



2019 **Case Study** Compendium

Highlighting Diverse Institutions That Achieved Breakthrough Results with EAB's Student Success Collaborative



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Engaging Students through the Mobile App

Robert Morris University

- Private university (4,385 students)

2%

Increase in first-year retention since 2016

21

Transforming Academic Advising

Florida State University

- Large public university (31,000 undergrads)
- 80% six-year graduation rate

11.3%

Increase in retention of junior CARE students

23

University of South Carolina

- Large public university (25,600 undergrads)
- 73% six-year graduation rate

3.7%

Increase in four-year graduation rate

25

Stony Brook University

- Midsized public university (16,800 undergrads)
- 70% six-year graduation rate

1.3%

Increase in rising junior retention rate

27

Bloomsburg University

- Midsized public university (9,100 undergrads)
- 63% six-year graduation rate

\$63,000

Additional tuition revenue per semester

29

Grand View University

- Small private college (1,800 undergrads)
- 50% six-year graduation rate

3.6%

Increase in fall-to-fall first-year retention

31

Keuka College

- Small private college (1,000 undergrads)
- 60% six-year graduation rate

3.8%

Improvement in overall retention, Fall 2017 to 2018

33

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 at-risk populations, 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



Navigate Webinar
Inspires the Plan

VCU leaders impressed by the “targeted campaign” concept introduced in a Navigate webinar



Navigate Training
Helps Build Buy-In

EAB consultant trained 40+ advisors from seven programs to use Navigate for targeted intervention



Navigate Toolkit
Supports Execution

Navigate toolkit provides guidance to help advisors design and execute campaigns

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 high-risk Undeclared students 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

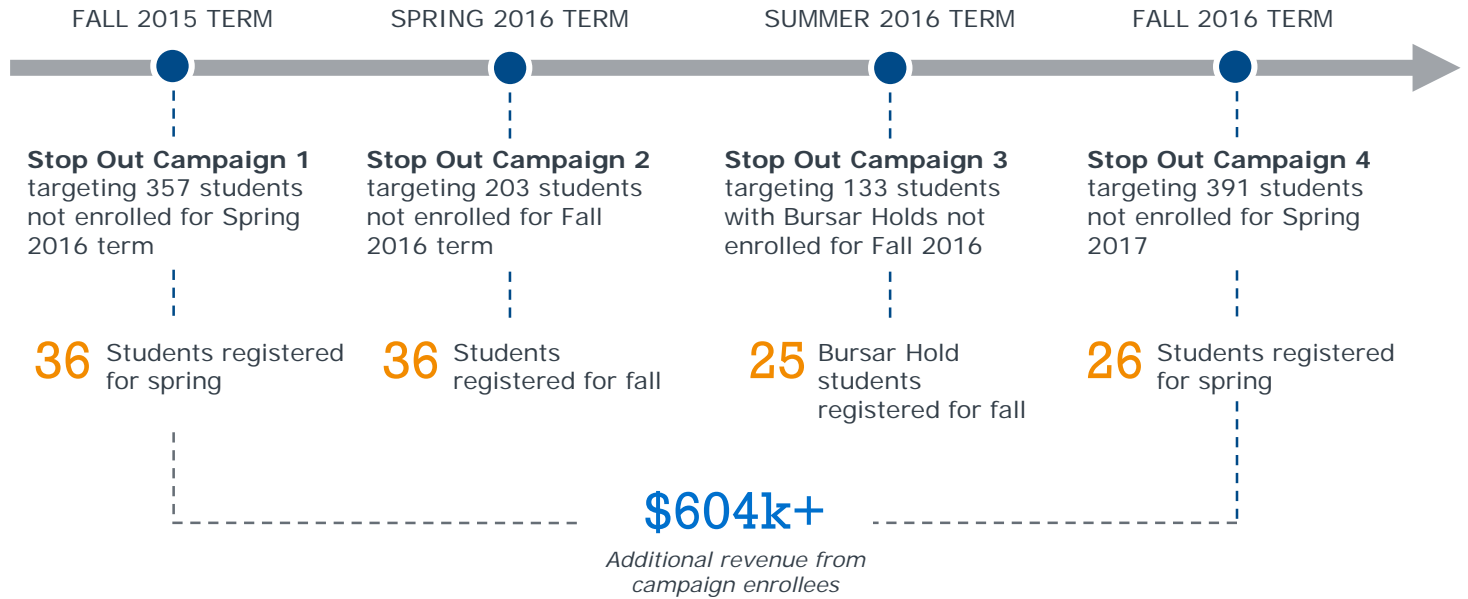
3

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 high risk students 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



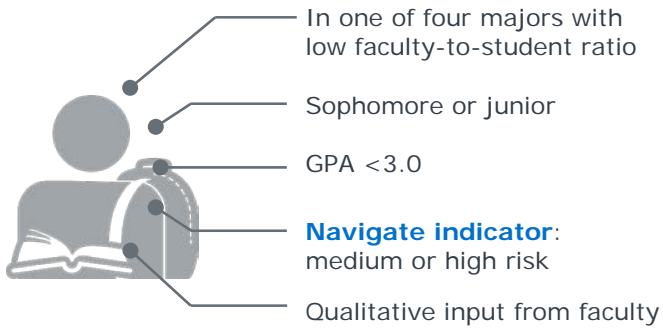
126 more students

graduated in 2016 because of the high-hours campaign

Identifying Highest Risk Students for Intensive Academic Coaching

Piloting an Academic Success Coach Campaign for High Risk Students

1 Using the following risk 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:



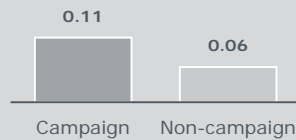
Access Navigate alerts and mid-term grades



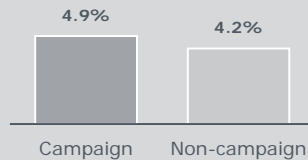
Provide support across academic struggle, financial distress, and personal problems

Results: High Risk Cohort Making Positive Progress

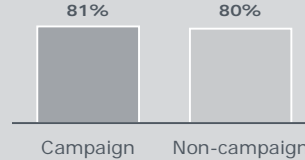
Increase in Cumulative GPA



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



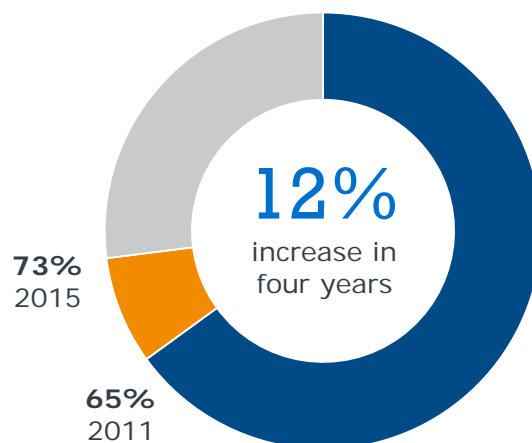
Targeting at-risk majors with academic coaching

Campaigns



Encouraging high-hours students to graduate

Growth in Institutional Retention



FOUR-YEAR COLLEGE

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

University at Albany, Midsized 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

Piloting Progress Reports in Key Courses to Engage Faculty and Improve Student Outcomes

University of Texas at San Antonio, Large Public University in San Antonio, TX

- **About:** The University of Texas at San Antonio (UTSA) is a public Minority-Serving Institution with 26,011 undergraduate students. UTSA has a 37% six-year graduation rate and a 74% first-year retention rate.
- **Challenge:** Texas includes graduation rates in its performance-based funding model for public universities. However, many of UTSA's students are Pell grant recipients and/or transfer students, who have historically lower completion rates. Incremental factors like poor performance in a key course went unnoticed for too long without a proper reporting system in place, greatly impacting students' ability to graduate.
- **Solution:** In late 2015, UTSA partnered with EAB to better address students' academic, social, and financial needs. After restructuring their advising office around eight academic pathways, they piloted Progress Reports in critical courses, identifying the best ways to increase faculty participation without overstressing faculty and advisor workloads.
- **Impact:** Since 2011, UTSA has seen a 12% increase in first-year retention, as well as a 12% increase in four-year graduation and a 10% increase in six-year graduation.

Impact Highlights

11%

Increase in first-year retention

15%

Increase in four-year grad rate

13%

Increase in six-year grad rate

Looking for a Better Way to Catch Missteps and Keep Students on Track

Seemingly small factors derailing students' ability to graduate

- ✘ Course availability
- ✘ Staff and faculty errors
- ✘ Transcript error or omission
- ✘ Unmet financial need
- ✘ Unique major/minor requirements
- ✘ Missed deadlines

Problems worse for vulnerable students

- 44% of UTSA students are Pell eligible
- 38% of UTSA students transferred in

Major changes at UTSA since 2014



- 1 **Restructured academic advising** around a centralized model with eight academic pathways that would ensure a consistent advising experience for students



- 2 **Worked with EAB to identify high-impact Success Marker courses**, in specific majors, that are indicative of future academic success



- 3 **Piloted Progress Reports through EAB's Navigate** to engage faculty in identifying academic missteps early, without overstressing faculty or advisor workloads

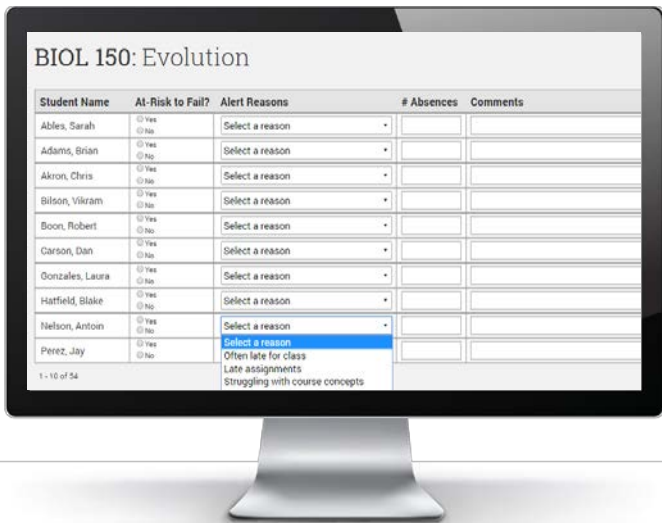
Progress Reports Generates Helpful Insights and Positive Student Impact

Semester	# of courses	% of students flagged at risk	% of flagged students who met with advisor and passed course	Faculty participation
Spring 2017	23	22%	87%	91%
Fall 2017	114	25%	85%	79%
Spring 2018	107	21%	85%	62%

Between 1/5 and 1/4 of students enrolled in critical courses were identified as at risk

Students who met with their advisor were **more likely to pass** than those who didn't

Students performed better when faculty identified them **earlier in the semester**



Lessons Learned from the Pilots



Ensure faculty and advisors understand **how to use the technology**



Determine what percentage of students are typically flagged to **set a baseline**



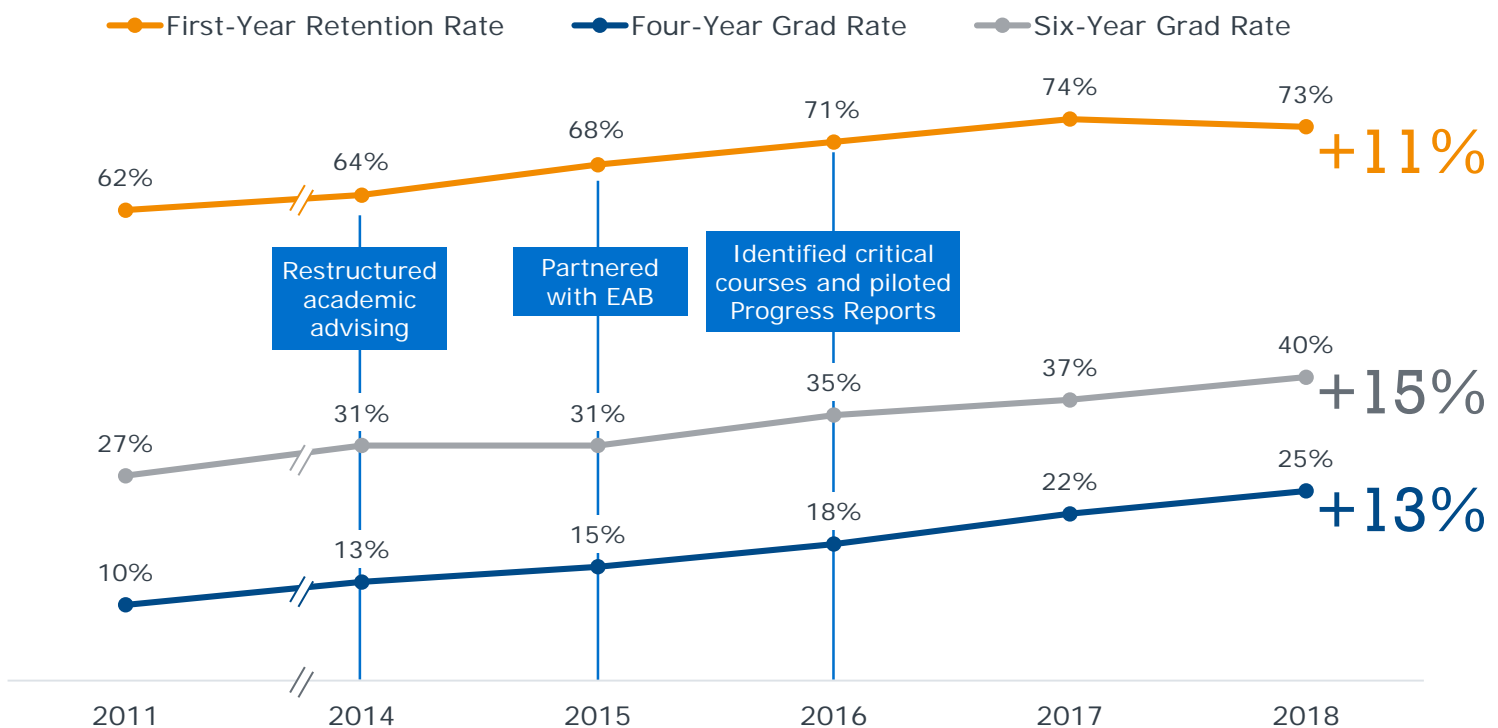
Establish guidelines for reminders to **avoid overcommunication** or a lapse in communication



Strike a balance between keeping the faculty involved and creating "extra work"

Impressive Growth in Graduation and Retention Rates

Recent Initiatives Contributed to Major Improvement in Key Outcomes



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 at-risk students.
- **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.

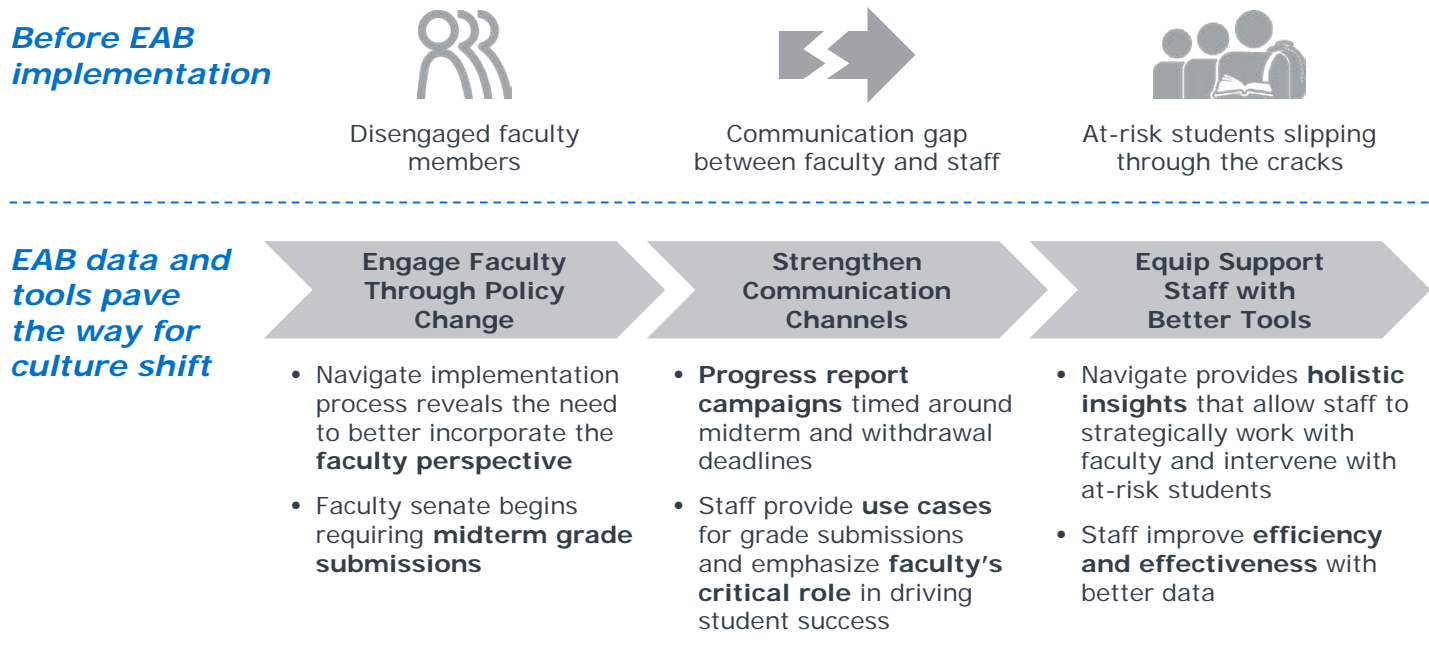
Impact Highlights

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



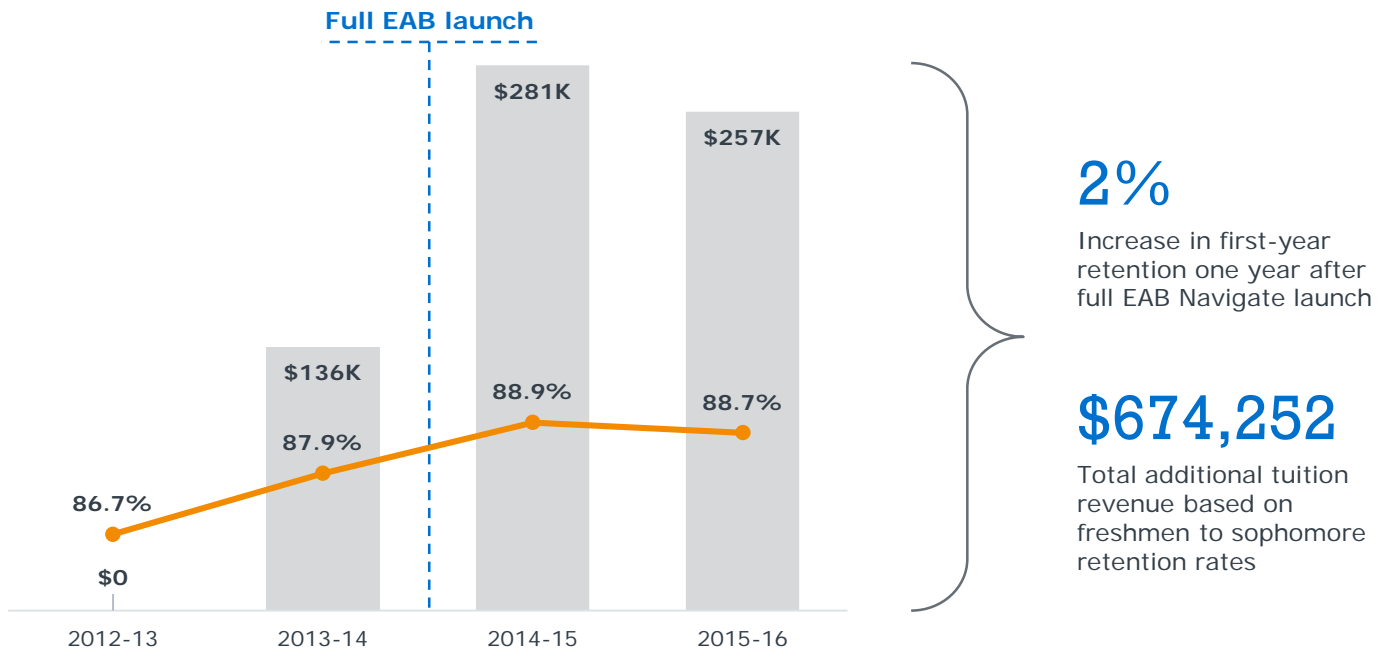
Academics thrive on open inquiry, so **transparency is critical to encourage faculty involvement**. When faculty saw the volume of initiatives being impacted by their progress report submissions, they were willing to put in the time and effort to provide insight on their students.

-Nancy Biggio, Associate Provost for Administration



Retention Continues to Climb Without Any Additional Investment in Staff

First-Year Retention and Additional Tuition Revenue



Embedding Faculty Engagement into Campus Culture

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

- **About:** Elizabeth City State University is a public, historically black university with a total enrollment of 1,535 and a six-year graduation rate of 39%.
- **Challenge:** At ECSU, advising is owned by the faculty who are often skeptical of new initiatives. Farrah Jackson Ward, Chair of the Math and Science Department, knew that in order to ensure faculty engagement with the Student Success Collaborative’s Navigate platform, she would need to change the culture.
- **Solution:** To ensure faculty had resources to use the Navigate effectively, Farrah developed an extensive support infrastructure, including a website to house training materials, a dedicated email address for faculty questions, and a Navigate liaison in every department. To keep faculty on track with Navigate, Farrah announces new campaigns during faculty meetings and on the faculty listserv, and sends regular reminders. Department chairs receive a list of those who have not complied to create a sense of accountability. Farrah also engages directly with faculty to build confidence. A faculty member herself, she sets the tone by having advisees and piloting new ideas.
- **Impact:** As a result of this work, faculty response rates have jumped from 50% to 91% for Progress Reports. The process “practically runs itself,” freeing Farrah’s time to focus on other ways to help her students succeed.

Making Navigate Engagement Part of the Culture to Improve Student Support

How ECSU Successfully Rolled Out Navigate to Faculty



Provided Access to Tailored Resources

ECSU created a website to house Navigate training materials and set up a dedicated email address to answer faculty questions



Engaged Faculty Directly

Farrah appointed a Navigate liaison in every department to engage faculty through one-on-one and group trainings



Instilled Accountability

Farrah announces progress reports and other campaigns with fanfare, and dept. chairs can easily see lists of faculty who have not submitted through Navigate



Rinse and Repeat: ECSU runs campaigns with ongoing accountability across the year, making faculty engagement the norm

Impact Highlights

41%

Increase in response rate to faculty progress reports

6%

Increase in retention rate

“ You have to embed faculty engagement into your culture by repeating your process over and over. After about three times, it becomes ‘what we do’ and faculty will buy in.”



*Farrah Jackson Ward, PhD
Associate Vice Chancellor for Academic Affairs, Math and Computer Science*

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 lower their risk—contributing to a 3% increase in six-year graduation rate since 2012.

Impact Highlights

3%

Percentage point increase in graduation rate since 2012

\$3M

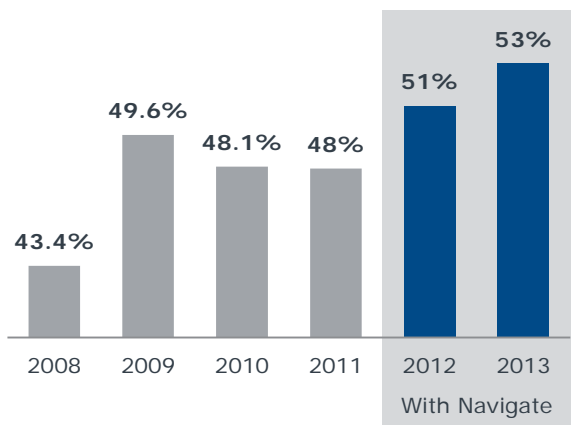
Estimated additional tuition revenue in one year

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%

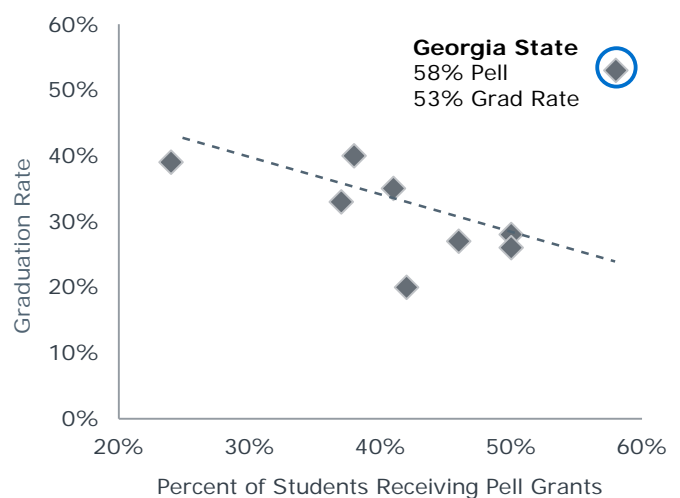
African American

+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

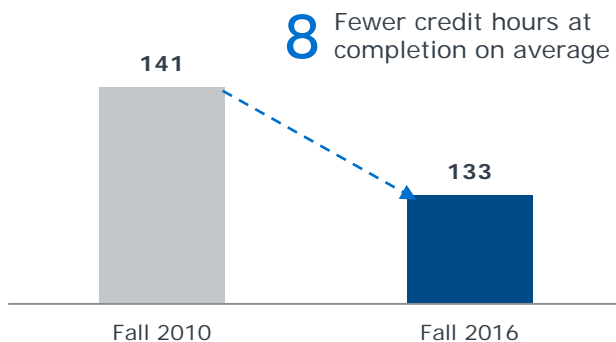


Maintaining Institution-Level Gains While Shifting Focus to Student Progress

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

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

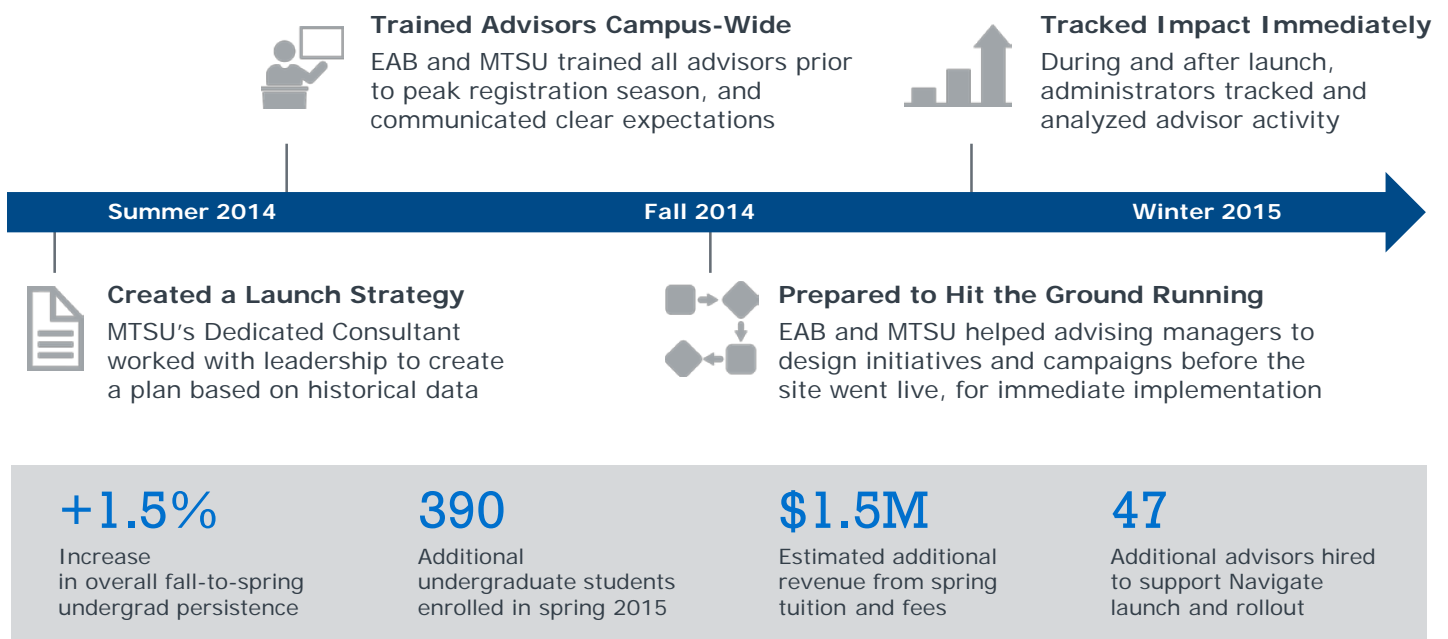
4.3%

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

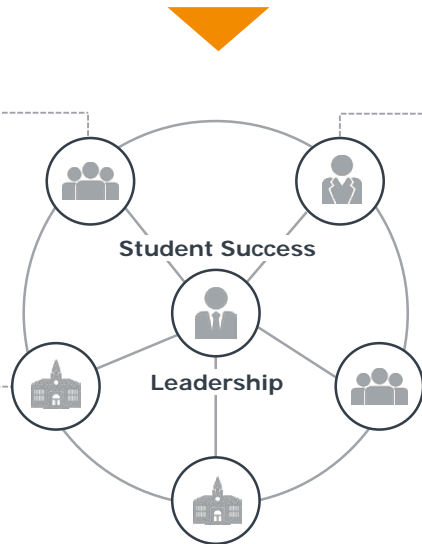
Navigate toolkits provided a framework and resources for campaign management

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

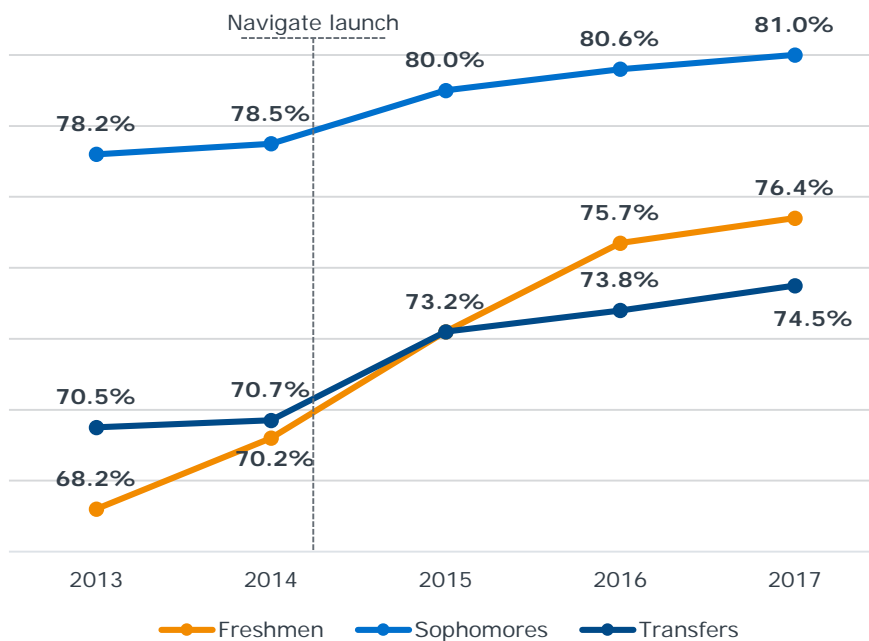
Based on EAB analysis of historical first-year GPA patterns, created REBOUND program to contact new freshman with fall GPA <2.0 to offer specialized early-return advising

Students Close to Completion

One department targeted likely returners: Low and Medium risk 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



Identified and shared relevant Navigate historical insights with each department



Convened a “Retention Think Tank” with the help of EAB to bridge various functions

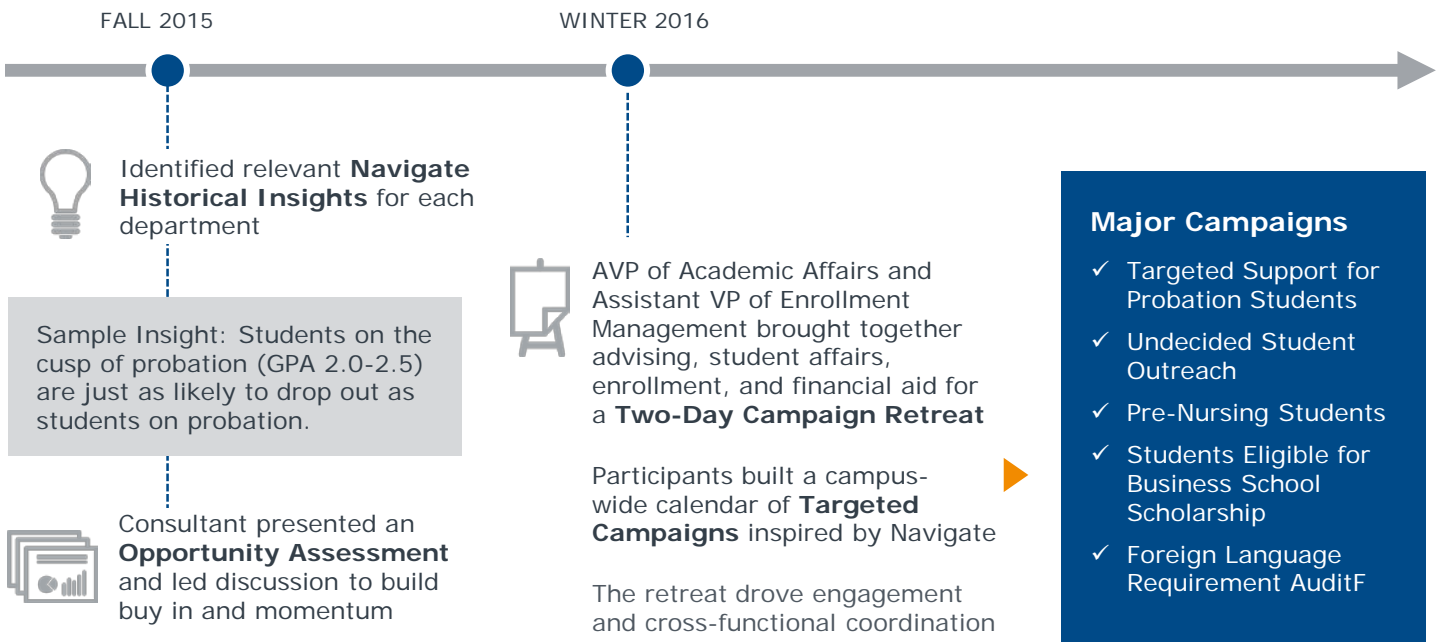


Brought stakeholders together to build a central, coordinated campaign calendar



Enacted best practice programmatic changes to encourage timely degree completion

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

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.

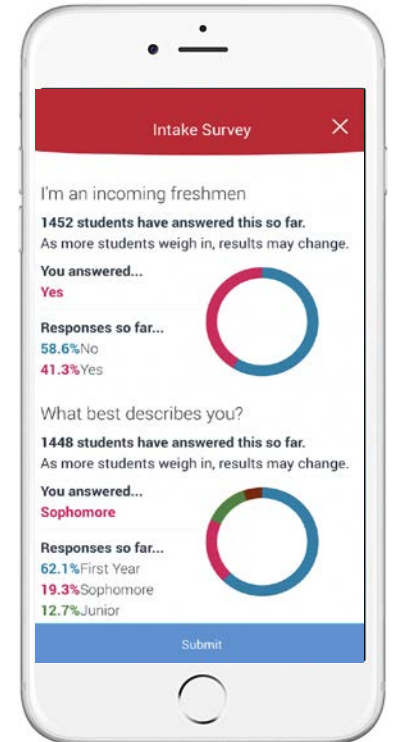
Mobile App Assignment		Benefit to RMU
<ul style="list-style-type: none"> Download the mobile app in class Complete the Intake Survey 		Advisors receive Intake Survey responses and send students targeted content based on their interests
<ul style="list-style-type: none"> Take the Major Explorer quiz Select 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

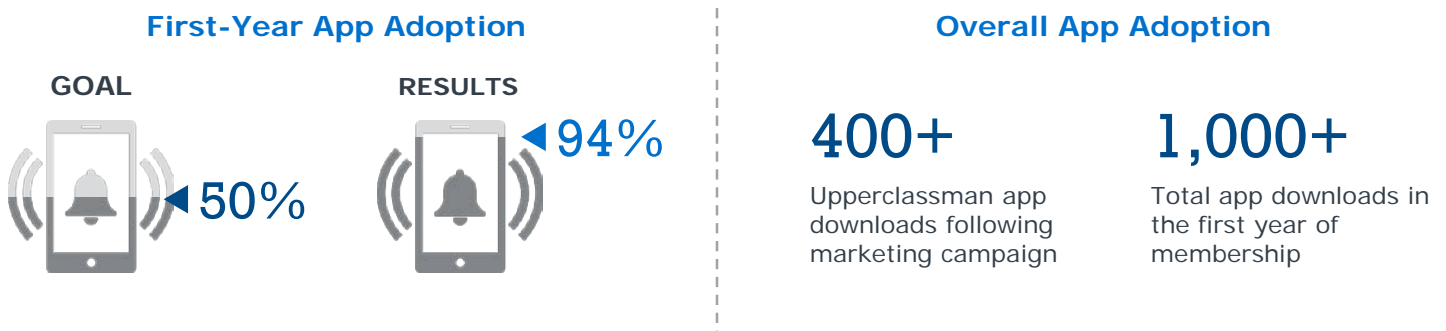
► How do in-app Quick Polls benefit students and RMU?

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

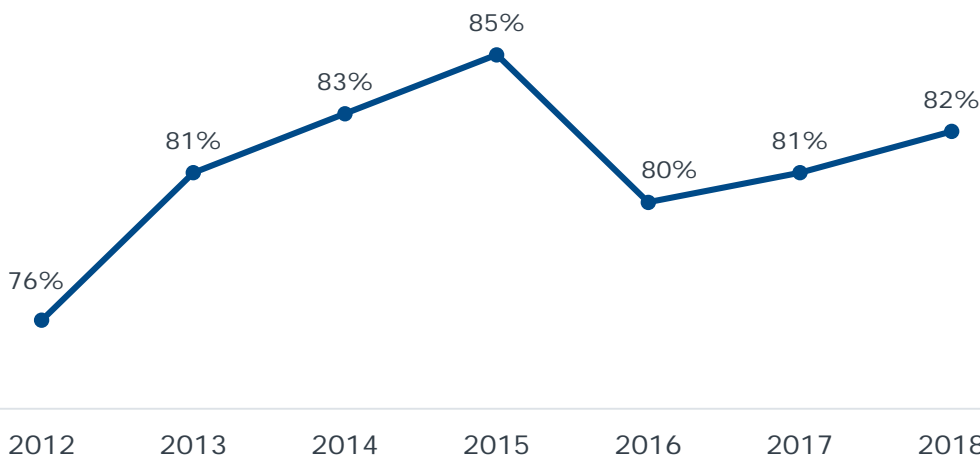
Goal	Quick Poll	Outcome
Drive engagement 	What are your general interests on campus?	Within weeks, freshmen looking to get involved were invited to info sessions
Identify roadblocks 	What are your biggest concerns about college?	130 students worried about paying for school are contacted with financial 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 Retention (Fall to Fall)



94%

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

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



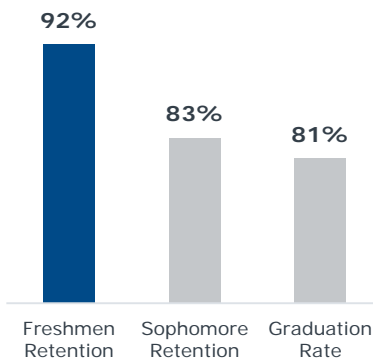
Seven-week Summer Bridge program for incoming first-generation freshmen



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

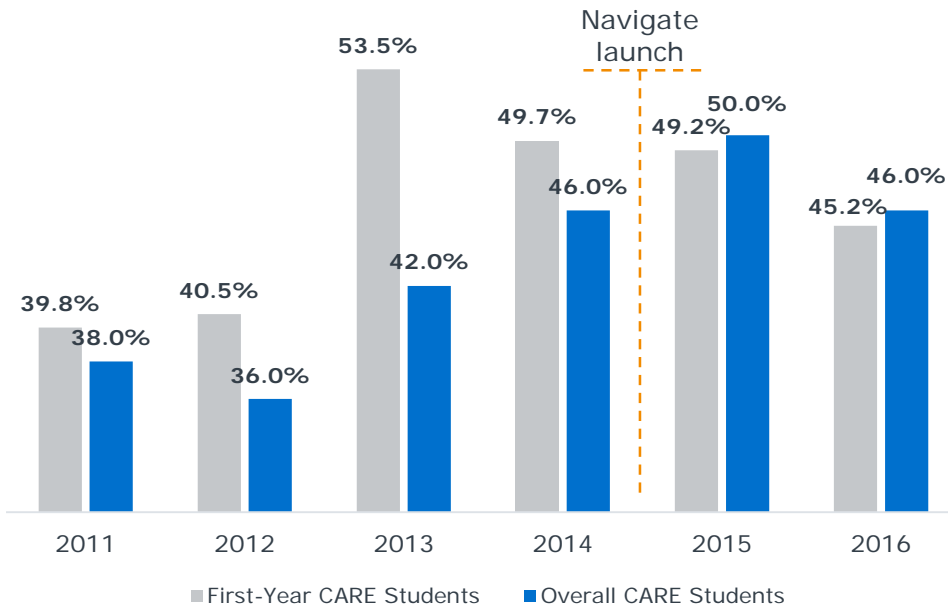
Transforming the Student Experience

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

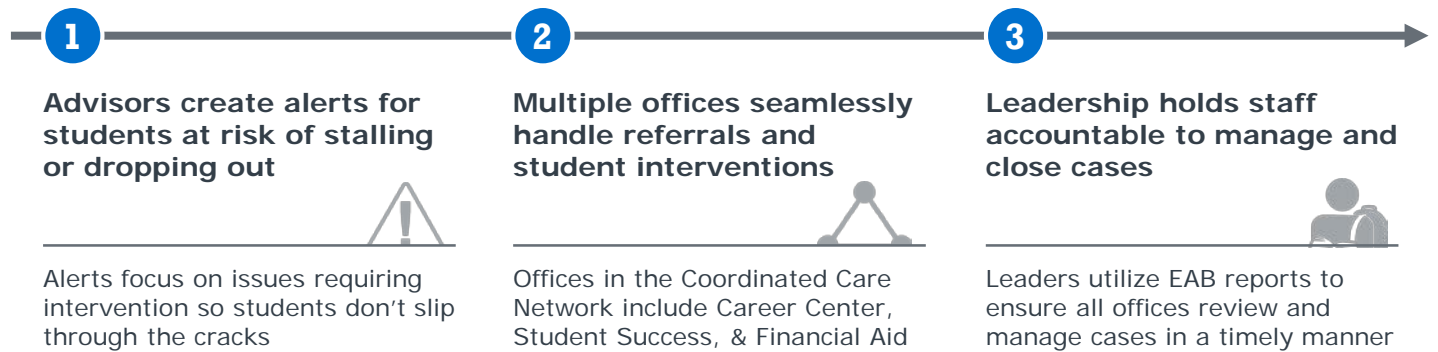
EAB Best Practices and Technology Help Standardize and Elevate Advising

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

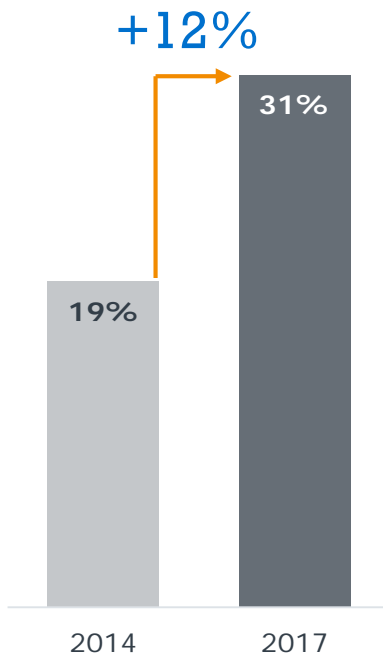
Top three referrals in 2017:

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

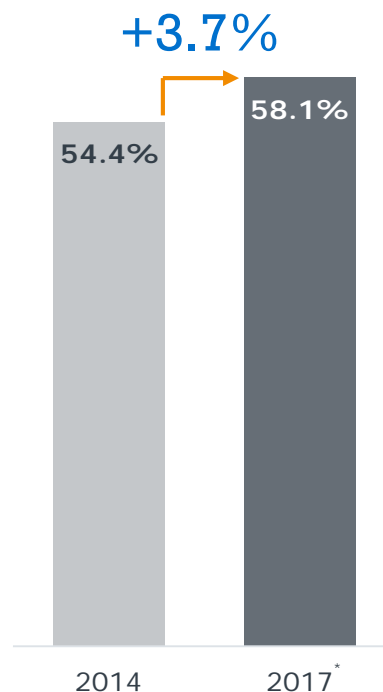
Use of EAB Technology Pivotal in Improving Satisfaction, Long-Term Outcomes

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

Piloting a Risk-Segmented Mentoring Program to Inflect Rising Junior Retention

Stony Brook University, Public Research University, Stony Brook, NY

- **About:** Stony Brook University is a public research university in the State University System of New York serving 16,831 undergraduates with a six-year graduation rate of 70%.
- **Challenge:** Over the past decade, Stony Brook’s focus on the first-year experience helped them achieve a first-to-second-year retention rate of 91%. However, with four-year graduation rates in the high 40s, Stony Brook had concerns about attrition in the sophomore year and beyond. They faced the challenge of improving without new resources, and advisors were already stretched thin with high student-to-advisor ratios.
- **Solution:** As part of the “Class of 2018 Advising Initiative,” Stony Brook segmented second-year students based on Navigate risk level and other indicators, then assigned high-risk students to professional advisors while pairing low-risk students with volunteer mentors. Advisors applied casework-style interventions and strategic outreach campaigns to support high-risk students.
- **Impact:** The initiative helped Stony Brook achieve a rising junior retention rate of 83.9%, highest in the University’s history.

Impact Highlights

1.3%
Percentage point increase in overall rising junior retention (2015 to 2016)

82.7%
Percent of undeclared sophomores who declared majors by the end of the year

Diagnosing and Segmenting the Class of 2018 Based on Risk-Level

Area of Focus: One Class of Rising Sophomores



Goal: Provide one-on-one support to all Class of 2018 students to promote persistence, beginning at the end of their first year and continuing across their academic career

Small group of advisors completed audit for each student

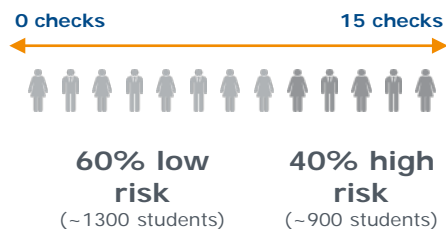
Stony Brook’s IR Office found that the graduation rate for students who get no A or A- in their first semester drops from 49% to 35%

Excerpted Audit Criteria

- Did this student earn less than a 2.5 GPA?
- Did this student earn fewer than 30 credits?
- Did this student not receive any A or A- grades in their first semester?
- Does this student have a medium or high risk level based on Navigate data?

Navigate risk level data independently confirmed majority of risk assignments

Determined risk-level based on number of checked boxes



Assigning Students to One of Two Support Models



40% high risk
(~900 students)

Assigned to Professional Advisors

- High risk students assigned to full-time advisors
- Each advisor manages cohorts of 50-60 students, deploys “social work”-style advising to break through to at-risk students and support their needs

Centrally-Coordinated Campaigns

On Top of Cohort Assignments

- Created monthly outreach campaigns based on missed benchmarks like registration
- Campaign lists generated using Navigate and include students from both cohorts
- Leadership provides specific messages (email templates) for staff to send at specific times



60% low risk
(~1300 students)

Assigned to Volunteer Mentors

- Low risk students assigned to volunteer faculty mentors
- Each volunteer assigned 5-7 students, in the same major when possible
- Volunteers taught basic skills and resources, serve more as coaches than advisors

Highest Retention of Rising Juniors in the University's History

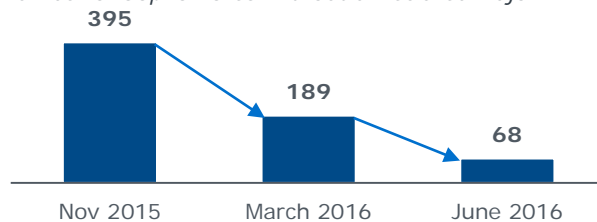
Improved Retention of Class of 2018 Students

1.3%

Increase in students returning for a fifth semester, **83.9%** compared to the University's previous highest rate of 82.6%

Timely Major Declaration a Sign of Improved Degree Progress

Number of Sophomores Without a Declared Major



IMPACT

“Advisors love having an assigned caseload now. Some of them come from a social work background, saying they have yearned for this. They never would have met with these students without the risk segmentation. And students are so excited to have a designated person supporting them.

Rick Gatteau, Associate Provost for Academic Success

Piloting a New Approach to Technology-Empowered Faculty Advising

Bloomsburg University, a Midsized Public Institution in Bloomsburg, Pennsylvania

- **About:** Bloomsburg University, which is part of the Pennsylvania State System of Higher Education (PASSHE), enrolls 9,109 undergraduate students and has a 63% six-year graduation rate.
- **Challenge:** In a challenging fiscal environment, Bloomsburg's first-year retention was on the decline. Leadership set the goal of identifying a more holistic approach to supporting student success and embracing the heavy lift of being a mission-centered public-access institution.
- **Solution:** Bloomsburg joined EAB's Student Success Collaborative (SSC) in 2014. Two years later, they worked with their dedicated consultant to roll out a new advising pilot program: the SSC Faculty Fellows Initiative. Participating faculty advise a small cohort of undeclared freshmen, leveraging EAB's Navigate platform to track notes and success markers.
- **Impact:** Students advised through the initiative achieved 4.1% greater persistence compared to their peers, generating a total of \$63K in additional in-state tuition revenue per semester.

Impact Highlights

4.1%

Greater persistence for students advised through SSC Faculty Fellows Initiative compared to peers

\$63K

Additional in-state tuition revenue per semester

Introducing the Faculty Fellows Initiative



SSC Faculty Fellows Initiative

In the spring of 2016, Bloomsburg invited faculty to apply for a new pilot advising program to oversee a **small caseload of undeclared freshmen** and **implement Navigate** in their department.



Before Launch

A campus community that was **struggling to maximize advising efforts**



Spring 2016

Leadership develops a **proposal and application process** for Faculty Fellows Initiative



Summer 2016

Faculty Fellows are selected and begin **training and advising** students over the summer

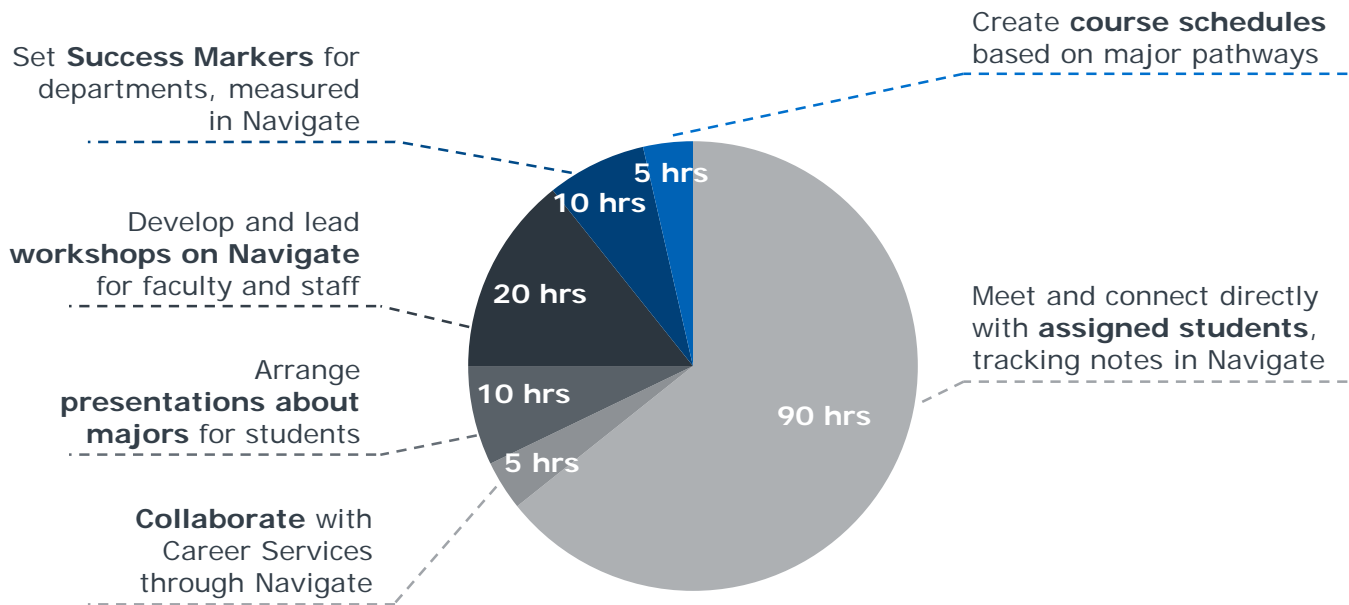


Fall 2016

Faculty Fellows use Navigate to **advise students** on majors, registration, and GPA improvement

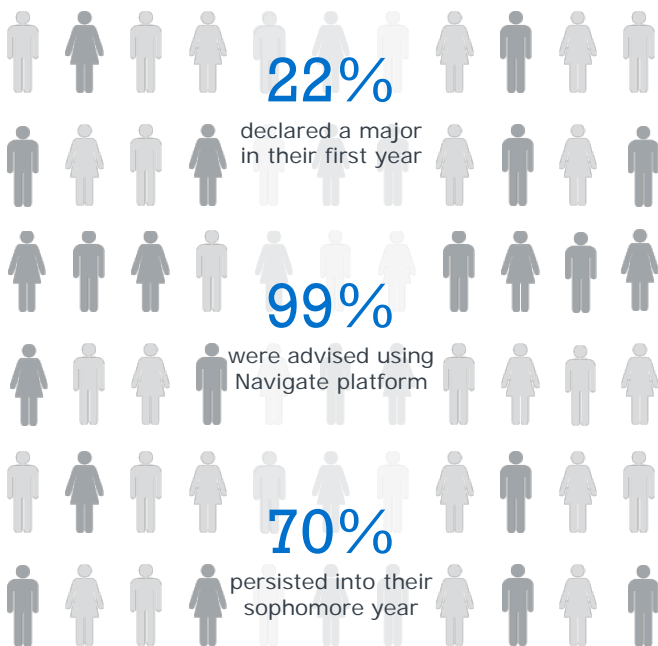
Technology Allows Faculty Fellows to Use Time Effectively

How SSC Faculty Fellows Spend Their Time Helping Students



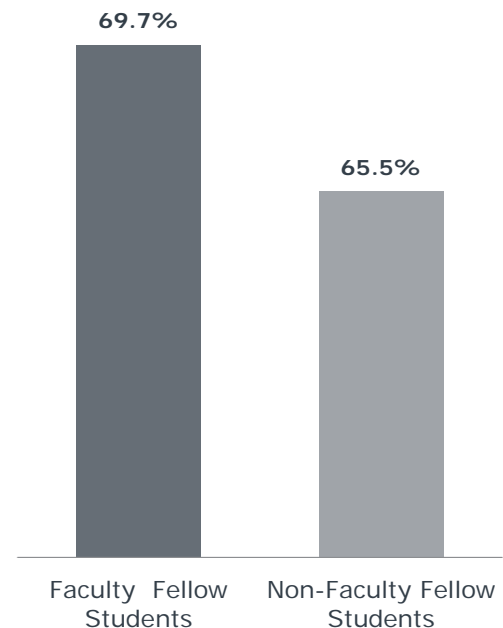
Seeing an Impact on Student Success

Out of **414** total students in the SSC Faculty Fellows program...



Persistence Impact on SSC Faculty Fellow Students

Summer 2016-Fall 2017



Improving Student Outcomes by Focusing on Deep and Broad Technology Adoption

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

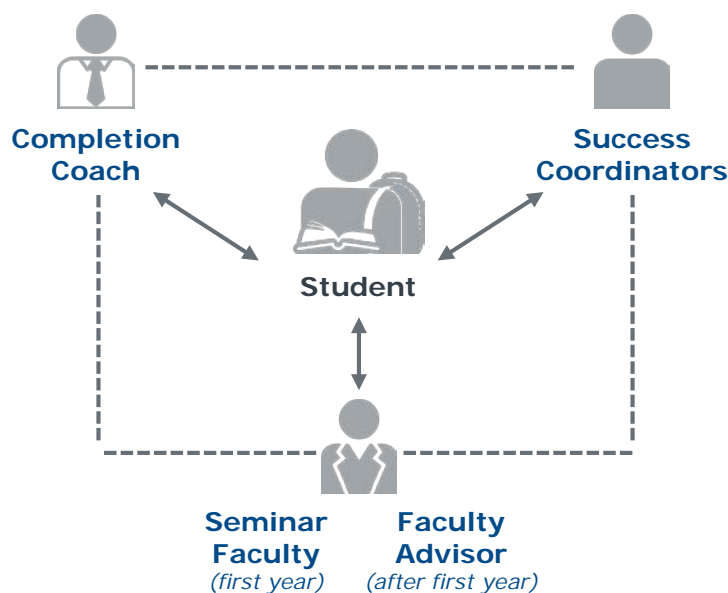
- **About:** Grand View University (GV) is a private liberal arts college in Iowa with 1,800 undergraduate students, a 50% six-year graduation rate, and a 68% retention rate.
- **Challenge:** Academic advising was disjointed, with inconsistent plans of study, unconnected silos of support, and students 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 strategic 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 at-risk students 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

<ul style="list-style-type: none"> • Student overview & messaging • Alerts & progress reports • Availability & calendar sync 	<ul style="list-style-type: none"> • Notes/advising summaries • Appointment campaigns & scheduling • Case management • Advisor skill development 	<ul style="list-style-type: none"> • Advanced search • Institution Reports • Population Health Dashboard 	<ul style="list-style-type: none"> • Predictive model • Success Markers • Major Explorer
Basic Training		Intermediate Training	
		Administrative Training	
		Advanced 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



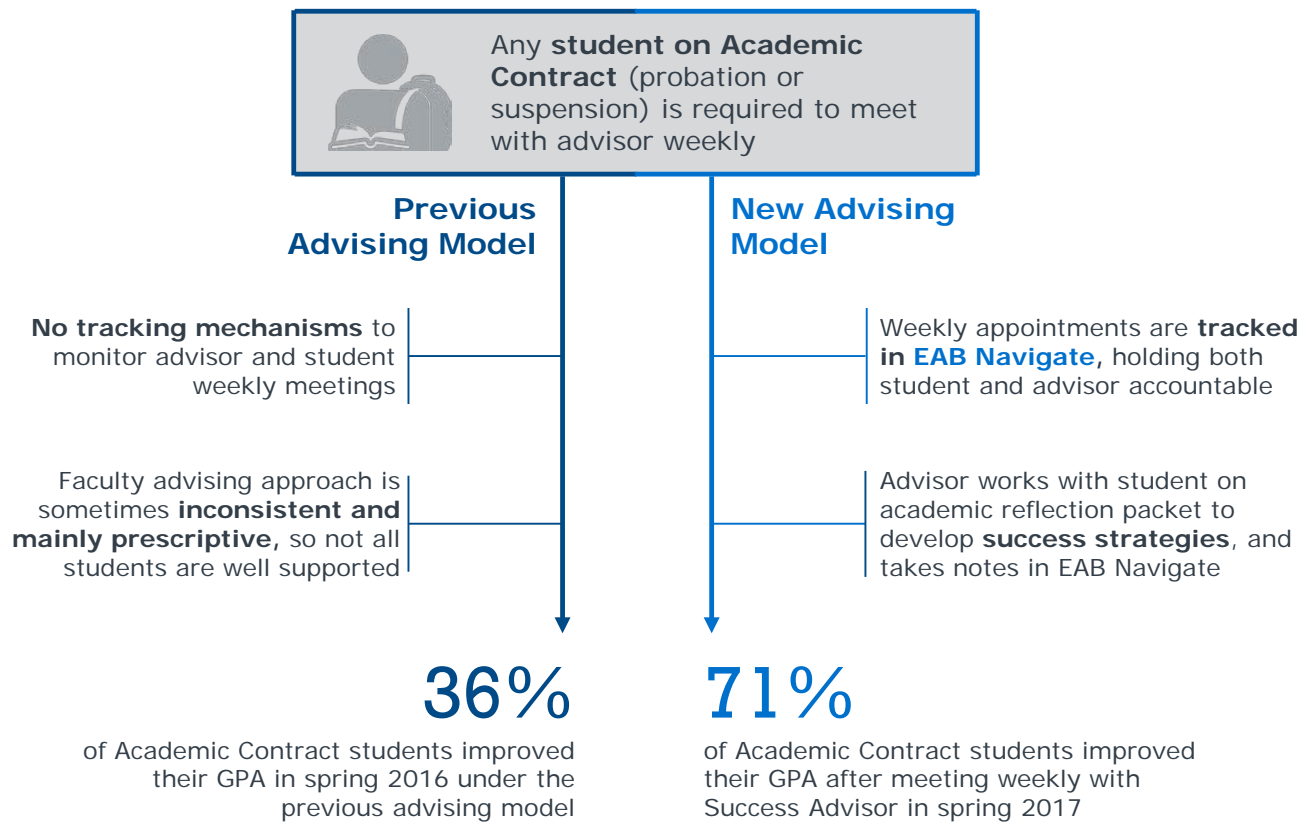
Maintaining an advising relationship with **at-risk students**, and helping them transition to college life

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

How Success Advisors Use EAB Navigate

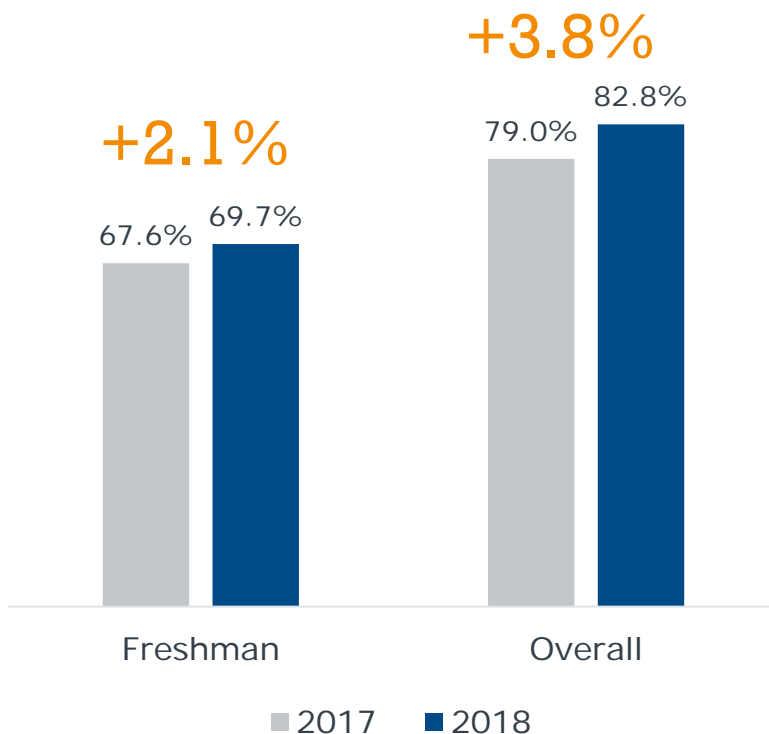
- ✓  **Contact students** who receive alerts, monitor student risk levels, close cases, and track advising appointments
- ✓  Create **progress report campaigns**, leading to all faculty reporting student grades in Week 5 of the semester
- ✓  Run **appointment campaigns** to connect with the students 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-Risk 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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