CONNECTED24

January 21–23 | Denver, CO

AGENDA

EAB

Join us at CONNECTED24

CONNECTED brings together hundreds of forward-thinking student success leaders from across higher education. This year, we'll forecast the possibilities of what may lie ahead for higher ed and embrace the latest research, strategies, resources, and technological advancements to prepare for today's challenges as well as the changes yet to come.

To build your agenda, you'll choose from a variety of sessions based on your role on campus, your preferred learning style, and the needs of the students you serve. Between sessions, you'll encounter interactive stations to explore how to better utilize EAB technology, tools for enhancing your student success roadmap, and more. There will also be ample opportunities to connect with your colleagues, peers from other institutions, and EAB team members through organized networking and social receptions. Each moment at CONNECTED24 is an opportunity to learn and connect—to inflect and prepare for the future of student success. Read on to explore the full agenda.

Not registered yet?

Visit **connected.eab.com** to save your seat.
Your registration fee includes:

Admission to all CONNECTED sessions, including those led by partner and guest speakers, product discussions, and specialty workshops

Meals: Two breakfasts, one lunch, one reception, one dinner, and snacks throughout the event

Attendance to dedicated networking blocks structured around roles, topics, and more

Not an EAB technology partner?

If your institution is not a partner of one of EAB's technologies (Navigate360, Starfish, Edify, APS, or Rapid Insight) but you are interested in attending CONNECTED24, please email us at **connected@eab.com**.

Agenda Overview

Gaylord Rockies Resort and Convention Center

6700 North Gaylord Rockies Boulevard
Aurora, CO 80019

Sunday, January 21

4:00 p.m.
Hotel Check-In

12:00 p.m.
Registration

1:00 p.m.–4:00 p.m.
Concurrent Sessions For:

▸ Members of the 2023–2024 Student Success Innovation Council

▸ Members of the 2023–2024 Data and Analytics Innovation Council

▸ Partners participating in the Moon Shot for Equity

▸ California Community Colleges

▸ Networking for all attendees based on your campus role, campus type, and years using EAB technology

4:30 p.m.
Opening Keynote

6:00 p.m.
Reception

Monday, January 22

9:00 a.m.–7:00 p.m.
Product keynote, concurrent sessions, and CONNECTED24 celebration

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Tuesday, January 23

8:00 a.m.–12:00 p.m.
Guest keynote and concurrent sessions

Hotel checkout is at 11:00 a.m.

Other questions?

Visit our **FAQ page** or email the CONNECTED team at **connected@eab.com**.

Agenda Key

Session Types

Research Presentation
EAB-led presentations sharing insights and best practices related to a key partner challenge or hot topic

Partner Profile
Partner-led presentations detailing practices implemented on their campuses using EAB technology

Transformation Lab
EAB-led, tactical presentations focused on achieving specific goals using EAB technology capabilities

Strategy Conversation
Small-group, interactive sessions with EAB leaders and partners discussing specific topics

Blue Sky Discussion
Facilitated discussions that will explore creative ideas and approaches to timely topics

Expansion Spotlight
Profiles of EAB products beyond the core Navigate360 and Starfish technology

Networking
Informal (or lightly facilitated) gatherings focused on peer interaction or shared problem-solving

> **NOTE**
> Product focus is indicated below Session Type in the agenda, but all partners are welcome to attend sessions for any products!

Tracks

Get more out of CONNECTED24 with session tracks. Customize your experience by attending sessions that best align with your institution's EAB technology utilization, current needs, and your role in bringing that strategy to life. **CONNECTED24** will feature carefully designed "tracks" based on your EAB technology role to ensure your experience gives you the skills and tools YOU need back on campus. Of course, you're free to switch back and forth between tracks as you like.

Program Sponsor
For those who set expectations around EAB technology use on campus to align with institutional priorities, weigh in on progress, and inspire change.

Technology Sponsor
For those who provide input and guidance around their campuses' technology ecosystem and drive any needed technical investments.

Care Unit Leads
For those who set the goals, plans, and expectations for the use of the platform within their unit or office on campus.

Program Owner
For those who oversee the product vision and expansion on campus and promote stakeholder buy-in.

App/Tenant Admin
For those who manage and triage internal platform questions, input configurations, and provide training and resources across campus.

Data and Analytics Leads
For those who use Edify, Rapid Insight, or Academic Performance Solutions at their institution.

Agenda Overview

Sunday, January 21

12:00 p.m.	**Registration Opens**
1:00 p.m.	**Concurrent Sessions:**

- ▸ Student Success Innovation Council
- ▸ Data and Analytics Innovation Council
- ▸ Moon Shot for Equity Convening
- ▸ California Community Colleges Convening
- ▸ Networking Circles

4:30 p.m.	**Opening Keynote**
6:00 p.m.	**Reception**

Monday, January 22

7:45 a.m.	**Breakfast**
9:00 a.m.	**Product Keynote**
10:45 a.m.	**Concurrent Sessions**
11:45 a.m.	**Lunch**
1:00 p.m.	**Concurrent Sessions**
2:30 p.m.	**Concurrent Sessions**
4:00 p.m.	**Networking**
5:00 p.m.	**CONNECTED24 Celebration**

Tuesday, January 23

7:00 a.m.	**Breakfast**
8:00 a.m.	**Guest Keynote**
9:30 a.m.	**Concurrent Sessions**
11:00 a.m.	**Concurrent Sessions**
12:00 p.m.	**Send-Off**

Sunday, January 21

12:00 p.m.   **Registration Opens**

1:00 p.m.   **CONCURRENT SESSIONS (SELECT ONE)**

Student Success Innovation Council

A special session for individuals serving on the Student Success Innovation Council during the 2023–2024 academic year

Data and Analytics Innovation Council

A special session for individuals serving on the Data and Analytics Innovation Council during the 2023–2024 academic year

Moon Shot for Equity Convening

Partners from our Moon Shot institutions will come together to discuss our bold commitments to eliminate equity gaps at their colleges and in their region. This session includes space to network and learn from others as well as time for teams to reflect, plan, and celebrate. We'll focus on enhancing our best practice strategies, refining our equity-minded focus and messaging, and strengthening our collective impact. Come prepared for highly engaging and interactive sessions with like-minded and like-hearted practitioners.

California Community Colleges Convening

A special session for CONNECTED24 attendees from the California Community Colleges Starfish User Group (SUG)

Networking Circles

Get a head start on forming the connections and collaborations that will enhance your CONNECTED24 experience! Join us for a networking event designed to break the ice, spark conversations, and lay the foundation for meaningful professional relationships. Each hour will be organized around institution type, project role, and years using the product, respectively, allowing you to meet peers with similar org structures and goals. Whether you're a seasoned conference attendee or a first-timer, this is your opportunity to mingle with fellow participants in a relaxed and engaging environment.

4:30 p.m.   **Opening Keynote**
Creating Our Future: What's Next for Student Success?

Higher education in the 2020s continues to undergo tectonic shifts that will shape our future for years to come. Rather than seeing change as a threat, we can view it as an opportunity to build the stronger future we want for our students, our institutions, and ourselves. The future is not predetermined, and we have the agency to shape it through the actions we take now.

Through the lens of Future Studies methodology, this opening keynote will encourage attendees to consider how the trends, issues, and events happening in higher education and beyond today will impact the success of future students. By understanding these forces shaping our world, we can anticipate the scenarios that lie ahead and take steps to guide ourselves to the future we want. You will come away with a better understanding of where student success is heading and how you can shape your institutions to best support the students of tomorrow.

6:00 p.m.   **Reception**

Monday, January 22

Tracks

- Program Sponsor
- Technology Sponsor
- Program Owner
- App/Tenant Admin
- Care Unit Lead
- Data and Analytics Lead

7:45 a.m.   **Breakfast**

Historically Black Colleges and Universities Breakfast
HBCU attendees are welcome to attend this breakfast convening to mix and mingle amongst peers.

9:00 a.m.   **Product Keynote**
The Past, Present, and Future of EAB's Student Success Technology

What if we could have had the tools and knowledge we have today to support the students of past decades? How might their paths have been different? Join Rich Staley, Chris Johnson, and special guests for a journey into the past, present, and future of our student success products. We'll reflect on the collective work that has gotten us here, including aggregate insights about partner maturity with the technologies and real-life stories of transformation. Then, we will dive into recent product releases—from the student surveys to updates in the mobile app to the AI-powered campaign content creator—and how partners are using them to improve student success. Finally, we'll look ahead, exploring the vision for Navigate360 and its expanded focus on Recruitment, Career, and Alumni Engagement.

This session will also include opening remarks from your emcee, LaToya White, and the presentation of several 2023–2024 Student Success Collaborative Awards.

10:45 a.m.   **CONCURRENT SESSIONS (SELECT ONE)**

Research
Presentation

AI and the Future of Higher Ed: Dispelling Myths and Unveiling Opportunities
How will AI transform higher education? This isn't just a question for the future—the changes have already begun. From reshaping curricula to hyper-personalizing student support services, AI's footprint in higher ed is growing fast. What do senior leaders need to understand about this disruptive force? Attend this session to hear our EAB experts answer that question and more. We'll share our latest research, including reflections on the most common questions we're hearing from your peers and discuss:

- Why ChatGPT and other generative AI tools mark a new era in AI capabilities
- 3 common misconceptions about AI and why they are not true
- The biggest opportunities AI presents for higher education
- How leaders across higher education are considering the potential risks and rewards of AI

Suggested Audience: Navigate360, Starfish, Edify, APS, RI

Monday, January 22 (CONTINUED)

10:45 a.m. **CONCURRENT SESSIONS (SELECT ONE)**

Transformation Lab

Creating an Effective Communication and Intervention Calendar

A communication and intervention calendar is a key resource to ensure your institution proactively supports students. This session will walk participants through how to begin creating an optimal intervention calendar to support specific student populations while leveraging multiple forms of outreach. Participants will see example calendars from other institutions and will leave with the start of their own intervention calendar.

Suggested Audience: Navigate360, Starfish

Transformation Lab

Telling Your Story: Sharing Your Technology Wins in a Meaningful Way

Whether your institution is using Navigate360, Starfish, Edify, Rapid Insight, or APS, your teams are working tirelessly to drive results. It is crucial for those results to be shared across campus in a compelling way. Join us to learn how to tell your impact story by drawing on data, human stories, and visualization to make sure your team's impact is being shared, learned from, and celebrated.

Suggested Audience: Navigate360, Starfish, Edify, APS, RI

Transformation Lab

Making Data-Informed Course Planning Decisions to Meet Student Demand

While rolling over course offerings year-to-year is often the norm, it is critical to review offerings to ensure changing student needs are being met. In this session, attendees will learn about the Course Planning Optimization Accelerator, an Edify workspace comprised of custom dashboards. The dashboard includes relevant course data including waitlist, enrollment, modality, and instructor data. The analytics are designed to help academic leaders understand past and current course demand and trends to identify course adjustments, like adding or removing sections. Attendees will discuss relevant challenges and dashboard customization options for their institution.

Suggested Audience: Navigate360, Starfish, Edify, APS, RI

Partner Profile

Transforming the Campus Data Landscape with Edify

John Carroll University (JCU) is a private Jesuit university in University Heights, Ohio. The university suffered from inadequate data architecture and governance to power effective decision-making and cross-office collaboration. In this session, JCU leaders will share how they've transformed their campus with Edify by putting it at the center of their data architecture. Edify is used to support data integrations and key academic and admissions reporting (e.g., Enrollment and Faculty Dashboards), as well as data governance conversations to elevate the way the campus and services interact.

Suggested Audience: Navigate360, Starfish, Edify, APS, RI

10:45 a.m. **CONCURRENT SESSIONS (SELECT ONE)**

Partner Profile

Engaging Prospective Students with Navigate360's Recruitment Management Module

Central Virginia Community College (CVCC) found their prospect management process to be cumbersome. To address this problem, they joined the beta cohort of Navigate360's new Recruitment Management module. After a quick implementation, CVCC began to leverage the Recruitment Management module to track, communicate with, and coordinate with prospective students in a streamlined manner. In this session, CVCC leaders will share how they've developed a more effective, scalable recruitment strategy by pairing the new module with the Navigate360 Staff platform, allowing them to connect recruitment and retention to more meaningfully engage students across the lifecycle.

Suggested Audience: Navigate360

Strategy Conversation

Enhancing Institutional Engagement: Revolutionize Advising Processes Through Technology

Say goodbye to one-size-fits-all approaches. Join our dynamic discussion where we'll decode the art of utilizing technology to supercharge your advising departments. Bring your advising objectives and network with other institutions to develop strategies to deploy at your institution. This partner-led, technology-agnostic session will focus on high-level strategies for harnessing the potential of technology and feature real-world examples from professional and faculty advising models.

Suggested Audience: Navigate360, Starfish

Strategy Conversation

Navigate360 Training Resources and Onboarding Techniques

Implementing technology and maintaining sustained growth come with many challenges and considerations, including balancing customization and standardization, as well as streamlining setup processes to expand use. In this strategy session, hear from other Navigate360 partners and learn how they created and/or restructured their staff onboarding processes and ongoing training to grow utilization and satisfaction among staff and faculty.

Suggested Audience: Navigate360

Strategy Conversation

Providing Baseline Support: Establish the Foundational Building Blocks for Navigate360

In this Navigate360 Strategy Conversation centered on the first six best practices of the Navigate360 Maturity Curve, current partners will share strategies and recommendations to build the foundation for your students' success with Navigate360. Knowing there is no one-size-fits-all approach for our partners, this session's content will explore setting up service areas, documentation practices, registration reminders, and leveraging Navigate360 Student content that can be customized for your campus and students.

Suggested Audience: Navigate360

Monday, January 22 (CONTINUED)

10:45 a.m. **CONCURRENT SESSIONS (SELECT ONE)**

Strategy
Conversation

Providing Baseline Support: Elevate Student Support in Starfish Using Maturity Curve Best Practices

Join us for a dynamic, partner-led Starfish strategy conversation centered on the first six best practices of the Starfish Maturity Curve. Current Starfish partners will share proven strategies and recommendations to build the foundation of students' success with Starfish. In this session, we will explore how to leverage your success network, appointment scheduling, communications, reporting, and academic planning in Starfish. We'll also discuss ways to customize these features for your unique campus.

Suggested Audience: Starfish

Strategy
Conversation

How to Successfully Train and Engage All Starfish Users Amid Staffing Challenges

During this session we will hear from the University of Maryland Eastern Shore and South Puget Sound on training techniques and caseload management strategies they use to successfully onboard faculty, staff, and students. They will share concrete examples of ways they increased Starfish engagement across their campuses while navigating changes and barriers many of us face, such as transitions in leadership and across the college, limited staffing, and staff turnover. Join this session to gather information and ideas about increasing Starfish engagement and adoption on your campus.

Suggested Audience: Starfish

Expansion Spotlight

Moon Shot for Equity: Accelerating Progress to Eliminate Equity Gaps

Even as many sectors in higher education recover their overall completion rates, equity gaps persist—negatively impacting your most vulnerable student populations and your institution as a whole. Since creating the Moon Shot for Equity initiative in 2020, EAB has partnered with public and private institutions across the country to close equity gaps in higher education. In this session, EAB's Ricky Brown will share the compelling, measurable results our current Moon Shot partner institutions have achieved in fostering equity-minded change leadership, deploying proven practices with fidelity and scale, and leveraging technology to hardwire and scale these practices. Learn how your campus can join EAB's Moon Shot for Equity Initiative to accelerate and sustain equity work for years to come.

Suggested Audience: Any attendees interested in learning about Moon Shot for Equity

Monday, January 22 (CONTINUED)

11:45 a.m. **Lunch**

1:00 p.m. **CONCURRENT SESSIONS (SELECT ONE)**

Acadeum
Sponsor
Session

The Power of a Collaborative Network to Bolster Retention and Attract New Learners

Enrollment is top of mind for today's higher education leaders. As the enrollment shift looms, identifying tactics to retain learners while keeping them progressing on the path to graduation and bolstering academic programming to maintain a competitive advantage is mission-critical.

This session will explore how your institution can quickly expand academic portfolios with in-demand certifications, courses, and programs to attract and retain learners along the education-career continuum and build a sustainable future. Hear from Angelo State University as they outline how course sharing, coupled with EAB Navigate student success tools, can increase learner access to in-demand courses, respond to course scheduling challenges, and increase flexibility in responding to the complex lives of the learners you serve. Through their collaborative efforts, ASU has retained over 375 at-risk learners and recovered more than $1.3 million in revenue in the last three years.

Suggested Audience: Navigate360, Starfish

Research
Presentation

Strategic Differentiation: Understanding Student Personas to Build Your Unique Value Proposition

Higher education leaders have long been attuned to disruption, but with growing public skepticism, the demographic cliff, and strong "winner-takes-most" market dynamics, it's critical to identify how your institution stands out in this ultra-competitive market. In this workshop, attendees will begin developing a differentiated value proposition by understanding how they uniquely support high-priority populations by pinpointing what pains and gains motivate students to choose their institution.

Suggested Audience: Navigate360, Starfish, Edify, APS, RI

1:00 p.m.

CONCURRENT SESSIONS (SELECT ONE)

Research Presentation

AI in Higher Ed: An Interactive Session on Key Perspectives Shaping AI Innovation and Adoption

(Recommended for participants who attended the prior session on AI and the Future of Higher Ed: Dispelling Myths and Unveiling Opportunities)

AI's footprint in higher ed is growing fast. Yet, this new wave of transformation is bringing about varying levels of excitement, acceptance, and resistance among campus stakeholders. Understanding the drivers and blockers that are propelling or blocking AI innovation on campus is essential for navigating the future of AI in higher ed.

Join us for an engaging, interactive session, where we will delve into the different perspectives on AI and the underlying factors that facilitate or impede the progress of AI initiatives in higher ed campuses.

Attendees can expect to:

- Participate in dynamic exchanges that highlight the roles and viewpoints of different campus stakeholders concerning AI.
- Collaborate in problem-solving exercises to envision practical strategies for overcoming barriers to AI adoption.
- Gain insights into harmonizing the diverse roles and interests to create a cohesive strategy for AI integration.

Suggested Audience: Navigate360, Starfish, Edify, APS, RI

Transformation Lab

Improve Student Success Outcomes and Remove Barriers to LMS Utilization

With the rise in hybrid and digital-first interactions, institutions have had to rely heavily on online learning technologies such as Learning Management Systems (LMS). As a result, many schools have myriad LMS data but are often unsure how the data can be strategically used to help students. In this session, attendees will learn about the LMS Utilization Accelerator, an Edify workspace comprised of custom dashboards containing data from the LMS. This workspace empowers student-facing staff and academic leaders with insight into student and faculty LMS engagement, allowing them to unlock student success trends to inform academic interventions and retention strategies. Attendees will discuss relevant challenges and customization options for their institutions.

Suggested Audience: Navigate360, Starfish, Edify, APS, RI

1:00 p.m.   CONCURRENT SESSIONS (SELECT ONE)

Transformation Lab

Uncover Financial Barriers to Student Success for Special Student Populations

Many students face financial barriers to student success, but there are unique barriers that may disproportionately affect specific student populations. In this session, attendees will learn about the Financial Barriers Identifier Accelerator, an Edify workspace comprised of custom dashboards designed to empower student success practitioners with relevant data to identify and investigate financial barriers that may affect success outcomes. The dashboards focus on distinct groups among the student population with whom practitioners can then conduct interventions to remove specific barriers. Attendees will discuss relevant challenges and customization options for their institutions.

Suggested Audience: Navigate360, Starfish, Edify, APS, RI

Transformation Lab

Quantify the Impact of Navigate360 Interventions

With so many different initiatives designed to support student success, it can be tricky to effectively analyze the data generated in Navigate360 and connect that data to specific student outcomes—and to showcase that impact to other stakeholders to gain their buy-in on future programs. This Transformation Lab is designed to help Navigate360 partners evaluate how interventions are impacting student success and to then share that information in a way that will "build a case" for ongoing investment. The session will dive into the tools, metrics, and strategies necessary to create a semiannual or annual report through the lens of specific Navigate360 interventions (appointments, campaigns, progress reports, alerts, and cases). Attendees will begin creating a plan for how they will evaluate the impact of student success outcomes on a regular basis.

Suggested Audience: Navigate360

Transformation Lab

Creating Efficiency in the App Admin Role

A Navigate360 App Admin serves as the Navigate360 expert and main point of contact for stakeholders across campus. The Admin's responsibilities include answering user questions, troubleshooting issues, coordinating user training, and creating documentation guides, often balancing these tasks simultaneously. In this session, participants can expect to learn strategies to identify capacity busters, learn from other App Admins about efficient processes implemented at their institutions, and leave with an action plan to improve processes and make more efficient use of an App Admin's time back on campus.

Suggested Audience: Navigate360

Monday, January 22 (CONTINUED)

1:00 p.m. **CONCURRENT SESSIONS (SELECT ONE)**

Transformation Lab

Leverage Navigate360 to Scale Student Wellness Work

Student success practitioners know how important it is to support students across all dimensions of wellness, in addition to academic success. Expanding to new Navigate360 Care Units is a key part of ensuring that students receive the support they need and can take advantage of available resources. This session will help participants think through which dimensions of wellness may be boosted by additional or more engaged Navigate360 Care Units, providing examples from across the Student Success Collaborative and helping participants consider which next steps they should take.

Suggested Audience: Navigate360

Transformation Lab

Quantify the Impact of Starfish Interventions

Many Starfish users know the benefits of Starfish simply as a result of seeing its impact on students, staff, and faculty in their daily lives. But how do we know for sure how much impact we are having or where we might try to have more impact by adjusting our practices? How do we tell the story of our impact to those who don't see the whole picture daily? As higher education becomes more data-driven, Starfish teams must also use data to tell the story of their work and to guide their next iterations of Starfish practices. In this session, attendees will create an assessment plan for the core functionality in Starfish (Early Alert and/or Connect). Using the Assessment Toolkit, attendees will identify key metrics to investigate and develop next steps to ensure the necessary data can be gathered. Partners will leave this session with a sustainable, cyclical assessment plan to guide them in a full year of Starfish assessment work to help them iterate on their practices and share their outcomes with key stakeholders across campus.

Suggested Audience: Starfish

Transformation Lab

Leverage Starfish to Scale Student Wellness Work

Student success practitioners know how important it is to support students across all dimensions of wellness, in addition to academic success. Expanding Starfish usage to a variety of campus offices is a key part of ensuring students can receive the support they need and take advantage of available resources. This session will help participants think through which dimensions of wellness may be boosted by additional or more engaged Starfish Care Units, providing examples from across the Student Success Collaborative and helping participants consider which next steps they should take.

Suggested Audience: Starfish

Transformation Lab

Time-Saving Tips and Tricks for Tenant Admins

A Starfish Tenant Admin serves as the Starfish expert and main point of contact across campus and therefore must manage many competing tasks and projects. This session will share tips and tricks to help Admins make their Starfish work as easily and efficiently as possible. Participants will see examples of time-saving strategies employed by other Starfish institutions and will leave with a personal time-saving plan to put into action back on campus.

Suggested Audience: Starfish

1:00 p.m. **CONCURRENT SESSIONS (SELECT ONE)**

Partner Profile

Democratizing Data with Tailored Data Centers

Leadership at Rowan University, a public research university in New Jersey, lacked accessible and consolidated data to inform decision-making. To address this need, Rowan's Office of Institutional Research & Analytics (OIRA) began proactively working with deans and division heads to assess data needs, trackable metrics, and important questions they wanted to be able to answer. Using Rapid Insight's data organization and predictive modeling tools, OIRA built "Data Centers," central specialized repositories with a simple, intuitive interface to build dashboards, reports, and predictive models tailored to individual departments, colleges, and offices (e.g., Registrar and Academic Advising). In this session, the Rowan team will discuss the processes for creating and maintaining Data Centers, innovative ways they are used across campus (e.g., identifying students eligible for scholarships), and more to save leaders time, drive strategic decision-making, and promote student success.

Suggested Audience: Starfish, Edify, RI

Partner Profile

Evaluating Student Success Impact with Navigate360 and Edify

Like many institutions, Utah Tech University (UT) has implemented several student success initiatives across their campus and sought to better understand the impact on students. In this session, UT leaders will share how they've used the power of both Edify and Navigate360 to measure the impact of intervention and student engagement efforts on retention and completion. Through their work, they've been able to achieve a fuller picture of student success impact and identify improvement opportunities.

Suggested Audience: Navigate360, Edify

Blue Sky Discussion

Exploring Innovative Alerts, Referrals, and Response Pathways

This session will provide space for partners to hear about and generate ideas for creative and unique Alert Reasons as well as the Care Units necessary to provide excellent support to all students. We will have time to share our best ideas and to discuss out-of-the-box response pathways initiated by faculty, staff, and students across technologies.

Suggested Audience: Navigate360, Starfish

Expansion Spotlight

Recruitment Management: Coordinate Your Enrollment and Retention Strategy in Navigate360

Building early connections with prospective students is critical to help them successfully progress through their enrollment journey. Unfortunately, many potential students get lost during the application and enrollment process, often because institutions lack efficient strategies, processes, and tools to equip students to maintain their momentum.

Join this session to learn about Recruitment Management (RM), the new module designed to extend Navigate360's proven capabilities and help teams recruit and retain students within a single system. We'll share best practices for streamlining and coordinating your student communications during admissions and onboarding to ensure that students start off on the right foot. You'll hear how our beta partners are using this tool to meet their recruitment goals and set students up for success.

Suggested Audience: Any attendees interested in learning about Navigate360's Recruitment Management module

2:30 p.m.   **CONCURRENT SESSIONS (SELECT ONE)**

Research
Presentation

State of the Sector: Reckoning with Relevance

Today's colleges and universities face a triple threat of disruption: declining public confidence in the value of higher education, rapid advances in AI and automation poised to disrupt work and learning, and dwindling student and worker populations that strain our systems. But what if disruption felt more like opportunity than catastrophe? In this session, we'll separate news from trends about the ROI of a college education and how your institution can deliver on that value when students are less academically prepared and staffing is tight. You'll leave this session with insight about the current state of higher education and the best strategies for cross-functional collaboration designed to rebuild public confidence in your institution.

Suggested Audience: Navigate360, Starfish, Edify, APS, RI

Transformation Lab

Leverage Rapid Insight to Complement Edify Capabilities

Rapid Insight is a suite of self-service analytics tools that enables users to prepare data, build predictive models, and create cloud-based dashboards. Edify partners can access the Rapid Insight software as part of their Edify partnership. In this session, we will share how Edify and Rapid Insight can work together to enable hands-on data exploration, support compliance reporting, create scale, and more. We'll also explain how partners have used both technologies to support their institutional goals.

Suggested Audience: Navigate360, Starfish, Edify, APS, RI

Transformation Lab

Improve Term-to-Term Reenrollment with Navigate360

When supporting student persistence, it's often difficult to get students to enroll for future terms or to enroll in a timely manner. This session will review the Navigate360 tools, strategies, and best practices most helpful for advancing term-to-term reenrollment. Participants will learn about reenrollment tactics leveraged by other partners and will leave with a plan for implementing a term-to-term reenrollment strategy at their institutions.

Suggested Audience: Navigate360

Transformation Lab

Using Starfish to Drive Term-to-Term Reenrollment

Ensuring timely enrollment for an upcoming term is a crucial component of individual students' persistence and eventual graduation, as well as institutional enrollment goals. This session will review the Starfish tools most helpful for driving term-to-term reenrollment. Participants will learn about reenrollment strategies used by other Starfish institutions and leave with a plan for impacting term-to-term reenrollment on their campuses.

Suggested Audience: Starfish

2:30 p.m.   **CONCURRENT SESSIONS (SELECT ONE)**

Partner Profile

How a Residence Life and Housing Care Unit Provides Holistic Student Support

When offices across campus aren't coordinating and communicating in the best way possible, it hurts students and staff. In this session, leaders from St. Lawrence University (SLU) and University of Wisconsin – Whitewater will discuss the expansion of Starfish and Navigate360 (respectively) into Housing and Residence Life Care Units to address this challenge. SLU leaders will share how they've attained greater insight into the student experience using Starfish flags and cases to track nonacademic student concerns. UW – Whitewater leaders will discuss how they've created a centralized Success Network that incorporates the use of Navigate360 features, such as alerts and surveys, to better support students. Both institutions have been able to achieve time savings, cross-campus coordination and communication, and better student outcomes.

Suggested Audience: Navigate360, Starfish

Partner Profile

Improving General Education Mathematics Outcomes and Changing Math Culture

North Carolina Agricultural and Technical State University (NC A&T) is a public, historically Black land-grant research university located in Greensboro, North Carolina. To support their accreditation requirements, NC A&T developed a five-year Quality Enhancement Plan (QEP) focused on improving student success, specifically student performance in general education mathematics courses. In this session, NC A&T leaders will share how they are using Navigate360 to engage students and math faculty. Attendees will learn about NC A&T's strategies to transform math culture, targeted intervention tactics, progress reports, and more.

Suggested Audience: Navigate360

Strategy Conversation

The Role of Technology in Compassionate Leadership and Belongingness

Students are at the center of all our work, even as we embrace the power and potential of technology-enabled care. Join this partner-led session for reflections and discussions about leading with compassion and facilitating belongingness while using technology as a tool and keeping humanity at the heart of our work.

Suggested Audience: Navigate360, Starfish, Edify, APS, RI

Strategy Conversation

Adopting Strategic Practices: Monitoring Student Concerns and Feedback

In this partner-led, interactive conversation, participants will dive into the new Maturity Curve's best practices for monitoring student concerns and feedback. Learn from peers who have enhanced their institutions' ability to solicit and take action related to identified student concerns through technology utilization, ongoing process assessment, and identification of steps to move the needle on student success goals. Guided discussions and open Q&A will allow attendees to explore ways to strategically implement practices for monitoring student concerns on their own campuses.

Suggested Audience: Navigate360, Starfish

2:30 p.m.   **CONCURRENT SESSIONS (SELECT ONE)**

Strategy
Conversation

On the Leading Edge: A Conversation with the Excellence in Technology Administration Award Nominees

Join us for a panel discussion with our Excellence in Technology Administration Award nominees. These administrators are champions of Navigate360 and Starfish, leading innovation and adoption at their institutions. They are all trusted voices in the community, sharing their experiences, practices, and resources with others in numerous ways. We look forward to a lively discussion!

Suggested Audience: Navigate360, Starfish

Blue Sky
Discussion

Preparing for the New FAFSA: How to Understand and Communicate the Impact of FAFSA Changes

Recent updates to the FAFSA and Pell Grant eligibility requirements will soon be realized in the 2024-2025 aid year cycle. These changes are in part intended to simplify the financial aid application experience for students, but how will they impact the enrollment picture of our colleges and universities? Are our financial aid processes and resources equipped enough to respond? Join a robust discussion with EAB experts and campus leaders as we brainstorm together how to address these important changes.

Suggested Audience: Navigate360, Starfish, Edify, APS, RI

Expansion Spotlight

The Power of Data: How Edify Drives Momentum in Student Success, Enrollment, and Reporting
Unify Your Data to Save Time and Resources

Join this session with Northampton Community College (NCC) to learn about their impactful work with EAB's education data management platform, Edify. NCC initially implemented Edify to automate unwieldy compliance report data prep, helping the institution retain nearly $1 million in state funding. But they didn't stop there--after warehousing, unifying, and standardizing their data in Edify, NCC continues to leverage their data warehouse to make improvements in other critical areas. Join this session to hear NCC's CIO, Brian Gardner, and Senior Director of Institutional Effectiveness, Dorothy Schramm, share how Edify helped accelerate their work in student success. You'll learn how Edify can bolster your institution's data priorities across campus.

Suggested Audience: Any attendees interested in learning about Edify

4:00 p.m.   ### Choose Your Own Adventure: Explore, Connect, and Recharge

During this time block, we invite you to tailor your conference experience to suit your preferences and needs. With a variety of options available, you'll have the freedom to make the most of your CONNECTED24 experience in a way that aligns with your goals and priorities. Visit our Product Lounge to watch a demo of exciting new features, meet with your Strategic Leader, debrief with your fellow conference attendees from your institution, or simply catch up on emails.

5:00 p.m.   ### CONNECTED24 Celebration

Dinner and drinks provided.

Tuesday, January 23

Tracks

- Program Sponsor
- Technology Sponsor
- Program Owner
- App/Tenant Admin
- Care Unit Lead
- Data and Analytics Lead

7:00 a.m.   **Breakfast**

8:00 a.m.   **Guest Keynote**
Ensuring Students' Future Success: Why Equity Efforts Matter for the 21st Century Workforce

Gen Z, the most diverse generation in US history, is set to make up one-third of the labor market within seven years. Many of their future employers are already setting ambitious diversity, equity, and inclusion (DEI) goals for their workforces. Their ability to meet these goals directly depends on the DEI work you are doing at your institutions.

Seramount, part of EAB, is a professional services and research firm dedicated to supporting high-performing, inclusive workplaces. As corporate DEI initiatives become intertwined with entry-level talent recruitment, it is more important than ever for higher-ed institutions to play a significant role in bridging equity gaps from college to career to create a pipeline of early career candidates from historically excluded groups. In this keynote, Seramount president Subha Barry will share why employers are prioritizing DEI not only in terms of representation, but also as a driver of innovation and leadership. Institutions that prioritize DEI efforts despite political headwinds help ensure that their graduates succeed in the 21st century workplace while reaffirming the value of college to employers.

9:30 a.m.   **CONCURRENT SESSIONS (SELECT ONE)**

Mantra Health

Sponsor Session

Expanding Mental Health Supports: Integrating Stepped Care Models to Increase Persistence

With up to 75% of students endorsing having considered leaving college in the past six months due to emotional stress, many campuses are offering a plethora of mental health support resources across multiple modalities. However, more often than not, these resources are departmentally siloed and are not integrated into student success workflows on campus. This presentation will analyze the benefits of implementing an integrated stepped-care model to better support student mental health and well-being while decreasing barriers and maximizing limited counseling resources through several campus case studies. Specific emphasis will be placed upon success, lessons learned, and replicable insights in bridging the gap between student affairs and student success programming in light of EAB and Mantra Health's recently announced partnership.

Learning Objectives:

- Analyze current macro mental health and well-being trends on campus inhibiting student success.
- Critically explore the relationship between mental health programming and student success initiatives on campus, with an emphasis bridging existing gaps between these historically siloed processes.
- Discuss the benefits of implementing cohesive, clinically validated stepped care models on campus to meet students on their terms to increase student success.

Suggested Audience: Navigate360, Starfish

9:30 a.m.   ## CONCURRENT SESSIONS (SELECT ONE)

Research
Presentation

Building a Sense of Belonging for Black and Latino Men: The Three Relationships That Matter Most for College Success

Improving retention and graduation rates for underrepresented student populations has been an uphill battle for institutions in recent years, particularly for Black and Latino men, who have the lowest graduation rates of any demographic groups. Because Black and Latino men are a distinct minority at most institutions, it is even more difficult for them to find a sense of belonging on campus—unless institutions invest in building the relationships and social networks that contribute to student persistence.

In this session, we'll outline the three relationships critical to improving the sense of belonging for Black and Latino men: relationships with peers, relationships with mentors and role models, and relationships with parents and families. EAB's Director of Research Advisory Services, Angela Street, will lead this exploration of the many best practices institutions are deploying to make impactful strides toward success for these populations. Prepare to interact, engage, and problem-solve for the betterment of our Black and Latino men on our campuses.

Suggested Audience: Navigate360, Starfish, Edify, APS, RI

Transformation Lab

Approaching Student Support from a Customer Service Lens

For today's students, a comprehensive retention strategy requires institutions to offer a customized and frictionless experience across all points of the educational journey. In order to design a successful modern student experience, institutions of all shapes and sizes must understand the forces that shape student expectations long before they arrive on campus. This session will draw on recent EAB customer service-focused research with examples from Navigate360 and Starfish institutions. Participants will receive a diagnostic to help pinpoint areas for improvement and identify a plan of action to improve the student's customer service experience.

Suggested Audience: Navigate360, Starfish, Edify, APS, RI

Transformation Lab

Elevating Enrollment Strategy with Cross-Campus Stakeholders

"How many students are enrolled on campus today? What was the enrollment count at the last census date?" From setting institutional strategy to managing academic programs, it seems like everyone wants enrollment data, but it's difficult to get the numbers to match up. These data discrepancies fuel frustrations and bring conversations to a standstill. In this session, attendees will learn about the Strategic Enrollment Management Accelerator, an Edify workspace comprised of custom dashboards designed to help enrollment teams elevate key data across stakeholder groups, whether for a cabinet meeting or for daily status updates, to connect enrollment to broader outcomes. Attendees will discuss relevant challenges and customization options for their institutions.

Suggested Audience: Navigate360, Starfish, Edify, APS, RI

9:30 a.m.   **CONCURRENT SESSIONS (SELECT ONE)**

Transformation Lab

Empowering Graduate Student Achievements

Is your institution looking to expand your Navigate360 or Starfish usage to support grad students? Do you already support grad students but want to improve your efforts? This session will explore the unique needs of grad students and how you can leverage your student success technology to meet those needs. Participants will learn from the grad student work of other institutions and will begin creating a Graduate Student Empowerment Strategy to take back to campus.

Suggested Audience: Navigate360, Starfish

Transformation Lab

Navigate360 Application Administrator Onboarding

Join us for this in-person edition of Navigate360's Application Administrator Onboarding, a program designed to set new Application and Content Administrators up for success. We will cover the responsiblites associate with this role, introduce configurations, and walk through the plethora of on-demand resources available to you. You'll also have an opportunity to network with Applications/Content Administrator peers.

Suggested Audience: Navigate360

Transformation Lab

Starfish Administrator Onboarding

Are you relatively new to the Starfish Administrator Role and eager to explore the ins and outs of Starfish firsthand? Look no further—the Services team has you covered! Get ready to dive into an engaging experience where you'll learn the many ways Starfish can supercharge your campus's student success initiatives, from understanding the foundation of Starfish roles and relationships to mastering the art of configuring essential workflows. And the best part? You'll have the chance to connect with fellow Starfish Administrators, tapping into the collaborative spirit that defines our amazing Starfish Community. Don't miss out—let's embark on this exciting learning journey together!

Suggested Audience: Starfish

9:30 a.m.   **CONCURRENT SESSIONS (SELECT ONE)**

Partner Profile

Creating the "ReFOCUS at Ferris" Program to Help Students on Academic Probation

Ferris State University, a multi-campus regional public university in Michigan, is a Moon Shot for Equity partner committed to closing equity gaps. Leaders at Ferris State attended the CONNECTED22 conference and were so inspired by another partner's presentation on their academic probation program that they created their own similar program in just a month. The ReFOCUS at Ferris Program provides students on academic probation with academic, social, and financial support to develop a stronger sense of belonging and regain good academic standing. In this session, attendees will learn about Ferris State's program creation process, curriculum and materials, the role of Success Coaches, use of the Navigate360 platform, and more—perhaps to start a similar program as Ferris State did last year.

Suggested Audience: Navigate360, Starfish

Strategy Conversation

Transformational Leadership Teams: Impactful Strategies to Advance Student Success Priorities

Transformational leadership teams are the backbone of advancing student success priorities across campus through technology-enabled workflows, strategic interpretation and sharing of data, and optimization work. Join this session for a panel discussion with this year's Visionary Leadership Award finalists as they share insights about leadership team strategies and practices that drive their work and incite change on campus.

Suggested Audience: Navigate360, Starfish

Blue Sky Discussion

Upholding Equity Commitments in a Restrictive Political Landscape

This session will provide space to brainstorm and generate solutions for meeting your campus's specific DEIJ needs in the current political landscape. Our EAB facilitators will review current legislative restrictions and create space for partner-to-partner conversations about their impact on institutions and student success.

Suggested Audience: Navigate360, Starfish, Edify, APS, RI

9:30 a.m. **CONCURRENT SESSIONS (SELECT ONE)**

Blue Sky
Discussion

Harnessing the Power of Open-Source Data Packages with Edify

Join colleagues interested in getting the most out of their data warehouse. This session provides a space to brainstorm ways in which institutions can take advantage of open-source data packages using Edify and GitHub. The session will be hosted by Data and Analytics Strategic Leaders from EAB and Dr. Matt Nickodemus, Executive Director of Institutional Effectiveness at Utah Tech University.

Suggested Audience: Edify, APS, RI

Expansion Spotlight

Every Leader Is a Data Leader: Using Edify to Meet the Needs of Tomorrow's Students

What steps can you take now to prepare for the future of student support? Join this exciting session to expand the roadmap Dr. Ed Venit shared in his opening keynote. We'll discuss the data strategy and infrastructure you'll need to support the next generation of students, and you'll receive a workbook to help you design a path from where you are now to the capabilities your institution will need in the future. You'll also see how EAB's Edify can help you design a modern, collaborative data strategy and architecture.

Suggested Audience: Any attendees interested in learning about Edify

11:00 a.m. **CONCURRENT SESSIONS (SELECT ONE)**

Research
Presentation

Leading Campus Change Initiatives

Given fast-changing market pressures, there is a growing urgency for campus leaders to initiate more large-scale change initiatives simultaneously. Yet leadership teams often face high barriers to change on their campuses. In this session, you will learn about EAB's higher education change management framework and apply it in a simulation exercise to prepare you for the next change on your campus.

Suggested Audience: Navigate360, Starfish, Edify, APS, RI

Transformation Lab

Identifying Student Success and Retention Opportunities with Custom Dashboards

In an ideal world, every campus would maximize its use of existing data to identify opportunities to better support students—but it's often difficult to organize all of the relevant data points together. In this session, attendees will learn about the Success and Retention Opportunities Accelerator, an Edify workspace that supplements Navigate360 and Starfish analytics with different-in-kind metrics (e.g., data on stopped-out students, National Student Clearinghouse, IPEDS definitions of graduation and retention, etc.) and dashboards tailored to institutional preferences. The dashboards enable student success leaders to report on trends, challenges, interventions, and outcomes at their institutions. Attendees will discuss relevant challenges and customization options for their institutions.

Suggested Audience: Navigate360, Starfish, Edify, APS, RI

Tuesday, January 23 (CONTINUED)

11:00 a.m.   **CONCURRENT SESSIONS (SELECT ONE)**

Transformation Lab

Streamlining Your Workflows by Maximizing Navigate360 Functionality

In the midst of many responsibilities, leveraging automation and other tools can help student success staff streamline workflows and, in turn, increase the scale and impact of their student support. This session will dive into Navigate360 features that can save advisors and other end-users time and will provide examples from peer institutions. Participants will assess which current processes need to be streamlined and start an action plan on how to improve those workflows to save time and expand impact.

Suggested Audience: Navigate360

Transformation Lab

Streamlining and Scaling Student Support with Starfish

Amid many responsibilities, leveraging automation and other tools can help student success staff streamline workflows and, in turn, increase the scale and impact of their student support. This session will dive into the Starfish features that can save advisors and other end-users time, with examples from peer institutions. Participants will assess which current processes need to be streamlined and start an action plan on how to improve those workflows to save time and expand impact.

Suggested Audience: Starfish

Partner Profile

Narrowing Equity Gaps Through a Holistic Coordinated Care Network

Milwaukee Area Technical College (MATC) is a Moon Shot for Equity partner committed to closing equity gaps. As part of this effort, MATC launched an interdepartmental strategic initiative to more intentionally provide holistic and coordinated care for all students: their Holistic Coordinated Care Network (HCCN) and Student Care Referral System. In this session, MATC will discuss how they thoughtfully set up processes with a shared leadership model, integrated the use of Navigate360 alerts and other features with multiple Care Units, collaborated with stakeholders, and developed training materials to ensure successful buy-in across campus.

Suggested Audience: Navigate360

Partner Profile

Scaling a EAB Implementation with a Collaborative Administration Model

Over the course of their partnership, Pennsylvania State University's Starfish instance has undergone an evolution from being a baseline tool for academic advisors to being the student success platform that empowers the work of multiple functional areas that support students. Penn State has embraced a highly collaborative approach to leverage Starfish across their multicampus institutions. In this session, campus leaders will share strategies to creatively and sustainably scale a student success technology implementation. They'll discuss their tenant administrator model, cross-campus collaboration and coordination tactics, and more.

Suggested Audience: Starfish, Navigate360

Tuesday, January 23 (CONTINUED)

11:00 a.m.   **CONCURRENT SESSIONS (SELECT ONE)**

Strategy
Conversation

Build Your Faculty's Engagement with Student Success Technology

The pivotal role of faculty in improving student outcomes cannot be overstated. This interactive session will provide guidance on how to effectively bolster faculty engagement and design strategies to promote sustained use of your student success CRM. Attendees will hear from peer institutions that have successfully implemented processes and new initiatives for fostering faculty engagement.

Suggested Audience: Navigate360, Starfish

Strategy
Conversation

Scaling Actions and Differentiating Care: Strengthen Your Outreach Strategy for Outsized Impact

This partner-led, interactive conversation will focus on tailoring student support based on need. Learn how both the University of Wyoming and Ramapo College have coordinated these efforts on their campuses, automating whenever possible for scale, impact, and efficiency. Using the new Maturity Curve, we have a mechanism to understand each partner's current state of technology use, assess performance, and align on next steps to drive product adoption and impact in service to your ultimate student success goals.

Suggested Audience: Navigate360, Starfish

Strategy
Conversation

The Importance Of Data Governance

Data governance is an increasingly important component of student success work. Join this interactive, partner-led discussion on building a sustainable data environment you can trust to inform your student success initiatives and decision-making. Learn key principles of strong data governance practices and hear from current Edify partners about how the features in our data management platform have enabled this work on their own campuses.

Suggested Audience: Edify

Expansion Spotlight

The Next Frontier in Student Engagement: Explore Navigate360's Latest Student-Facing Tools

Whether you're new to Navigate360 or you've been using it for years, you won't want to miss this dive into our expanded functionality for engaging and empowering students. We'll demo the latest student-facing functionality in Navigate360, including the "hand raise" self-submitted alert and career exploration pathways, as well as tools to help your teams engage students, such as scalable outreach powered by AI. We'll also walk through our utilization reporting for the student mobile app, which you can use to better understand student behavior and inform your intervention strategies. This session is recommended for partners that don't currently have Navigate360's Smart Guidance module and are interested in learning more about the tools.

Suggested Audience: Any attendees interested in learning about Navigate360's student-facing tools

12:00 p.m.   ### Send-Off Celebration