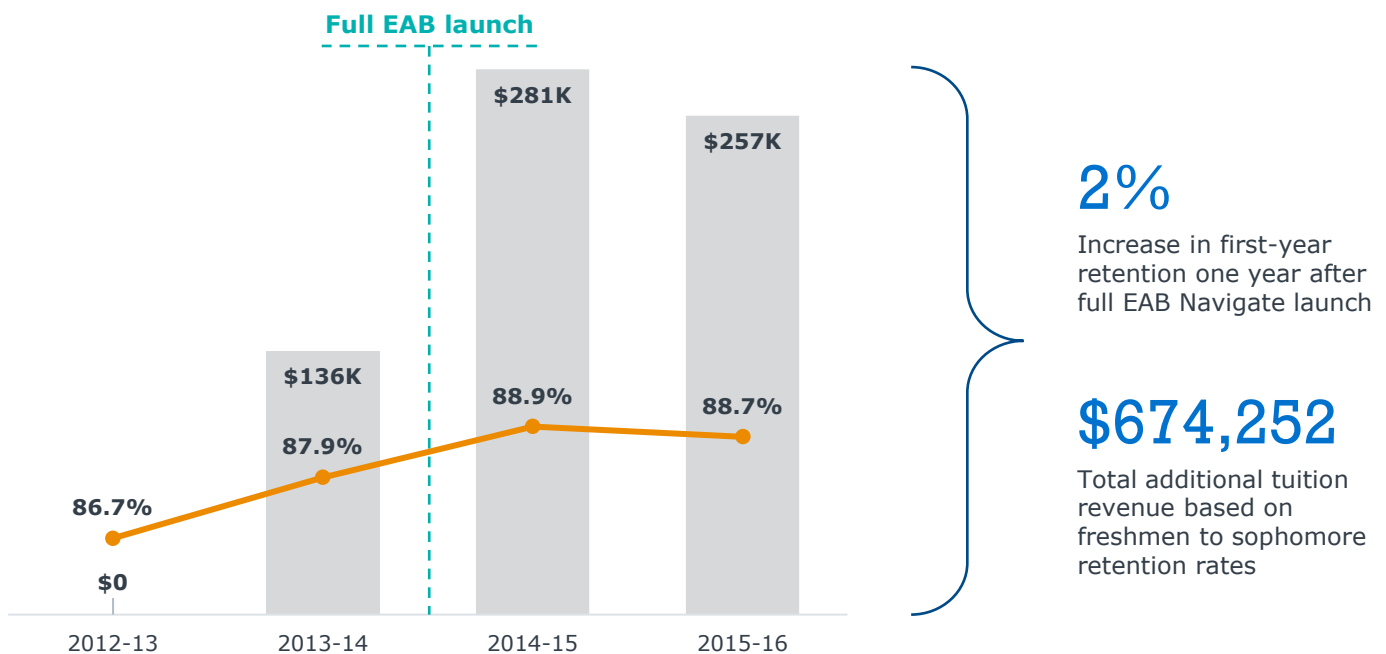
Academics thrive on open inquiry, so **transparency is critical to encourage faculty involvement**. When faculty saw the volume of initiatives being impacted by their progress report submissions, they were willing to put in the time and effort to provide insight on their students.

-Nancy Biggio, Associate Provost for Administration



Retention Continues to Climb Without Any Additional Investment in Staff

First-Year Retention and Additional Tuition Revenue



FOUR-YEAR UNIVERSITY

How a Large University Narrowed Their Achievement Gap and Saw a \$29.4M Return on Student Success Investments

California State University Fullerton, Public Research University, Fullerton, CA

- **About:** California State University Fullerton (CSUF) is a large public university serving 34,305 undergraduate students with a 67.8% six-year graduation rate and an 88% retention rate.
- **Challenge:** At CSUF, decentralized advising and support offices lacked standard processes to train staff or direct students to needed resources. Faculty were not sufficiently engaged in collaborating with success staff to fully support students. Additionally, achievement gaps between traditional and underrepresented student populations were concerningly wide.
- **Solution:** CSUF built new Student Success Centers across campus, where staff use Navigate to monitor and connect with students, as well as engage and supplement faculty in supporting students outside the classroom. They also assessed procedural inequalities that disproportionately affect students of color and hired new specialists that use Navigate to improve key outcomes.
- **Impact:** By working to understand and remove barriers to completion, CSUF lowered the achievement gap between underrepresented minority (URM)¹ and non-URM students by 7 percentage points. CSUF also used Navigate campaigns to see a \$29M+ return on investment in three years.

Impact Highlights

\$29.4M+
Total return on investment from Navigate reenrollment campaigns in three years

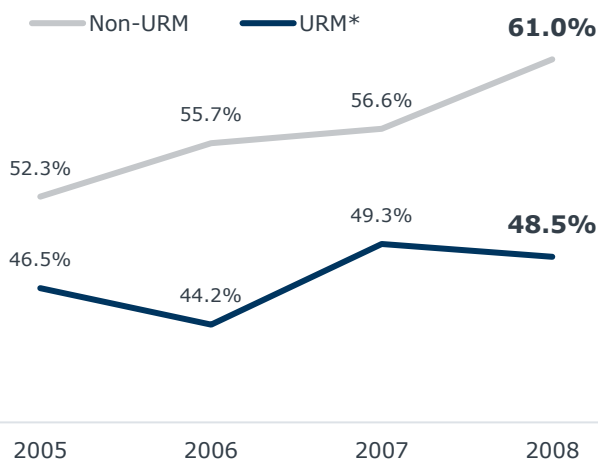
7 percentage points
Smaller achievement gap between URM and non-URM students for 2013 cohort vs. 2008 cohort

Achievement Gap Revealed Need for Investment

Support Structure Not Set Up to Adequately Serve All Students, Contributing to Growing Gap

Six-Year Graduation Rate by Cohort Entry Year

12.5 Percentage-Point Gap Between Non-URM and URM Students for 2008 Cohort



* Underrepresented Minority (URM) designations include Native American, African American, and Hispanic students.

Advising and Student Support Services Lacked Structure and Coordination

- ✘ **No formal training** on best practices and expectations for advisors
- ✘ **No unifying focus** for all campus constituencies on the importance of advising
- ✘ **No clear understanding** of where successful and unsuccessful students overlap and differ
- ✘ **No accessible data** on students' needs to help guide interventions
- ✘ **No structured process** for directing students to the right resources
- ✘ **No system** to flag students taking excessive and unnecessary courses
- ✘ **No adequate support** for graduation planning and preparation

Four Major Initiatives to Improve Student Success

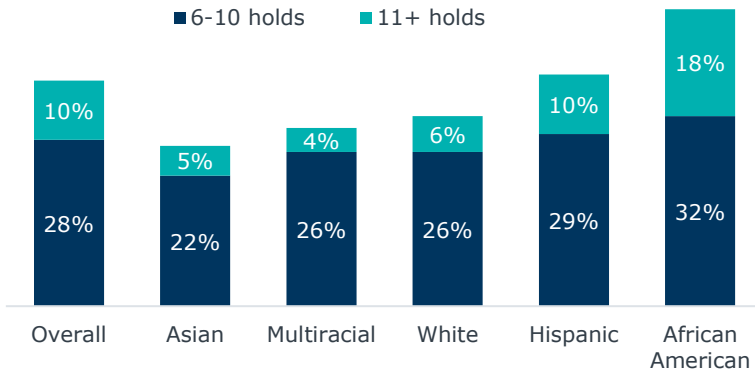
<p>1</p> <p>Implement EAB Navigate</p> <ul style="list-style-type: none"> ✓ Appointed Student Success and IT leaders as co-chairs of Navigate implementation team ✓ Leveraged EAB Consultant as a go-to partner to all offices in the advising community <p>135% Increase in notes posted in Navigate, 2016 to 2018</p>	<p>2</p> <p>Improve Physical Space to Serve Students</p> <ul style="list-style-type: none"> ✓ Established new Student Success Centers at all CSUF colleges, designed offices for efficiency ✓ Showcased diverse staff backgrounds with profiles in waiting area <p>\$181 Student-initiated semesterly fee that funds Success Centers</p>	<p>3</p> <p>Engage Faculty in Student Success</p> <ul style="list-style-type: none"> ✓ Formally recognized faculty for their impact in academic advising ✓ Shared students' stories about the impact of faculty conversations outside the classroom <p>331% Increase in Navigate staff and faculty users, 2016 to 2018</p>	<p>4</p> <p>Audit Procedural Inequalities</p> <ul style="list-style-type: none"> ✓ Examined data on higher rates of account holds among African American students ✓ Surveyed students about account holds, revealing that different populations interpret these in distinct ways
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Registration Holds Are a Barrier to Completion

Number of Registration Holds in Years 1 and 2

Analysis of Fall 2014 Freshman Cohort (n≈4,400 students)



Previously, advisors and staff placed holds preventing students from reenrolling or graduating, often without giving students a clear path to fix the situation.

New Efforts to Address Barriers

- ✓ Encourage staff to **consider interventions** before applying holds
- ✓ Apply holds for required probation workshops **after students fail to attend**, rather than before the workshop has occurred
- ✓ Allow students to withdraw from courses **online** when needed, so they don't fail
- ✓ Inform seniors of credit deficiency **well in advance** of graduation, rather than just one month ahead

New Specialists Use Navigate to Tangibly Impact Student Success

Two New Specialist Positions Help Keep Students on Track



Retention Specialists contact non-enrolled students for the upcoming term prior to start of classes



Graduation Specialists conduct workshops where seniors learn how to qualify and apply for graduation

How Specialists Use Navigate

- Run **appointment campaigns** for various student populations, from the most vulnerable to the highest-achieving
- Monitor assigned caseload with filtered **watch lists** to prioritize students in need of support and send highly targeted **student communications**
- Share **Notes** with appropriate colleagues about important student information

NAVIGATE

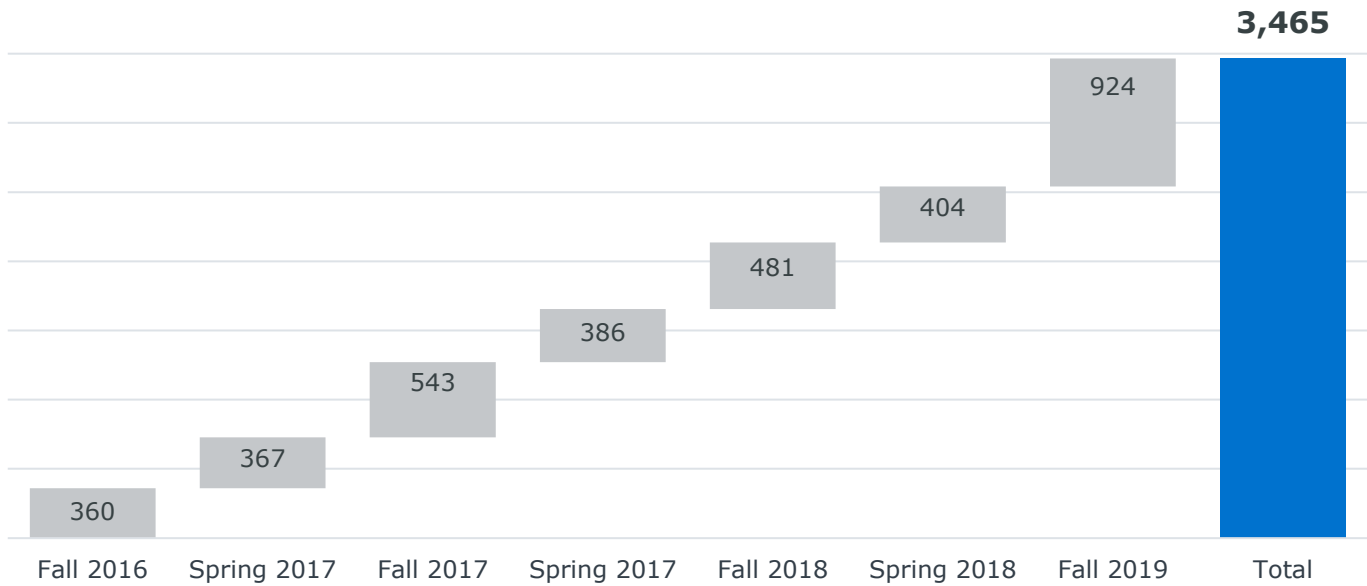
Active Campaigns

Appointment Campaigns | Progress Report Campaigns

NAME	STATS
Planning for Next Term Sent: 10/10/2018 Quick Stats	<ul style="list-style-type: none"> Appts. Made (60%) Attend. Rate (73%) Reports Created (8)
BIOL Missed Success Marker Sent: 03/10/2018 Quick Stats	<ul style="list-style-type: none"> Appts. Made (55%) Attend. Rate (73%) Reports Created (8)
Pell Eligible - Credit Completion Sent: 03/05/2018 Quick Stats	<ul style="list-style-type: none"> Appts. Made (43%) Attend. Rate (22%)

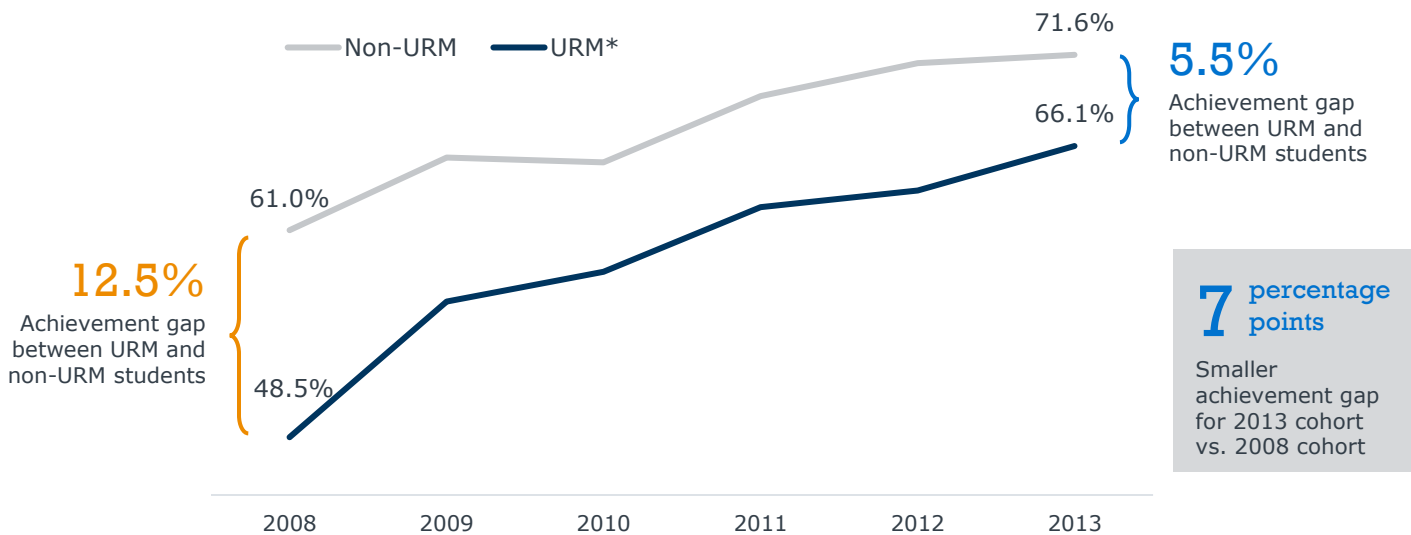
A Massive Return on Investment: Supporting Students with Navigate

Multiyear Reenrollment Campaigns Add Up to Thousands More Students Retained Students Reenrolled via Navigate Campaigns Each Semester



\$19.7M Total **tuition revenue** from 3,465 reenrolled students
 +
\$13.3M Tuition revenue for a **second year**, based on 77% retention rate
 -
\$3.6M Cost to employ 10 **retention specialists** for four years
 =
\$29.4M Total return on investment from Navigate reenrollment campaigns

Student Success Initiatives Help Drive Progress Toward Closing Achievement Gap Six-Year Graduation Rate by Freshman Cohort Entry Year



* Underrepresented Minority (URM) designations include Native American, African American, and Hispanic students.

Improving Student Outcomes with Data-driven Advising and Institutional Transformation

Georgia State University, Public Research University in Atlanta, GA

- **About:** Georgia State University is a public research university with a total enrollment of 25,945 and a six-year graduation rate of 51%. GSU has historically served large populations of low-income and underrepresented minority students.
- **Challenge:** Ten years ago, GSU's six-year graduation rate hovered around 32% and was especially low for their growing population of Pell students. When Georgia joined Complete College America in 2011, GSU was required to implement a plan to improve student outcomes, with state appropriations tied to these improvements.
- **Solution:** GSU saw an opportunity to target resources through structured, data-driven interventions such as course redesign, supplemental instruction, freshmen learning communities, and fee-drop grants. In 2012, GSU joined the Student Success Collaborative and extended this data-driven approach to academic advising.
- **Impact:** GSU's advisors use Navigate daily, helping students make smarter decisions, reduce time to degree, and increase their likelihood of success— contributing to a 3% increase in six-year graduation rate since 2012.

Impact Highlights

3%

Percentage point increase in graduation rate since 2012

\$3M

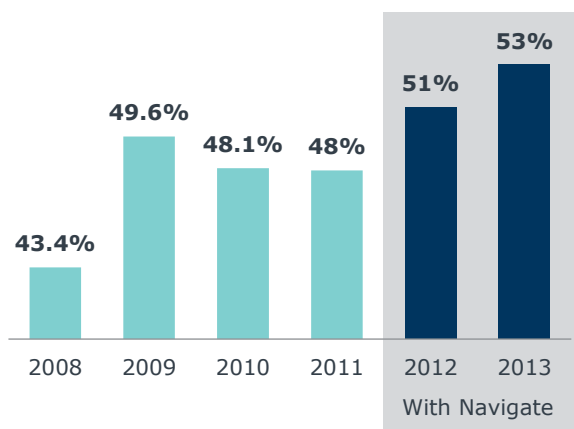
Estimated additional tuition revenue in one year

8

Fewer credit hours at completion on average since 2012

Making Impressive Gains Across All Students, Especially Special Populations

Moving the Dial on Graduation Outcomes



Bachelors Degrees Conferred (2012 to 2014)

+18%

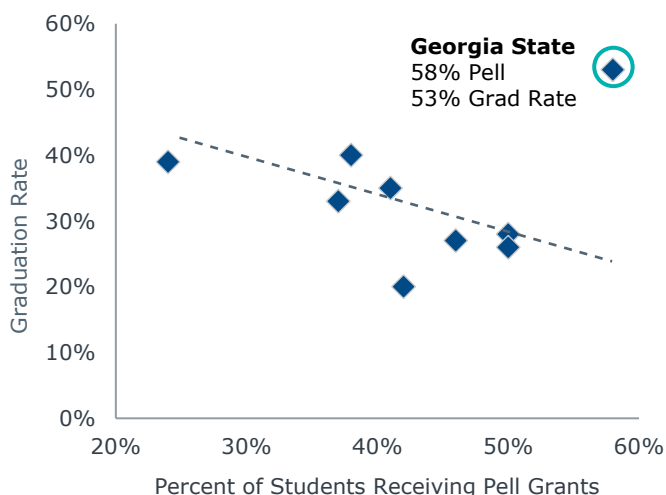
African American

+26%

Latino/a

Outperforming Peers With Low-Income Students

Graduation and Pell Rates of Urban Research Universities



Creating a Culture Where Numbers Matter


Targeting Resources With New Analytics

Prior to 2012

High attrition due to delayed admission into certain academic majors




After 2012




Redesigned Pre-Nursing, Pre-Business sequences based on Navigate insights

Unclear which students needed support in which courses

Used analytics to strengthen supplemental instruction offerings

Students dropping out due to unmet need, as little as \$300

Retention grants (fee drops) deployed based on student need

Among other initiatives

Integrating Navigate into Advising Enterprise



41K+

Total interventions in Navigate per year



Navigate allows us to be hugely supportive of *any* student. We can encourage students that are on path with the data; we can provide a visual to students who are off path; or if a student is right in the middle, we can teach them about the hill they have to climb.

Advisor

GEORGIA STATE UNIVERSITY

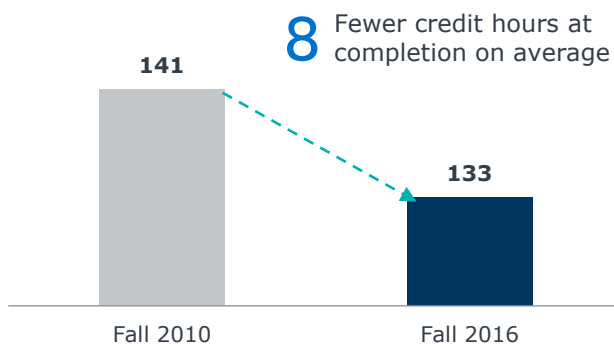


Maintaining Institution-Level Gains While Shifting Focus to Student Progress

Decreasing Time to Degree...

Average Credits at Time of Graduation

All Students



...And Reducing Overall Cost for Students



\$4M

Total savings by students in the graduating class of 2014 compared to the class of 2013

CASE STUDY

How a High-Performing Institution Improved the Experience and Retention of Students in a Selective Major

Auburn University, Public Research University, Auburn, AL

- **About:** Auburn University is a high-performing institution serving 25,000 undergraduate students in 13 colleges and schools, including the College of Engineering. Auburn has a 78% six-year graduation rate and a 90% retention rate.
- **Challenge:** Auburn’s College of Engineering has a rigorous curriculum. Some pre-engineering students struggle to maintain the minimum required GPA and are referred outside of Engineering to select another major. Auburn wanted to reduce the number of students referred outside of Engineering by identifying students who are at risk of not qualifying for the major and providing them with intensive tech-enabled advising support.
- **Solution:** Auburn partnered with EAB in 2014 and implemented Navigate across campus. Within the highly selective Engineering program, advising leadership uses Navigate alerts and cases to flag and support students at risk of not qualifying for the major to retain them within Engineering. A dedicated counselor then advises these students, enforcing positive academic behaviors.
- **Impact:** Through these efforts, in just three years Auburn decreased the portion of students leaving the Engineering program as a result of mandatory referrals by 73 percentage points. In 2018, they retained 94% of pre-Engineering Success Contract students at the university, thus generating \$2M in estimated tuition and fee revenue.

Impact Highlights

66%
Reduction in the number of referrals out of Engineering in the first year of Auburn’s Navigate partnership

\$2M
Potential tuition and fee revenue from additional engineering students retained in 2018

Previous Process for Admittance to Engineering Was Overly Manual

Process Consumed Staff Time and Left Students Without a Safety Net



New students interested in an Engineering major begin in “**pre-engineering studies**”



Advisors manually review 2,500+ transcripts to determine if each student **qualifies for the major**



Pre-engineering students must **qualify for the major** by completing pre-reqs and maintaining a 2.2 GPA



Students who don’t qualify are **referred out of Engineering** for advising to select another major

Questions for EAB:



How can we identify qualified students more efficiently?



How can we prevent more students from being referred out?

A New Tech-Enabled Process Improves the Experience on Both Sides



Navigate Allows Staff to Anticipate Students' Likelihood to Qualify for Major

- 1** Advisors **identify** GPA-eligible and -ineligible students using Advanced Search and **monitor** the two tracks using Watch Lists
- 2** Advisors **flag** students not on track to qualify for the Advising Director with early alerts
- 3** Advising Director **assigns** flagged students to a dedicated counselor's caseload
- 4** Counselor **meets weekly** with referred students to create and follow academic contracts



Academic Contracts Help Students Build Better Habits

Before their weekly counselor meetings, students fill out a **success tracking journal** that reinforces successful academic habits:

Success Journal Task	Beneficial Habit
Plan weekly schedule, including classes, study time, and activities	Develop time management skills to balance obligations
Record homework, exam, and course grades	Understand the impact of studying and participation on grades
Share study strategies tried in the past week	Develop and identify successful study skills
Share challenges, both academic and personal	Solve problems with the help of campus resources
List action items for the upcoming week	Plan ahead and prioritize tasks

New Counselor Provides Dedicated Support

Dual-purpose counselor spends half her time as tutoring coordinator and half working directly with students

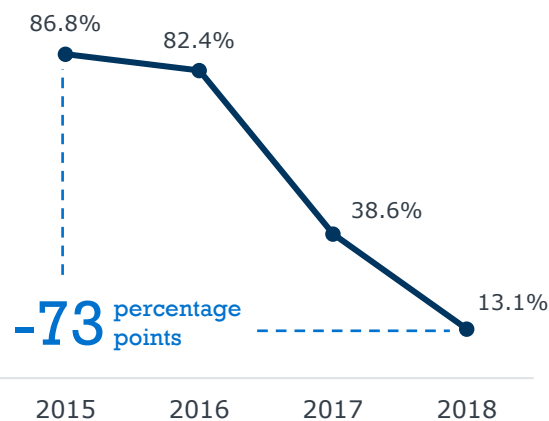


50 students

Average student caseload for the academic counselor

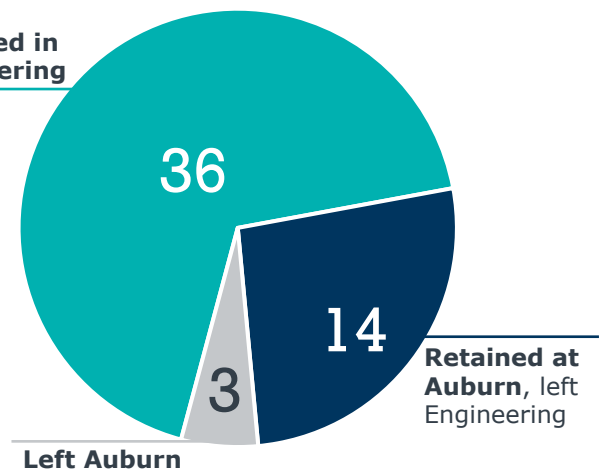
Decreasing Mandatory Referrals and Retaining More Students at Auburn

Portion of Students Leaving Engineering Who Were Mandatorily Referred Out:



Out of 53 Engineering Students Referred to the Success Counselor in Fall 2018:

Retained in Engineering



66%

Reduction in the number of referrals out of Engineering in the first year of Auburn's Navigate partnership

94%

Portion of pre-Engineering students on a Success Contract **retained at Auburn** in 2018

\$2M+

Potential **tuition and fee revenue** from students on a Success Contract retained in 2018

Strategic Interventions Generate Rapid Results and Ongoing Impact

Middle Tennessee State University, Public Research University, Murfreesboro, TN

- **About:** Middle Tennessee State University (MTSU) is a public research university with a total enrollment of 21,913 and a six-year graduation rate of 52%.
- **Challenge:** In response to state-wide pressure to improve outcomes, MTSU created the “Quest for Student Success” plan, but needed a way to track and move the dial on metrics across the institution. MTSU’s advising units were also severely understaffed and under-resourced to serve a challenging student population on the ground.
- **Solution:** MTSU set out to drive rapid gains through changes informed by data and best practices. Joining the Collaborative in spring 2014 allowed MTSU to empower staff with data and execute a campus-wide strategy focused on persistence.
- **Impact:** Through its partnership with EAB, within the first 120 days of launching the platform, MTSU was able to increase overall persistence by 1.5 percentage points, retaining an additional 390 students for \$1.5M in spring tuition revenue. They also improved four-year graduation by 4.3%.

Impact Highlights

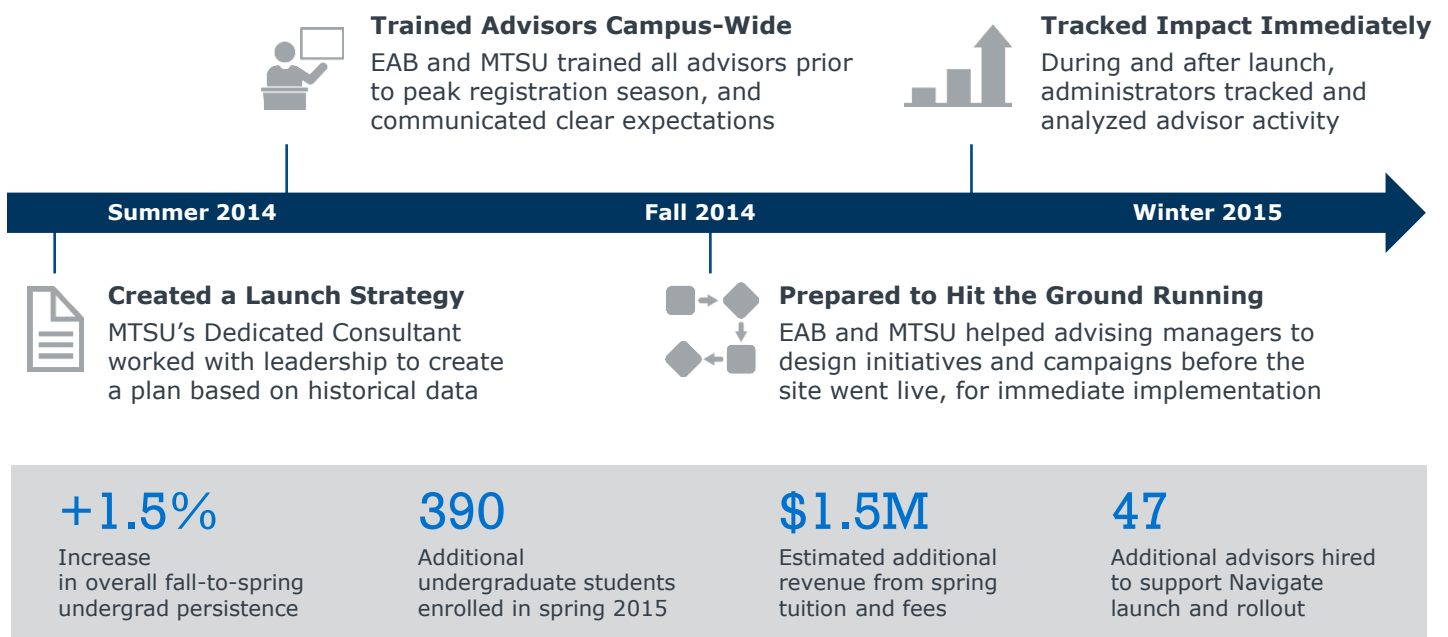
4.3%

Increase in four-year graduation rate since 2014

8.5%

Increase in first-time freshman retention rate since 2014

EAB Support During Launch Ensured High Engagement and Early Wins



Building a Coordinated Network of Persistence Campaigns

Using Navigate to Plan and Scale Efforts



Identify

Navigate lists and filters allowed staff to quickly identify 2,500+ stop outs



Target

Robust student data helped to prioritize unique, high-impact populations



Manage

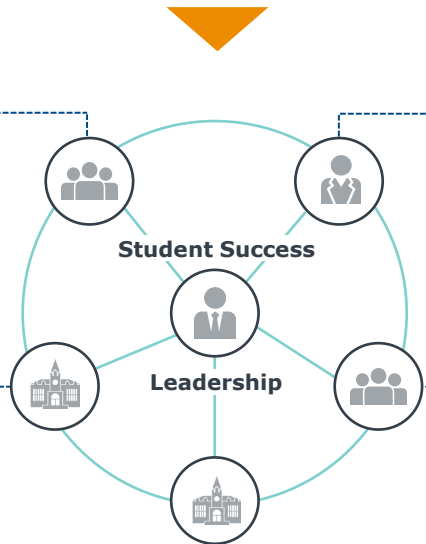
Navigate toolkits provided a framework and resources for campaign management

Stop Outs

Units used outreach to engage targeted stop outs in re-enrollment conversations

BHS Students with Registration Holds

Prioritized contacting students in Behavioral & Health Sciences who had simple hold barriers to registration



Struggling Freshman

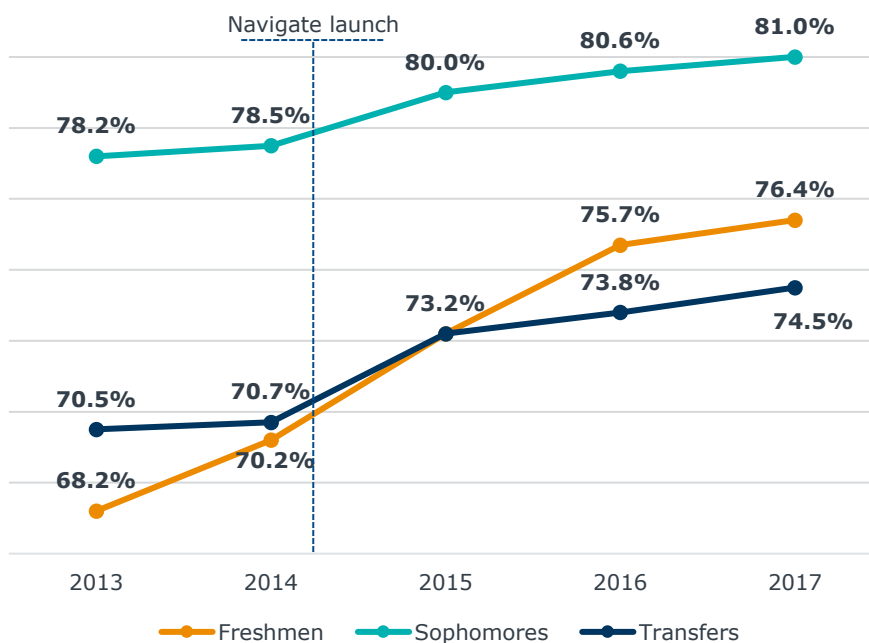
Based on EAB analysis of historical first-year GPA patterns, created REBOUND program to contact new freshman with fall GPA <2.0 to offer specialized early-return advising

Students Close to Completion

One department targeted likely returners: Low and Medium need students with few credits remaining

Seeing Impressive Multiyear Gains With Navigate

Retention Rate for Freshmen, Sophomores, and Transfer Students



Overall Results

11.5% Increase in students completing **30 credit hours** in their first year since 2014

8.5% Increase in first-time **freshman retention** since 2014

3.2% Increase in **sophomore retention** since 2014

Rallying Campus Around Data-Driven Best Practices to Improve Retention by 2% in Less Than One Year

Salisbury University, Public Master’s University in Salisbury, Maryland

- **About:** Salisbury University is a public master’s university with an undergraduate enrollment of 7,900 and a four-year graduation rate of 46%.
- **Challenge:** Advising at Salisbury was owned by faculty and housed within each school, with no shared information about goals or outreach efforts. Many students were not well-prepared for critical courses in their degree path, with some stopping out as a result, or delaying their time to graduation. As enrollment increased, Salisbury “outgrew” its faculty advising model but lacked sufficient resources and buy-in to move to a hybrid professional-faculty model.
- **Solution:** Over the course of one year, Salisbury’s AVP of Academic Affairs and Assistant VP of Enrollment Management led the charge to rally campus around new, data-driven best practices. They conducted a large-scale retreat that brought together advising, student affairs, and enrollment management to collaborate and build a campus-wide targeted campaign calendar. Simultaneously, they enacted programmatic changes to encourage timely degree completion.
- **Impact:** As a result of these efforts, Salisbury saw a 2% increase in first-time, full-time retention and successfully made the case to transition to a hybrid advising model for the fall of 2016.

Impact Highlights

2.2%
Percentage point increase in first-time full-time retention (2015 to 2016)

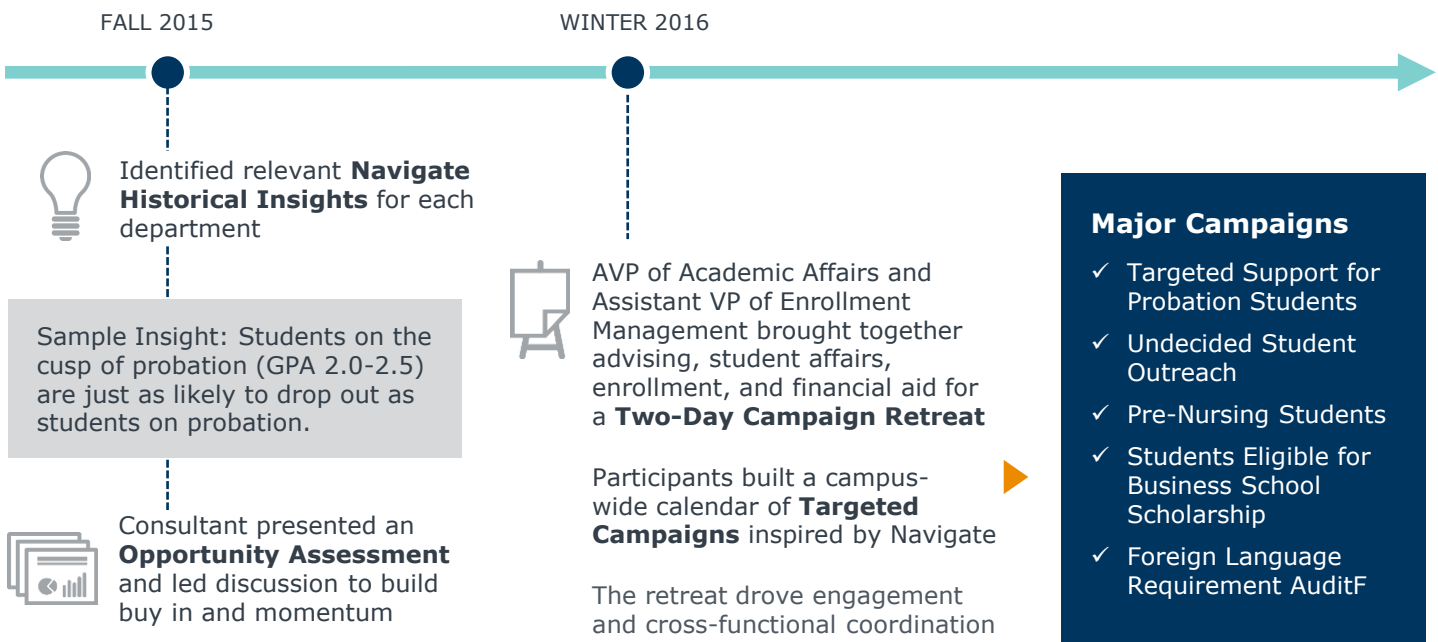
\$340K
Additional tuition revenue from increase in retention

Overview: Instilling a Data Driven Mindset

How Salisbury Transformed Their Student Success Culture Across 2016



Establishing a Culture of Collaboration and Action with the Help of EAB



Encouraging Timely Degree Completion with Data-Driven Programmatic Changes



New Four-Year Plans Help Students Progress to Their Chosen Degree

- Academic departments charged with creating four-year plans for every major
- Embedded recommended grades from Navigate into the plans and identified courses that did not have enough seats to meet demand
- 120 new degree plans now housed on a student-facing landing page



Creation of New "Mini-Mesters" Promotes Credit Accumulation

- Historical data from Navigate and new four-year plans helped make the case to pilot two condensed courses offered in the first or last 8 weeks of the semester
- Mini-mesters give more students the ability to complete critical courses within the recommended credit ranges

Results After the First Year

26

Additional students retained through revised probation efforts, including campaigns

+2.2%

Increase in first-time, full-time retention 2015 to 2016

\$340K+

Additional tuition revenue from increase in retention



President approved the transition to a centralized advising model to be in place by the fall of 2016

Technology and Cross-Campus Initiatives Help Solve Retention Crisis at a Small Private University

Buena Vista University, Small Private University, Storm Lake, IA

- **About:** Buena Vista University (BVU), a small private Christian university with 1,619 undergraduate students, has a 60% retention rate and a 54% six-year graduation rate.
- **Challenge:** Between 2017 and 2018, BVU failed to retain 40% of their freshman class. They identified various contributing factors, including a decline in the average high school GPA and test scores for incoming students. While they understood why students weren't retaining, BVU lacked an efficient process to identify, intervene with, and monitor students in need of help to keep them on track.
- **Solution:** BVU partnered with EAB in the Spring of 2018 to address their retention problem. They hired four new staff members focused on retention and launched progress reports campus-wide so faculty could flag disengaged and struggling students. In the Fall of 2019, they expanded EAB's Navigate to additional offices beyond advising, who used the platform to contact students with registration holds, connecting them with the support needed to reenroll.
- **Impact:** Over the past three years, BVU's freshman fall-to-spring retention increased by 11.1 percentage points. Student academic performance also improved—the portion of freshmen with a 2.5+ GPA increased 18.2 percentage points from 2017 to 2019.

Impact Highlights

11.1 percentage points

Increase in fall-to-spring freshman retention

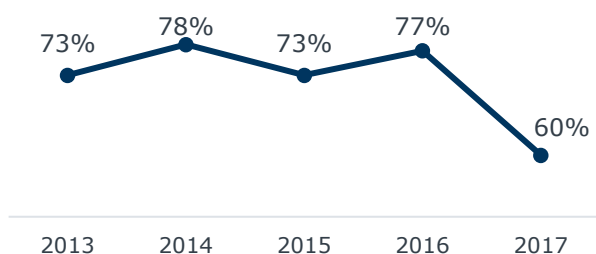
18.2 percentage points

Increase in percent of freshmen with first-semester GPA > 2.5 from 2017-2019

We Know Why Students Aren't Retaining—But What Can We Do About It?

Using Technology to Make Data Actionable

Spring-to-Fall Freshman Retention Rate by Cohort Entry Year



Sample Factors Indicating an Incoming Student May Be Less Likely to Retain

- Low high school GPA
- Low ACT score
- Hometown is 250+ miles from BVU campus
- Various demographic factors, such as high school class size

Three New Initiatives to Address the Retention Dilemma



1

Hired new staff to support retention



2

Engaged faculty with Navigate progress reports



3

Contacted students with holds using Navigate

Engaging All Campus Stakeholders in Retention Efforts

1 Hired new recruitment and retention liaisons

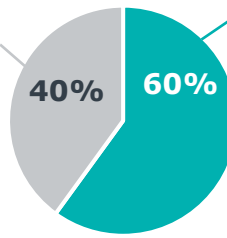
BVU hired four new staff members dedicated to **recruiting, engaging, and retaining students.**

They use Navigate to share notes with colleagues and to monitor and support student progress.

Liaison role:

Recruitment & engagement

- Visit high schools
- Contact potential applicants
- Plan on-campus events



Retention

- Provide advising and career support
- Use Navigate to contact and monitor students
- Engage faculty in retention initiatives and help them learn to use Navigate

2 Engaged faculty with Navigate progress reports

Before rolling out progress reports, BVU leadership told faculty exactly how and when to use the reports.

The instructions emphasized **focusing on students who are struggling** and flagging *why*, instead of spending time reporting on every student.

STUDENT NAME	REASON	SUBMITTED	OWNER	STATUS
<input type="checkbox"/> Derek Watkins	FAFSA	06/09/2018	Adam Ferguson	Closed
<input type="checkbox"/> Ida Goodman	Tutoring	06/16/2018	Lily Bass	Open
<input type="checkbox"/> Jacob Richards	Financial Advice	09/06/2018	Alfred Daniels	Closed
<input type="checkbox"/> Mattie McGee	General Advising	04/15/2018	Alex Bennett	In Progress

3 Contacted students with administrative holds using Navigate email campaigns

As a small school, BVU lacked the resources to individually contact all students with registration holds, which contributed to those students not retaining.

The Registrar and Business Office can now use **Navigate to easily and efficiently identify and contact students with holds**, encouraging them to stop by and address the issue.

Please schedule your Business Office appointment.

Hello Jane,
You have a hold on your account for an unpaid balance. You can pay this online in BeaverNet. To meet with a staff member, schedule an appointment by clicking the link below and selecting a time that works with your schedule.

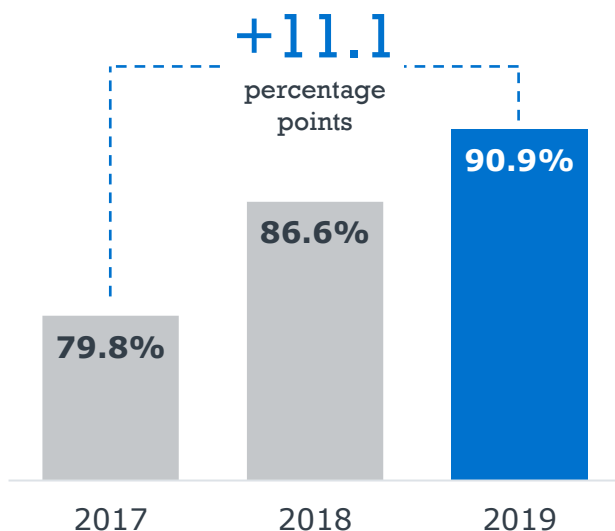


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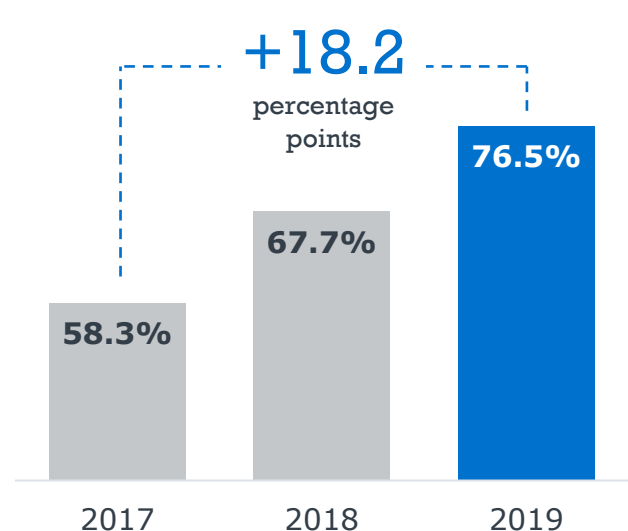
Students with Registrar or Business Office holds contacted through Navigate campaigns

Retention and Academic Performance Improve Substantially

Fall-to-Spring Freshman Retention Rate by Cohort Entry Year



Percent of Freshmen with First-Semester GPA > 2.5



How a Highly Selective University Increased Their Four-Year Graduation Rate by 15%

Waverton State University*, a midsize Public Research University

- **About:** Waverton State University* is a public research university serving about 15,000 undergraduates with a 74% six-year graduation rate and a 90% retention rate. It is part of a state-wide university system.
- **Challenge:** Despite a strong first-year retention rate, many students were failing to graduate in four years. In 2014, Waverton’s president set a goal to increase the four-year graduation rate by 12 percentage points by 2019. But with student caseloads approaching 800 in some advising units, advisors were stretched too thin to give all students the attention they needed to succeed.
- **Solution:** Waverton leveraged EAB’s student success platform, Navigate, to improve cross-campus collaboration, implement new data-driven strategies, and improve their organizational structures. They leveraged EAB’s student-facing app, Navigate Student, to provide their undergraduates with a comprehensive, personalized advising experience.
- **Impact:** Waverton successfully launched Navigate Student to more than 12,000 users, including 77% of first-year and transfer students. With this and other strategies implemented since 2014, Waverton’s four-year graduation rate increased 15 percentage points.

Impact Highlights

12K+

Navigate Student users, including 77% of first-year and transfer students

15

Percentage point increase in four-year graduation rate across five years

Refining Student Interventions and Improving Collaborative Processes

Navigate Helps Waverton State Remove Barriers and Address Capacity Challenges Within Advising

Challenge



Students fall behind academically or have poor attendance in class, but advisors don’t know until it’s **too late to intervene**



Some students are on the right track, but can’t complete their degree due to relatively **small financial holds**



Advising leadership lacks insight into what’s working and what isn’t when it comes to individual advisor interventions



Waverton’s **high student-to-advisor ratios** prevent advisors from delivering holistic, coordinated support to all students

Solution

Faculty use Navigate Progress Reports to **identify students** in need of support and connect them with advisors and resources

Financial Aid uses Navigate to **coordinate outreach about mini-grants** and retain students in need who are close to the finish line

Advisors use **insights about risk factors** from Navigate to tailor their student conversations and inform ongoing retention campaigns

New retention specialists use Navigate data to tailor supplemental student outreach, easing the workload of existing advisors

*“Waverton State University” is a pseudonym

Waverton's Tactics for Mobile Student Success

Navigate Student App Supplements Advisor Support and Empowers Students

Step One: Drive Student App Downloads



Orientation: Freshmen who download the app receive a free Navigate-branded shirt that they wear to Convocation



Online: One-stop-stop website and emails to incoming students explain how Navigate will make their lives easier and help them stay on the path to graduation



First-Year Seminar: 'Introduction to Waverton State' instructors encourage students to download Navigate and use it as a guide throughout the semester

Step Two: Leverage the App to Help Keep Students on Track



Provide streamlined **appointment scheduling and advisor communication** to ease the burden of asking for help



Ensure alignment between students' academic interests and longer-term goals through the **Major and Career Explorer**



Remind students to register for the next term—and uncover barriers to registration—with **Quick Polls**

Widespread Adoption of Navigate Student

12,749

Total Navigate Student adopters two years after launch

77%

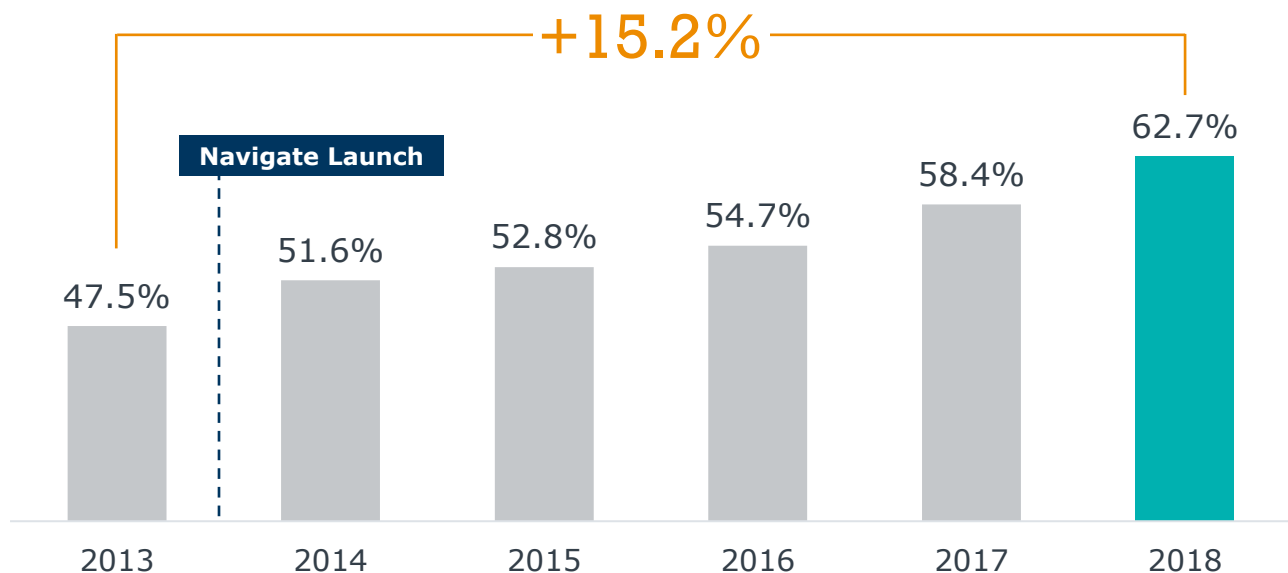
Adoption among first-year and transfer students

44,565

Total tasks completed in Navigate Student by all users

Results: More Students Graduate on Time Each Year

Four-Year Graduation Rate



Eliminating Barriers to Onboarding and Making Academic Planning More Accessible for Students

Germanna Community College, midsize associate college, Locust Grove, VA

- **About:** Germanna Community College (GCC), part of the Virginia Community College System (VCCS), has 7,207 credit-earning students, a 68% retention rate, and a 37% graduation rate.
- **Challenge:** Prior to VCCS’s system-wide implementation of EAB’s Navigate, GCC struggled with a muddled onboarding process that left students confused and inefficient advising that didn’t focus on long-term academic planning. In the words of GCC’s Assistant Dean of Student Development, “Students were more confused than they were educated.”
- **Solution:** GCC automatically provides all student applicants with access to Navigate as a checklist for onboarding. GCC also integrated Navigate’s Academic Planning tool into its freshman orientation course, allowing students and advisors to easily collaborate on academic plans across students’ first term and beyond.
- **Impact:** GCC’s applicant-to-enrollee rate increased by 14.5% in one year. Additionally, students with an academic plan in Navigate enroll in 3.4 more credit hours per semester on average and are 12.7 percentage points more likely to persist, equating to a combined \$507,770 in additional and preserved tuition revenue each semester.

Impact Highlights

14.5%
Increase in applicant-to-enrollee conversion rate after launching Navigate

\$507,770
Additional and preserved tuition revenue in one semester

With Technology-Enabled Onboarding, More Applicants Are Enrolling

Navigate Helps Remove Barriers to Enrollment and Reduce the Burden on Students

BEFORE NAVIGATE

Students expected to be proactive, intuiting next steps in the process

- Applicants must complete multiple steps, like FAFSA and tuition payment, **without clear guidance on timing**
- Required steps to enroll are often **confusing for first-time applicants**
- No easy way for students to find the right person to **ask for help**
- Students often had to **wait hours** at the advising office to meet with their advisor

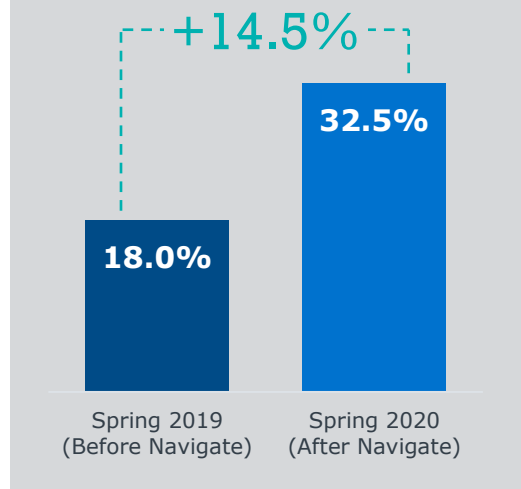
AFTER NAVIGATE

Advisors use Navigate outreach campaigns to help applicants make appointments, pacing key onboarding steps

- One day after applying, students receive **instructions to log into Navigate** and access a prioritized to-do list
- Advisors use **campaigns** to help applicants schedule time to discuss onboarding steps
- Students can easily **identify and contact their assigned advisor** in Navigate
- Students schedule advising appointments in Navigate and **check in using Navigate kiosks**, cutting wait times

SEEING AN IMPACT

Applicant-to-enrollee conversion rate before and after using Navigate to improve onboarding



A More Intuitive, Long-Term Approach to Academic Planning

Academic Planning Workspace in Navigate Allows Students and Advisors to Easily Work Together

BEFORE NAVIGATE

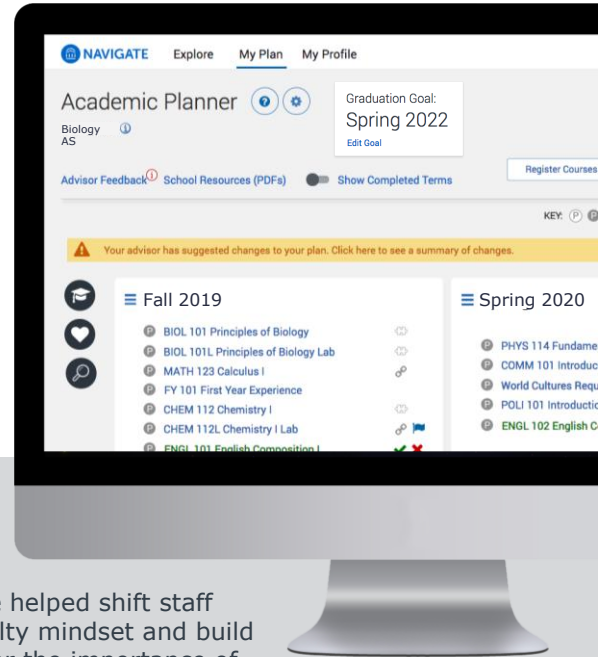
Difficult to track plans, duplicating work each semester

- Students complete a **pen-and-paper plan** while meeting with their advisor
- Students often lose this document and have to **start over every semester**
- Advisors had **no standardized way to store notes** or documents

AFTER NAVIGATE

Long-term planning that supports collaboration

- Students **build a multi-term plan in Navigate** during their freshman orientation course
- Advisors can **access, share feedback, and approve** plans directly in Navigate
- Both students and advisors can review and adjust plans **in future semesters**



KEYS TO SUCCESS



Before launching Navigate, leadership worked with faculty to ensure curriculum info was accurate and complete



GCC partnered with EAB to host Navigate trainings for all advisors and faculty, starting with basics

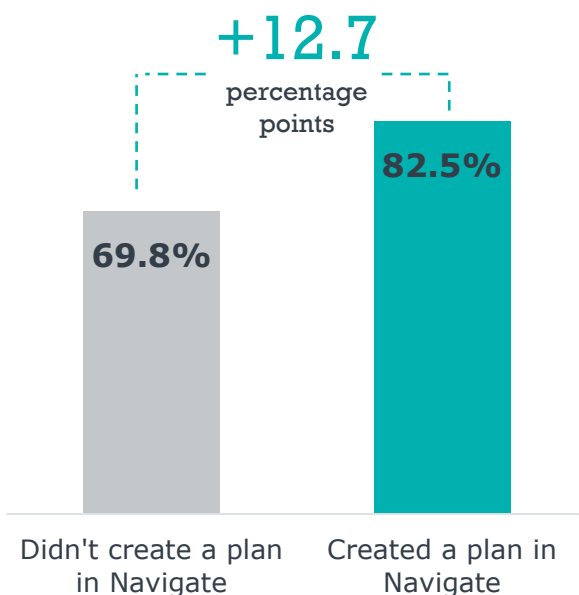


Navigate helped shift staff and faculty mindset and build buy-in for the importance of simpler academic planning

Improved Academic Planning Process Pays Off

Fall-to-Spring Reenrollment Rate

Based on Whether or Not Students Created an Academic Plan in Navigate

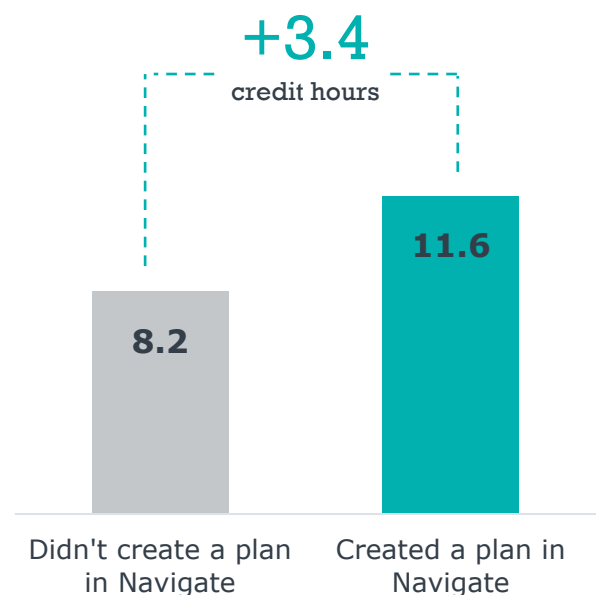


\$173,450

Tuition revenue for one semester from 91 additional reenrolled students

Average Credit Hours Per Semester

Based on Whether or Not Students Created an Academic Plan in Navigate



\$334,320

Tuition revenue for one semester from 585 students with higher course loads

FOUR-YEAR UNIVERSITY

RMU Improves Retention by Making EAB's Mobile App an Integral Part of the Student Experience

Robert Morris University, Private University in Pittsburgh, PA

- About:** Robert Morris University (RMU) is a private doctoral university with 4,385 undergraduate students, a 61% six-year graduation rate, and an 80% retention rate. They strive to embody their motto, "Big enough to matter, small enough to care."
- Challenge:** Prior to collaborating with EAB, RMU's students and advisors lacked the tools to coordinate and communicate a plan to stay on track. Advisors needed insight into students' involvement and engagement on campus, and students needed a clear checklist to follow.
- Solution:** RMU partnered with EAB in April 2017 with the goal of achieving 50% first-year adoption on EAB's student-facing mobile app. First, they created a first-year seminar syllabus that requires students to complete in-app assignments, driving both downloads and ongoing utilization. Second, they used in-app Quick Polls to help keep students on track, and provide advisors and administrators with powerful insights about student interests, needs, and concerns.
- Impact:** RMU dramatically exceeded their adoption goal, with 94% of first-year students downloading the app. This contributed to a 2% increase in first-year retention compared to 2016.

Impact Highlights






94%
First-year adoption of EAB's mobile app

2%
Increase in first-year retention since 2016

Building the Navigate Mobile App into the First-Year Seminar

► *How can the mobile app help students and benefit advisors?*




Students are required to complete steps in the mobile app for class, and the app's data allows administrators, departments, and advisors to better engage with students.

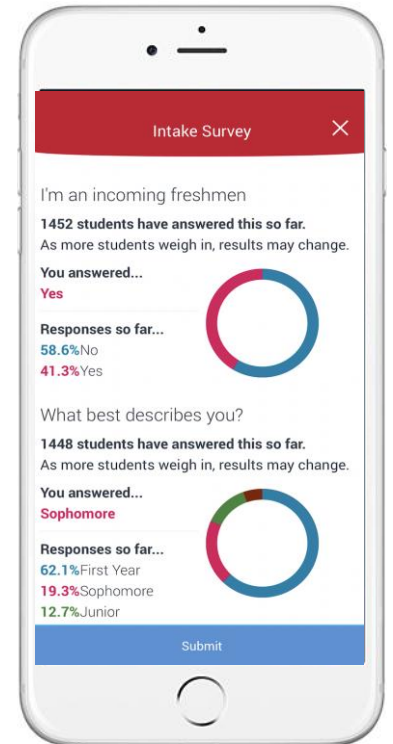
Mobile App Assignment		Benefit to RMU
<ul style="list-style-type: none"> Download the mobile app in class Complete the Intake Survey 		Advisors receive Intake Survey responses and send students targeted content based on their interests
<ul style="list-style-type: none"> Take the Major Explorer quiz Select favorite majors in the app 		Advisors and academic departments view quiz results and favorite majors, and send targeted messages/campaigns
<ul style="list-style-type: none"> Take Quick Poll on college expectations Learn where to find help 		Advisors use Quick Poll data to identify areas of struggle for students and send targeted follow-up
<ul style="list-style-type: none"> Use app's GPS to find different offices on campus with helpful resources 		Advisors view favorite resources for their individual students to better understand interests and needs
<ul style="list-style-type: none"> Advisors send appointment requests; students set up appointment reminders 		Student success leadership evaluates appointments made through the app to gauge utilization

Quick Polls Connect Students to the Support and Resources They Need

► How do in-app Quick Polls benefit students and RMU?

Students are prompted to respond to timely, actionable quick polls throughout the semester.

Goal	Quick Poll	Outcome
Drive engagement 	What are your general interests on campus?	Within weeks, freshmen looking to get involved were invited to info sessions
Identify roadblocks 	What are your biggest concerns about college?	130 students worried about paying for school are contacted with financial options and info on the College Affordability Academy
Enforce compliance 	What's the status of your Engagement Transcript? <i>(required for graduation)</i>	Students not on track to complete the Transcript received a message from the Engaged Learning office



Results: Strong App Adoption Drives Record-Breaking Retention Growth

First-Year App Adoption



Overall App Adoption

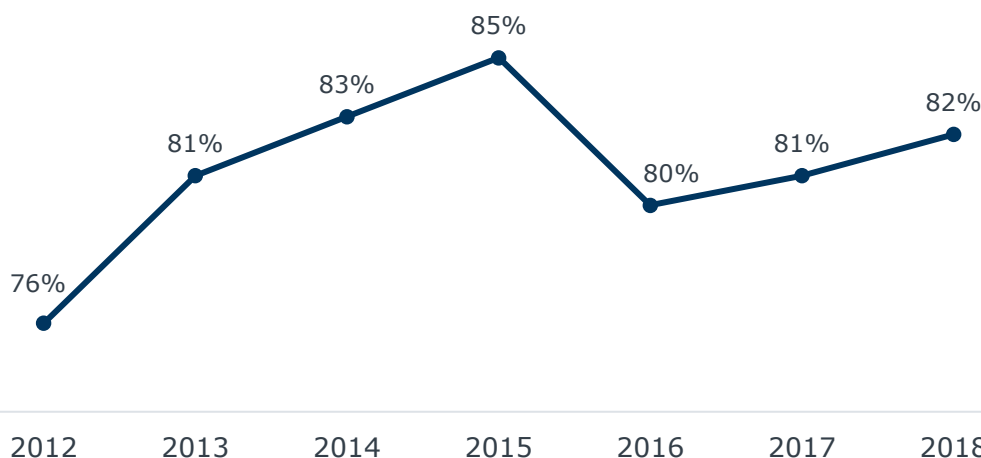
400+

Upperclassman app downloads following marketing campaign

1,000+

Total app downloads in the first year of partnership

First-Year Retention (Fall to Fall)



94%

2017 fall-to-spring semester retention—a school record!

Improving Retention Despite Limited Resources with Academic Planning in EAB's Navigate

Danville Community College, Small Community College, Danville, VA

- **About:** Danville Community College (DCC) is a small campus serving 4,000 transfer and technical students in a very rural, socioeconomically depressed part of south-central Virginia. DCC, one of 23 campuses in the Virginia Community College System, has a 31% graduation rate, 9% transfer-out rate, and 63% retention rate.
- **Challenge:** At DCC, full-time teaching faculty handle all academic advising but have limited time to devote to it and lack logistical support. Additionally, an inconvenient scheduling process required students to sign up for advising appointments in person. Students also lacked information on course requirements, so appointments focused on course planning without time for more holistic conversations.
- **Solution:** DCC partnered with EAB and integrated the Academic Planning (AP) tool in Navigate into their required Student Development course (SDV 100), giving students deeper insight into course requirements and empowering them to plan their own schedules, saving advisor time and effort.
- **Impact:** Students who completed an Academic Plan in Navigate retained at 25 percentage-point higher rate than those who did not. After integrating AP into SDV 100, DCC saw Navigate adoption increase by a factor of six.

Impact Highlights

25 percentage-point

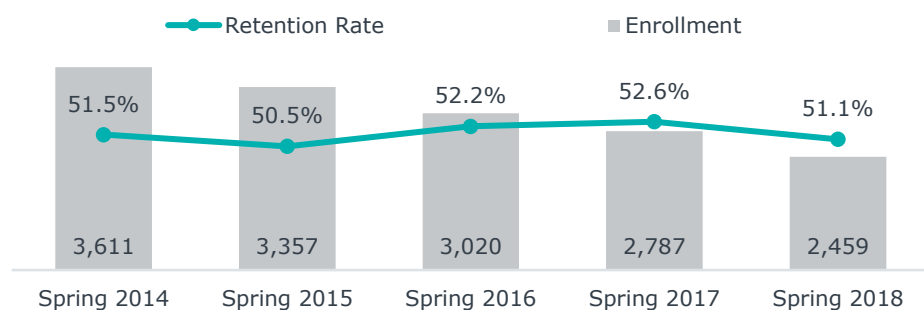
Higher retention rate for students who completed an Academic Plan in Navigate compared to those who did not

6x

Increase in Navigate adoption since integrating Academic Planning into SDV 100

Stagnant Outcomes and Limited Resources Point to a Need for Change

Enrollment Declining, Retention Stagnant



Limited and Constrained Faculty Resources for Advising

- ✗ Faculty could only devote about 10% of their time to advising
- ✗ Students required to sign up for advising appointments in person
- ✗ No additional support staff to handle logistics or respond to faculty questions
- ✗ Students were not prepared, so entire meeting focused on course planning



NEED

How can we free up time during advisor meetings for more holistic conversations with students?



SOLUTION

Empower students to understand and plan their own course schedule using Academic Planning in Navigate

How Academic Planner Helps Students Stay on Track

Students and Advisors Collaborate on Plans in a Shared Workspace

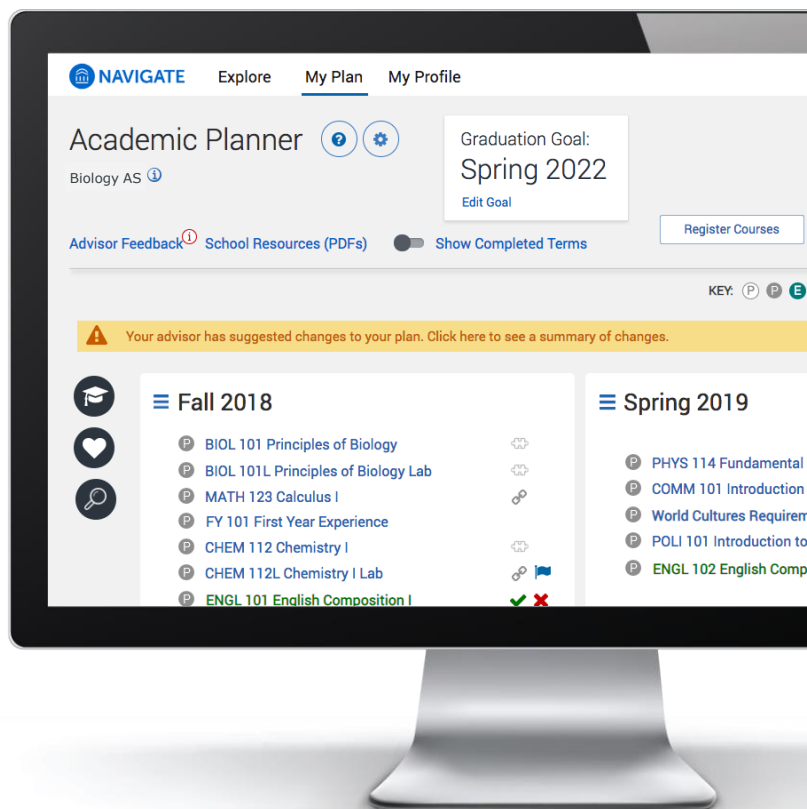


All 23 Virginia Community College System (VCCS) campuses require first-year students to take **Student Development (SDV) 100, a college success course** focused on several key skill sets, including studying and classroom success; goal setting and time management; and learning styles and strategies.

- 1 SDV 100 students are prompted to create a **Personal Education Plan** in Navigate
- 2 Students must then meet with their advisor and **review their plan** prior to registering for the next term
- 3 During and after this meeting, **advisors can make edits** or comments in Navigate’s shared Academic Planner workspace
- 4 Once changes for the next term are agreed upon, **students complete their registration**



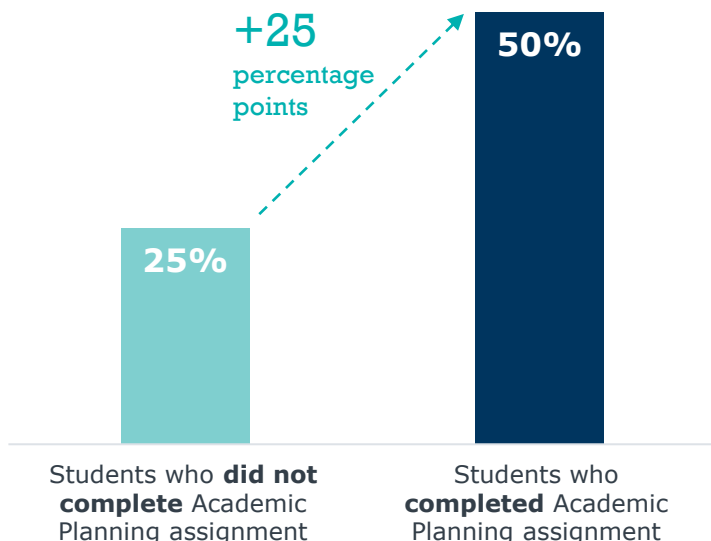
Danville students can also use Navigate Student to view timely **to-do items**, explore **majors and careers**, access **academic resources**, schedule **advising appointments**, and more



Retention Climbs When More Students Plan in Navigate

Retention Rate of SDV 100 Students

Based on Completion of Academic Planning in Navigate



Since Integrating Navigate Academic Planning into SDV 100:

6x

Increase in students who logged into Navigate multiple times

3x

Increase in overall student usage of Navigate



“Our quality enhancement plan focuses on **improving advising** for students by emphasizing the importance of meeting with your advisor, creating an academic plan, and engaging with college resources. **EAB Navigate has offered us a significant weapon in our battle.**”

-Director, Academic Planning and Student Engagement



Guiding Students and Improving Advisor Visibility with Academic Planning in EAB's Navigate

Elizabeth City State University, Public University in Elizabeth City, NC

- About:** Elizabeth City State University (ECSU) is a historically black public university with 1,695 students, a 73% retention rate, and a 39% six-year graduation rate.
- Challenge:** When creating academic plans for multiple semesters, students at ECSU often didn't have full knowledge of degree requirements, and advisors lacked visibility into course availability. There was no standard process for collaboration between students and advisors and no way to encourage long-term planning.
- Solution:** ECSU launched EAB's Navigate platform in 2016 and piloted the Academic Planning (AP) tool with all freshman advisors in 2019. AP provided a shared workspace where students could build plans based on their major, and advisors could add comments and flag errors. ECSU also used Quick Polls in Navigate's student app to identify students in need of extra support. During the transition to virtual learning caused by the COVID-19 pandemic, ECSU relied heavily on Navigate to understand and act on urgent student needs.
- Impact:** After launching AP in Navigate, ECSU saw a 35% increase in preregistration¹ over the previous year. The extensive use of Navigate among staff and students since 2016 has contributed to a 4% increase in the four-year graduation rate, and 5% and 12% growth in freshman and sophomore retention, respectively.




Impact Highlights

35 percentage points
Improvement in preregistration rate¹, 2018-2019

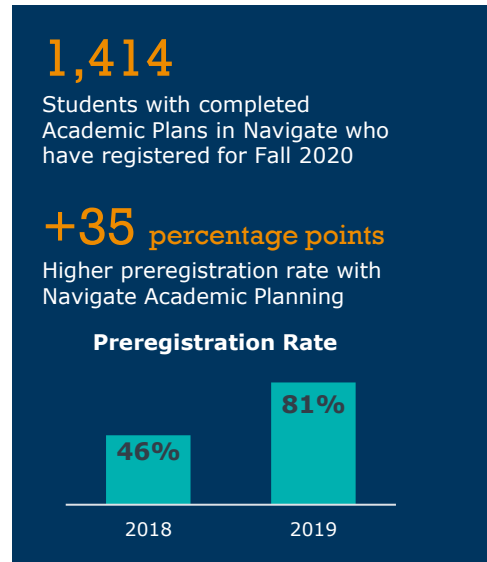
4 percentage points
Improvement in four-year graduation rate, 2017-2018

Addressing Barriers to Long-Term Academic Planning

ECSU Advisors Help Students Create Informed Plans, Driving Higher Preregistration Rate

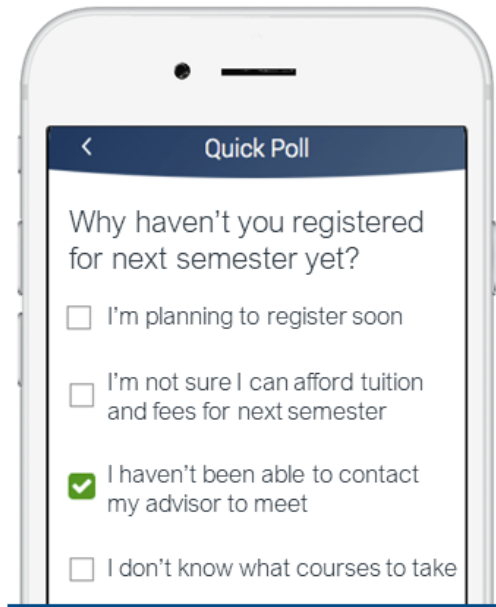
 Barrier to Success	 Academic Planning	 New Process at ECSU
<p>Students don't have full knowledge of degree requirements, which can lead to decisions that increase time to degree</p>	<p>Students can view degree maps, requirements, and completed coursework while automated guardrails prevent common errors and inefficiencies</p>	<p>All freshmen create a plan in Navigate that they refer to throughout their academic journey, ensuring they stay on course to graduate</p>
<p>Advisors lack visibility into course offerings across multiple semesters, making it difficult to provide informed guidance</p>	<p>Advisors can edit plans, add comments, flag courses, and identify and contact students with errors in their plans</p>	<p>Advisors attend trainings on Navigate so they go into every advising session prepared to help students complete their plans</p>

1) Preregistration rate is the portion of students who completed their course registration for the coming semester before the registration deadline.



ECSU Stakeholders Use Survey Insights to Provide Timely Support

Quick Polls in Navigate Engage Students in Campus Activities and Resources, Improving Retention



Poll: Welcome to ECSU! What resources do you need?

Outcome: Students receive resources based on key attributes (e.g., commuters) and interests e.g., volunteering)



Poll: How are you feeling about college so far?

Outcome: Relevant offices contact disconnected students to suggest clubs and activities, fostering a sense of belonging



Poll: Why haven't you registered for next semester yet?

Outcome: Advisors identify students with financial concerns, lack of course options, etc. and offer them help

88%

of Navigate student users replied to a Quick Poll about registration barriers, allowing advisors to track those in need of support



90.2%

of students tracked in Navigate returned the following term

Using Navigate to Support Struggling Students During the COVID-19 Pandemic

Progress Reports

Encourage faculty to flag students who might struggle with remote learning (history of low participation, etc.)

8,170

Responses to Spring 2020 Progress Report Campaign

Quick Polls

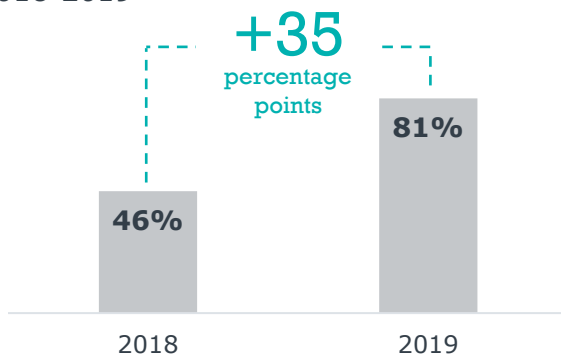
Identify students facing barriers to accessing online courses, including financial hardship or lack of technology

17

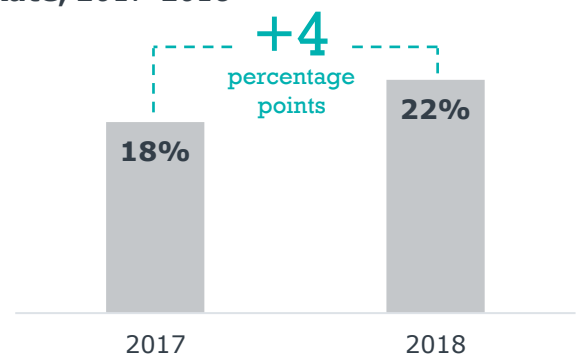
Students flagged for additional support from Quick Polls

Comprehensive Navigate Partnership Drives Improvements in Key Outcomes

Improvement in Preregistration Rate, 2018-2019



Improvement in Four-Year Graduation Rate, 2017-2018



Between 2015 and 2017, ECSU saw major retention improvements while using the Navigate platform:

+5%

Increase in freshman retention

+12%

Increase in sophomore retention



“It’s the many little things Navigate does to help enhance the campus culture that ultimately leads to the data showing our improvement.”

-Farrah Jackson Ward, Provost and Vice Chancellor for Academic Affairs



Automating Admission Process Eliminates Common Enrollment Barriers

Mt. Hood Community College, Public, Associate College in Gresham, Oregon

- **About:** Mt. Hood Community College (MHCC) is a public community college with over 33,000 students across three campuses. The six-year graduation rate is 21%.
- **Challenge:** Prior to fall 2017, 68% of students were lost between application and registration. This high attrition rate was due to a number of outdated workflows. The college’s admission process was manual, tedious, and lacked coordinated processing, which resulted in delayed application review and student ID generation.
- **Solution:** In 2015, MHCC leadership cleared up an IT backlog and transitioned new leadership into key roles. A year later, MHCC partnered with EAB to address their admission workflow, automate their enrollment process, and instill a student success culture across campus.
- **Impact:** As a result, the turnaround time for acceptance dropped to less than two hours, and MHCC saw a 3% increase in percentage of applicants who registered within three days.

Impact Highlights


3%
Increase in percentage of applicants who register within three days

<2hrs
Turnaround time for acceptance to Mt. Hood, vs. 72 hours in fall 2015

Overview: Creation of A Shared Student Success Vision

How MHCC Is Transforming Their Culture Year After Year

1 Revealing campus blind spots



EAB and MHCC leadership examined the onboarding process and determined that the ID provision was the biggest roadblock—and opportunity for improvement.

Leadership met with internal staff to look into the “ins” and “outs” of the admission process from the student perspective.


2 Forming cross-department teams



To build momentum and increase shared knowledge across departments, MHCC created teams from Admissions, IT, Records, and Registration based on:

- Experience
- Scope and magnitude of project
- Complementary skill sets

3 Utilizing data to drive institutional change

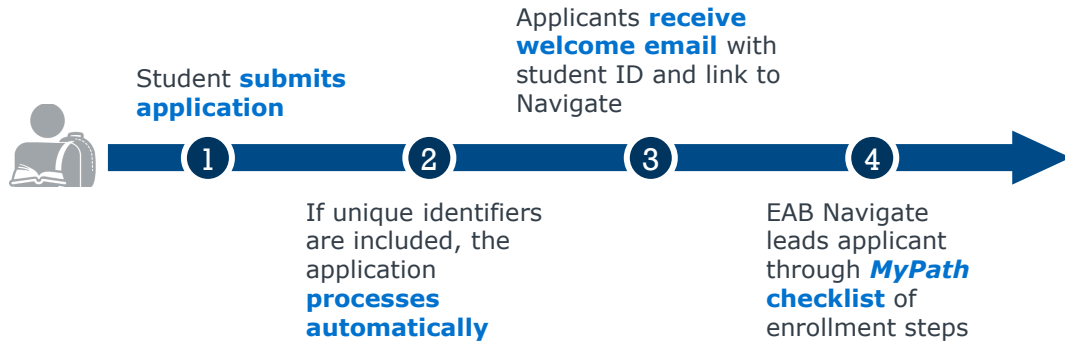


In order to gain buy-in and break silos, the project manager used data as a “teaching moment” to improve the process and empower staff. This enabled MHCC to identify areas where they could automate and increase staff capacity for more essential tasks.

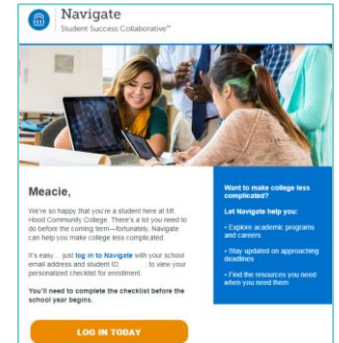
Empowered by Data to Coordinate the Admission Process

Immediate Electronic Notifications Allow Students to Enroll Right Away

The Navigate Admission Process

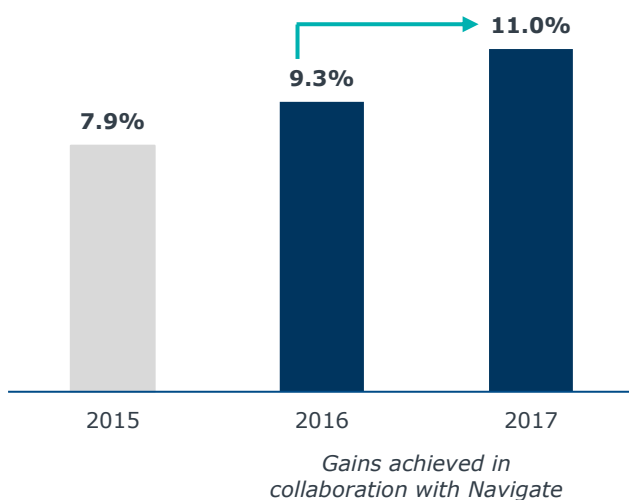


Total Time: <2 Hours



Quick Acceptance Motivates Students to Continue Through to Registration

Percent of Applicants Registered Within Three Days of Acceptance



MyPath Checklist Supports Thoughtful Decision-Making

Sample Questions

- What major do you want to pursue?
- What are your goals coming to college?
- What are you good at? What do you care about?
- What other responsibilities do you have outside of school?

Results After the First Year

11%

Fall applicants registered within three days of application, compared to 7.9% in 2015

90%

Of applicants receive an ID, welcome letter, and Navigate login within two hours

“

I Love Navigate! It gives students tons of information at their fingertips without the need to dive deep into our website to try to find what they need to know.

-Project Team Member

”

Non-Enrolled Students Provide Key Insights Into Reducing Applicant Loss

Pikes Peak Community College, Public Associate College in Colorado Springs, CO

- **About:** Pikes Peak Community College (Pikes Peak) serves approximately 20,000 students across three campuses. Only 20% of students matriculate directly from high school, and 25% have a military affiliation. In 2015, 60% of applicants were lost prior to the first day of classes.
- **Challenge:** After discovering that 93% of non-enrolled applicants did not go on to enroll at another institution, college leadership decided to survey lost applicants. Student responses revealed numerous communication breakdowns, including long turnaround times, unclear messaging, and inflexible practices.
- **Solution:** Once clear about the challenges that applicants were facing, Pikes Peak utilized Navigate to streamline their onboarding process. Key services, such as advising and placement testing, were also redesigned to be more applicant-friendly.
- **Impact:** Through its partnership with EAB, Pikes Peak was able to increase their applicant yield, resulting in \$72k in additional tuition revenue. Pikes Peak also saw a marked uptick in advising appointments for new students; 7% increase from 2016 to 2017.

Impact Highlights

7%

Increase in advising sessions for new students from fall 2016 to fall 2017

\$72K

Additional revenue earned from enrolling a greater proportion of the total applicant pool in fall 2017

Student Survey Shows Significant Room for Onboarding Improvements

Survey of non-enrolled students reveals many preventable barriers to enrollment

“

“I wanted to attend but **I kept getting the run around**.... I felt as if this college didn't care if I went there or not. I couldn't even find out who my advisor was, and now I am going to a different school that is helping me a lot more.”







“**I can't call off work just to be on hold** and then told to go to a different campuses for financial aid.... If I could fix things over the phone or get told on the phone exactly what was needed I would be in classes right now.”

”

Communicating clearly and effectively to students became the top priority

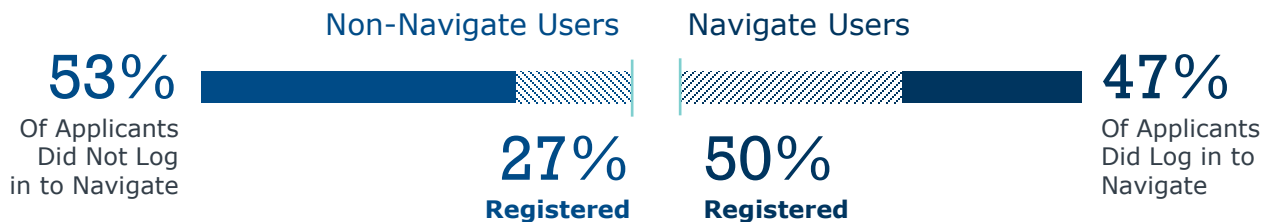
- ✓ Emails now sent to **personal email addresses** to increase open rates and Navigate logins
- ✓ **Word count has been reduced** to focus students' attention on next steps
- ✓ Emails contain a singular **call to action** rather than multiple directives
- ✓ **Targeted email campaigns** are sent with increasing frequency as the semester approaches

Key Onboarding Steps Redesigned to be More Flexible and Less Overwhelming

	Student Advising	Placement Testing	Resource Sharing
2016	 <p>Group advising at new student orientation</p> <p><i>Challenge: Not enough personal attention</i></p>	 <p>Student must take placement test before registering</p> <p><i>Challenge: Delays in registration</i></p>	 <p>Campus resource info crammed into orientation session</p> <p><i>Challenge: Students feel overwhelmed</i></p>
Now	 <p>One-On-One Advising with flexible availability (evening or weekends, phone appointment, during registration, etc.)</p>	 <p>Academic History Forms provided as an alternative mechanism to placement testing</p>	 <p>Student Success Seminars run after students are registered for classes, and are focused solely on resources</p>

Navigate Impacts a Wide Variety of Success Metrics at Pikes Peak

Applicants Were **Twice as Likely** to Register if They Used Navigate



16%

Increase in **FAFSA Applications** from fall 2016 to fall 2017 with 2,331 FAFSA link clicks from Navigate *MyPath*

28%

Of applicants for fall 2017 submitted an online **academic history form** with 3,486 link clicks from Navigate *MyPath*

7%

Increase in **advising sessions for new students** from fall 2016 to fall 2017

How a Technical College Improved Grad Rate with Tech-Enabled Academic Planning and Streamlined Onboarding

York Technical College, Two-Year Technical College, Rock Hill, SC

- **About:** York Technical College, part of the South Carolina Technical College System, enrolls 5,819 undergraduate students in 108 academic programs. They have an 18% FTFT graduation rate and 64% fall-to-fall retention rate.
- **Challenge:** Faced with several years of stagnant persistence and completion rates, York Tech undertook a large-scale approach to improving student success utilizing a Guided Pathways framework. They focused on addressing their fragmented onboarding process and inconsistent advising experience that failed to provide adequate support to undecided students, a population with higher attrition.
- **Solution:** York Tech partnered with EAB in 2017 and launched Navigate to empower and better guide students inside and outside the classroom. York Tech leveraged Navigate’s Academic Planning module to help students craft better plans. They also streamlined onboarding, implementing the Navigate Student app to engage students in their first year.
- **Impact:** The implementation of various improvement efforts to onboarding, major exploration and pathways, and academic planning in conjunction with other initiatives contributed to a 4.4% increase in the overall graduation rate across two years, as well as \$1.39M in preserved tuition revenue.

Impact Highlights

4.4%

Increase in overall graduation rate in two years

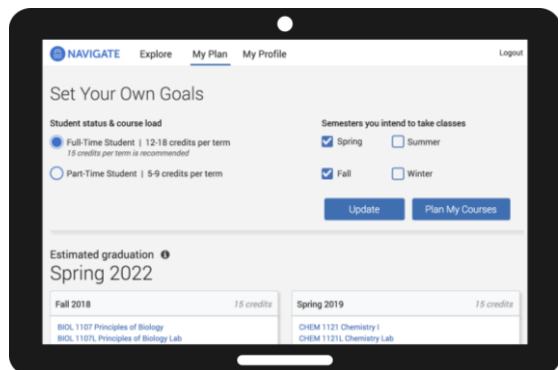
\$1.39M

Estimated preserved tuition revenue from reenrolled students

Academic Planning Helps Students Maintain Momentum Toward Completion

Students Who Create Plans in Navigate Are More Than Twice as Likely to Reenroll

- ▶ Navigate’s Academic Planning allows students to set a graduation goal, plan courses for each term, and collaborate with their advisor in a shared workspace



ENGAGING STUDENTS

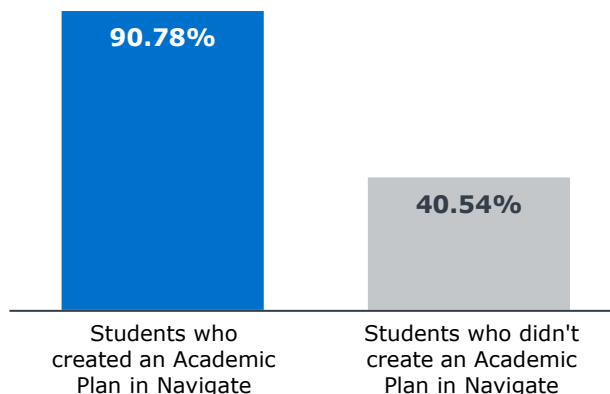
Students learn about Navigate’s Academic Planning during Orientation and receive push reminders to create a plan

ENGAGING ADVISORS

The Advising Center leads trainings to teach advisors how to help students understand, craft, refine their academic plans

Fall-to-Spring Reenrollment Rate

With and Without Academic Plans



665 students

Who may not have reenrolled without a Navigate Academic Plan

\$1.39M+

Estimated preserved tuition revenue from reenrolled students

Navigate Improves Onboarding and for Undecided Students

BEFORE: Fragmented Process



Undecided students filled out a **confusing application** that did not include options for exploring or finding a potential major



All undecided students were tagged as general Associate of Arts seekers in the computer system, but **staff couldn't determine** which students were truly seeking this degree and which were undecided



Some students were referred to a counselor or advisor, but **this wasn't consistent** for all students

AFTER: New Streamlined Process



1 Student indicates potential **meta-major of interest** on the application, even if undecided



2 Student **accesses Navigate**, which provides a clear list of next steps for enrollment



3 Student's FAFSA and high school transcript accessible through the **Navigate Student Profile**



4 Admissions **initiates contact** in Navigate, using meta-major of interest to help students register

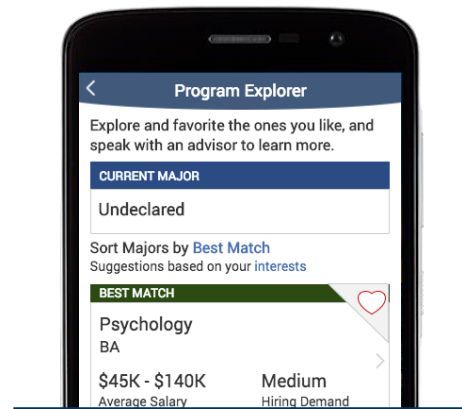
Addition of New Course Improves Major Exploration



A new College 101 course section specifically for undecided students provides **dedicated support** as they transition to college and find their path

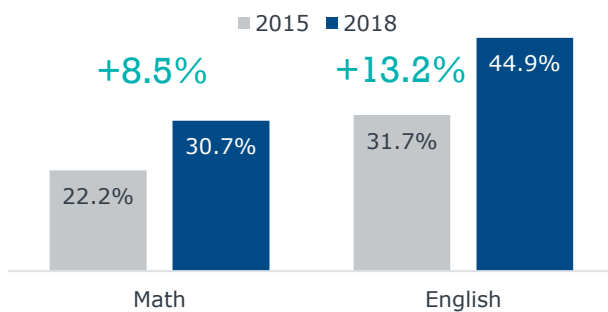


Student Success leadership added Navigate's Program Explorer into the College 101 curriculum to help students **identify programs and careers** of interest

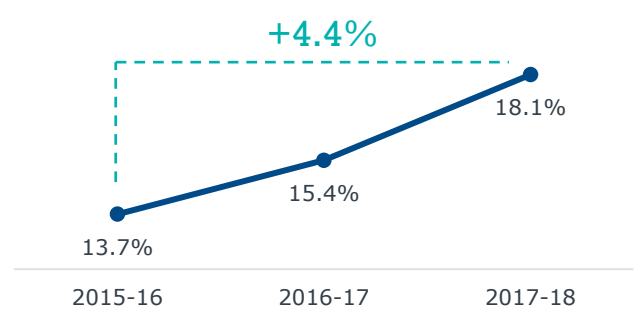


Grad Rate Up 4.4%, with Notable Increases in Course Completion Rates

Degree-Level Course Completion Rates



Graduation Rate



“**Navigate is entwined** in both the classroom and structural changes we've made. It is the primary mechanism by which we will truly accomplish a streamlined, Guided Pathways approach for our students.”
 -Executive Vice President of Academic and Student Affairs at York Technical College

Key Outcomes Are at Their Highest in York Tech History

97%

Post-completion job placement rate

66%

Fall-to-Fall persistence rate

75.2%

Overall course pass rate

18%

Graduation rate

\$125K

Additional revenue from various initiatives to improve completion

Timely and Personalized Onboarding Guidance Results in Revenue Gains

Georgia Piedmont Technical College, Public Associate College in Clarkston, Georgia

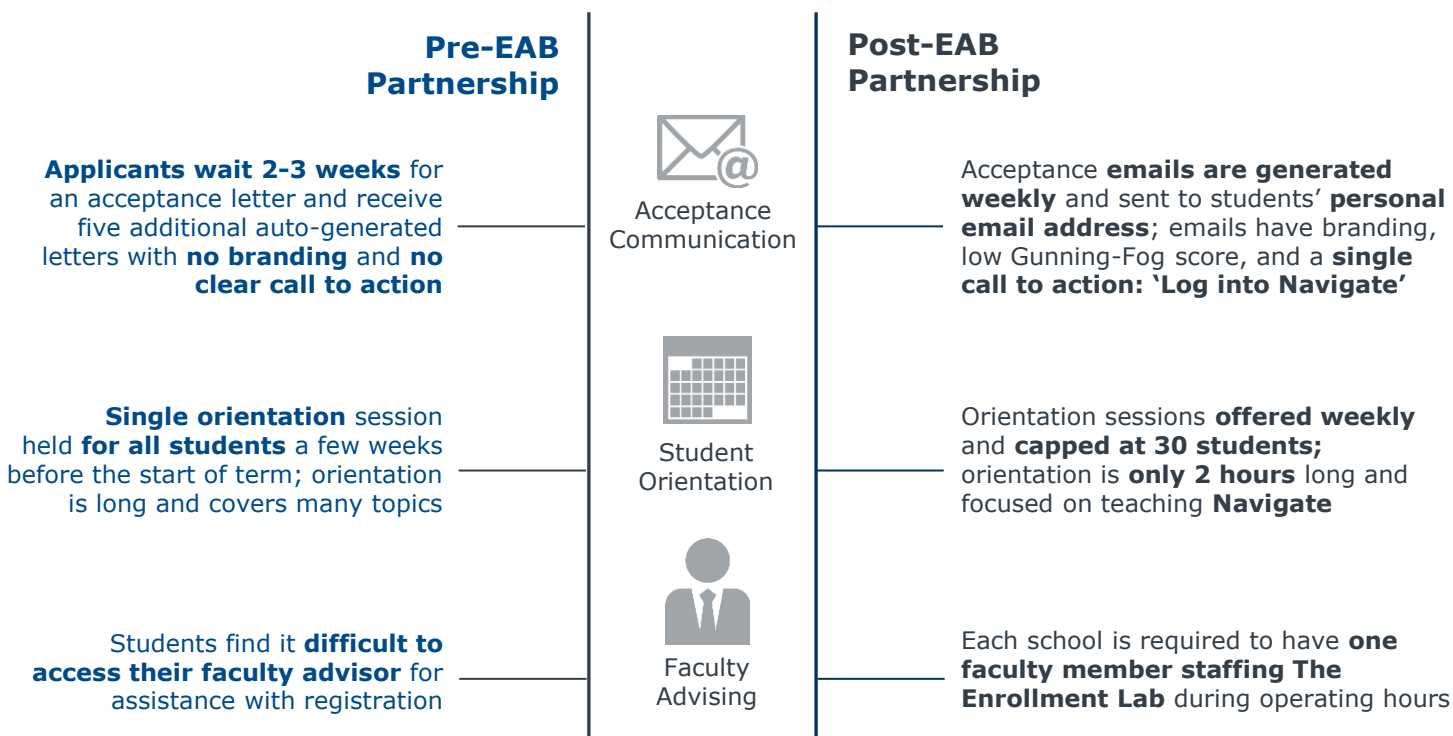
- **About:** Part of the 22-member Technical College System of Georgia, Georgia Piedmont Technical College (GPTC) serves over 4,100 students across four campuses. Of all GPTC students, 62% are Pell-eligible, 90% are first-generation, and the six-year graduation rate is 23%.
- **Challenge:** GPTC was losing a significant number of students between application and enrollment, with many non-enrolled applicants enrolling at others colleges. Feedback from the call center revealed that students were confused and frustrated with the onboarding process.
- **Solution:** With EABs help, GPTC reevaluated their onboarding experience from the student perspective and identified three key areas where they could make improvement: acceptance communication, orientation, and faculty and professional advising.
- **Impact:** As a result of this work, students now have a clear understanding of how to transition from admission to enrollment. From 2016-2017, GPTC saw a 26% increase in summer enrollment, and received \$48k in additional tuition revenue.

Impact Highlights

26%
Increase in summer enrollment (2016-2017)

\$48K
Increase in tuition revenue (2016-2017)

Optimizing the Onboarding Experience



Reimagining The Professional Advisor Role at GPTC

Incorporating Navigate into Advisor Workflow Allows for Holistic Advising



1 Schedule the Appointment

Setup availability in Navigate, sync with your Outlook calendar, and schedule appointment with student."



2 Prepare for the Appointment

Log into Navigate and review the student's profile in advance of your appointment."



3 Meet with the Student

"Review the student's Path Items during the appointment to ensure they are not overlooking key enrollment steps."



4 Follow-Up After Appointment

"Complete advising summary report in Navigate immediately following appointment."

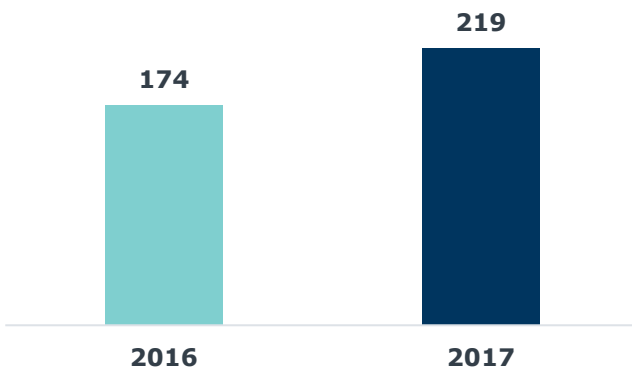
Key Outcomes

- ✓ **Students can easily view their advisor's availability**, making it easier for them to schedule appointments.
- ✓ **Students receive tailored and accurate advice** because advisors can frame the conversation around the unique academic and personal situation of each student.
- ✓ **Students experience seamless support** from one appointment to the next due to accessibility of centralized notes and reports.

Student-Centered Approach Moves the Dial on Enrollment

Promising Gains Within First Three Months of Launch

Student Summer Enrollment Numbers (2016-17)



45 more students

enrolled in 2017 due to a simplified onboarding process

Creating Efficiencies and Increasing Completion Rates Through Data-driven Advising

Broward College, Public College in Fort Lauderdale, FL

- **About:** Broward College (BC) is a public community college that serves over 60,000 students. BC utilizes a centralized advising model to coordinate the efforts of over 100 advisors across six campuses.
- **Challenge:** Despite transitioning to a centralized advising model and assigning advisors to specific pathways, BC was still experiencing challenges with their advising process. Inefficient case management and manual data tracking absorbed a great deal of advisors' time and students continued to make appointments with non-assigned advisors. BC was particularly concerned about their First Time In College (FTIC) students, as this population is tied to critical state funding.
- **Solution:** Through the use of technology and guided by a diverse advising council, BC was able to reset their advising expectations and increase the efficiency of their entire staff. Advisors began running targeted appointment campaigns for critical student populations and students were able to easily identify and access their assigned advisor.
- **Impact:** In just over a year, BC was able to see wide-spread adoption of Navigate by both students and staff and saw a 5% increase in completion rate for their Fall 2015 FTIC Cohort.

Impact Highlights

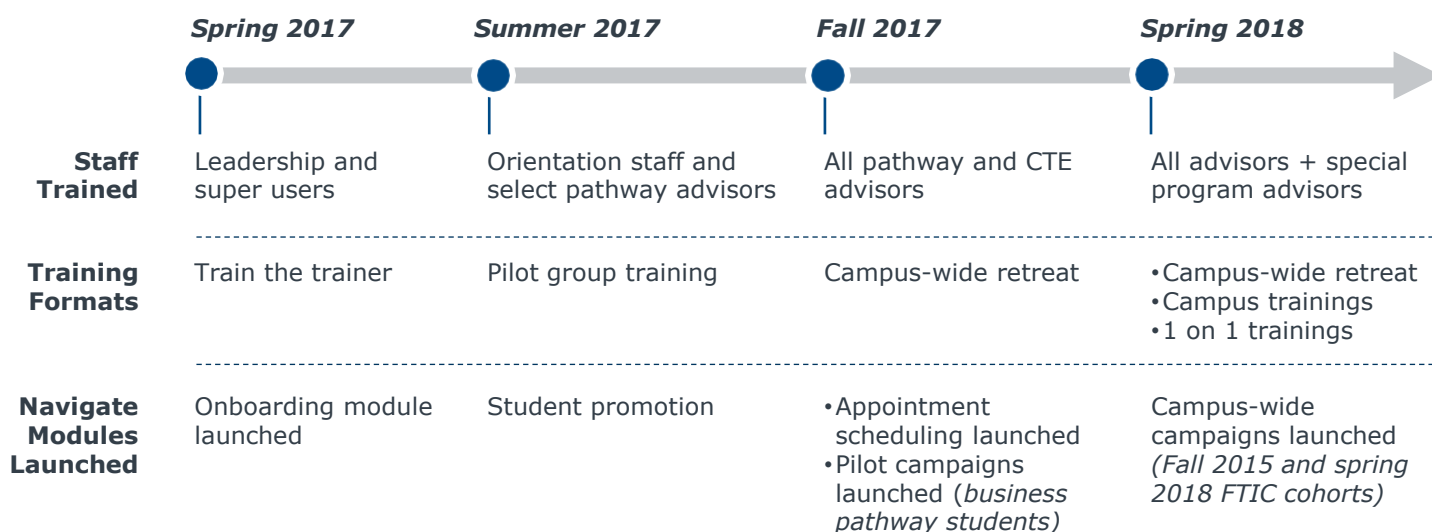
5%

Increase in completion rate for Fall 2015 FTIC cohort in Spring 2018

34

Advisor hours saved each week due to automated advising reports

Phased Roll-out Leads to Wide-Spread Buy-In and Adoption

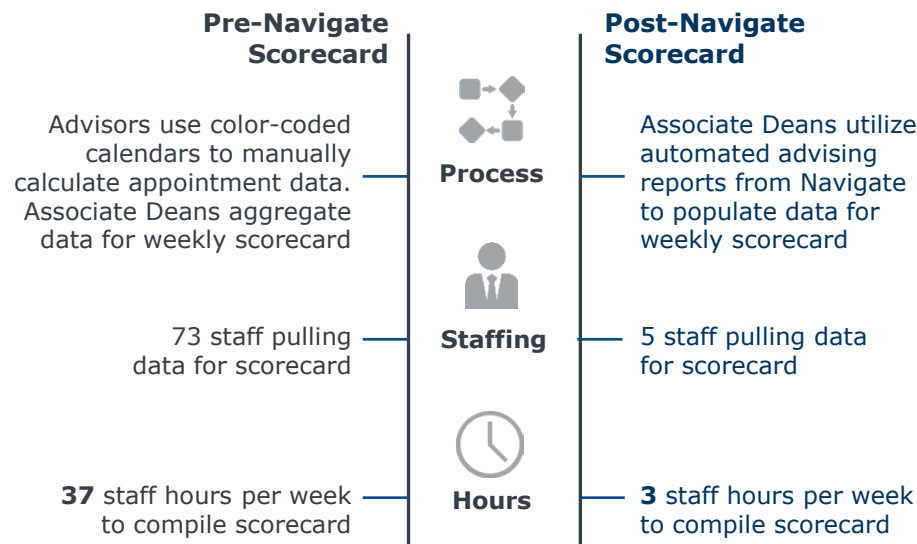


Key Factors for Successful Technology Implementation

- ✓ Phased Roll-out by Semester
- ✓ Varied and Ongoing Trainings
- ✓ Input from Advising Council

Scorecard Creation Process Transformed Through Automated Advising Reports

A Data-Driven Approach That Saves Time and Increases Accountability



Utilizing a weekly scorecard increases advisor accountability and creates a sense of urgency to learn the platform and maintain accurate records



107K

Appointments Created
Sept 2017 - September 2018



92K

Advising Reports Filed
Sept 2017 - September 2018



I appreciate the intuitive nature of the tool and the ability to access data and target different student populations. It has helped to enhance **transparency and accountability** in the division while freeing advisors to focus on their day-to-day work of helping students to succeed.

With Navigate, we finally have a tool that enables us to have a **longitudinal perspective on student success**. We are now able to pose tough questions pertaining to the effectiveness of our advising strategies.

We have truly shifted to a caseload management mentality. This enables students and advisors to **establish and nurture an advising relationship**.

- Advising Associate Deans



Smart Guidance and Targeted Outreach Drives Improved Student Outcomes

All Students

44K



Number of students who logged into Navigate between March 2017 to August 2018



54%

Are repeat Navigate users



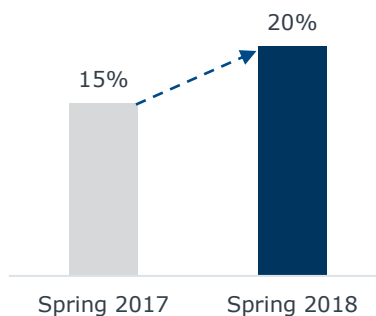
42%

Completed the Major Explorer

FTIC Students

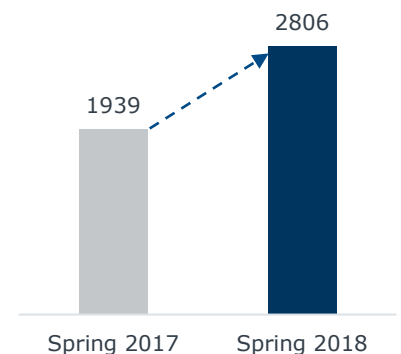
Completion Rates

Fall 2015 FTIC Cohort
Year Over Year



Advising Appointments

Spring 2017 vs Spring 2018 FTIC Cohorts



Providing Exceptional Support to First-Generation Students Beyond the First Year

Florida State University, Large, High-Graduation Rate Public School in Tallahassee, FL

- **About:** Florida State University (FSU) enrolls 31,000 undergraduate students and has a six-year graduation rate of 80%. The Center for Academic Retention and Enhancement (CARE) is FSU’s central office for preparing, recruiting, and ensuring the success of first-generation, socioeconomically disadvantaged students. CARE currently serves approximately 1,500 students.
- **Challenge:** In analyzing the progression of CARE students, FSU recognized a significant drop-off in the retention of sophomores. FSU needed to more effectively and efficiently integrate student academic information into the individualized attention CARE provides.
- **Solution:** FSU now requires all CARE sophomores to participate in College Life Coaching. Coaches use EAB’s Navigate platform to enhance their impact and improve the overall experience for these students.
- **Impact:** The most dramatic outcome of College Life Coaching for CARE sophomores has been a significant increase in retention from sophomore to junior year, with the largest gains coming in the last two years as FSU began using EAB technology.

Impact Highlight

11.3%




Increase in the retention of CARE students from sophomore to junior year with the help of EAB technology

The Missing Piece in Student Support

Strong programming for under-represented students existed, but was largely focused on freshmen...

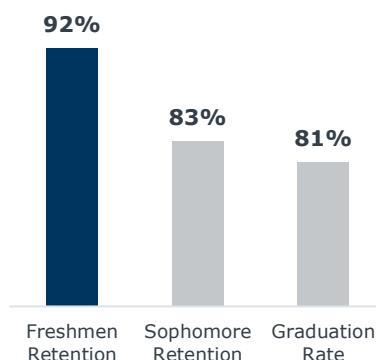
The Center for Academic Retention and Enhancement (CARE)

*Recruit, prepare, and support targeted **traditionally underrepresented college students** for successful adaptation and academic success.*

-  Pre-college programs to prepare middle and high school students for college
-  Seven-week Summer Bridge program for incoming first-generation freshmen
-  Dedicated tutoring, coaching, academic advising, and finance and STEM support

...What was needed in order to improve support for sophomores?

CARE Retention and Graduation Rates¹







- ? How do we track and leverage college-level academic performance information?
- ? How can we import accurate and updated student data for our coaches to access?
- ? How can we efficiently manage outreach and scheduling of biweekly appointments?

Joined Navigate in 2015

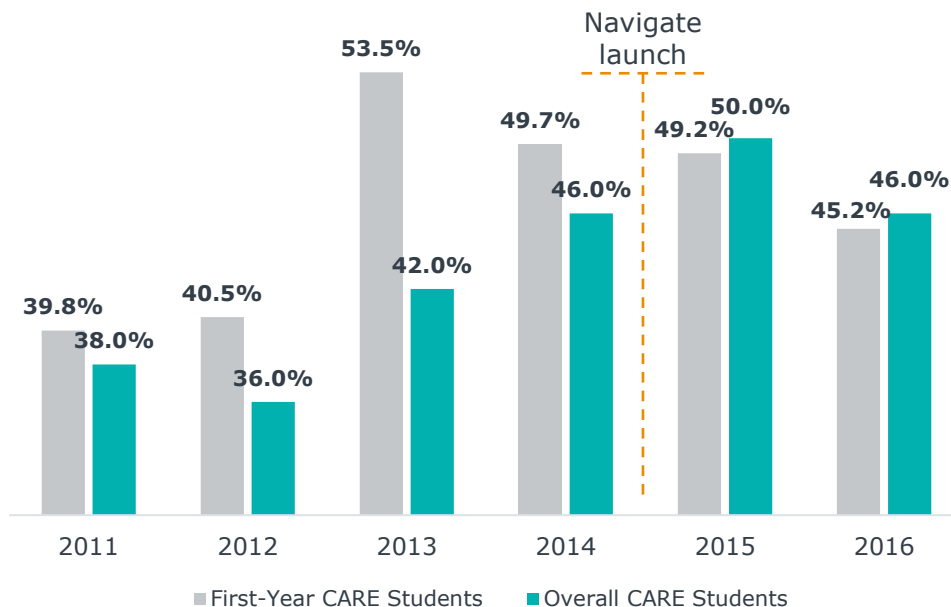
Transforming the Student Experience

How College Life Coaches Use EAB Technology to Support Students

Navigate Feature	How Coaches Use It	Impact on the Student Experience
 <p>Student Overview</p>	Frame conversations and recommendations with greater awareness of student's academic situation	Students receive tailored and accurate advice
 <p>Reports and Auto. Appt. Reminders</p>	See which students still need to schedule a coaching appointment	Students never miss out on coaching due to scheduling issues or forgetfulness
 <p>Meeting Cancellation Alerts</p>	Avoid putting a strain on the relationship with the student	Students learn about cancellations sooner, eliminating frustration
 <p>Notes</p>	Organize notes in alignment with the coaching model and hit on the key elements that will bring value	Coaches stay on task in meetings, saving time and providing clear next steps for students

Closing the Sophomore Gap with Technology-Enabled Support

Percentage of CARE Students With 3.0+ GPA After Spring Term



**Improved GPA
Contributes to Higher
Retention and
Degree Completion**

11.3%

Increase in retention of CARE students from sophomore to junior year with the help of EAB technology

1) Retention data from 2011-2014 cohorts; graduation data from 2008 cohort

How a High-Performing University Improved the Student Experience with Navigate

University of South Carolina, Large Public Institution in Columbia, South Carolina

- **About:** The University of South Carolina (USC) enrolls 25,556 undergraduate students and has a six-year graduation rate of 73%.
- **Challenge:** Despite strong institutional performance, USC’s advising structure was fragmented and advising practices were non-standardized. As a result, students’ experience (and satisfaction) varied widely across colleges, departments, and individual advisors.
- **Solution:** USC joined EAB’s Student Success Collaborative to coordinate different offices and improve the student experience. USC established an advising taskforce and implemented recommendations based on EAB’s best practice guidance, and connected advising and student services together in a Coordinated Care Network.
- **Impact:** During a time of considerable enrollment growth, USC saw a 3.7% increase in their four-year graduation rate, as well as a 1% increase in their six-year graduation rate.

Impact Highlights

3.7%
Increase in four-year graduation rate

1%
Increase in six-year graduation rate

Transforming Academic Advising

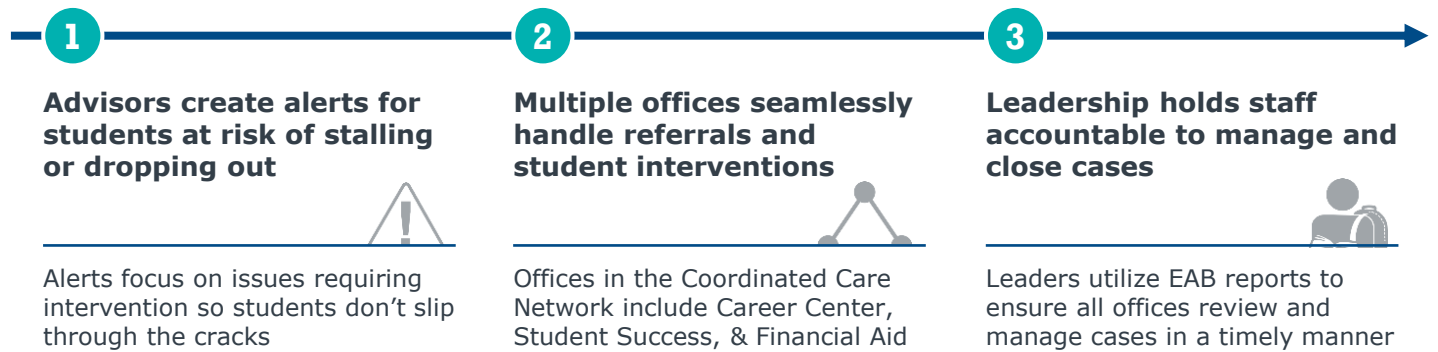
EAB Best Practices and Technology Help Standardize and Elevate Advising

Sample Advising Taskforce Recommendations	How EAB Technology Supports Action
✓ Create Advising Center and hire First-Year Advisors to improve consistency	All advisors can now access a comprehensive workflow and communications platform and view student risk data
✓ Establish new expectations and processes for advising across all years	Advisors communicate with students, run proactive campaigns, and coordinate with other units using EAB technology
✓ Standardize advisor training and certification curriculum	New staff learn EAB technology during onboarding ; prior experience using EAB technology is weighed in hiring decisions
✓ Offer faculty-led programs to help students explore majors and careers	Simplified advising technology ecosystem supports desired changes and growth in faculty advising
✓ Develop culture of student responsibility for academic planning	No-show tracking and self-service scheduling foster student accountability and ownership

Navigate Platform Utilization at USC

7,500 Average unique monthly users **120K** Average monthly log-ins **53K** Total student appointments scheduled in 2017

Strategically Managing Alerts Across the Coordinated Care Network



1,507
Staff-generated referral alerts created in 2017

<1%
Percentage of alert cases open at the end of 2017

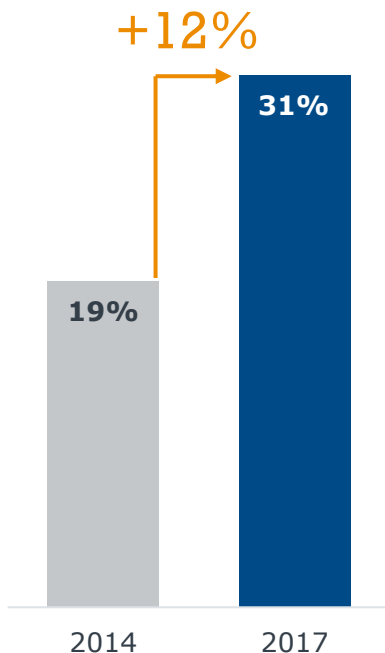
Top three referrals in 2017:

1. Major Change Advising
2. Student Undecided About Major
3. Office of Pre-Professional Advising

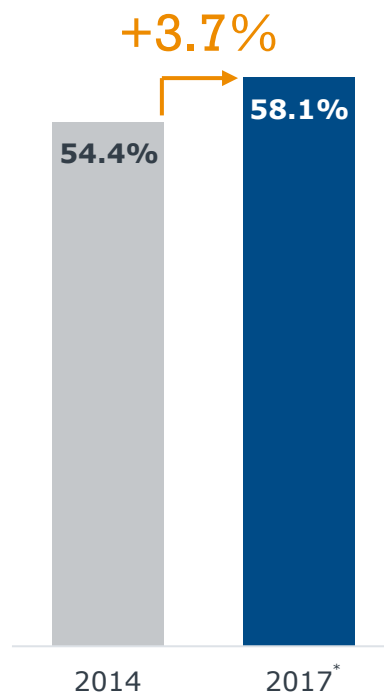
Use of EAB Technology Pivotal in Improving Satisfaction, Long-Term Outcomes

Student Satisfaction with Advising

Percentage of Students Who Said They Were "Extremely Satisfied" With Advising at USC



Four-Year Graduation Rate



Six-Year Graduation Rate



*2017 graduation data is preliminary pending submission to IPEDS
Source: OIRAA, IPEDS Graduation Rate Survey

Promoting Equity and Improving Completion Rates at a Large Public University

University of Alaska Anchorage, Midsize Public University, Anchorage, AK

- **About:** University of Alaska Anchorage (UAA) is an open-admissions public university serving 15,090 undergraduates. At UAA, 94% of students are commuters, 57% are 25 or older, and 34% are ethnic minorities, including many Alaska Native students. Overall, UAA has a 32% six-year graduation rate and a 67% retention rate.
- **Challenge:** Many incoming UAA students are underprepared for college, leading to excess credit attempts and low retention and completion rates. Concerningly, Alaska Native students are at even greater risk of not completing than their peers.
- **Solution:** To better support all students as they transition to college life, UAA developed a new first-year advising program that uses degree maps based on placement test data to help students choose the right courses. They implemented Navigate to ensure staff and students have the tools they need to succeed.
- **Impact:** Alaska Native student outcomes have improved markedly over five years—this student population’s six-year graduation rate increased by 13.8%, and their retention rate increased by 5.9%. More freshmen are taking appropriate credit loads and passing lower-division courses. Additionally, UAA now has a 5% higher first-time, full-time (FTFT) overall retention rate compared to peer institutions.

Impact Highlights

13.8%
Increase in six-year grad rate for Alaska Native students over five years

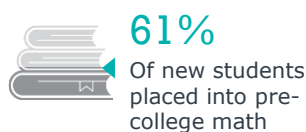
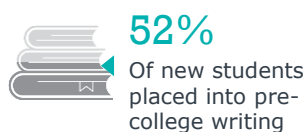
5.9%
Increase in retention for Alaska Native students over five years

5.0%
Higher FTFT retention rate compared to average for open-admissions institutions

UAA Students, Particularly Alaska Natives, at High Risk of Not Completing

Many Incoming Students Underprepared for College, Leading to Excess Coursework

Students placed into pre-college courses:

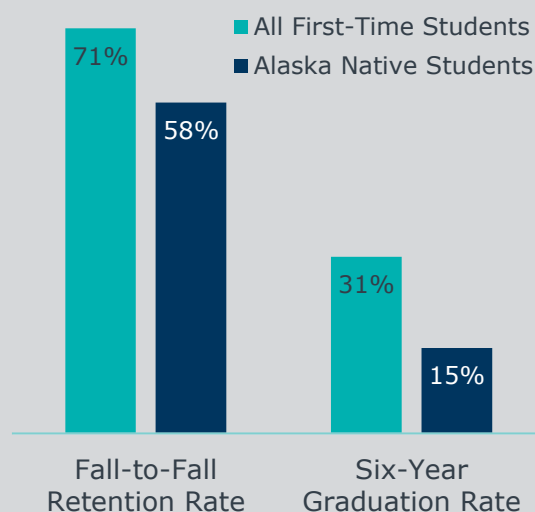


Students take too long to complete:



Alaska Native Students at Greater Risk of Not Completing

2013 Cohort of FTFT Students



Navigate Empowers Advisors to Better Support First-Year Students

Technology-Aided Efforts Ensure All Students Stay on Track



Upon Admission

- First Year Advisor (FYA) assigned a caseload of about **175 incoming students**
- FYA proactively **contacts students via Navigate** to welcome them to UAA
- Frequent and thorough trainings turned Navigate into a **pivotal collaborative space** for advisors, faculty, and leadership

100%

Of UAA professional advisors (nearly all advisors on campus) use Navigate



During Orientation

- Student meet with FYA to register, using **degree maps** saved in Navigate to identify the right courses
- Degree maps suggest appropriate courses based on **academic readiness**, ensuring students only take on what they can handle
- Student downloads the **Navigate Student** app, with useful features like calendar sync and deadline reminders

55%

Increase in Navigate Student app downloads since appointment scheduling feature launched



Throughout First Year

- FYA proactively **manages and monitors caseload** with Navigate campaigns and alerts
- Student meets with FYA to register for the next term using **degree maps as a guide**
- At the end of the year, student transitions to a major advisor
- All bachelor-seeking students must take three **Alaska Native-focused credits** to graduate, promoting inclusivity

From Fall 2018 to Spring 2020:

41%

Increase in advisor adoption of Navigate

53%

Increase in advising appointments

Using Navigate During the Ongoing COVID-19 Crisis

Progress reports

Survey faculty on which students are dropping off the grid and may need tutoring or other support

Alerts and cases

Dedicated team triages advising, tutoring, and online learning tech support issues

Multi-modal communication

Text message campaign informs students that the course withdrawal deadline was delayed

Alaska Native and Overall Student Outcomes on the Rise



Alaska Native Students

+13.8%

Increase in six-year grad rate for Alaska Native students across five years

+5.9%

Increase in fall-to-spring retention for Alaska Native students across five years



All First-Time Freshmen

+4.4%

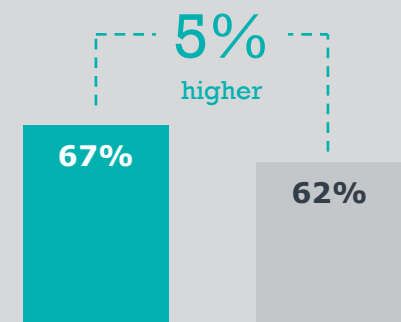
Increase in bachelor-seeking freshmen taking a full credit load (12+ credits)

+3.8%

Increase in bachelor-seeking freshmen passing lower division courses

Overall Retention Higher Than Peer Institutions

FTFT Student Retention Rate



University of Alaska Anchorage

Avg. for Open Admissions Universities

Coordinating Shared Advising Around Technology Improves Student Satisfaction

Trident Technical College, Public, Associate College in Charleston, SC

- **About:** Trident Technical College (TTC) is a public associate college with a total enrollment of approximately 13,000 students across seven campus and site locations. The six-year graduation rate is 10%.
- **Challenge:** TTC’s faculty advising model was increasingly strained due to high student demand. The recent introduction of a compressed mini-semester schedule further reduced faculty availability. Many students indicated via survey that they were either unable to schedule appointments or their interactions didn’t further their academic goals.
- **Solution:** In 2016, TTC partnered with EAB Navigate to improve the student onboarding experience, which included replacing their traditional orientation with Navigate *MyPath*. Navigate also supported TTC’s transition to a shared advising model, which allows students to readily access Navigators (onboarding and enrollment experts) and schedule appointments with faculty advisors (program experts).
- **Impact:** With the help of Navigate, student satisfaction increased. Additionally, 87% of students used *MyPath*, and student usage of the HUB doubled, allowing advisers to provide guidance and support.

Impact Highlights

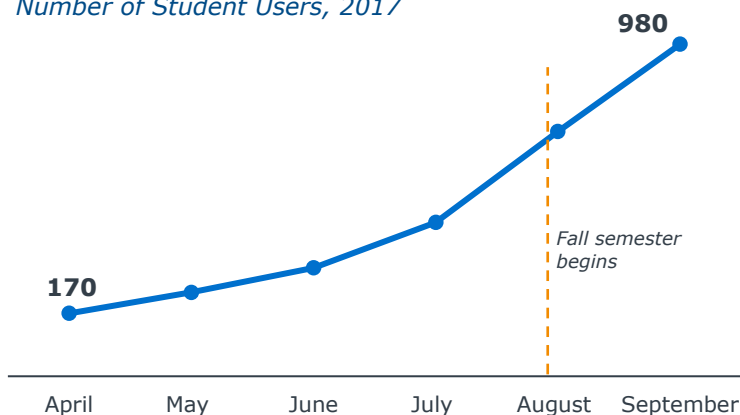
87%
Percentage of Navigate users have used *MyPath*

97%
Percentage of students who plan to use Navigate again

Navigate Usage and Adoption Leads to Increase in Overall Student Satisfaction

Utilization Increases Leading Up to Enrollment

Number of Student Users, 2017



5x Increase in student utilization during initial five-month launch

Students Endorse Value of New Model

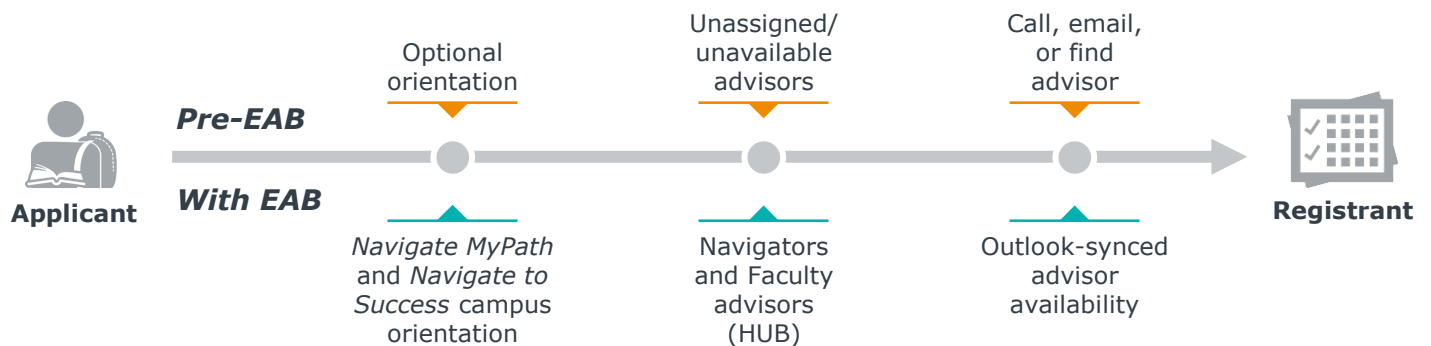
Advising HUB Survey Results

- ✓ **The Navigate software was easy to use.**
- ✓ My Navigator was helpful with addressing my questions and concerns.
- ✓ My Navigator was knowledgeable.
- ✓ I was satisfied with my HUB experience.
- ✓ **I will use the Navigate software again in the future.**

Creating A Coordinated Care Network for All Students

Students Value Navigates' Ease of Use, Especially Tools for Course Planning and Scheduling

TTC's Onboarding Process Before and After EAB Engagement



Creation of a Student Success Centered Advising Model

HUB - Pilot Advising Model Integrates Professional and Faculty Advisors



Navigator**

Onboarding Expert

0-30 CREDITS (Determined by Program)

Contact new applicants to provide guidance and support.

Responsibilities:

- Schedules faculty appointments
- Trains students on Navigate
- Answers common first-time student questions and provide information on available campus resources
- Assists in building student plan
- Monitors student progress



Faculty Advisor

Program Expert

30+ CREDITS (Determined by Program)

Transition student after reaching programmatic threshold.**

Responsibilities:

- Answers specific programmatic questions about courses, transfer, and prerequisites
- Meets with students for scheduled appointments and office hours

“ [My Navigator] was so enthusiastic and helpful. She was the best person for me to have my first actual conversation with on campus.”

Student

Trident Technical College

Key Improvements

- ✓ **Online orientation** through MyPath
- ✓ **Optional on-campus group orientation**
- ✓ **Assigned advisors** with contact information (email and phone)
- ✓ **Outlook appointment capability**

10

Navigators partially funded by Title III and iPASS award

2,751

Advisor appointments scheduled through Navigate

100%

Alignment and support of *Trident Tech Pathways* Title III grant project

**Navigators are available to all students to answer general questions.

Navigate Technology Streamlines Admissions and Registration to Drive Enrollment Growth

Wiregrass Georgia Technical College, Midsize Technical School in Valdosta, GA

- **About:** Wiregrass Georgia Technical College, part of the Technical College System of Georgia, has 5,900 students with a retention rate of 71%.
- **Challenge:** With staff spread across four campuses, communication between departments was inconsistent and uncoordinated. This led to students making repeated, unnecessary office visits for common tasks like changing majors. In addition, limited support for students during the registration process prevented Wiregrass from reaching their enrollment and retention rate goals.
- **Solution:** Wiregrass partnered with EAB and integrated Navigate into several essential processes on campus, allowing them to more efficiently process student applications and major changes. Additionally, Navigate registration campaigns ensured hundreds of students returned for the next semester.
- **Impact:** Overall fall-to-fall retention increased 10 percentage points in two years. Total enrollment increased 15 percentage points in one year and applicant-to-enrollee conversion increased 8 percentage points in the same time period.

Impact Highlights

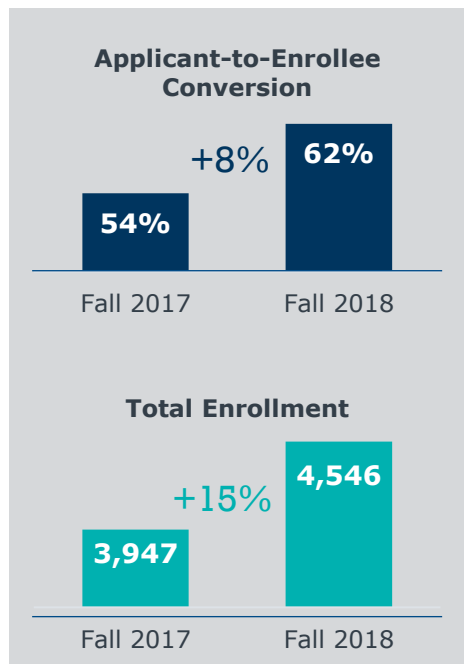
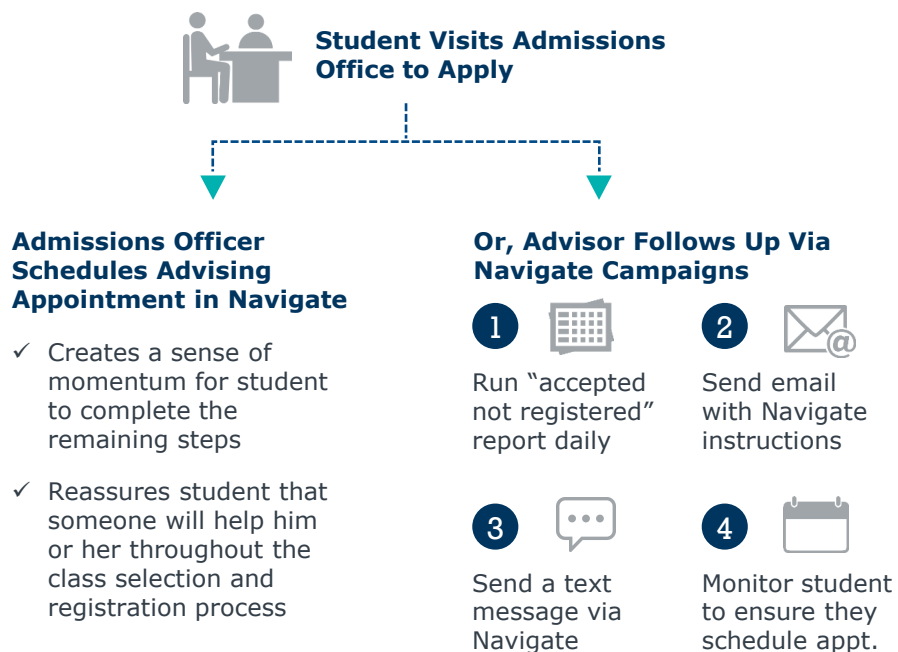
8%
Increase in applicant-to-enrollee conversion, Fall 17-18

15%
Increase in total enrollment, Fall 17-18

10%
Increase in retention, Fall 16-18

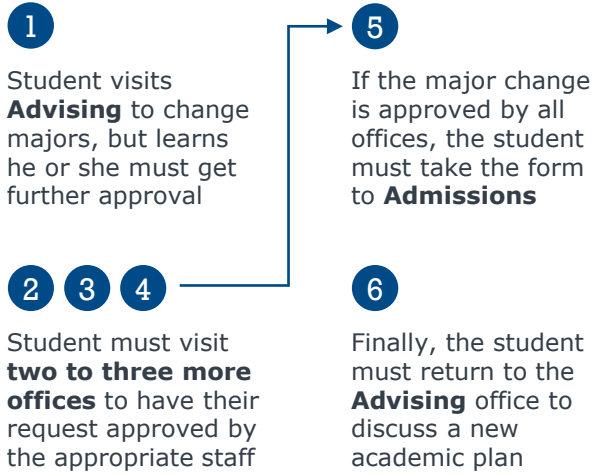
Wiregrass Applicant Journey Now Fully Integrated with Navigate Technology

Advising Appointments Are a Driving Force to Turn Applicants into Enrollees

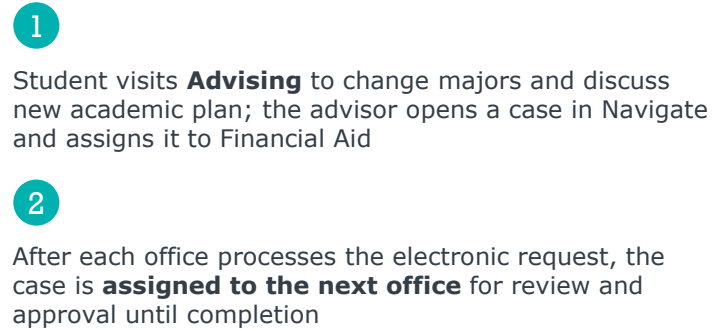


Streamlining the Major Change Process for Students

Before Navigate (takes two weeks)



After Navigate (takes three days)



Benefits to Students

- Quicker turnaround
- Only visit one office
- No need for physical sign-off
- Start new academic plan immediately

Registration Campaigns Bring Hundreds of Students Back to Campus

New Student Registration Campaign



80%
Of appointments kept

44%
Of contacted students registered

Returning Student Registration Campaign

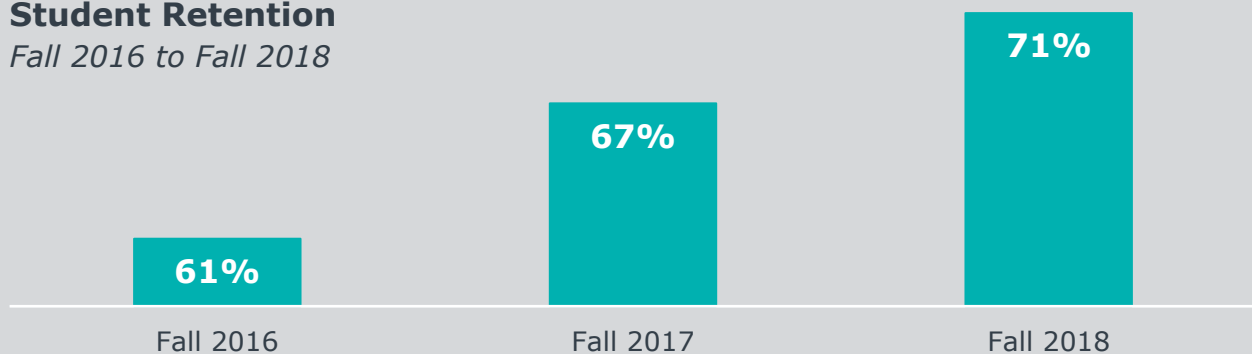


94%
Of appointments kept

58%
Of contacted students registered

Student Retention

Fall 2016 to Fall 2018



FOUR-YEAR UNIVERSITY

Improving Student Outcomes by Focusing on Deep and Broad Technology Adoption

Grand View University, Small Private Institution in Des Moines, IA

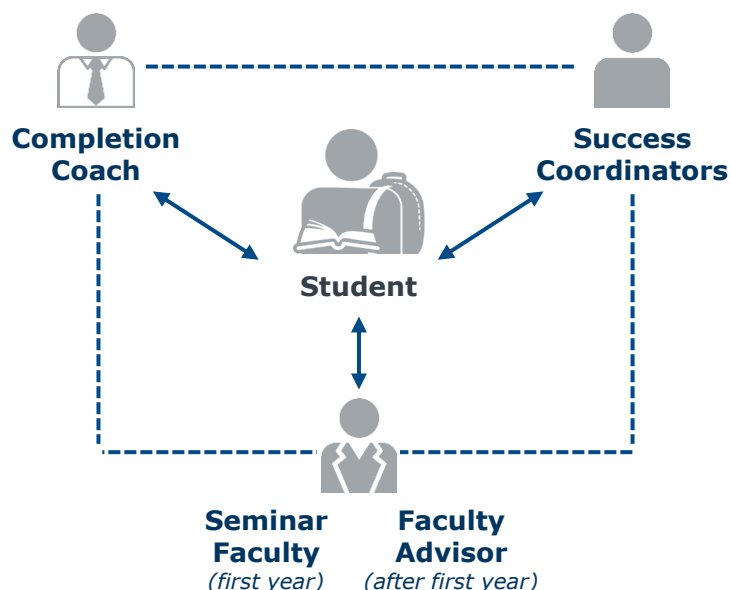
- **About:** Grand View University (GV) is a private liberal arts college in Iowa with 1,800 undergraduate students, a 50% six-year graduation rate, and a 68% retention rate.
- **Challenge:** Academic advising was disjointed, with inconsistent plans of study, unconnected silos of support, and students expressing confusion about where to seek assistance. Previous efforts to impact student success were not effective in mitigating these issues.
- **Solution:** In Fall 2017, GV launched a new advising model to coordinate student care via a network of professional advisors and campus support. After partnering with EAB, GV strategically brought faculty and support units onto the platform through trainings that started with a strong foundation of necessary knowledge and grew from there based on a user's role and needs.
- **Impact:** Since joining the Collaborative in early 2017, GV has seen a 5.6% increase in students registered for Fall 2018, as well as a 3.6% increase in fall-to-fall first-year retention.

Impact Highlights

5.6% Increase in students registered for Fall 2018	3.6% Increase in fall-to-fall first-year retention
1.9% Increase in fall-to-spring retention	97.8% Percentage of full-time faculty using Navigate

A New Approach to Advising: A Holistic Student Success Network

After Restructuring Advising, GV Relied on Navigate to Address the Missing Links Between Staff



With Navigate, Staff in the Student Success Network Can:

- ✓ Access records, notes, and data on shared students across offices
- ✓ Flag students in need of support and perform early interventions
- ✓ Easily communicate student needs and concerns to the appropriate resource for follow-up
- ✓ Quantify and understand the impact of advising and intervention activities

Tailored Trainings for Different 'Types' of Users

Training is Campus-Wide Because Student Success is Everyone's Business

For Frequent Users

- Student overview & messaging
- Alerts & progress reports
- Availability & calendar sync

- Notes/advising summaries
- Appointment campaigns & scheduling
- Case management
- Advisor skill development

- Advanced search
- Institution Reports
- Population Health Dashboard

- Predictive model
- Success Markers
- Major Explorer

Advanced Training

Administrative Training

Intermediate Training

Basic Training

For Infrequent Users

- Intro to Navigate & goals
- Student information page
- Issuing an alert

Quick-Start Training

EAB Provides Ongoing Support



Templatized guides for training users on the platform



Onsite support and EAB-led training sessions



Regular leadership check-ins to assess progress and strategy

Achieving Robust Staff Adoption and Positive Student Outcomes in One Year

PLATFORM UTILIZATION

97.8%

Percentage of full-time faculty using the Navigate platform

70%

Percentage of students who had an advising appointment scheduled through Navigate in the first year of usage

3,305

Advising summary reports among student population of 1,800

STUDENT OUTCOMES

5.6%

Increase in students registered for Fall 2018

3.6%

Increase in fall-to-fall retention for first-year class

1.9%

Increase in fall-to-spring retention



I feel [Navigate] could be fantastic. In less than four hours I already have three student appointments, which is way better than in the past."

-GV faculty member



Impactful Changes at a Small School Ensure All Students Are Supported

Keuka College, a Small Private Institution in Keuka Park, New York

- **About:** With 1,000 on-campus and 700 off-campus undergraduate students, Keuka College is a small school that emphasizes experiential learning and preparing students for postgraduate success. They have a six-year graduation rate of 60%.
- **Challenge:** Prior to fall 2016, faculty conducted the majority of advising, sometimes delivering inconsistent care to students. Faculty advisors have unevenly distributed caseloads with little accountability, and at times, are unable to effectively intervene with the students most in need of support.
- **Solution:** Keuka College advisors now use EAB Navigate to track student performance and activity and to engage with their students. Keuka College also transitioned and added new Success Advisors to supplement and enhance faculty advising.
- **Impact:** From Fall 2017 to Fall 2018, overall retention increased 3.8%, and first-year retention increased 2.1%.

Impact Highlights

3.8%
Increase in overall retention, Fall 2017 to Fall 2018

2.1%
Increase in freshman retention, Fall 2017 to Fall 2018

99%
Faculty participation rate in Early Progress Reports

Advising Staff Leverage EAB Navigate to Provide Holistic Support to Students

Redefining the Advisor Role at Keuka College

Eight Success Advisors, made up of both existing and new Keuka College staff, are responsible for:

Collaborating and partnering with **faculty** to support student persistence and progression

Using **EAB Navigate** to audit student data, track progress, identify risk issues, and collaborate on resolution



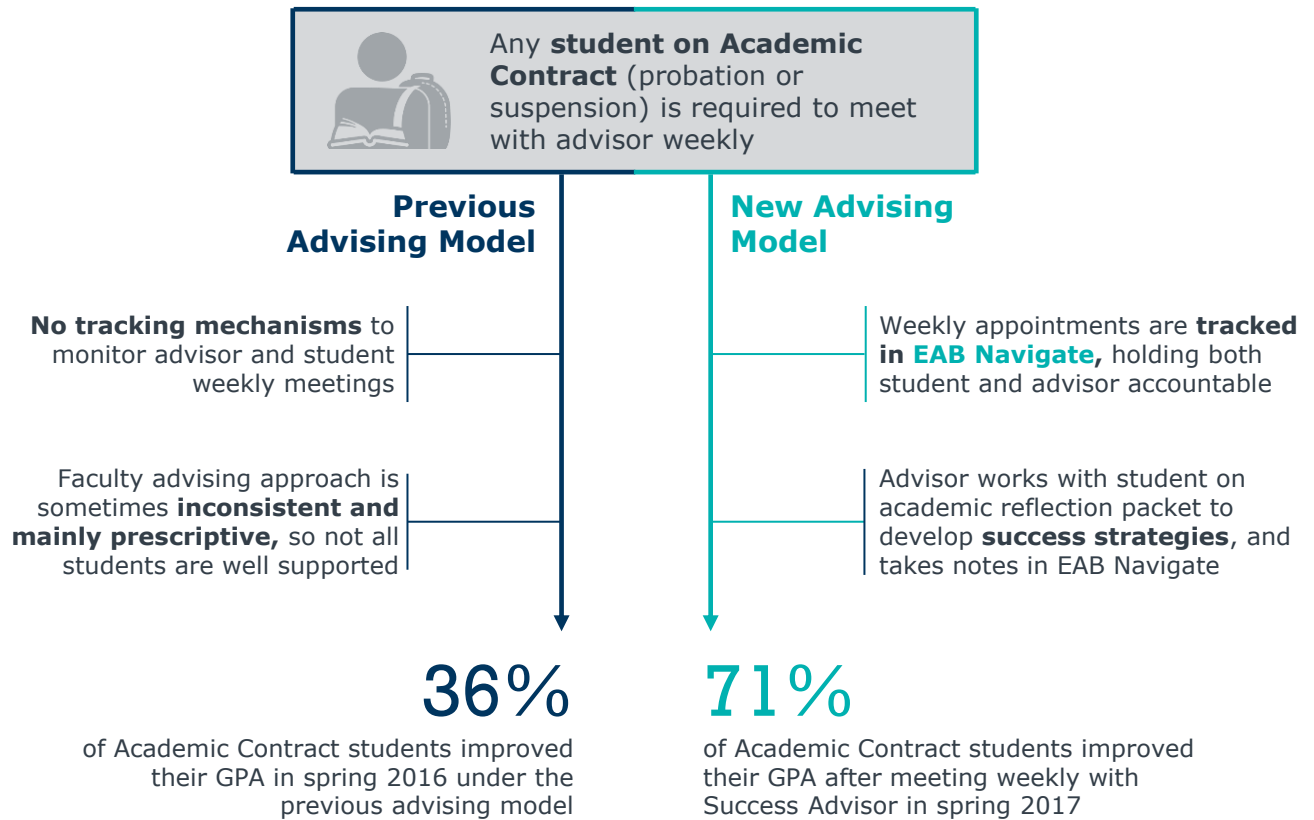
Maintaining an advising relationship **students in need of support**, and helping them transition to college life

Liaising between students and **support services** and referring students to other departments as needed

How Success Advisors Use EAB Navigate

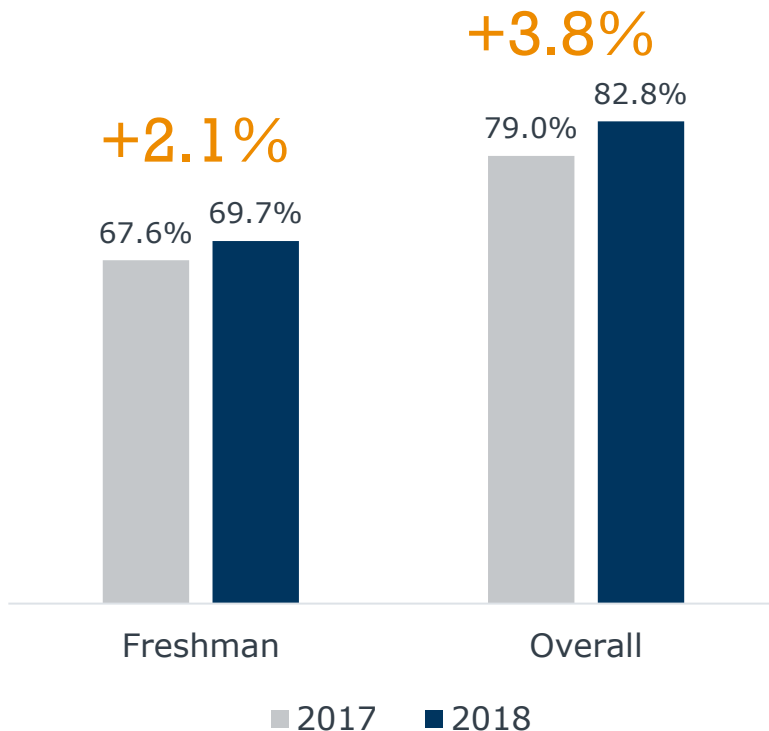
- ✓  **Contact students** who receive alerts, monitor student risk levels, close cases, and track advising appointments
- ✓  Create **progress report campaigns**, leading to all faculty reporting student grades in Week 5 of the semester
- ✓  Run **appointment campaigns** to connect with the students identified as at risk to fail any classes
- ✓  Collect **early progress reports with "grades"** to send in letter to students' homes during break

Seeing the Impact of Technology-Enabled Care on Highest-Need Students



Fewer Students Slipping Through the Cracks

Fall-to-Fall Retention Increase



A More Positive Student Experience

“ If we are going to truly impact student success, we need to make sure the student is connected to a **network of coordinated care resources**.

-Elizabeth Lambert, Dean of Student Engagement and Success



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