

# CONNECTED 19

Student Success Collaborative Summit

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“You will be hard-pressed to find a more well organized and intentional conference that speaks so directly to your work with students.”

*CONNECTED18 Attendee*



## JOIN US AT CONNECTED19

Engage with innovative ideas and progressive leaders to transform student success for the next generation.

### OVERVIEW

CONNECTED is the leading conference for student success. Now in its sixth year, CONNECTED brings together the country's most progressive and passionate leaders in higher education. The summit is your opportunity to connect with and learn from nearly 900 of your peers.

Across the three-day experience, you'll hear cutting-edge student success research, transformative stories of personal impact, and innovative strategies for using EAB's Student Success Management System to reach your goals. This year's CONNECTED will feature new and diverse experiences for community colleges and four-year universities alike.



#### November 4, 2019

Application Administrators  
and New Members,  
2:00 p.m. to 5:00 p.m.

All Members, Welcome  
Reception at 5:30 p.m.

#### November 5, 2019

9:00 a.m. to 6:00 p.m.

All Members, General  
Reception at 6:00 p.m.

#### November 6, 2019

8:00 a.m. to 1:00 p.m.



#### Marriott Marquis Washington, DC

Washington, DC

### NOT REGISTERED YET?

Visit [eab.com/connected19](http://eab.com/connected19) to register. For information about who can register, see the Addendum (p. 22).

### NOT A MEMBER OF THE STUDENT SUCCESS COLLABORATIVE?

If your institution is not a member but you are interested in attending CONNECTED, email [CONNECTED19@eab.com](mailto:CONNECTED19@eab.com).

# Monday, November 4, 2019

2:00 p.m. to 5:00 p.m.

## **SPECIAL SESSION: New Member Launch Intensive**

2:00 p.m. to 5:00 p.m.

*(By Invitation Only)*

This special session is reserved for members who are new to the Student Success Collaborative (joining after August 2019) and is designed to help them prepare to make the most of CONNECTED. During this session, we will review available membership resources, what to expect from EAB, and strategies for hitting the ground running in the first few months of Navigate implementation. This session also provides an opportunity for new members to meet the EAB leadership team and peers who are in a similar stage of implementation.

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### **Unpacking Your Student Success Collaborative Membership**

Explore the research, technology, and consulting components of your membership, and learn how to communicate the capabilities of EAB's Student Success Management System as a member of your program leadership team.

### **Building Effective Leadership and Engagement Teams**

Building the right team is a critical first step in any initiative. In this session you will be informed of leadership roles in detail and identify who needs to be involved to set up your institution for a strong implementation and long-term value.

### **The First 100 Days**

Learn about implementation through an overview of key milestones to prepare for during your first 100 days of membership. Hear our recommendations for making the most of this formative time and leading your campus at each stage.

### **Breakout Working Sessions**

Connect with our team of Strategic Leaders and Launch Consultants to get answers to your specific implementation questions and kick off planning conversations in person.

**Monday, November 4, 2019** CONTINUED

**APPLICATION ADMINISTRATOR SPECIAL SESSION:  
Harnessing Your Role to Drive Impact**

2:00 p.m. to 5:00 p.m.

The Application Administrator role is integral to the success of Navigate on any campus. Serving as the campus technology expert and the nexus between platform, leadership, staff, students, and EAB, Application Administrators are well positioned to drive process improvement and student success strategy, as well as help shape the direction of the platform. In a first-of-its-kind experience, this session will convene Application Administrators to network, share best practices and lessons learned, and hear from EAB senior leadership on the future of Navigate.

**You should attend this session if:**

- You are an Application Administrator.
- Your role includes significant responsibility for designing and/or managing Navigate permissions, configurations, and workflow.

**WELCOME RECEPTION (All Members)**

5:30 p.m. to 7:00 p.m.

When you arrive in DC, join us for a reception to kick off CONNECTED19. Reunite with your colleagues and make new connections over drinks and appetizers.

# Tuesday, November 5, 2019

8:30 a.m. to 6:00 p.m.

## Morning Cohort-Based Special Sessions

*(By Invitation Only)*

During this time, guided discussion and networking sessions will be held for various Collaborative subgroups, including select system members and other regional groups. Specific sessions and times will be announced closer to the event, so you can expect to receive information from your Strategic Leader, if applicable.

8:30 a.m. CONTINENTAL BREAKFAST

## 9:15 a.m. **Keynote: Transforming for the Next Generation of Students**

*Presenters: Melanie Bowen, Senior Vice President, Product Strategy and Development and Rich Staley, Vice President, Member Success*



OPENING KEYNOTE

This fall, members of the Student Success Collaborative will graduate students who enrolled in 2013—one year after the Collaborative was formed—and enroll students who will graduate in 2025. What kind of transformation is required to serve the class of 2025 better than the one that came before? In this opening keynote address, Rich Staley and Melanie Bowen will explore why transforming student success is critical, what we must measure (individually and collectively) to ensure progress, and how we will achieve it together. We hope this session will inspire you to think differently about your day-to-day efforts and the students behind them.



During this time, we will also celebrate the **2019 Student Success Collaborative award winners.**

10:30 a.m. BREAK

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



RESEARCH PRESENTATION

### **Understanding and Designing Interventions for Pivotal Moments**

*Presenters: Natalia Alvarez Diaz, Associate Director, Strategic Research and Annie Yi, Associate Director, Strategic Research*

Along your students' college journey are many Pivotal Moments, inflection points that can mean the difference between success and failure. But schools often fail to communicate the significance of these moments or give students the tools to navigate them. This session will help you understand the challenges related to Pivotal Moments across the student lifecycle and explore intervention strategies to help more students succeed.

You should attend this session if:

- You want to better understand critical milestones for your students, regardless of your institution type.
- You own the orchestration of student success policies and strategies.



RESEARCH  
PRESENTATION

### Three Failure Paths in Guided Pathways Implementation and How to Avoid Them

*Presenter: Andrew Ninnemann, Senior Analyst, Strategic Research*

Most colleges are undergoing several simultaneous reforms linked to student success, including Guided Pathways. Yet few feel confident about their progress on this initiative, particularly when outcome measures are time-delayed by several months or even years. In this session, we will share practical methods for assessing and benchmarking your institution's progress on Guided Pathways implementation. Attendees will learn about the common failure paths in implementation—sourced directly from 1,600+ college leaders and faculty by EAB's Community College Executive Forum—and strategies to avoid them.

You should attend this session if:

- You are a community college leader involved with (or considering) Guided Pathways reform.



MEMBER-LED  
PRESENTATION

### Case Study: California State University Fullerton

*Presenter: Dr. Elizabeth Boretz, Assistant Vice President for Student Success and Director of Academic Advisement*

California State University Fullerton (CSUF), an institution hosting 34,305 undergraduate students, formerly sustained a decentralized advising model and lacked standard processes to train advisors or direct students to the right resources. Additionally, underrepresented minority students graduated at a lower rate than their peers. To combat these issues, CSUF implemented several major initiatives on campus over the last four years, including new student success centers within a centralized, collaborative Student Success Team structure; faculty engagement programs; an audit of procedural inequalities; and the implementation of Navigate. Their efforts paid off with a \$29.4M return on investment.

You should attend this session if:

- Your institution is a large regional public and/or part of a system.
- You are interested in addressing achievement gaps on your campus.
- You want to learn strategies for engaging faculty in advisement and student success.



MEMBER-LED  
PRESENTATION

## Case Study: Clark Atlanta University and Winston-Salem State University

*Presenters:*

- *Clark Atlanta University: Dr. Cynthia W. Auzenne Clem, Executive Director, Center for Academic and Student Success and Katrina Briscoe, Academic Advisor and Training Specialist*
- *Winston-Salem State University: Dr. Derick Virgil, Interim Dean, Student Success Collaborative, Provost's Office*

Clark Atlanta University (CAU) and Winston-Salem State University (WSSU) are both small HBCUs in the South that struggled to support students holistically across their academic tenure. Through the efforts of new Retention and Graduation Specialists, CAU began hosting mandatory advising workshops for juniors focused on maintaining financial aid, identifying career goals, and completing the graduation application process. WSSU needed to centrally analyze data from disparate sources to more effectively deploy student interventions and improve retention. Based on research indicating early relationships promote higher retention, they leveraged Navigate's data analysis capabilities and implemented the Navigate Student app to guide students through their first weeks on campus and keep them on track across the next four years.

**You should attend this session if:**

- Your institution serves a large population of underrepresented minority students.
- You are interested in improving upper-division retention.
- You want to learn strategies for implementing and leveraging the Navigate Student app.



FACILITATED  
ROUNDTABLE  
DISCUSSION

## Roundtable: Empowering Students with Self-Service Resources

When students independently and proactively engage with existing resources, they take control of their own success journey. This, in turn, enables their interactions with staff and faculty to be more meaningful and less transactional. This roundtable will discuss how to strategically use Navigate Student and encourage students to take advantage of the tools available to them. *Please note that roundtable sessions are capped at 25 attendees.*



FACILITATED  
ROUNDTABLE  
DISCUSSION

## Roundtable: Developing a Handbook on Ethical Use of Student Data to Improve Educational Outcomes

During this roundtable, you will learn and share lessons about the importance of and challenges related to the ethical use of student data to improve educational outcomes. We will engage in a discussion of guidelines that could become part of a handbook for your student success staff, including faculty, as well as guidelines for EAB. *Please note that roundtable sessions are capped at 25 attendees.*



# Tuesday, November 5, 2019 CONTINUED

12:00 p.m. LUNCH

1:15 p.m. **CONCURRENT SESSIONS (CHOOSE ONE)**



RESEARCH  
PRESENTATION

## **The Business Case for Student Success (with Featured Speaker, Nathan Grawe, PhD)**

*Presenters: Nathan Grawe, PhD and Ed Venit, PhD, Managing Director, Strategic Research*

The next decade will bring unprecedented competition for shrinking pools of prospective students, threatening budgets across higher education. In response, forward-thinking colleges have begun approaching student success not just as a moral imperative but also as a necessary measure for preserving and growing enrollments. How has this shift influenced their mindset, strategy, and investments? This keynote presentation will draw on insights from progressive colleges to share a primer on everything you need to know to weather the coming storm. *A version of this content has been presented at CONNECTED18, on webinars, and at industry conferences.*

**You should attend this session if:**

- You are a senior leader or own/oversee student success efforts.
- You want to know how to make the case for new or continued investment in student success.



**Nathan D. Grawe, PhD**, is the Ada M. Harrison Distinguished Teaching Professor of the Social Sciences at Carleton College, where he served as associate dean from 2009 to 2012. Nathan is a labor economist with particular interests in how family background—from family income to number of siblings—shapes educational and employment outcomes. Nathan's most recent publication, *Demographics and the*

*Demand for Higher Education*, examines how recent demographic shifts are likely to affect demand for higher education and explores how colleges and policymakers may respond to meet institutional and national goals.



INTERACTIVE  
WORKSHOP

## **Faculty Training and Incentives to Promote Navigate Adoption**

*Presenter: Kathryn Pham, Strategic Leader and Sarah Ulep, Strategic Leader*

Careful planning of faculty training programs and resources is imperative to promote faculty utilization of a student success technology. Yet even the most robust training plans fail to produce results without thoughtful attention to faculty motivation in a way that accounts for their varied roles and responsibilities. Attendees will leave this session with concrete strategies to incentivize faculty to engage more fully in Navigate—sourced from their peers across the Collaborative.

**You should attend this session if:**

- You are a Program Sponsor, Program Owner, Application Administrator, or Faculty Champion.
- You are interested in strategies to promote faculty adoption of Navigate.



### Student Panel: Florida State University's Unconquered Scholars

*Facilitator: Lisa Jackson, Assistant Director, Center for Academic Retention and Enhancement, Florida State University*

Featured last year as part of ConnectedED Stories, Florida State University's Unconquered Scholars program supports students who were formerly homeless or who aged out of the foster care system. Despite the steep odds against them, 85% of FSU's Unconquered Scholars graduate within four years. This year, we invited some of them to attend CONNECTED. During this panel discussion, current Scholars will share how they navigate the complexities of college and the supports that have helped them succeed.

You should attend this session if:

- You are interested in eradicating obstacles to college access and completion for former foster and homeless youth.



### Expansion Spotlight: Smart Guidance

Intelligence and Strategic Care help your success team analyze population health insights and intervene with students in a coordinated way. But what if you could deepen your students' understanding of the path to on-time graduation and empower them to take ownership of key milestones? Smart Guidance provides students with a dynamic mobile and desktop platform to guide them through important decision points and obstacles and help them plan, schedule, and register for courses to accelerate time to degree. Join this session to learn more about Smart Guidance, including a demonstration of smart nudging, connections to support resources and campus networks, and self-service term-to-term tools.



### Case Study: Danville Community College and Community College of Denver

*Presenters: Bradley Prillaman, Director of Academic Planning and Student Engagement at Danville Community College and Dr. Tami Selby, Executive Dean of Enrollment Management at Community College of Denver*

The Community College of Denver (CCD) and Danville Community College (DCC) struggled to fully engage students and retain them from orientation to the start of their first term, as well as from term to term thereafter. CCD developed a task force to address "summer melt," wherein students register during orientation but drop prior to the start of classes. They established a new initiative to engage students during orientation and to case-manage them across the summer to ensure they successfully start their classes in the fall. DCC integrated Academic Planning into their required college success skills course to help students plan ahead for their time on campus.

You should attend this session if:

- Your institution struggles with summer melt and student retention.
- Your institution is looking to raise your orientation-to-enrolled yield rates.
- You are interested in learning more about Academic Planning in Navigate.



FACILITATED  
ROUNDTABLE  
DISCUSSION

## Roundtable: Building Efficiencies and Scale in Support Services Beyond Advising

During this roundtable, you will hear directly from peers who have successfully expanded the use of Navigate across their campuses. The discussion will center around recommendations and best practices for implementing Navigate with support services such as Tutoring, Accessibility Services, and Financial Aid. This session is recommended for attendees who want to learn more about scaling case management, appointment scheduling, and check-in processes for Care Units beyond advising. *Please note that roundtable sessions are capped at 25 attendees.*

2:15 p.m. BREAK

2:45 p.m. **CONCURRENT SESSIONS (CHOOSE ONE)**



INTERACTIVE  
WORKSHOP

## Planning for Evaluation of Common Student Success Initiatives

*Presenters: Erin McDougal, Senior Director, Member Success and Emily White, Associate Director, Member Success*

We often tell our students to plan their college journey with the end goal in mind. Unfortunately, we don't always take the same approach when it comes to our student success work, making it difficult to analyze the effectiveness of our efforts. This session builds on last year's "Quantifying the Impact of Your Student Success Initiatives" workshop by diving deeper into how members can use Navigate to evaluate the success of common initiatives such as progress reports and registration campaigns. Attendees will engage with resources to determine which metrics to track for their planned initiatives, which data sources to use, how to set up the right processes to track the data, and how to use Navigate to evaluate outcomes.

You should attend this session if:

- You are responsible for demonstrating the impact of student success initiatives.
- You want to be more intentional and proactive about measuring outcomes.



TECHNOLOGY  
ROADMAP  
PREVIEW

## The "Now Next Future" of Navigate: An Inside Look at Our Roadmap and Vision

*Presenter: Pavani Reddy, Managing Director, Product Strategy and Development*

Join us for an inside look at the future of EAB's Student Success Management System. Our Product Managers will share themes from the 24-month roadmap: the Now Next Future of the platform. We will reflect on major updates across the past year, what's immediately ahead, and our "stakes in the ground" for the future. *This session was also offered as a Collaborative-wide webinar in September 2019 for those who prefer to attend the webinar or view the recording.*

You should attend this session if:

- You are a Program Owner or Application Administrator.
- You are interested in learning about our product roadmap or product development process.



## President's Strategy Session: EAB's Time Machine into the Future

*Presenter: Melanie Ho, PhD, General Manager, Research Development*

In private moments, presidents often confess to EAB their two biggest fears about university strategy: first, that their institutions are ill-equipped to meet the needs of a wholly different student of tomorrow, and second, that higher education has been trapped in incrementalism, unable to pursue the bolder visions needed. Responding to these worries, EAB's Time Machine is an interactive simulation experience on the student of the future, based on our extensive research into generational, workforce, and technology shifts. In this session, attendees will experience what over 100 presidents, trustees, and cabinet members have participated in to envision bold futures for their institutions and inform their next strategic plans.

**You should attend this session if:**

- You are a president or provost.
- You are responsible for setting a vision or strategy for the future of your institution.



## Developing Resilience and Coping Skills to Advance Student Success

*Presenter: Jenna Dell, Director, Member Education*

As counseling centers struggle to keep pace with the escalating number of students seeking support, institutions are looking for ways to proactively address student needs. Progressive institutions are prioritizing strategies to help students develop the mindset and skills they need to succeed in college before they present in crisis. This presentation discusses how to prime students with resilience and mindset interventions as they transition to college, provide proactive support at high-stress moments, and amplify the reach and impact of these initiatives through creative cross-campus collaborations.

**You should attend this session if:**

- You are an academic affairs, student affairs, first-year experience, or advising leader.
- You are responsible for improving student well-being.



MEMBER-LED  
PRESENTATION

## Case Study: University of Alaska Anchorage

*Presenters: Dr. Claudia Lampman, Vice Provost for Student Success and Valerie Robideaux, Director, First Year Student Advising and Success*

University of Alaska Anchorage (UAA) serves an ethnically diverse population of students who are largely part-time commuters. As an open-admissions institution, half of incoming students enter academically underprepared. Historically, first year-students self-navigated using four-year degree plans that assumed college readiness and often avoided key foundational courses in writing and math. Partnering with EAB, UAA implemented a new first-year advising program, designed academic pathways based on placement-level data, and implemented the Navigate Student app to help students find their way in college. These efforts are addressing retention and gateway course completion concerns and building upon UAA's current upswing in graduation rates (+7% in the past two years). This fall, the vast majority of UAA's degree-seeking freshmen attended orientation, arrived ready for advising and registration with placement tests completed (90%), and were advised to take writing and math (100%) among their 12–15-credit course load.

You should attend this session if:

- Your institution is a regional public university serving a diverse population of students.
- You are interested in learning more about Navigate Student.
- You are interested in learning how Navigate can guide strategic changes to academic advising.



FACILITATED  
ROUNDTABLE  
DISCUSSION

## Roundtable: Designing the Strategic Use of Academic Planning in Navigate

This roundtable discussion will center on how to leverage Navigate's Academic Planning module to support your institution's specific academic advising practices and needs. We will explore how Academic Planning can be used alongside the broader Student Success Management System to work toward your institutional student success goals. *Please note that roundtable sessions are capped at 25 attendees.*



PRESENTATION,  
TECH DEMO, &  
DISCUSSION

## Expansion Spotlight: Transfer Portal

Learn how EAB is bringing together student success technology and enrollment best practices in the new Transfer Portal to help members build prospective transfer student interest, capture stealth leads, support application rates, maximize yield, and ensure a successful transition to campus. During this session, attendees will see an overview of the Transfer Portal, including a live demonstration, and hear the latest case studies from Navigate members who have deployed the Transfer Portal. Presenters will share how institutions are setting transfers up for successful academic planning and credit attainment and putting them on the path to graduation during the inquiry phase.

# Tuesday, November 5, 2019 CONTINUED

## 4:00 p.m. **Facilitated Peer Group Networking**

Make connections with peers from similar schools during this dedicated networking time. Strategic Leaders will serve as table hosts to facilitate connections and prompt deeper conversations. Refreshments will be provided.

## 5:00 p.m. **ConnectED Stories**



TED TALK-STYLE  
PRESENTATIONS BY  
SELECTED PEERS

We believe that stories have the power to connect us, no matter the role we occupy, the school we serve, or the challenges we face. For the third year running, we are excited to bring you ConnectED Stories, where your peers take the stage to share personal stories and inspiring ideas with the rest of the Collaborative. After the talks, we hope you head into the reception reinvigorated to do the important work of transforming student success.

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

End the day by reflecting and unwinding with other members of the Student Success Collaborative at a casual reception in the atrium on the mezzanine level. Refreshments and appetizers will be provided.

## 6:30 p.m. **OPTIONAL: EXTRACURRICULARS**

### **City Walk to the White House**

The White House is the epicenter of politics in Washington, and its neighborhood showcases our capital city's rich history. Join us on this 2.3-mile walk through the city to see beautiful buildings such as St. John's Episcopal Church, which has been attended by every sitting president since James Madison, and Decatur House, a museum and one of the oldest houses in the district. You will also stroll through the famous Lafayette Square, which is seven acres in size and provides the best view of the White House.

### **History Walk in Logan Circle**

Join us for a 2.3-mile guided walk through the nearby Logan Circle neighborhood to learn about this dynamic area's rich cultural heritage from the 1800s to today. You'll see the homes and haunts of politicians and dignitaries and learn about the pivotal role local residents and organizations played in the Civil Rights Era. Keep an eye out for St. Luke's Episcopal Church, opened in 1880 and designed by Calvin T.S. Brent, the city's first African American architect, as well as the local Jewish Community Center, opened in 1926.

# Wednesday, November 6, 2019

7:00 a.m. to 1:00 p.m.

## 6:15 a.m. **OPTIONAL: EXTRACURRICULARS**

### **Morning Run**

Lace up your running shoes and join fellow student success enthusiasts for a morning run through the neighborhood. Want some distance? Join us for a 4-mile run! Prefer a slower and shorter run? Join the 2.5-mile group!

### **Sunrise Yoga**

Join us for a morning yoga session to set your intentions and prepare for the day ahead. All experience levels are welcome! Yoga mats will be provided.

## 7:00 a.m. **OPTIONAL: EXPANSION SPOTLIGHTS**



PRESENTATION,  
TECH DEMO, &  
DISCUSSION

### **Adult Learner Recruitment**

Is your institution facing pressure to find alternative sources of growth beyond undergraduate enrollment? Join us to learn how EAB is helping graduate, online, and adult degree completer programs use big data and out-of-industry best practices to drive growth. Attendees will learn about the research behind EAB's Adult Learner Recruitment initiative, hear client results, and find out how we are leveraging innovative strategies to identify, attract, and enroll more best-fit students.



PRESENTATION,  
TECH DEMO, &  
DISCUSSION

### **Education Data Hub**

Join this session to learn how EAB's groundbreaking new data management platform, the Education Data Hub (EDH), can help institutions improve data governance, data accessibility, and the implementation of system integrations. While EDH is primarily designed for CIOs and their teams, anyone with a keen interest in data strategy and insights will enjoy this session.



PRESENTATION,  
TECH DEMO, &  
DISCUSSION

### **Enrollment Services and Pipeline Analytics**

The path to retention and graduation begins long before students set foot on campus. Join this session to learn more about how EAB helps teams meet their enrollment goals while creating strong school affinity through the recruitment process. Attendees will hear how we help schools set course in a changing landscape, cultivate demand in an attention economy, generate applications by engaging Gen Z on their terms, and secure enrollments in a competitive market. This session also includes a live demo of our full-funnel analytics platform.

# Wednesday, November 6, 2019 CONTINUED

7:00 a.m. CONTINENTAL BREAKFAST

8:00 a.m. **Opening Remarks**

*Presenter: Scott Schirmeier, Executive Vice President*

Scott Schirmeier will welcome you to the final day of CONNECTED.

8:15 a.m. **Keynote: Equity in Student Success with Featured Speaker Shaun Harper, PhD**



**Shaun R. Harper, PhD**, is a professor in the Marshall School of Business at the University of Southern California. He is an expert on racial, gender, and LGBT issues in corporations, law firms, Hollywood production companies, and universities.

Dr. Harper has consulted with more than 200 businesses and institutions on strategies related to equity, diversity, and inclusion. He has published over 100 peer-reviewed journal articles and other academic publications and procured \$13 million in research grants. He is presently working on *Equity, Diversity, and Inclusion in Business*, his thirteenth book. His research has been cited in over 12,000 published studies. *The Wall Street Journal*, *The New York Times*, *Fortune*, *The Washington Post*, *Black Enterprise*, and several thousand other news outlets have quoted Professor Harper and featured his research. He has been interviewed on CNN, ESPN, and NPR.

Prior to becoming a faculty member, he was Assistant Director of MBA Admissions for the Indiana University Kelley School of Business. Dr. Harper spent a decade at the University of Pennsylvania, where he was a tenured full professor.

9:15 a.m. BREAK

9:45 a.m. **CONCURRENT SESSIONS (CHOOSE ONE)**



RESEARCH  
PRESENTATION

**Leading Your Student Success Enterprise**

*Presenter: Ed Venit, PhD, Managing Director, Strategic Research*

Who owns student success at your institution? Over the last five years, many schools have moved away from the old “owned by everyone” model in favor of one that assigns ownership to a specific leader tasked with overseeing key student services. Often these changes are accompanied by formal accountability metrics and goals. Who is this leader, where should they sit in the institution, and what assets must they control to be most effective? In this session, Ed Venit will explore the emerging role of the “Chief Student Success Officer” and help you decide how best to organize your own enterprise.

You should attend this session if:

- You are a senior leader or own/oversee student success efforts.
- You are considering an organizational restructure.





RESEARCH  
PRESENTATION

## Expanding Your Coordinated Care Network Part 1: Building a Responsive Early-Alert Process

*Presenters: Natalia Alvarez Diaz, Associate Director, Strategic Research and Lori Murphy, Strategic Leader*

For a better student experience and better outcomes, the response to an alert should be coordinated from beginning to end. However, we know that in reality, colleges struggle to identify, triage, and resolve alerts. In particular, colleges face challenges in building a collaborative and data-driven culture of support for students who are struggling, as well as improving shared processes between offices to de-escalate risk. This session, initially presented at CONNECTED18, explores what progressive members are doing to ensure that the management of alerts (particularly faculty-submitted early-alerts) is seamless across units. *Attend the Part 2 workshop at 11:00 a.m. to learn how to build these intervention pathways at your school.*

**You should attend this session if:**

- You oversee your institution's early-alert program, risk intervention process, or support services.
- You would like to expand or more fully leverage your Coordinated Care Network.



RESEARCH  
PRESENTATION

## Breaking Through the Student Communications Barrier

*Presenters: Camden Francis, Strategic Leader; Priya Malhotra, Launch Consultant; and Thomas Sellers, Strategic Leader*

Virtually all colleges and universities rely on email as their primary communication channel. Yet most students receive such a barrage of emails from the university that they begin to ignore your messages, leading to academic consequences. This session explores how universities have transformed their communication approaches to reach more students and improve student outcomes. You will learn strategies for setting campus-wide guidelines to reduce email volume, scaling proven email best practices to frontline staff, and applying behavioral science principles to message architecture. *This is a modified version of content presented at CONNECTED16 and on several Collaborative-wide webinars.*

**You should attend this session if:**

- You own or oversee one or more offices.
- You are interested in improving coordination of student emails, regardless of your role.



MEMBER-LED  
PRESENTATION

## Case Study: York Technical College

*Presenters: Dr. Stacey Moore, Executive Vice President, Academic and Student Affairs and Cassandra Verardi, Director, Advising Center*

Faced with several years of stagnant persistence and completion rates, York Technical College undertook a large-scale approach to improving student success utilizing a Guided Pathways framework. As part of a set of comprehensive efforts, they launched Navigate as a tool to empower staff and students inside and outside the classroom. Several recent initiatives provide support to undecided students in particular, including the implementation of meta-majors, a streamlined onboarding process, and the Navigate Student app. As the College has engaged an unrelenting focus on student success, key performance outcomes have increased, and more students are completing.

**You should attend this session if:**

- You want to determine action steps to improve student success through a Guided Pathways framework.
- Your institution struggles to guide undecided students to a best-fit major.
- You are interested in implementing meta-majors or learning more about Navigate Student.



FACILITATED  
ROUNDTABLE  
DISCUSSION

## Roundtable: Exploring Tactics for Guided Pathways Program Map Design and Student Support

Join this roundtable for a discussion on bringing Guided Pathways to life through best practices related to program map design and tailored student support. Specific tactics for discussion include sticky-note speed sequencing and personalized resource nudges. Facilitators will share existing EAB research in these areas and prompt conversation about how these practices can be supported by Navigate and brought to life at your institution. *Please note that roundtable sessions are capped at 25 attendees.*



FACILITATED  
ROUNDTABLE  
DISCUSSION

## Roundtable: Building Data Literacy

In this roundtable discussion, members will consider how they define “data literacy” within their institutions and its impacts on the use of Navigate. We will discuss challenges to building data literacy amongst campus stakeholders and brainstorm solutions for promoting a culture of data literacy. *Please note that roundtable sessions are capped at 25 attendees.*

## 11:00 a.m. CONCURRENT SESSIONS (CHOOSE ONE)



### Engaging, Recruiting Back, and Supporting Stop-Out Students

*Presenter: Christina Hubbard, PhD, Director, Strategic Research*

How do we demonstrate to the students we have failed in the past that our colleges are better equipped to help them fulfill their goals today? This session will provide the strategies your college needs to recruit back your stopped-out students, engage them on campus, and deliver the support they need to succeed. We will explore the key pressure points that lead to stop-out and specific strategies to keep students enrolled as they experience bumps in the road to college completion.

You should attend this session if:

- Your college is facing enrollment declines and needs to recruit from students who have left your college.
- You want to better understand why students leave and what it takes to support returning stop-outs to graduation.



### Expanding Your Coordinated Care Network Part 2: Designing and Scaling Intervention Pathways

*Presenters: LaToya White, Senior Director, Member Success and Aaron Rutledge, Strategic Leader*

While many schools have taken steps to improve the quality and consistency of follow-up to an indication of student risk (e.g., alert, progress report), most continue to face challenges in scaling impactful interventions. To bridge this gap, progressive institutions have established "Intervention Pathways," or blueprints for how to respond to an alert. In this workshop, participants will learn the elements of successful Intervention Pathways, work with peers to determine what Intervention Pathways should exist at their institution, and take the first steps to build them. *This session is an extension of concepts introduced in "Expanding Your Coordinated Care Network Part 1"; however, attendance at Part 1 is not a required prerequisite.*

You should attend this session if:

- You oversee your institution's early-alert program, risk intervention process, or support services.
- You would like to expand or more fully leverage your Coordinated Care Network.



RESEARCH  
PRESENTATION

## The Advising Office of the Future

*Presenter: Lindsay Miars, Senior Director, Strategic Research*

The rapid evolution of higher education and the student demographics it serves will demand major innovations in academic advising in the coming years. To meet these demands, advising must move beyond course registration and transactional services—and toward the vision of a true “student success office.” Join Lindsay Miars for a session exploring how progressive institutions are adopting new organizational models, technology policies, and training approaches to build best-in-class advising offices. We will share how leaders are encouraging their staffs to fully embrace the habits of next-generation advisors. *This is a modified version of content presented at CONNECTED17 and on Collaborative-wide webinars in 2018.*

**You should attend this session if:**

- You own or oversee academic advising.
- You are interested in improving the quality of advising, regardless of your organization model.



PRESENTATION,  
TECH DEMO, &  
DISCUSSION

## Expansion Spotlight: Academic Performance Solutions

Institutional success depends on leaders taking a strategic, methodical approach to university management—and that starts with having access to the right data. Join this session to learn how EAB’s Academic Performance Solutions (APS) equips academic leaders with program and department-specific performance data and peer benchmarking. Attendees will see a demonstration of the APS platform and learn how members are using APS to improve outcomes.



MEMBER-LED  
PRESENTATION

## Case Study: National Louis University

*Presenters: Tracy Templin, Executive Director, Strategy and Operations; Courtney Bondi, Executive Director, Advising and Learning Support; and Urvi Thanki, Associate Director of Data-Driven Practices*

The Undergraduate College at National Louis University (NLU) is recognized as one of the most diverse campuses in the Midwest, serving predominantly first-generation and low-income college-goers. With recent growth in its daytime, first-time freshmen population while continuing to serve a large transfer and online population with an average age of 35, NLU struggled with internal silos and minimal wraparound support, which kept students from getting the assistance they needed. To address this, they implemented Navigate to connect stakeholders across campus, provide advisors/coaches with actionable data on at-risk students, and remove registration barriers. Now, NLU’s freshman retention is exceeding benchmarks, and retention has increased by as much as 16% for transfer students in several programs.

**You should attend this session if:**

- Your institution is private and/or serves a large population of nontraditional students.
- You are interested in learning more about how Navigate can help you close the degree attainment gap.



MEMBER-LED  
PRESENTATION

## Case Study: Auburn University

*Presenters: Judith Sanders, Retention Programming Coordinator and Janet Moore, Director of Advising, College of Engineering*

Auburn University's College of Engineering has a rigorous curriculum, and some preengineering students struggle to achieve or maintain the required GPA to move into their desired engineering major. If students do not achieve the required GPA prior to junior standing, they are required to select a major outside of engineering. Auburn sought to reduce the number of students referred out of engineering by identifying at-risk students and providing them with intensive advising support. They leveraged Navigate to identify, monitor, and support these at-risk students, resulting in a 66% reduction in the number of referrals out of engineering, more than double their goal.

You should attend this session if:

- Your institution is selective and/or has high retention and graduation rates.
- You want to learn how to better support students seeking admission into competitive programs.



FACILITATED  
ROUNDTABLE  
DISCUSSION

## Roundtable: Designing Intentional Interventions to Support Strategic Goals

As a leader at your institution, you are charged with deciding which interventions to pursue, when, and why. This roundtable discussion will explore promising ideas and tactics for translating strategic priorities into technology-enabled workflows in Navigate. *Please note that the roundtable sessions are capped at 25 attendees.*



FACILITATED  
ROUNDTABLE  
DISCUSSION

## Roundtable: Developing a Navigate Student Content Strategy

The content in Navigate Student helps students more easily access information and assistance at pivotal moments through timely nudges and tailored resources. But arriving at a content strategy is not easy: there are numerous decisions and priorities to consider. For instance, how do you deliver important messages without overwhelming students with white noise? During this session, we will map out some of these key decisions and share strategies for creating and maintaining content. We will help you align your content efforts with institutional goals and maximize impact on student success. *Please note that roundtable sessions are capped at 25 attendees.*

## 12:15 p.m. Closing

To conclude CONNECTED19, we will reconvene for announcements about the year ahead and share final remarks. Snacks will be provided upon departure.

## Addendum

### REGISTERING FOR SESSIONS

The CONNECTED agenda is purposefully flexible to allow you to design your own experience. Starting in September, our event management system will send you an email with your individualized log-in credentials for the CONNECTED event app, where you can sign up for sessions and build your personal agenda. We encourage you to plan your experience early and reserve your seat in specific sessions. If you have questions, email [CONNECTED@eab.com](mailto:CONNECTED@eab.com).

### EVENT REGISTRATION

**Student Success Collaborative members** may send up to three attendees per institution at no cost, provided that the third attendee is your Program Sponsor or another cabinet-level administrator (e.g., Vice Provost, Vice President). We recommend that the Program Sponsor, Program Owner, and Application Administrator attend.

Members that want to send additional attendees can choose to pay \$595 per spot. For those who are interested, we will create a waitlist that will open in the early fall. When we announce that the waitlist has opened, you will have the option to pay to reserve your additional spot if you are still interested.

### MEETING LOCATION

Marriott Marquis Washington, DC

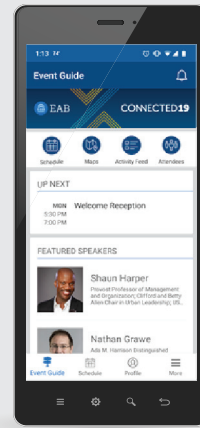
901 Massachusetts Avenue NW  
Washington, DC 20001  
202-824-9200

### HOTEL RESERVATIONS

We have reserved a block of rooms for CONNECTED19. Please be mindful of the agenda when making hotel reservations and travel arrangements:

Marriott Marquis Washington, DC

Address: 901 Massachusetts Avenue NW, Washington, DC 20001  
Name of Event: EAB CONNECTED19  
Guest Room Rate: \$299  
Cutoff Date: Sunday, October 13, 2019  
Reservation Number: 202-824-9200



**DOWNLOAD THE  
CONNECTED19  
MOBILE APP**

Use the CONNECTED mobile app to build and edit your personalized schedule, access session materials, reference location maps, receive updates, and contact other attendees.

To download the app:

1. Download **"CrowdCompass AttendeeHub"** in your phone's Google Play or App Store. Once AttendeeHub loads, search for **CONNECTED19** and click "Download."
2. To access your personalized app experience, you'll be prompted to **log in and enter your name**. You will then be emailed a **verification code** to unlock your account.
3. If you want to view the app on your browser (or are unable to download the app onto your phone), enter the URL **crowd.cc/connected19**.



After logging in, you'll be able to view the entire agenda, register for sessions, and make changes to your personal schedule. You can add and remove sessions at any time.



Presentations and supplemental materials for CONNECTED19 will be available on the app.



If you need help downloading the app, email [CONNECTED@eab.com](mailto:CONNECTED@eab.com).

### CONNECT WITH US

Follow EAB for the latest updates as we approach the event.

**#CONNECTED19**



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