



# 2022 Case Study Compendium

Highlighting 26 Institutions that  
Improved Outcomes to Deliver a Return  
on Education for Their Students

Navigate for Four-Year Institutions



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<b>University of South Alabama</b> <ul style="list-style-type: none"> <li>• Midsize public university (16,200 undergraduate students)</li> <li>• 36% six-year graduation rate</li> </ul>	<b>12%</b> Increase in retention	9
<b>University at Albany</b> <ul style="list-style-type: none"> <li>• Midsize public university (13,500 undergraduate students)</li> <li>• 65% six-year graduation rate</li> </ul>	<b>\$5M+</b> Additional tuition dollars from Navigate campaigns	11
<b>National Louis University</b> <ul style="list-style-type: none"> <li>• Small private university (3,900 undergraduate students)</li> <li>• 48% four-year graduation rate</li> </ul>	<b>13%</b> Higher freshman retention vs. comparable peers	13
<b>North Carolina Central University</b> <ul style="list-style-type: none"> <li>• Midsize public HBCU (4,748 students)</li> <li>• 48% four-year graduation rate</li> </ul>	<b>90%</b> Retention rate of Black male students	15
<b>Concordia College</b> <ul style="list-style-type: none"> <li>• Small private university (2,010 undergraduate students)</li> <li>• 75% six-year graduation rate</li> </ul>	<b>3.4 percentage-point</b> Increase in retention	17
<b>University of North Carolina School of Medicine</b> <ul style="list-style-type: none"> <li>• Medical school (896 students)</li> </ul>	<b>96%</b> Portion of students contacted via Navigate	19

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<b>Engaging Students with Student-Facing Technology</b>		
<b>Waverton State University</b> ( <i>pseudonym</i> ) <ul style="list-style-type: none"> <li>• Midsize public university (15,000 undergraduate students)</li> </ul>	<b>15%</b> Increase in four-year grad rate across 5 years	20
<b>Marshall University</b> <ul style="list-style-type: none"> <li>• Public university (9,415 undergraduate students)</li> </ul>	<b>21.1 percentage-point</b> Higher retention for students who made an academic plan in Navigate	22
<b>Washburn University</b> <ul style="list-style-type: none"> <li>• Midsize public university (5,472 students)</li> <li>• 51% six-year graduation rate</li> </ul>	<b>21 percentage-point</b> Four-year grad rate increase	24
<b>Robert Morris University</b> <ul style="list-style-type: none"> <li>• Private university (4,385 undergraduate students)</li> </ul>	<b>2%</b> Increase in first-year retention since 2016	26
<b>Elizabeth City State University</b> <ul style="list-style-type: none"> <li>• Small public HBCU (1,695 undergraduate students)</li> <li>• 39% six-year graduation rate</li> </ul>	<b>35 percentage-point</b> Increase in preregistration, 2018-19	28
<b>Gallaudet University</b> <ul style="list-style-type: none"> <li>• Small private university (1,427 students)</li> <li>• 44% six-year graduation rate</li> </ul>	<b>11.4 percentage-point</b> Retention rate increase	30

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Leveraging Data-Driven Insights		
<b>California State University Fullerton</b> <ul style="list-style-type: none"> <li>• Large public university (34,305 undergraduate students)</li> <li>• 67.8% six-year graduation rate</li> </ul>	<b>\$29.4M</b> Total return on investment from Navigate campaigns	32
<b>Georgia State University</b> <ul style="list-style-type: none"> <li>• Large public university (25,900 undergraduate students)</li> <li>• 51% six-year graduation rate</li> </ul>	<b>\$3M</b> Estimated additional tuition revenue	35
<b>Auburn University</b> <ul style="list-style-type: none"> <li>• Large public university (25,000 undergraduate students)</li> <li>• 78% six-year graduation rate</li> </ul>	<b>\$2M</b> Potential tuition and fee revenue	37
<b>Middle Tennessee State University</b> <ul style="list-style-type: none"> <li>• Large public university (21,913 undergraduate students)</li> <li>• 52% six-year graduation rate</li> </ul>	<b>4.3%</b> Increase in four-year graduation rate	39
<b>Salisbury University</b> <ul style="list-style-type: none"> <li>• Midsize public university (7,900 undergraduate students)</li> <li>• 59% six-year graduation rate</li> </ul>	<b>2.2%</b> Increase in retention	41
<b>Buena Vista University</b> <ul style="list-style-type: none"> <li>• Small private university (1,619 undergraduate students)</li> <li>• 54% six-year graduation rate</li> </ul>	<b>11.1%</b> Increase in fall-to-spring freshman retention	43
Transforming Academic Advising		
<b>Florida State University</b> <ul style="list-style-type: none"> <li>• Large public university (31,000 undergrads)</li> <li>• 80% six-year graduation rate</li> </ul>	<b>11.3%</b> Increase in retention of junior CARE students	45
<b>University of South Carolina</b> <ul style="list-style-type: none"> <li>• Large public university (25,600 undergrads)</li> <li>• 73% six-year graduation rate</li> </ul>	<b>3.7%</b> Increase in four-year graduation rate	47
<b>University of Alaska Anchorage</b> <ul style="list-style-type: none"> <li>• Large public university (15,090 undergrads)</li> <li>• 32% six-year graduation rate</li> </ul>	<b>13.8%</b> Increase in Alaska Native six-year grad rate	49
<b>Samford University</b> <ul style="list-style-type: none"> <li>• Small private university (3,000 undergraduate students)</li> <li>• 73% six-year graduation rate</li> </ul>	<b>\$674K</b> Additional tuition revenue	51
<b>Grand View University</b> <ul style="list-style-type: none"> <li>• Small private university (1,800 undergrads)</li> <li>• 50% six-year graduation rate</li> </ul>	<b>3.6%</b> Increase in fall-to-fall first-year retention	53
<b>Keuka College</b> <ul style="list-style-type: none"> <li>• Small private college (1,000 undergrads)</li> <li>• 60% six-year graduation rate</li> </ul>	<b>3.8%</b> Retention improvement, Fall 2017 to 2018	55

# 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



**Navigate Webinar**  
Inspires the Plan



**Navigate Training**  
Helps Build Buy-In



**Navigate Toolkit**  
Supports Execution

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

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

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

## Campaigns Yielding Impressive Overall Results

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### Intervention Campaigns Improving Persistence

65<sup>+</sup>

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

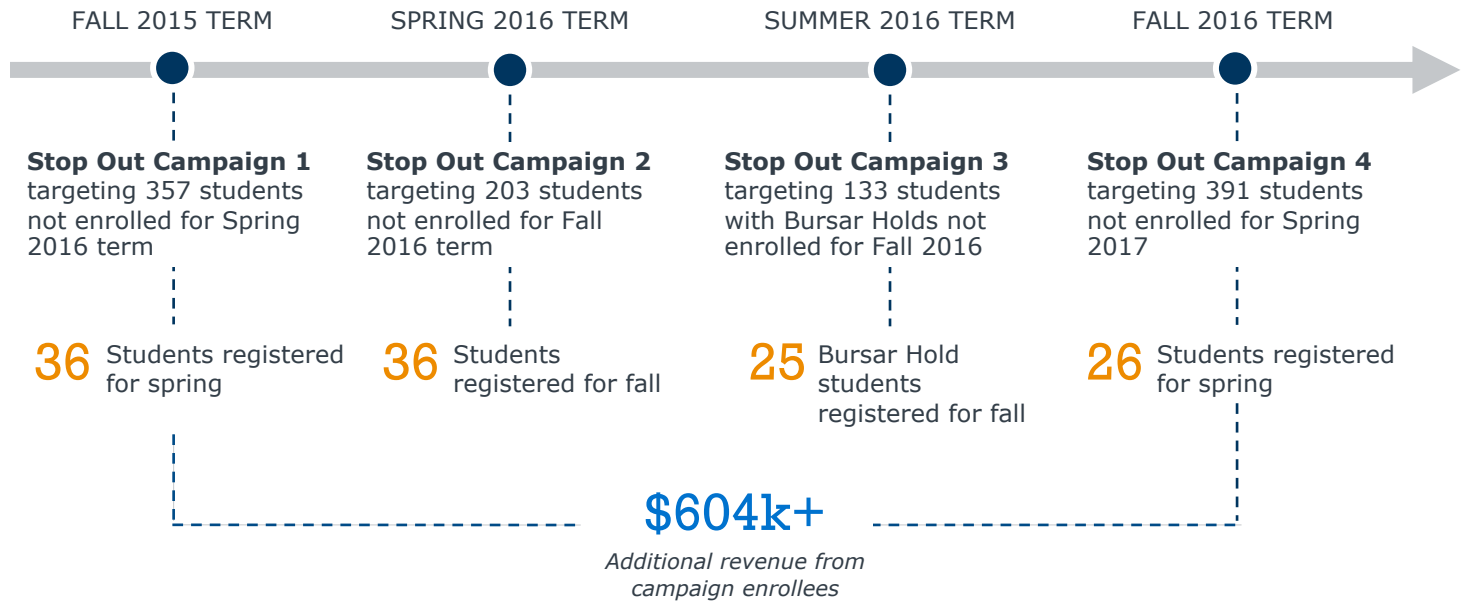
# 3

### 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

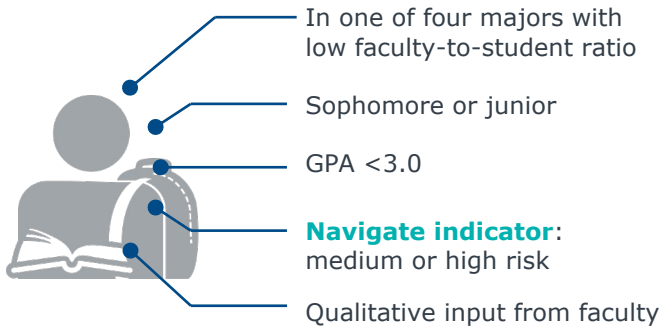


**126** more students graduated in 2016 because of the high-hours campaign

# Identifying Students with Greatest Need for Intensive Academic Coaching

## Piloting an Academic Success Coach Campaign for High Need Students

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

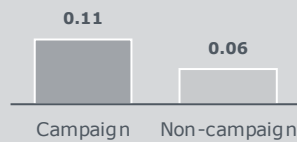


**2** Assigned each student to a designated faculty member who serves as a high-quality academic coach. Academic coaches:

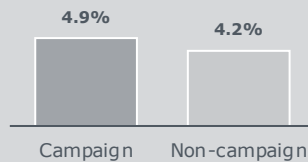
- Access Navigate alerts and mid-term grades
- Provide support across academic struggle, financial distress, and personal problems

### Results: High Need Cohort Making Positive Progress

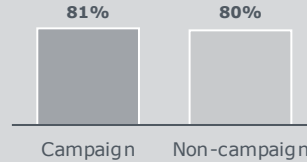
Increase in Cumulative GPA



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**



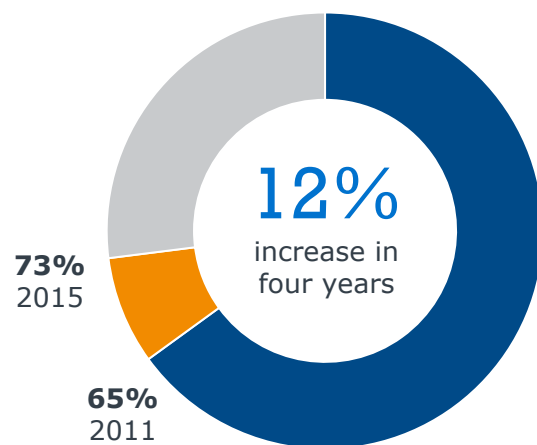
Targeting high-need majors with academic coaching

**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, a 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
<p>↗ Reenrollment for Spring 2018 Sent: 12/14/2017   Quick Stats</p>	<p>● Appts. Made (66%) ● Attend. Rate (22%) ● Reports Created (10%)</p>
<p>↗ Congrats! You Made the Dean's List! Sent: 12/14/2017   Quick Stats</p>	<p>● Appts. Made (45%) ● Attend. Rate (73%) ● Reports Created (81%)</p>
<p>↗ Resolve Academic Hold Sent: 11/12/2017   Quick Stats</p>	<p>● Appts. Made (77%) ● Attend. Rate (89%) ● Reports Created (57%)</p>
<p>↗ Meet with a Transfer Advisor Sent: 10/24/2017   Quick Stats</p>	<p>● Appts. Made (73%) ● Attend. Rate (66%) ● Reports Created (22%)</p>



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 <b>lacked visibility</b> into how others communicated with students	 Teams of faculty, coaches, learning specialists, and student success staff <b>collaboratively review centralized student information</b> in Navigate and assign interventions
Faculty couldn’t <b>identify students’ coaches</b> to request follow-up with students who may need support	 Faculty <b>submit progress reports</b> in Navigate to update the appropriate coach on student progress and flag students for follow-up
Coaches lacked visibility into students’ <b>real-time academic performance</b>	 Coaches use communication campaigns and filterable watch lists, informed by <b>real-time grade and attendance data</b> , to prioritize support
Support staff received <b>outdated info from other offices</b> , 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 <b>register for the next term</b>

# 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%

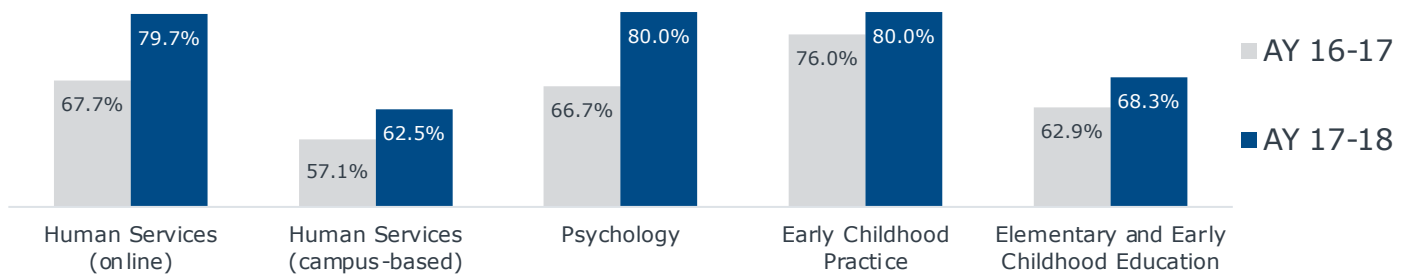
Percentage of students reporting that faculty and advisor outreach was helpful to them

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

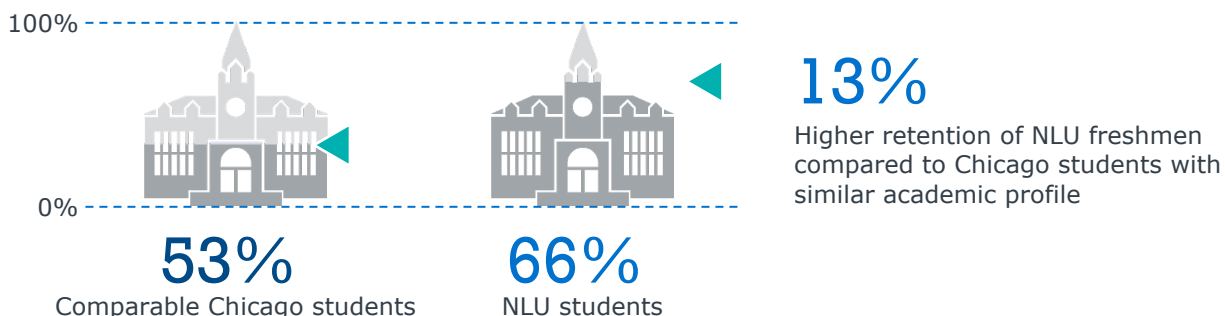
## Impressive Retention Across Student Populations

### Improving Transfer Retention Rates Across Majors

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



### Surpassing Expectations for First-Time Full-Time Student Retention



CASE STUDY

# Using Navigate to Foster Black Male Student Success

North Carolina Central University, a midsize public HBCU in Durham, NC

- About:** North Carolina Central University (NCCU) is a Historically Black College/University (HBCU) with 4,748 degree-seeking undergraduate students, a 52% six-year graduation rate, and a 76% retention rate.
- Challenge:** Male students, who make up just a third of NCCU’s enrollment and graduate at a lower rate than their female peers, lacked a place on campus to build community and belonging. With limited resources, NCCU’s Men’s Achievement Center needed to engage, support, and retain male students.
- Solution:** NCCU launched the African American Male Initiative (AAMI) in 2009 to help create a space for men on campus that offers programming, coaching, and support to foster personal, academic, and professional growth. AAMI staff use Navigate, EAB’s Student Success Management System, to monitor the progress of all students, collaborate with faculty and other offices to flag and address student needs, and analyze data that informs interventions and bolsters grant applications.
- Impact:** Men participating in AAMI have a 90% retention rate compared to a 72% retention rate of Black male students that attend NCCU but are not part of AAMI. AAMI students also have a 57% four-year graduation rate, compared to a 23% rate for all Black male students at NCCU.

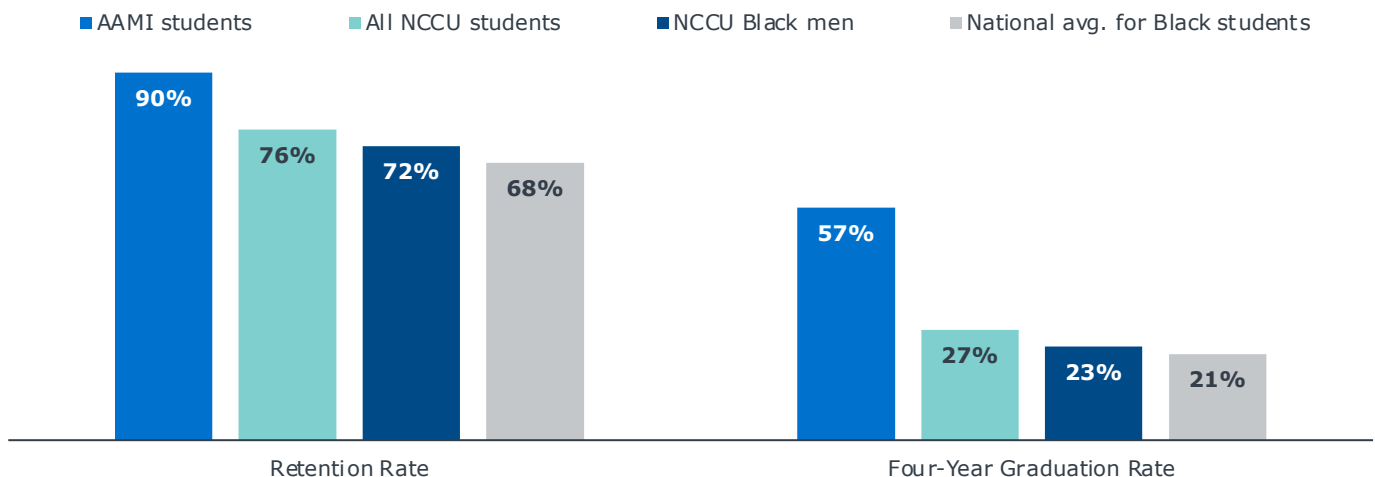
**Impact Highlights**

**90%**  
Retention rate of Black male students participating in the African American Male Initiative (AAMI)

**57%**  
Of AAMI students graduate in four years

## Intensive, Holistic Support Makes a Notable Difference

*High-Touch Programs Such as AAMI Can Mitigate Systemic Barriers to Success*



Sources: National Student Clearinghouse Research Center, "Persistence and Retention" (July 8, 2021): <https://nscresearchcenter.org/persistence-retention/>. National Center for Education Statistics, "Status and Trends in the Education of Racial and Ethnic Groups" (February 2019) [https://nces.ed.gov/programs/raceindicators/indicator\\_RED.asp](https://nces.ed.gov/programs/raceindicators/indicator_RED.asp).



# How AAMI Staff Support Students Using Navigate

Making It Easy to Meet Student Needs and Address Concerns and Challenges



Use **advanced search, tags, and student lists** to monitor progress of all AAMI participants, particularly higher-need students

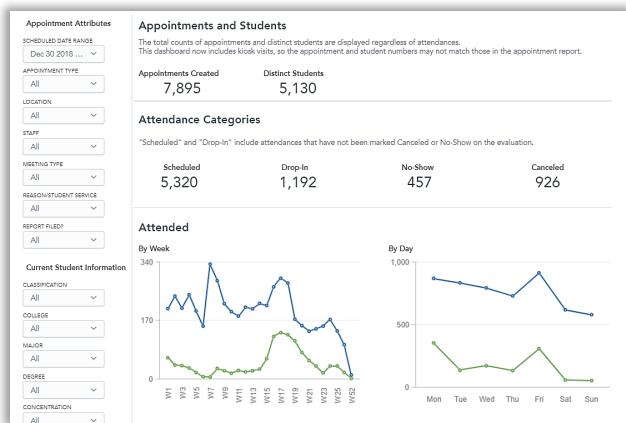


Review **faculty progress reports** to identify students struggling with coursework and attendance

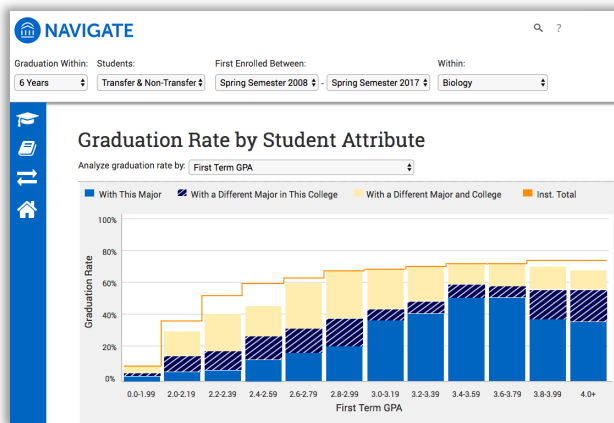
Student Name	I want to provide feedback on students in my courses (risk or kudos)	Alert Reasons (You must choose at least one if you have feedback)	How Many Absences?	Current Grade	Comments
1. Gonzales, Laura	<input type="radio"/> Yes <input type="radio"/> No	Any Reason			
2. Bretton, Robert	<input checked="" type="radio"/> Yes <input type="radio"/> No	x Positive Alert   x Technology Challenges			Robert is a great contributor to class discussions. I know he is sharing a laptop with his siblings; would be great to find him one of his own.
3. Brooks, Tara	<input type="radio"/> Yes <input type="radio"/> No	Any Reason			
4. Byrd, Genesis	<input type="radio"/> Yes <input type="radio"/> No	Any Reason			



Access data on student outreach, appointment rates, GPA, and credit hours for **grant compliance reporting**



Analyze data to **identify trends** that negatively impact GPA and use this to inform interventions



“With 160 students, I cannot keep up with all of them every day. When I get a Navigate alert, that lets me know my student is in need so I can call them into my office. It makes my life a whole lot easier.”

–Dr. Roderick Heath, Director of the Men’s Achievement Center and AAMI at NCCU



# 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 83.6% 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 ceasing in-person operations, 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 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**

**3.4 percentage point**  
Retention increase from Fall 2019 to Fall 2020, due in part to Navigate-enabled student support efforts

**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 pandemic

## Navigate Helps Concordia Staff Assess the Needs of All Students During Pandemic

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.

<p><b>1</b></p> <p>Sent <b>departure forms</b> to all students to determine their:</p> <ul style="list-style-type: none"> <li>• <b>Housing plans</b> (return to home of origin, remain in dorm, etc.)</li> <li>• <b>Financial situation</b> (including ability to travel)</li> <li>• <b>Computer and internet</b> access for online learning</li> </ul> <p><b>83%</b> of students completed form sent via email</p>	<p><b>2</b></p> <p>Used a <b>Navigate text message campaign</b> to follow up with students who didn't submit their forms</p> <p><b>99%</b> of students completed form after Navigate text campaign</p>	<p><b>3</b></p> <p>Launched <b>Progress Reports in Navigate</b>, allowing faculty to flag struggling students. Faculty submitted alerts based on:</p> <ul style="list-style-type: none"> <li>• Academic participation</li> <li>• Academic performance</li> <li>• Emotional well-being</li> <li>• Financial concerns</li> <li>• Technology barriers</li> <li>• Doubt about staying at Concordia</li> </ul> <p><b>93%</b> of faculty submitted Progress Reports</p>	<p><b>425</b> students flagged by faculty (23% of all students)</p>
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# 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 pivoting to remote instruction, the Student Development and Campus Life division **redeployed 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 Navigate rollout laid the groundwork for Concordia's quick pandemic response



## PHASE 1: Leading Up To and During Transition to Virtual Operations

Ensuring 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
Purchased gas gift cards to help students travel home	Career coach

## PHASE 2: Across the Semester with Continued 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	Sustainability coordinator
Connected students with well-being support, such as mental health and LGBTQ+ resources	Director of student conduct

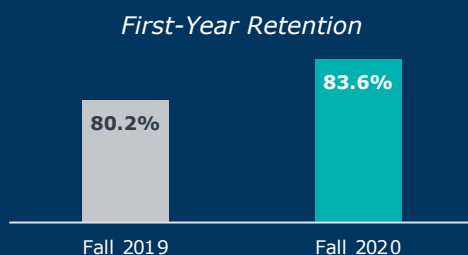
**15** Staff members redeployed in one 40-person division to meet urgent student needs

**\$60K** Emergency aid given to 313 students for needs identified by departure forms and Navigate

## Safeguarding Student Success During a Pandemic

**3.4** percentage point

First-year retention increase from Fall 2019 to Fall 2020, due in part to Navigate-enabled student support efforts



"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 and Campus Life

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

# UNC Medical School Efficiently Supports Students with Navigate

University of North Carolina School of Medicine in Chapel Hill, NC

- **About:** The University of North Carolina School of Medicine (UNC Med) is one of the top-ranked medical schools in the country. UNC Med enrolls 896 students.
- **Challenge:** Prior to launching Navigate, UNC Med struggled to provide holistic student support. Advisors had to look in many different places to get a full view of students' backgrounds, course schedules and goals, and ongoing challenges and potential concerns.
- **Solution:** UNC Med launched Navigate in 2020 and has already seen a positive impact. Advisors no longer need to manually track students with flags or attendance issues, and all relevant staff can easily and centrally access the full picture of their students to provide holistic, comprehensive support.
- **Impact:** Since launching Navigate in Fall 2020, 96% of UNC medical students have been contacted via Navigate, and 89% have appointment activity logged in the platform.

**Impact Highlight**

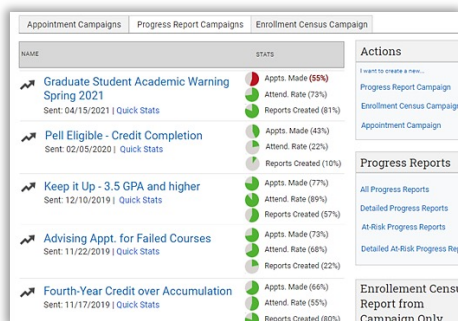
96%

Of the student population receiving text/email messages through Navigate

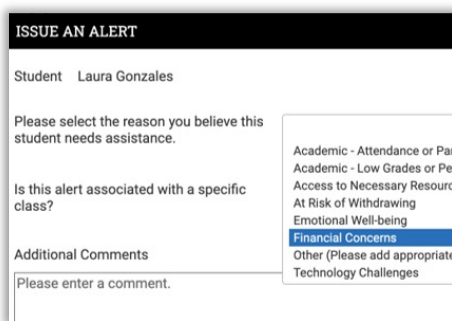
89%

Of the student population with an appointment activity logged in Navigate

## Stakeholders Across Campus Leverage Navigate to Support Students

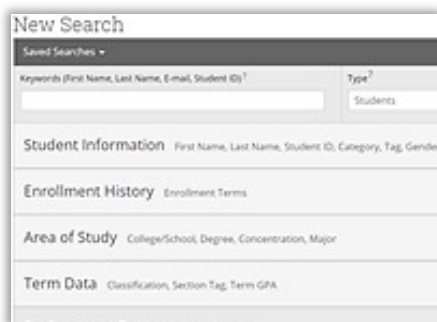


**Advisors run campaigns to schedule required appointments each semester and follow up with unresponsive students**

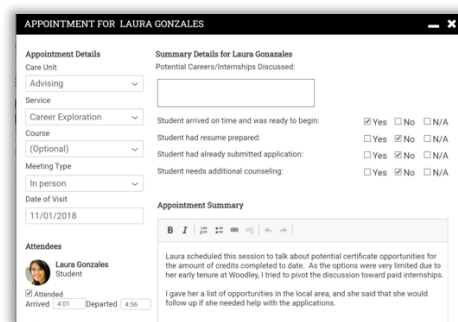


**The Office of Academic Excellence receives alerts from advisors about students in need of tutoring and other academic support**

**Student Affairs uses Advanced Search to identify and contact specific populations, such as students on a leave of absence**



**Deans schedule appointments with students who have poor course attendance or academic performance**



# 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%

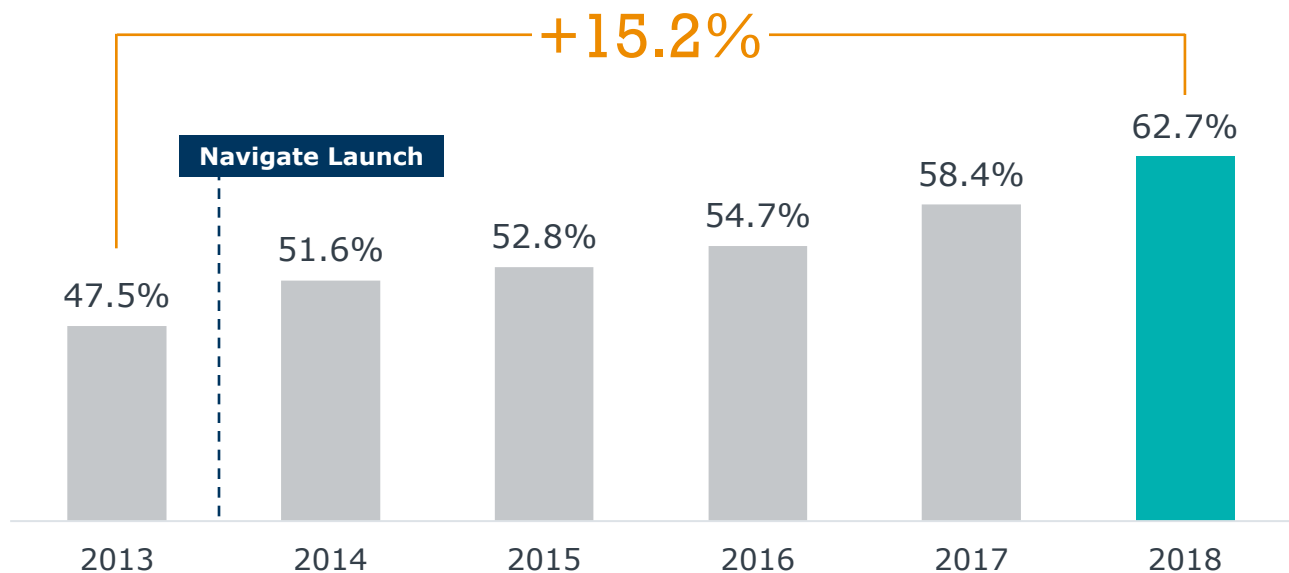
Adoption among first-year and transfer students

44,565

Total tasks completed in Navigate Student by all users

### Results: More Students Graduate on Time Each Year

#### Four-Year Graduation Rate



FOUR-YEAR UNIVERSITY

# Using Navigate to Standardize Dynamic Academic Planning and Retain More Students

Marshall University, a midsize public university in Huntington, WV

- **About:** Marshall University enrolls 9,415 undergraduate students and has a 78% retention rate and a 51% six-year graduation rate.
- **Challenge:** Across Marshall’s 60+ undergraduate degree programs in seven colleges, advising and academic planning processes varied greatly. With siloed and inconsistent student support, retention rates remained stagnant over several years. Marshall needed an innovative strategy to keep students on track and improve outcomes.
- **Solution:** Marshall expanded their existing Navigate partnership by implementing Academic Planning (AP) and One-Click Registration. Meanwhile, the Office of Undergraduate Studies used this as an opportunity to establish standardized processes, procedures, and plan formats to ensure every student on campus enjoyed the same comprehensive, dynamic plan-building experience.
- **Impact:** Students who created plans in Navigate retained at a 21.1 percentage-point higher rate than their peers without plans. This higher rate indicates that Marshall retained about 90 additional students, equating to more than \$360K in estimated tuition revenue.

**Impact Highlights**

**+21.1** percentage points  
Higher retention for students who made an academic plan in Navigate compared to students who didn’t make one

**\$360K+**  
Estimated tuition and fee revenue from 90 additional students retained

## Standardizing Academic Planning Across Campus

*Technology Empowers Advisors to Deliver Consistent and Holistic Guidance to All Students*

### BEFORE NAVIGATE

*Disparate advising practices and materials*

- Marshall’s Undergraduate Studies team **audited these varying procedures** as an initial step in the process of standardizing plans campus-wide

*Sample insights from academic planning audit:*



#### Plan Building

Some advisors used the course catalog to guide students, while others used major plans or curriculum sheets



#### Registration Holds

Requirements for removing registration holds varied between colleges and majors

### WITH NAVIGATE

*Standardized workflows and four-year plan format*

- A new Advising Director works with each college’s Lead Advisor to ensure **standardization of advisor workflows**, training, and expectations
- Undergraduate Studies staff redesigned each major’s plan to ensure **all plans are standardized** and built into Navigate

*Sample of a templated four-year plan in Navigate*

Program Template Courses	Has Requisite	Planned Term	Grades
<ul style="list-style-type: none"> <li>✓ MATH 152 Statistical Methods All first year students must complete this course</li> <li>✓ MATH 152 Statistical Methods</li> </ul>		Fall 2020	P
<ul style="list-style-type: none"> <li>✓ ENGL 111 Writing and Inquiry A pre-requisite for many courses on this template</li> <li>✓ ENGL 111 Writing and Inquiry</li> </ul>		Spring 2020	B
<ul style="list-style-type: none"> <li>➤ CTI 110 Web, Programming, &amp; Database Basics</li> <li>➤ CIS 110 Introduction to Computers</li> <li>➤ CTI 120 Network and Security Foundation</li> <li>➤ Arts Requirement</li> <li>➤ CTS 115 Information Systems Business Concepts</li> </ul>	Requisite	Fall 2020	B
		Fall 2020	A
		Fall 2020	B
		Fall 2020	A+
		Spring 2021	W



# Navigate Is a Central Element of Academic Planning at Marshall

## Integrating the Technology into Advisor and Student Workflows

▶ Advisors use a new, **standardized Navigate communication calendar** to easily send outreach campaigns that guide students through the registration process:

Navigate campaign timing	Recipients	Goal
Mid-February	All assigned students	Prompt students to draft a <b>Navigate academic plan for next term</b> prior to their advising appointment
Late February to Early March	Students who haven't yet built a plan in Navigate	Remind students to <b>build their academic plan</b> prior to meeting with their advisor
March to April	All assigned students	<b>Offer advising appointment</b> time slots for students to review their academic plan
April and May	All assigned students	Prompt students to <b>register</b> directly in Navigate

▶ Students start their **Navigate academic plan as a required assignment** in UNI100, a seven-week seminar most freshmen take their first semester, adjusting and finalizing the plan across the entire semester:

### 14-Week Semester

Week 4

Week 6

Week 12

Week 14

As a UNI100 assignment, student **drafts Navigate academic plan**

**Advisor reviews plan** and provides feedback in Navigate's shared workspace, encouraging and responding to student edits

**Advisor approves** plan; student uses **One-Click registration** in Navigate

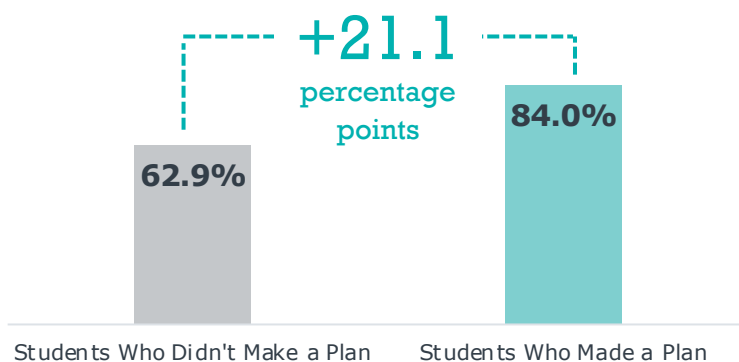
“Having students register with Navigate was great. **Navigate has made every single component of registration so much easier.** It's hassle free—not one student had an issue. It really was a cool experience to integrate Navigate into advising and registration. I would highly recommend it!”

—Marshall Academic Advisor

## Students with an Academic Plan in Navigate Retain at a Higher Rate

### Freshman Retention Rate, Fall 2019 to Fall 2020

Based on Whether Student Made an Academic Plan in Navigate



90

Estimated additional students retained after making an academic plan in Navigate

\$360K+

Estimated additional tuition revenue

### Holistic Student Support, Beyond Academic Planning

During the pandemic, faculty submit progress reports on urgent student concerns—in conjunction with advisor campaigns, this ensures a coordinated network of student care

6

New pandemic-related alert reasons available in Navigate progress reports

13

Potential additional students retained due to use of pandemic alert reasons

2.2 percentage points

Higher Fall 2020 retention for students with an alert reason submitted in Navigate compared to those with no alert reason

\$50K+

Potential additional tuition revenue from students with alert reasons who were retained

CASE STUDY

# Navigate Helps Students Take Ownership of Their Academic Paths and Graduate on Time

Washburn University, a midsized open-access public university in Topeka, KS

- **About:** Washburn is an open-access university with 5,472 undergraduate students, nearly half of whom are first-generation. Washburn has a 69% retention rate and a 51% six-year graduation rate.
- **Challenge:** Many students, especially first-generation students, found the university catalog confusing and intimidating. Washburn experienced challenges guiding students through multi-semester course planning and faced stagnant student outcomes, including their four-year graduation rate. They sought a way to help students better understand course offerings and requirements so they could chart their own academic paths.
- **Solution:** Student success leaders at Washburn know that for students to graduate on time, they need to create a personalized path that evolves with them across their time on campus. By implementing Academic Planning within EAB’s Navigate, Washburn incorporated informed course planning into their first-year seminar, allowing students to envision an achievable and adaptable path to graduation.
- **Impact:** Washburn’s Navigate partnership, and the Academic Planning tool in particular, have had an outsized impact: their four-year graduation rate increased 21 percentage points since launching Navigate. Additionally, they’ve seen \$413,000 in tuition revenue from higher average retention and credit loads for students using building academic plans in Navigate.

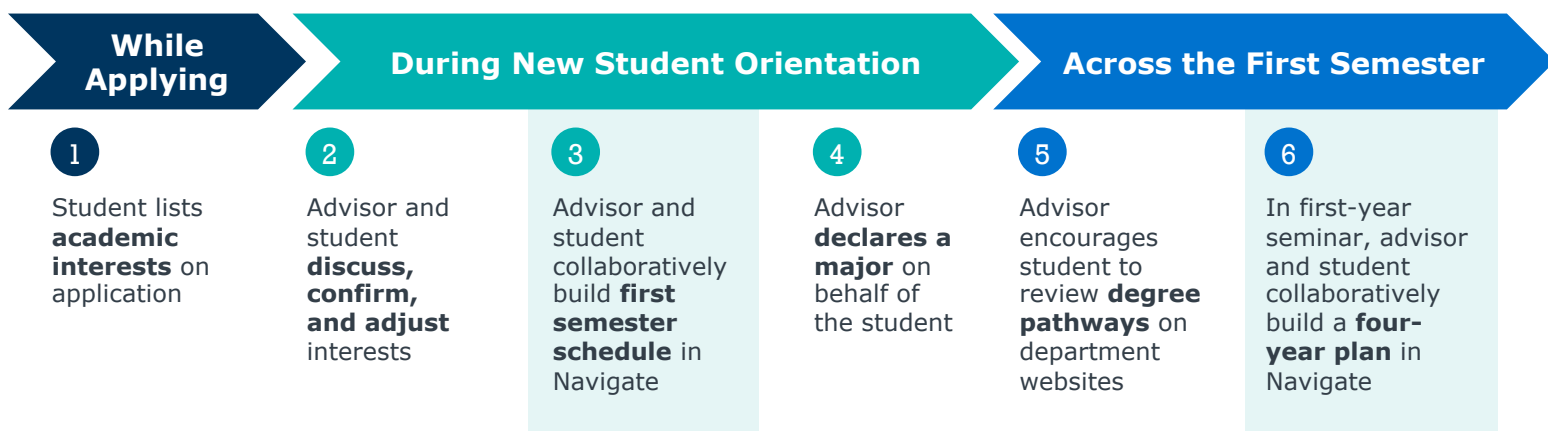
**Impact Highlights**

**21 percentage-point**  
Increase in four-year graduation rate since launching Navigate

**\$413,000**  
Additional revenue from higher average retention and credit load of students using Navigate Academic Planner

## Academic Planning Conversation Starts Immediately

*Washburn Advisors Guide Students as They Discover Academic Paths and Chart Their Own*





# Incorporating Academic Plans into Washburn's First-Year Seminar, WU101

Navigate Is an Essential Tool for Engaging Students in Their Own Long-Term Success

## Start of semester

Instructor ensures all students have **logged in to Navigate**

## Mid-semester and beyond

Students **create four-year plans** in Navigate, reviewing with their advisor in person and in Navigate's virtual shared workspace across the semester

### Weeks 3 and 10

Students complete **Navigate surveys** about their transition to college

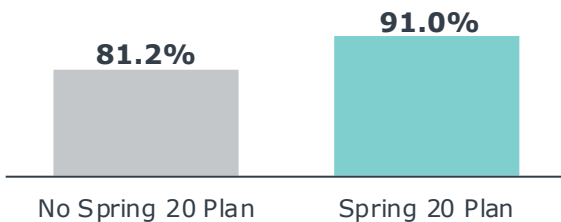
### Throughout the semester

Faculty instructor emphasizes effectively using Navigate as a **key skill for success** at Washburn

## The Impact of Building an Academic Plan

Higher Retention and Credit Loads, and Previously Stagnant Grad Rate on the Rise

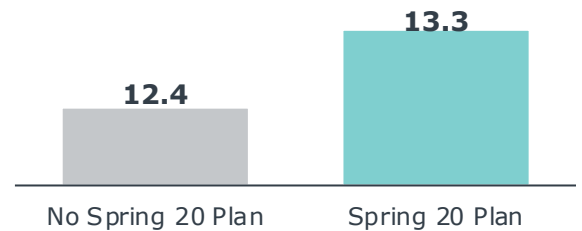
### Fall-to-Spring Retention of Freshmen and Sophomores



**\$316K**

Tuition revenue saved as a result of higher retention with Navigate Academic Planning

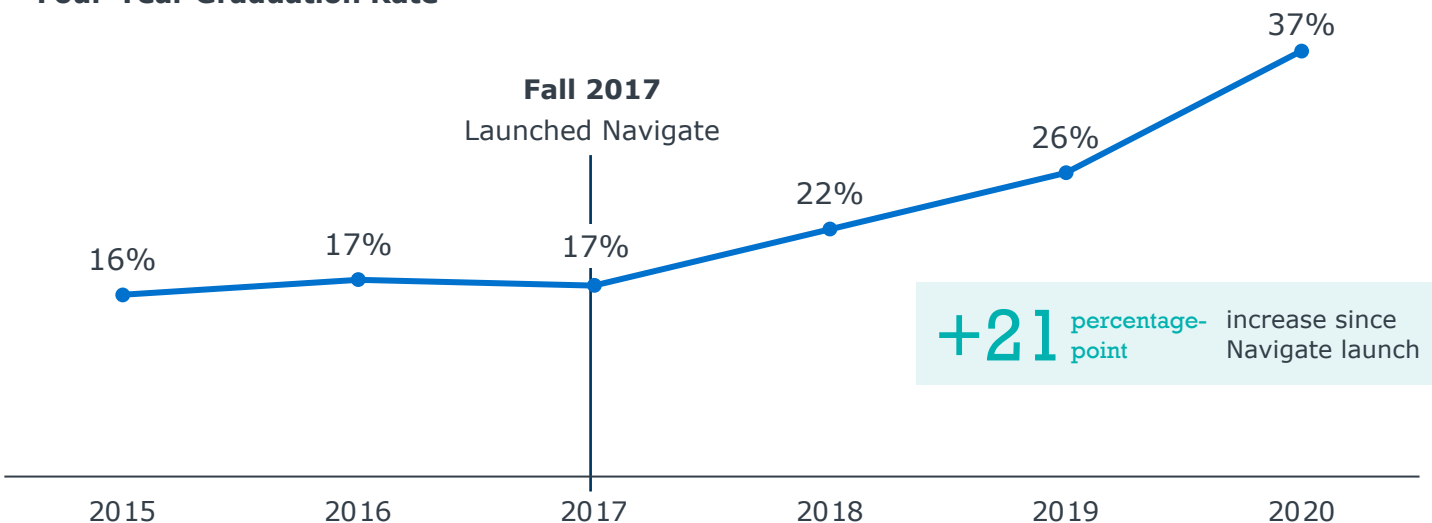
### Spring 2020 Avg. Credit Load of Freshmen and Sophomores



**\$97K**

Additional revenue from increased credit load of students who planned courses in Navigate

### Four-Year Graduation Rate



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.

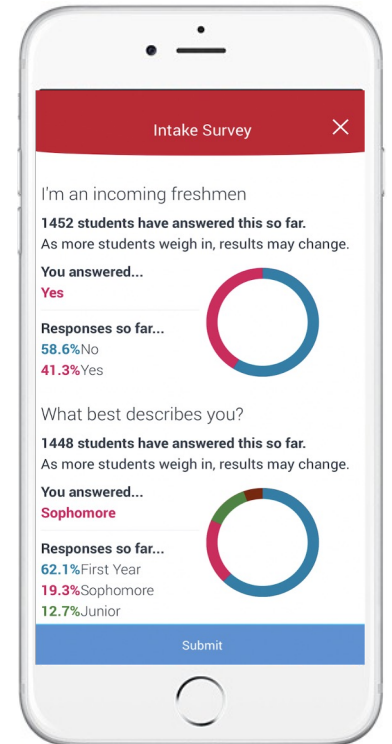
Mobile App Assignment		Benefit to RMU
<ul style="list-style-type: none"> <li>• Download the mobile app in class</li> <li>• Complete the Intake Survey</li> </ul>		Advisors receive Intake Survey responses and <b>send students targeted content</b> based on their interests
<ul style="list-style-type: none">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

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



## Results: Strong App Adoption Drives Record-Breaking Retention Growth

### First-Year App Adoption



### Overall App Adoption

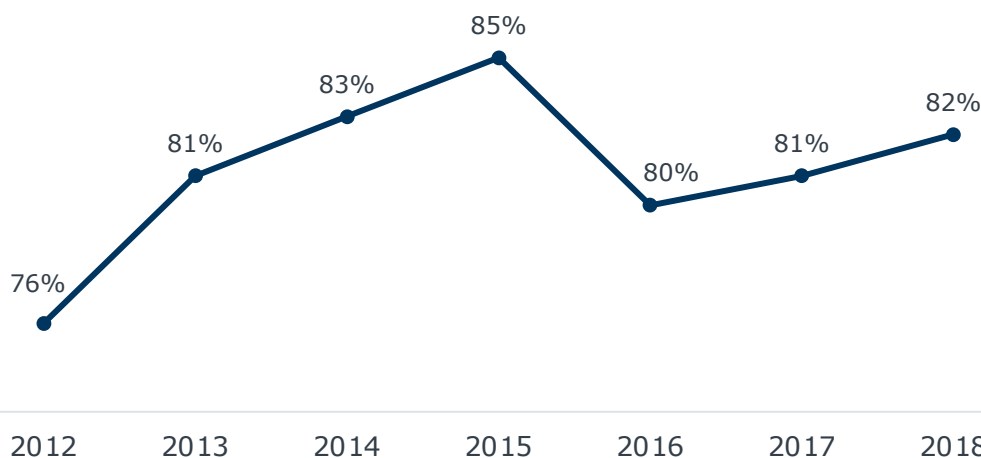
**400+**

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!

CASE STUDY

# 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 preregistration<sup>1</sup> 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 rate<sup>1</sup>, 2018-2019

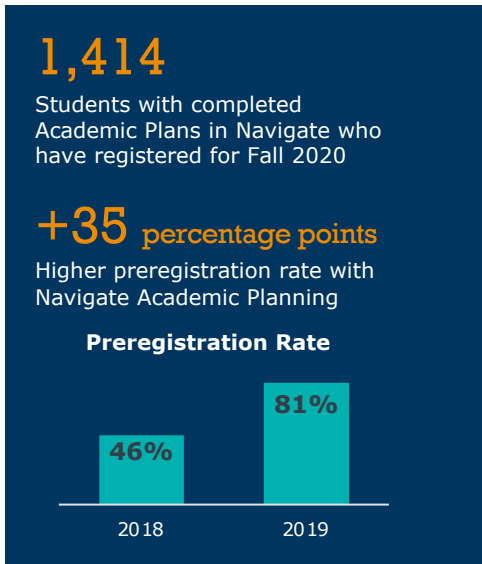
**4 percentage points**  
Improvement in four-year graduation rate, 2017-2018

## Addressing Barriers to Long-Term Academic Planning

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

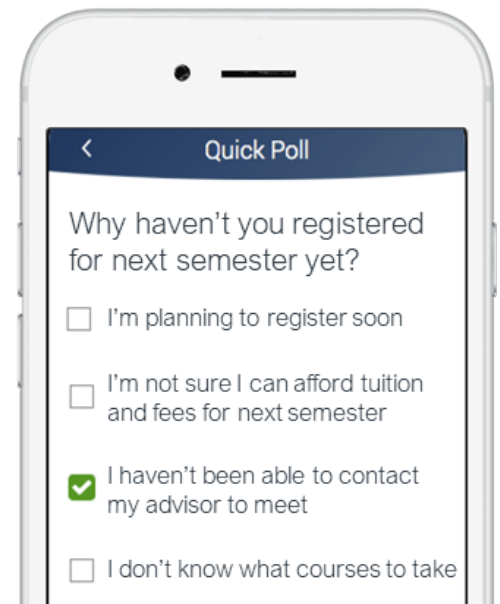
 <b>Barrier to Success</b>	 <b>Academic Planning</b>	 <b>New Process at ECSU</b>
<b>Students</b> don't have full knowledge of degree requirements, which can lead to decisions that increase time to degree	Students can view degree maps, requirements, and completed coursework while automated guardrails prevent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

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

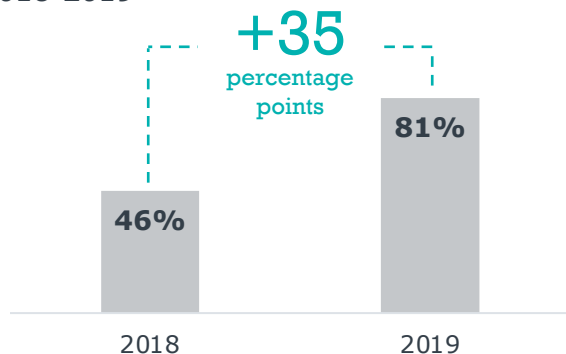
Identify students facing barriers to accessing online courses, including financial hardship or lack of technology

17

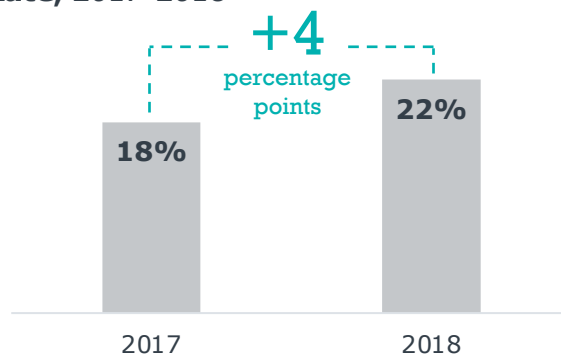
Students flagged for additional support from Quick Polls

## 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

CASE STUDY

# How Navigate Fostered Student Belongingness to Improve Retention at Gallaudet University

Gallaudet University, a small private university in Washington, DC

- **About:** Gallaudet University (GU) is a bilingual private university that ensures the intellectual and professional advancement of deaf and hard of hearing students through both American Sign Language (ASL) and English. With an enrollment of 1,427 students, GU’s retention rate is 74.3% and six-year graduation rate is 43.6%.
- **Challenge:** GU leveraged a basic student success platform for several years to address stagnant retention rates. However, Gallaudet quickly hit a retention plateau, and had limited capability to truly engage students and allow staff to provide holistic support.
- **Solution:** GU migrated to Navigate in 2018 with the goal of improving retention and engaging students to foster stronger sense of belongingness. Navigate allows GU to connect advisors, faculty, and support staff across campus in a coordinated network with students at the center. Additionally, Navigate’s student-facing app empowers students to easily access the resources and support they need.
- **Impact:** Since migrating to Navigate, GU’s retention rate has increased 11.4 percentage points. With 92% of students using it, the Navigate student app is an essential retention tool for GU. Students using the app retain at a 1.7 percentage-point higher rate than the cohort average, generating over \$130K in additional tuition revenue in just one semester.

**Impact Highlights**

**11.4** percentage-point  
Retention rate improvement across four years since migrating to Navigate

**\$130K+**  
Additional tuition revenue for one semester due to higher retention rate for students using Navigate student app

## Migration to Navigate Allows GU to Become a More Student-Centric Campus

*Technology Ensures Students Feel Fully Supported and Connected*

### Why GU Migrated to Navigate

#### Basic student success platform

- ✗ Faculty- and staff-initiated “red flags” **appear punitive and feel discouraging** to students
- ✗ Appointment and outreach functionality **places the burden on staff** to contact students, so communication flows one-way
- ✗ No student-facing app available, preventing students from easily accessing resources and **feeling connected** to campus



- ✓ Alerts appear as neutral notifications, which students find less jarring and **more empathetic**
- ✓ Students can schedule appointments and contact advisors and faculty themselves, allowing them to easily **get help when they need it**
- ✓ Intuitive, guiding student-facing mobile and desktop app provides on-demand resources and fosters a **sense of belongingness** at GU

## Navigate Mobile App Helps GU Engage and Retain Students

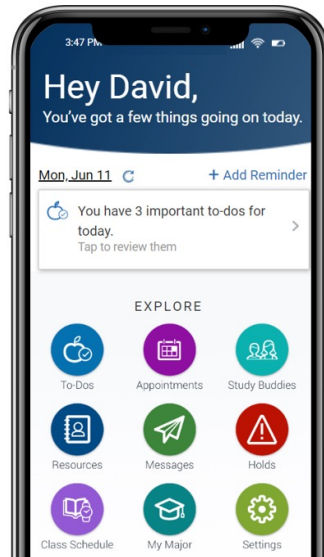
A Wide Variety of Tools to Reach, Connect with, and Guide Students

### GU's Most-Used Features in the Navigate Student App

**Notifications** ensure students get important info right away

**Appointment scheduling** makes it easy for students to find time with advisors and tutors, virtually or in person

**Resources and wayfinding tools** help students find what they need on campus

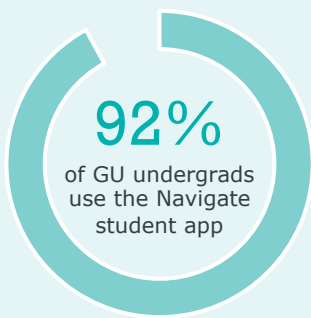


**Quick Polls** allow GU to pulse check students' wellbeing and triage resources and support

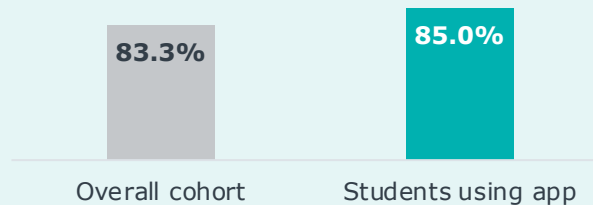
**63%**

of students who said they were struggling with virtual learning in a Quick Poll had an advising appointment scheduled within one month

**Multi-modal messaging** helps advisors to reach students wherever they are



### Fall 2020-Spring 2021 Undergraduate Retention



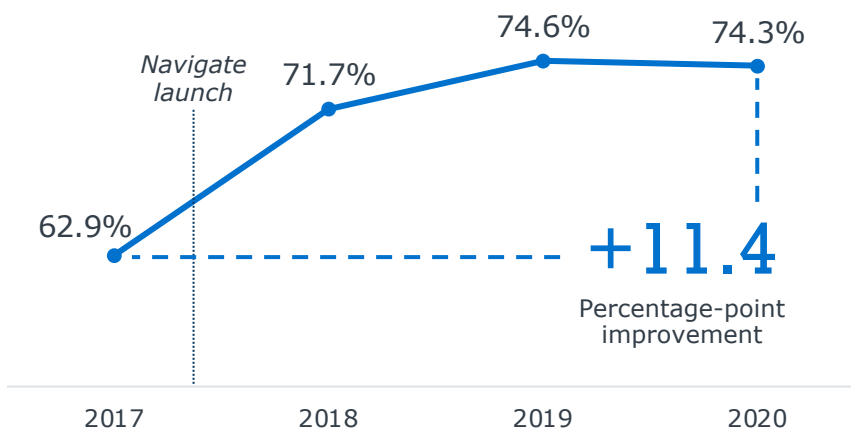
Additional tuition revenue in one semester due to higher retention rate for students using Navigate

▶ In summer 2020, GU gifted all students tablets with Navigate pre-loaded, ensuring everyone, including students without personal computers, could reliably access needed resources and support during the pandemic.

## Better Technology is Key to Improving Student Outcomes

Navigate Boosts Student Success at Gallaudet

### First-Time Freshman Fall-to-Fall Retention Rate



“We feel we're shifting to a 21<sup>st</sup> century technology with mobility. Navigate is a much more valuable tool.”

-Dr. Thomas Horejes, Associate Provost, Student Success and Academic Quality



CASE STUDY

# 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)<sup>1</sup> 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

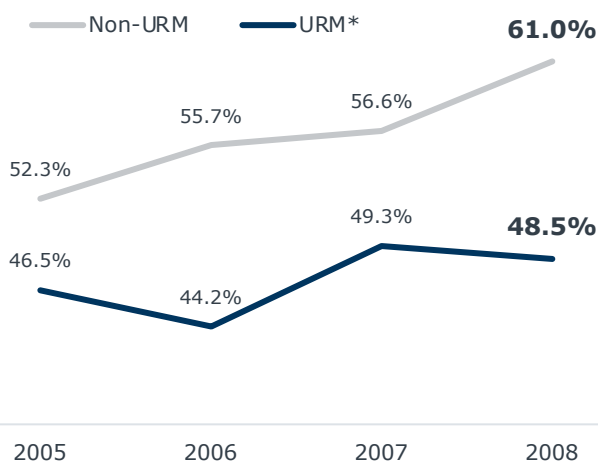
**7 percentage points**  
Smaller achievement gap between URM and non-URM students for 2013 cohort vs. 2008 cohort

## 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



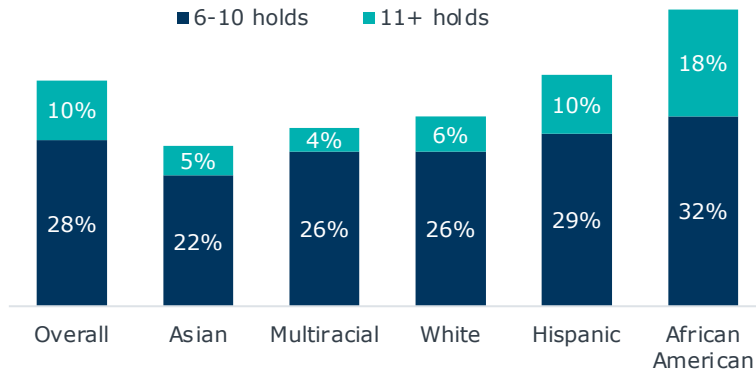
## Four Major Initiatives to Improve Student Success

<p><b>1</b></p> <p>Implement <b>EAB Navigate</b></p> <ul style="list-style-type: none"> <li>✓ Appointed Student Success and IT leaders as co-chairs of Navigate implementation team</li> <li>✓ Leveraged EAB Consultant as a go-to partner to all offices in the advising community</li> </ul> <p style="text-align: center;"><b>135%</b></p> <p style="text-align: center;">Increase in notes posted in Navigate, 2016 to 2018</p>	<p><b>2</b></p> <p>Improve <b>Physical Space</b> to Serve Students</p> <ul style="list-style-type: none"> <li>✓ Established new Student Success Centers at all CSUF colleges, designed offices for efficiency</li> <li>✓ Showcased diverse staff backgrounds with profiles in waiting area</li> </ul> <p style="text-align: center;"><b>\$181</b></p> <p style="text-align: center;">Student-initiated semesterly fee that funds Success Centers</p>	<p><b>3</b></p> <p>Engage <b>Faculty</b> in Student Success</p> <ul style="list-style-type: none"> <li>✓ Formally recognized faculty for their impact in academic advising</li> <li>✓ Shared students' stories about the impact of faculty conversations outside the classroom</li> </ul> <p style="text-align: center;"><b>331%</b></p> <p style="text-align: center;">Increase in Navigate staff and faculty users, 2016 to 2018</p>	<p><b>4</b></p> <p>Audit <b>Procedural Inequalities</b></p> <ul style="list-style-type: none"> <li>✓ Examined data on higher rates of account holds among African American students</li> <li>✓ Surveyed students about account holds, revealing that different populations interpret these in distinct ways</li> </ul> <div style="text-align: center; margin-top: 20px;"> </div>
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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**

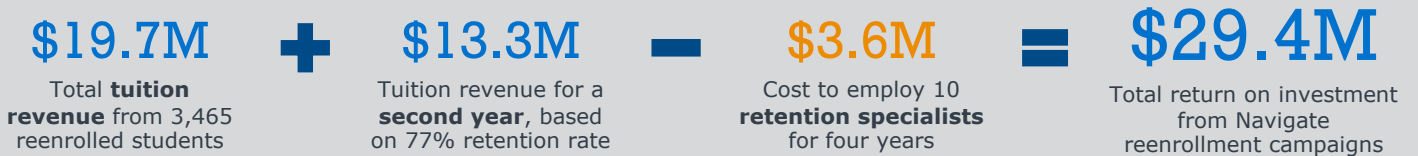
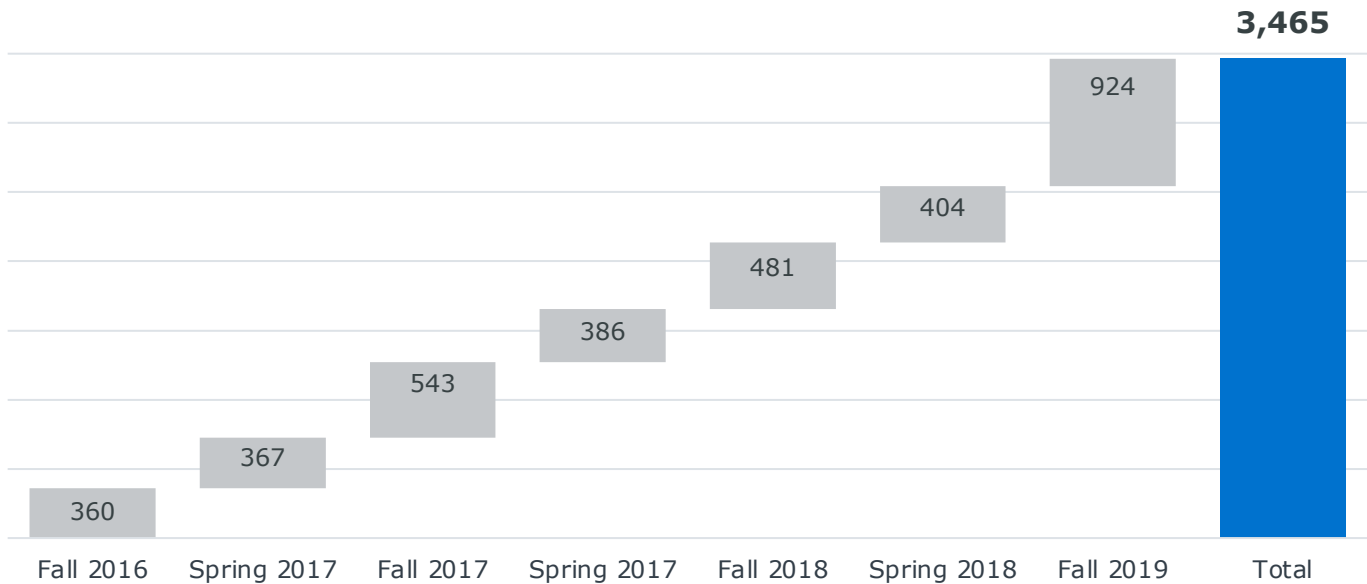
Active Campaigns

Appointment Campaigns | Progress Report Campaigns

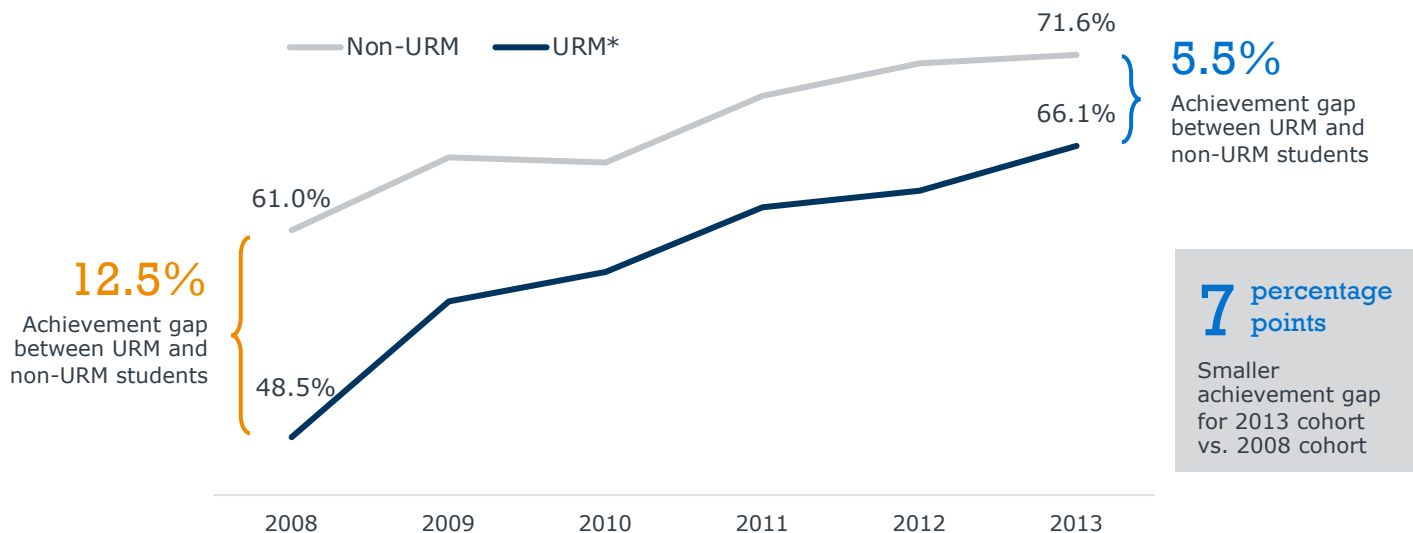
NAME	STATS
Planning for Next Term Sent: 10/10/2018   Quick Stats	<ul style="list-style-type: none"> <li>Appts. Made (60%)</li> <li>Attend. Rate (73%)</li> <li>Reports Created (8)</li> </ul>
BIOL Missed Success Marker Sent: 03/10/2018   Quick Stats	<ul style="list-style-type: none"> <li>Appts. Made (55%)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

## 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



### 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.

FOUR-YEAR UNIVERSITY

# 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**

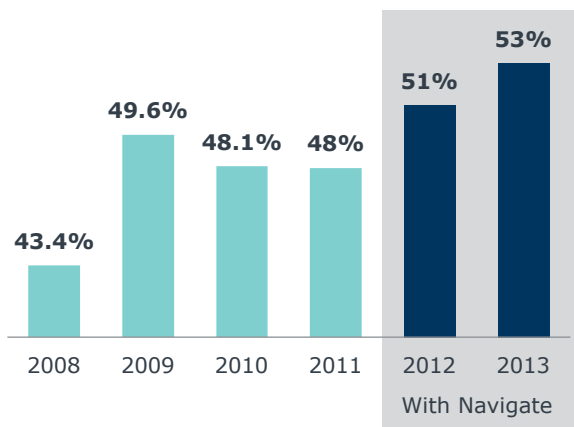
**3%**  
Percentage point increase in graduation rate since 2012

**\$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



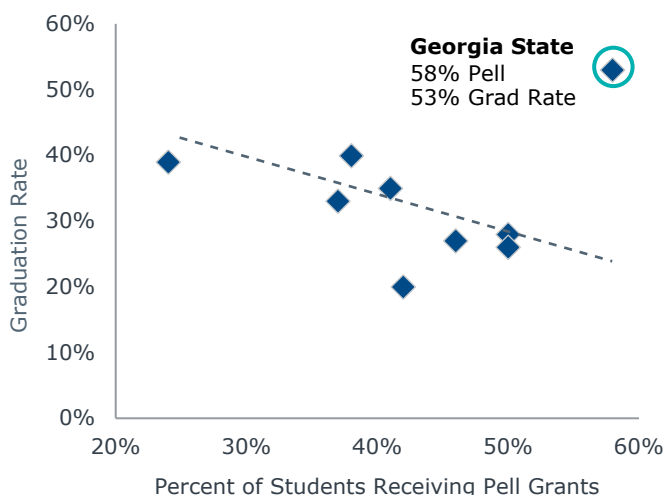
**Bachelors Degrees Conferred (2012 to 2014)**

**+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

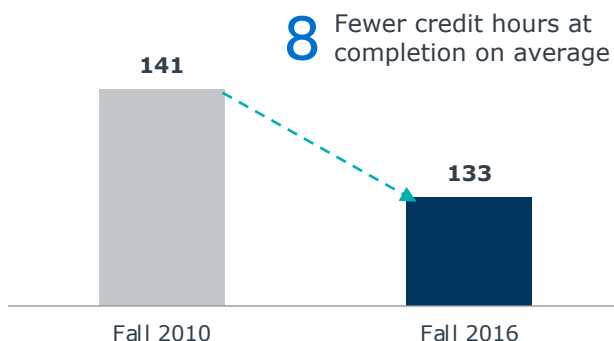


## Maintaining Institution-Level Gains While Shifting Focus to Student Progress

### 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 <b>time management</b> skills to balance obligations
Record homework, exam, and course grades	Understand the impact of <b>studying and participation</b> on grades
Share study strategies tried in the past week	Develop and identify <b>successful study skills</b>
Share challenges, both academic and personal	<b>Solve problems</b> with the help of campus resources
List action items for the upcoming week	Plan ahead and <b>prioritize tasks</b>

### New Counselor Provides Dedicated Support

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

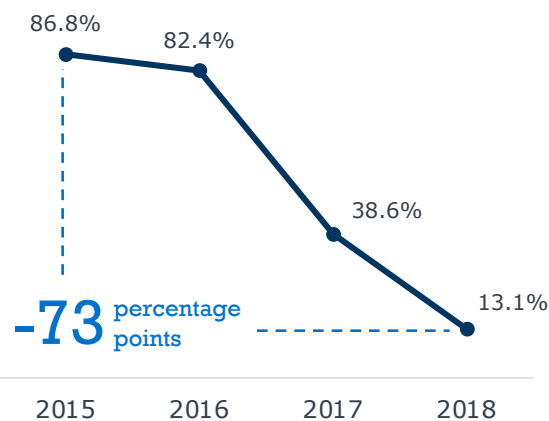


**50 students**

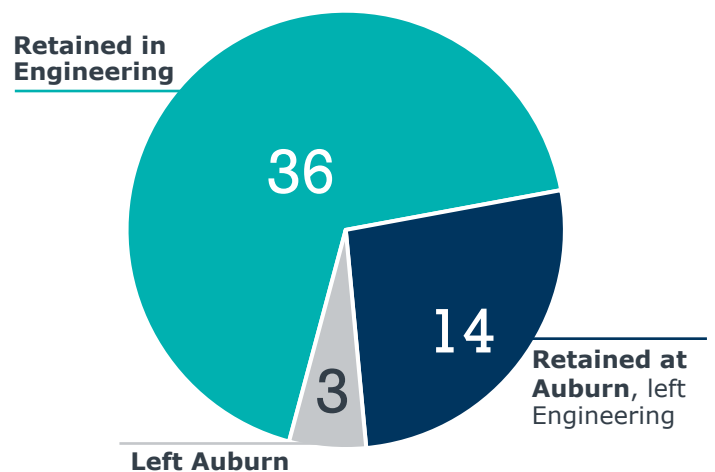
Average student caseload for the academic counselor

## 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:



**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

FOUR-YEAR UNIVERSITY

# Strategic Interventions Generate Rapid Results and Ongoing Impact

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

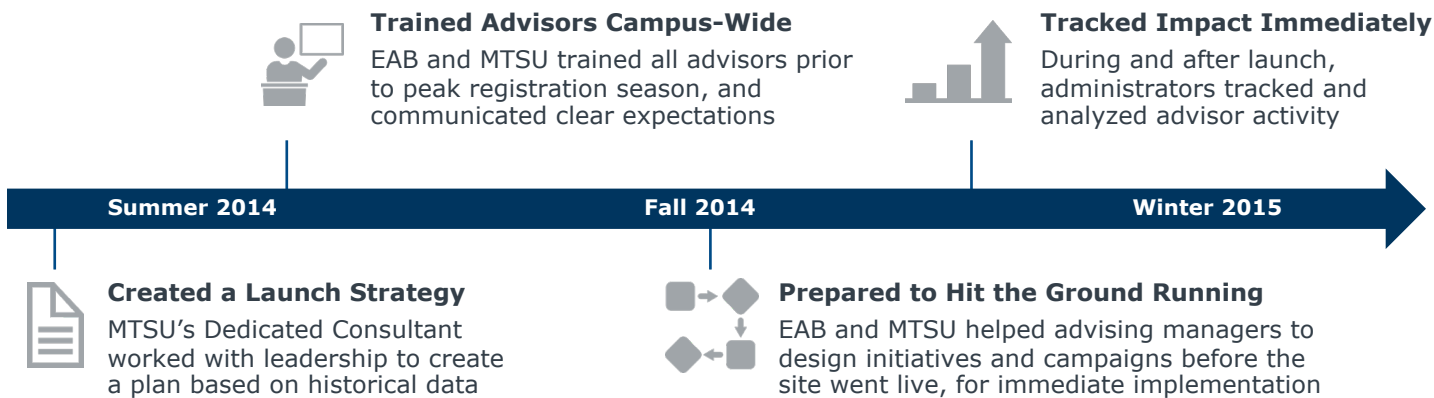
- **About:** Middle Tennessee State University (MTSU) is a public research university with a total enrollment of 21,913 and a six-year graduation rate of 52%.
- **Challenge:** In response to state-wide pressure to improve outcomes, MTSU created the “Quest for Student Success” plan, but needed a way to 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



<b>+1.5%</b> Increase in overall fall-to-spring undergrad persistence	<b>390</b> Additional undergraduate students enrolled in spring 2015	<b>\$1.5M</b> Estimated additional revenue from spring tuition and fees	<b>47</b> Additional advisors hired to support Navigate launch and rollout
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# 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

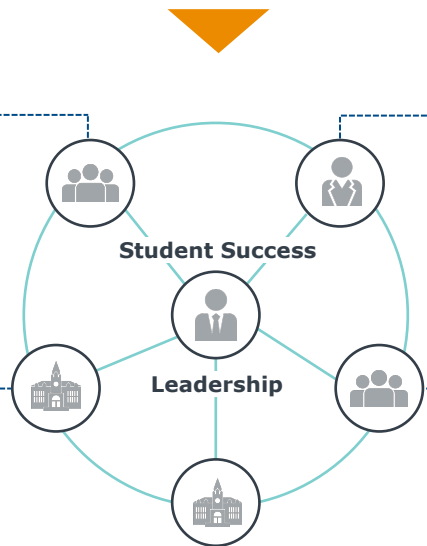
Navigate toolkits provided a framework and resources for campaign management

### 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

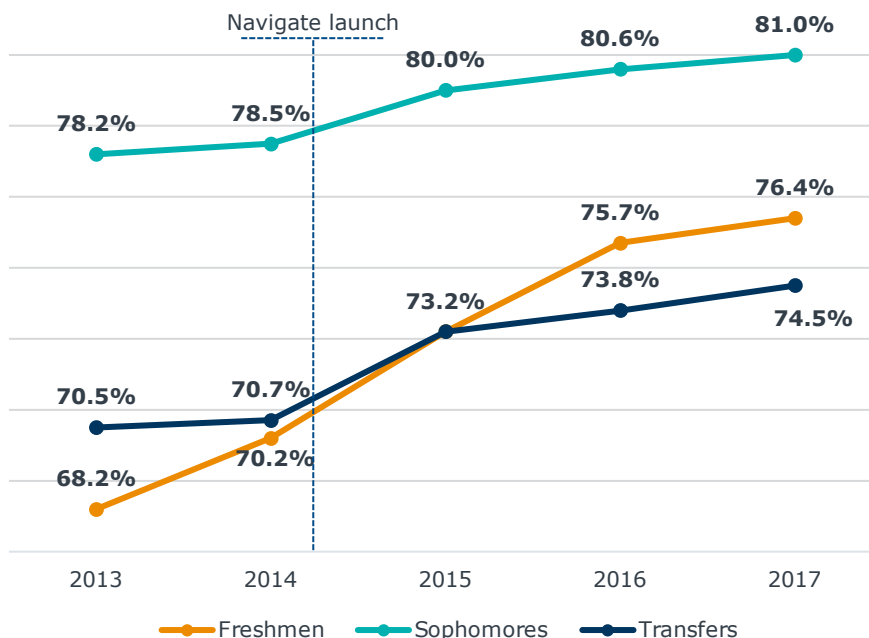
Based on EAB analysis of historical first-year GPA patterns, created REBOUND program to contact new freshman with fall GPA <2.0 to offer specialized early-return advising

### 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*



Identified and shared relevant Navigate historical insights with each department



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

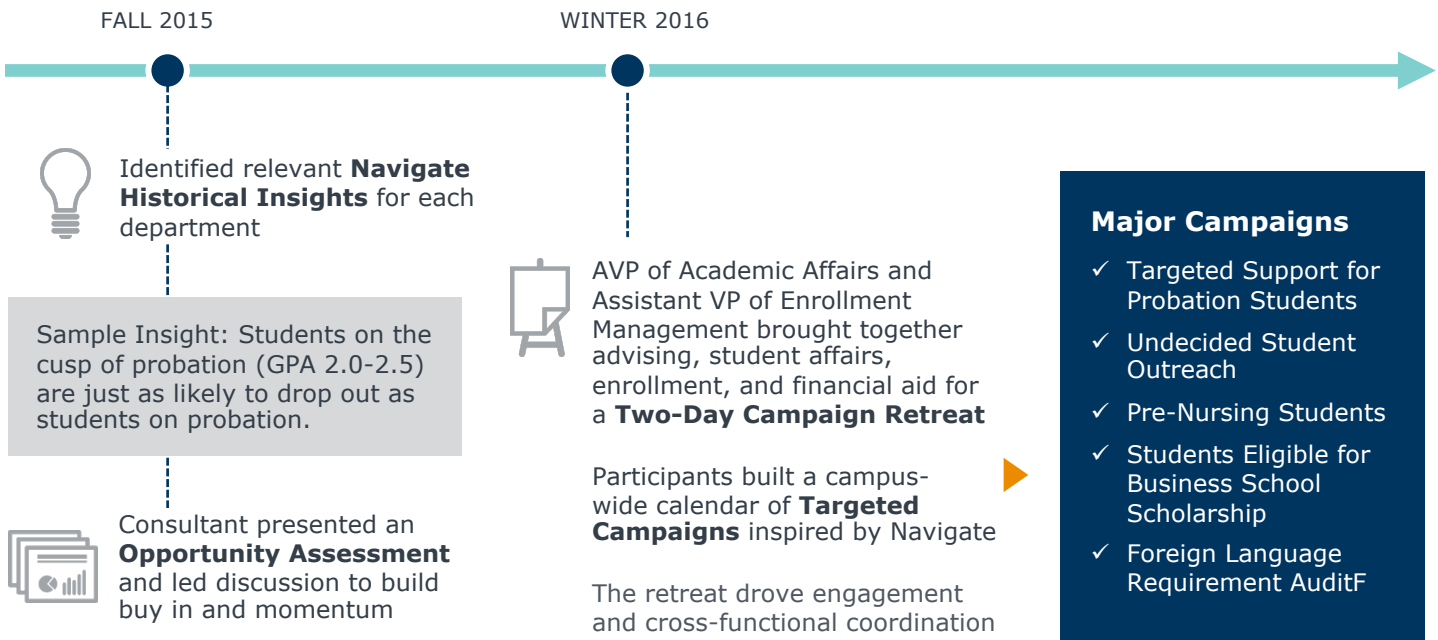


Brought stakeholders together to build a central, coordinated campaign calendar



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<sup>+</sup>**

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

CASE STUDY

# 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 1,959 undergraduate students, has a 74% retention rate and a 62% six-year graduation rate.
- **Challenge:** Between 2017 and 2018, BVU was unable 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 four years, the portion of BVU freshman with a 2.5+ first-semester GPA increased by 15.3 percentage points, and fall-to-fall persistence increased by 13.2 percentage points.

**Impact Highlights**

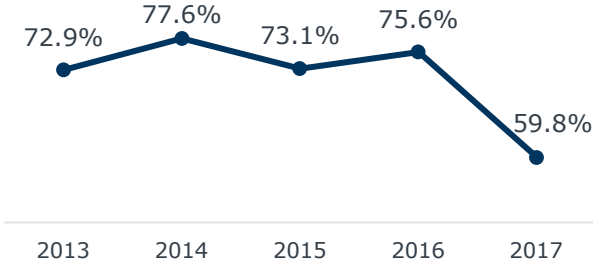
**15.3** percentage points  
Increase in the percent of freshmen with a 2.5+ first-semester GPA

**13.2** percentage points  
Increase in fall-to-fall freshman retention

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

*Using Technology to Make Data Actionable*

**Fall-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



Retention and recruitment liaisons scale holistic care



Engaged faculty with Navigate progress reports



Contacted students with holds using Navigate

## Engaging All Campus Stakeholders in Retention Efforts

### 1 Retention and recruitment liaisons scale holistic care

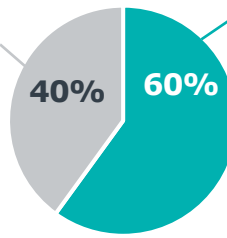
BVU hired four staff members dedicated to **recruiting, engaging, and retaining students.**

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

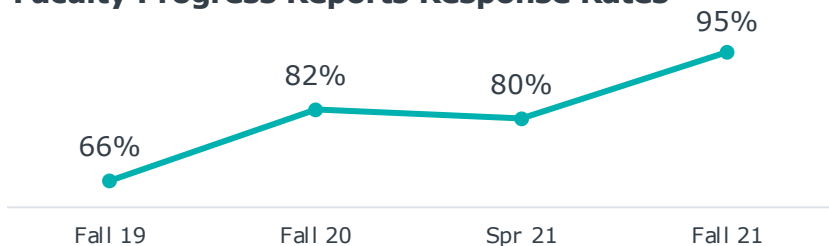
- Provide advising and career support
- Use Navigate to contact and monitor students
- Engage faculty in retention initiatives and help them learn to use Navigate

### 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.

#### Faculty Progress Reports Response Rates



### 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.

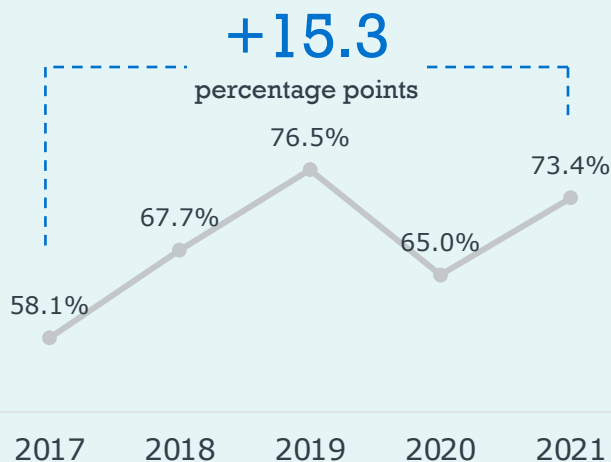


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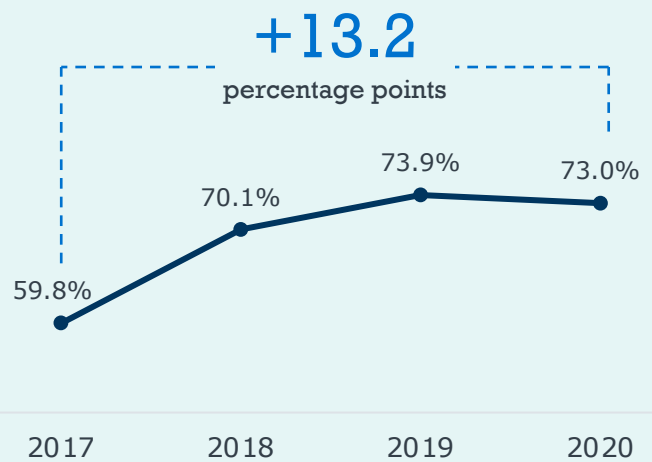
Students with Registrar or Business Office holds contacted through Navigate campaigns

## Academic Performance and Retention Improve Substantially

### Percent of Freshmen with 2.5+ GPA by Cohort Entry Year



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



## 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.*

- 

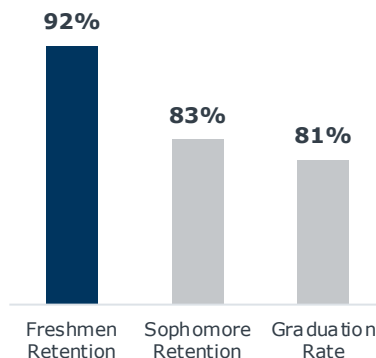
Pre-college programs to prepare middle and high school students for college
- 


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 Rates<sup>1</sup>**



- 

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**

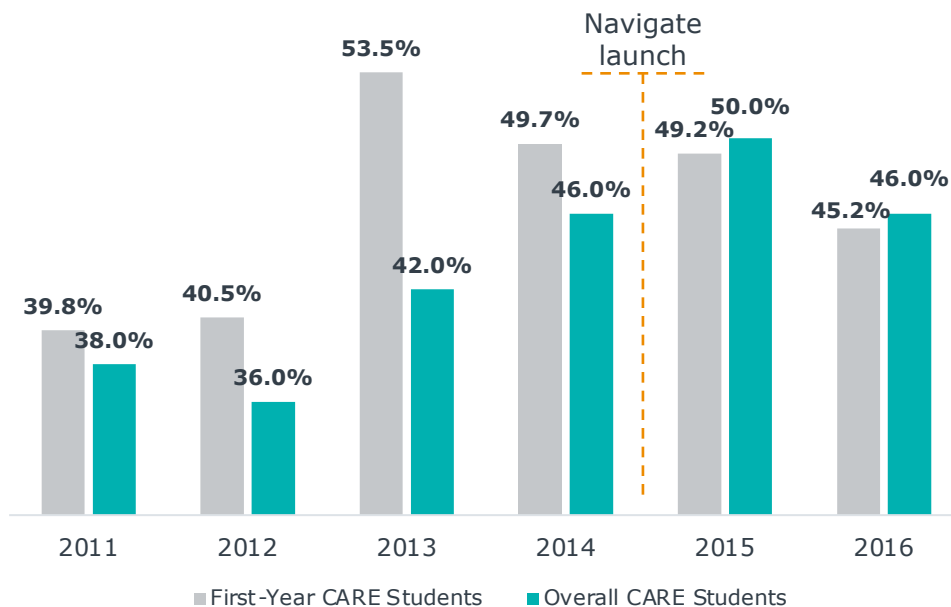
# Transforming the Student Experience

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 <b>tailored and accurate advice</b>
 <p>Reports and Auto. Appt. Reminders</p>	See which students still need to schedule a coaching appointment	Students <b>never miss out on coaching</b> 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, <b>eliminating frustration</b>
 <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 <b>clear next steps</b> 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*

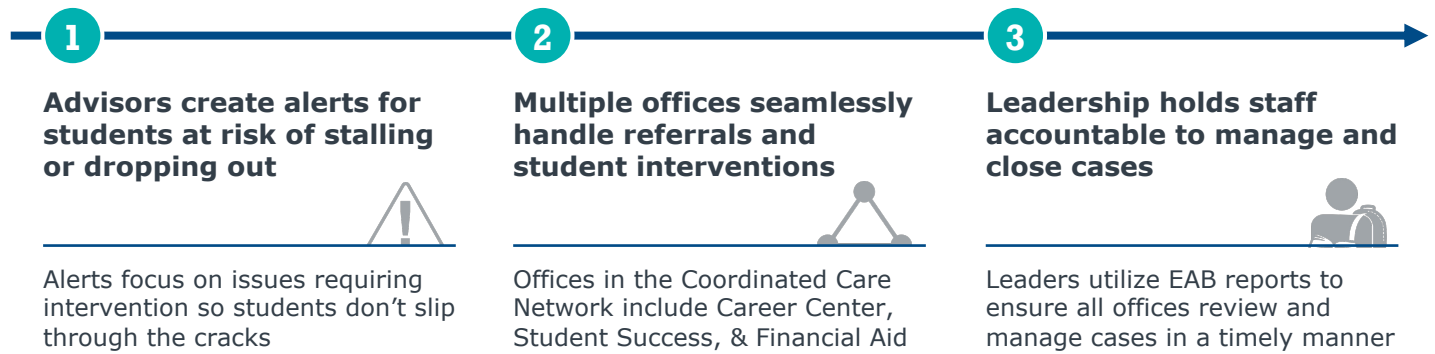
Sample Advising Taskforce Recommendations	How EAB Technology Supports Action
✓ Create Advising Center and hire First-Year Advisors to improve consistency	All advisors can now access a comprehensive <b>workflow and communications platform</b> and view <b>student risk data</b>
✓ Establish new expectations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

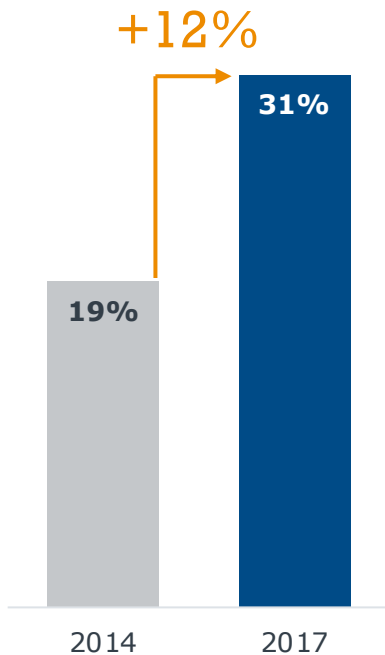
**Top three referrals in 2017:**

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

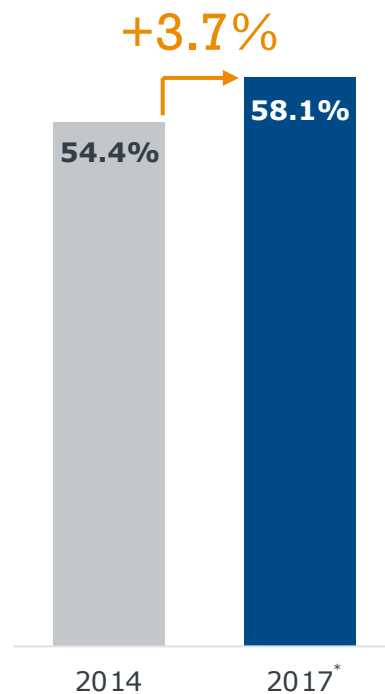
## Use of EAB Technology Pivotal in Improving Satisfaction, Long-Term Outcomes

### 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

CASE STUDY

# 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

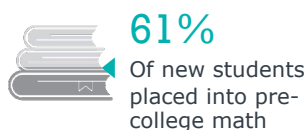
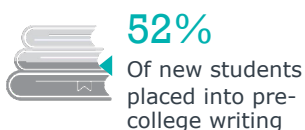
**5.9%**  
Increase in retention for Alaska Native students over five years

**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:

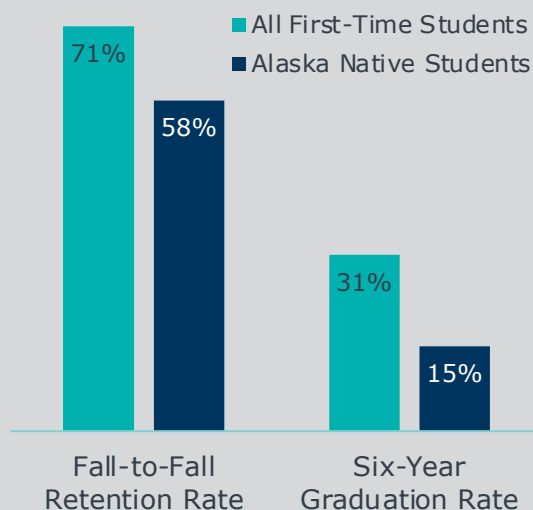


Students take too long to complete:



### 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%**

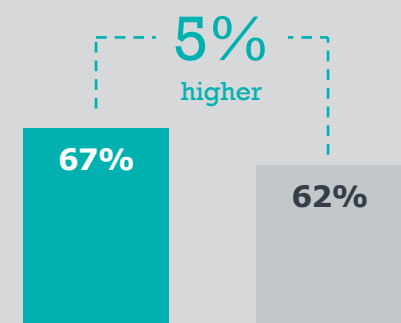
Increase in bachelor-seeking freshmen taking a full credit load (12+ credits)

**+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

# 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.

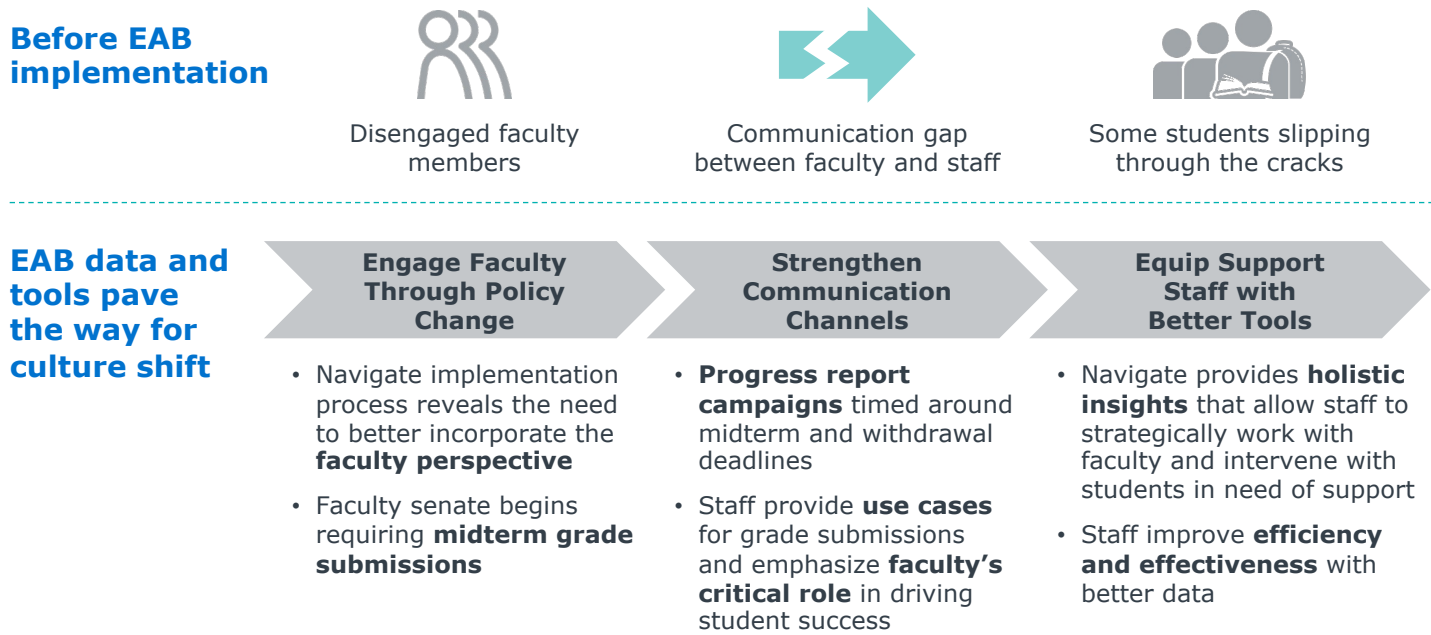
**Impact Highlights**

**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



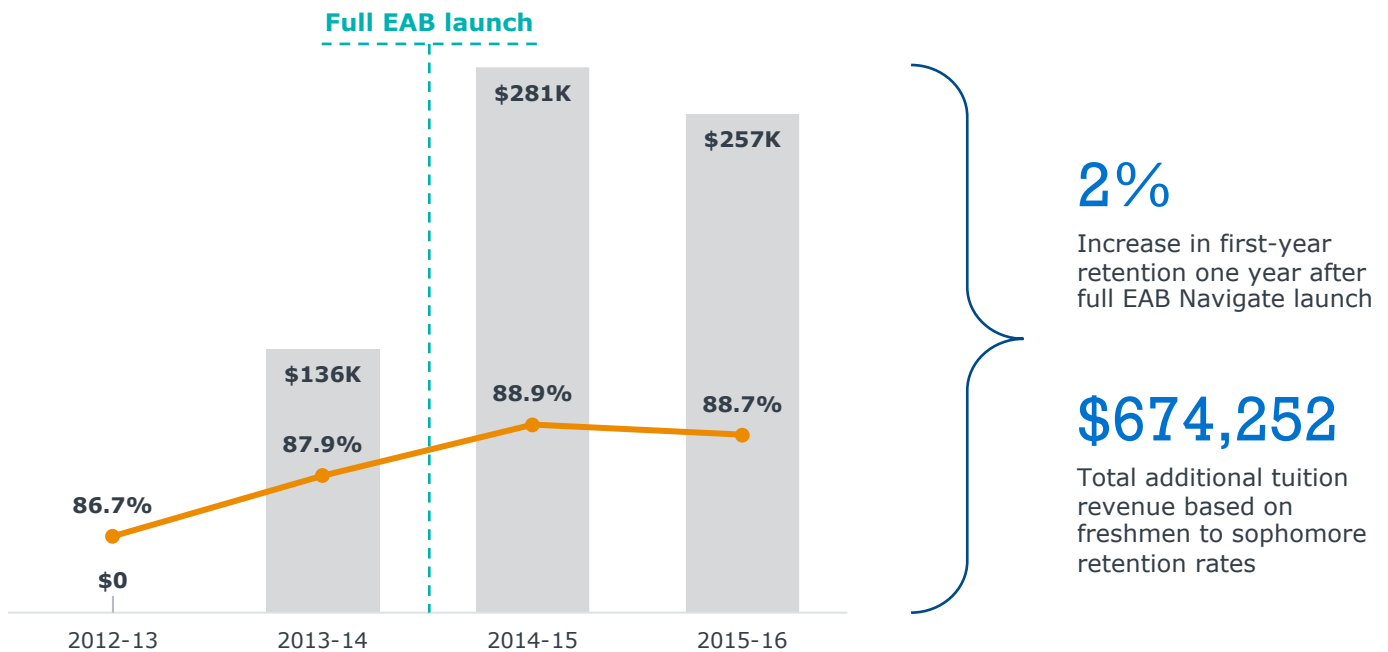
Academics thrive on open inquiry, so **transparency is critical to encourage faculty involvement**. When faculty saw the volume of initiatives being impacted by their progress report submissions, they were willing to put in the time and effort to provide insight on their students.

-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

# Improving Student Outcomes by Focusing on Deep and Broad Technology Adoption

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

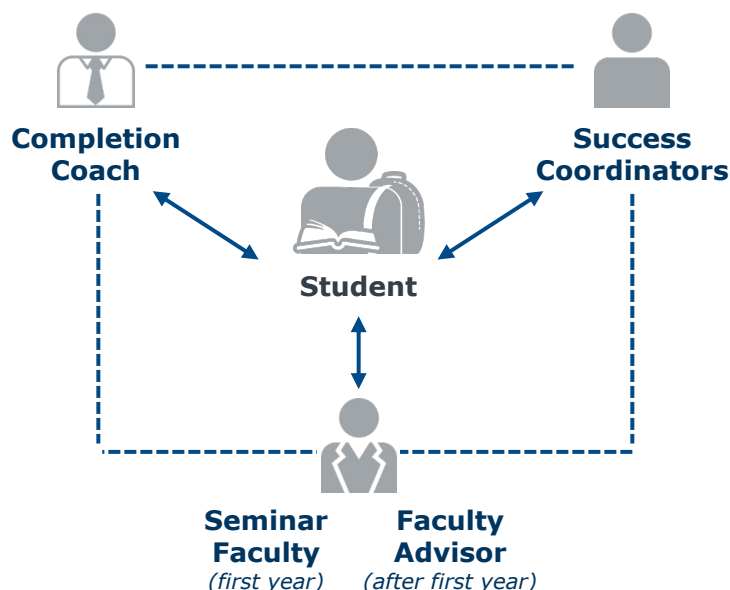
- **About:** Grand View University (GV) is a private liberal arts college in Iowa with 1,800 undergraduate students, a 50% six-year graduation rate, and a 68% retention rate.
- **Challenge:** Academic advising was disjointed, with inconsistent plans of study, unconnected silos of support, and students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

<b>5.6%</b> Increase in students registered for Fall 2018	<b>3.6%</b> Increase in fall-to-fall first-year retention
<b>1.9%</b> Increase in fall-to-spring retention	<b>97.8%</b> 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

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

### 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

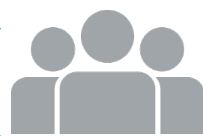
## Advising Staff Leverage EAB Navigate to Provide Holistic Support to Students

### 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



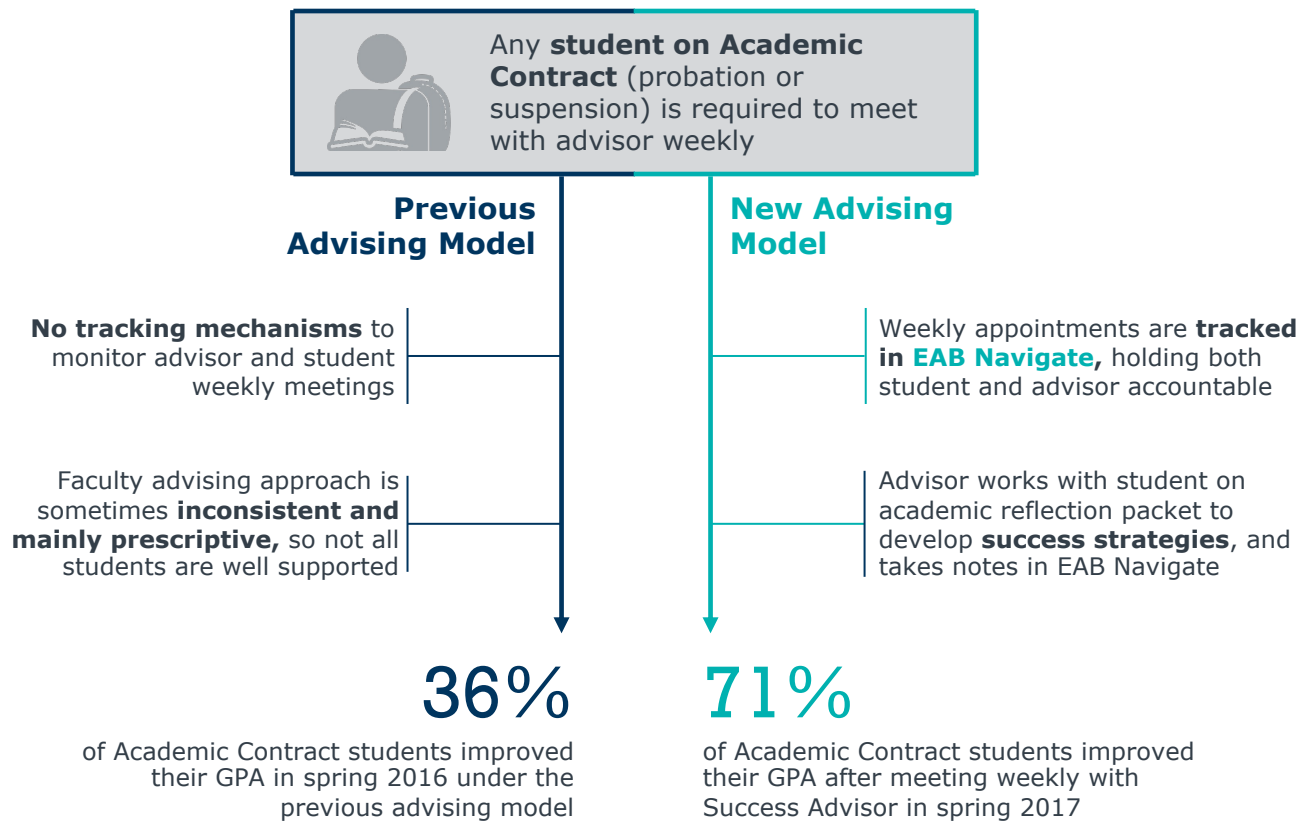
Maintaining an advising relationship **students in need of support**, and helping them transition to college life

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

### How Success Advisors Use EAB Navigate

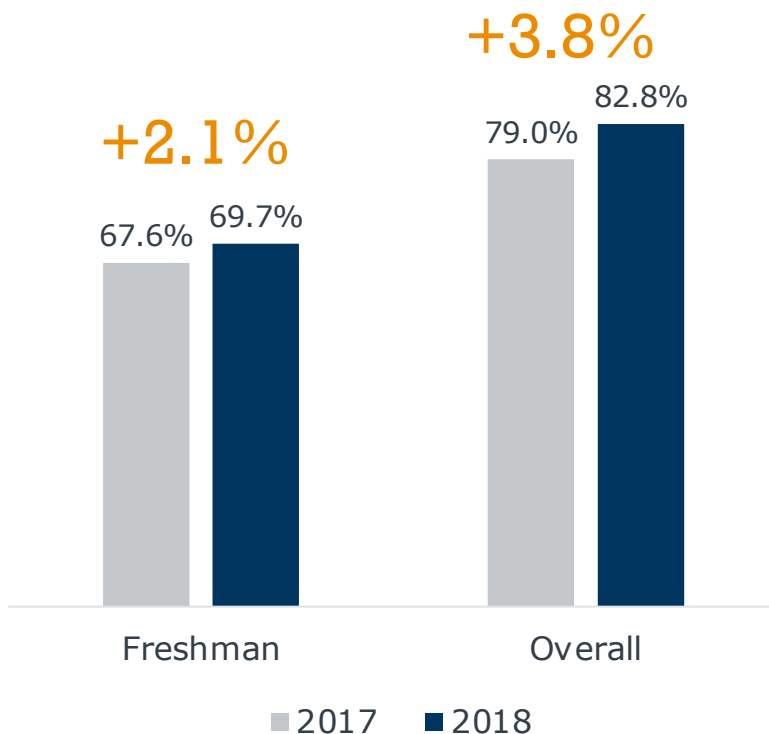
- ✓  **Contact students** who receive alerts, monitor student risk levels, close cases, and track advising appointments
- ✓  Create **progress report campaigns**, leading to all faculty reporting student grades in Week 5 of the semester
- ✓  Run **appointment campaigns** to connect with the students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

At EAB, our mission is to make education smarter and our communities stronger. We work with thousands of institutions to drive transformative change through data-driven insights and best-in-class capabilities. From kindergarten to college to career, EAB partners with leaders and practitioners to accelerate progress and drive results across five major areas: enrollment, student success, institutional strategy, data analytics, and diversity, equity, and inclusion (DEI). We work with each partner differently, tailoring our portfolio of research, technology, and marketing and enrollment solutions to meet the unique needs of every leadership team, as well as the students and employees they serve. Learn more at [eab.com](https://eab.com).