EAB

2020 Case Study Compendium

Highlighting 18 Institutions that Improved Outcomes to Deliver a Return on Education for Their Students

Navigate for Four-Year Institutions

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Seeing Early ROI by Targeting Discrete Pockets of Risk

Virginia Commonwealth University, Public Research University, Richmond, Virginia

- **About:** Virginia Commonwealth University (VCU) enrolls 23,000 undergraduate students and has a 59% six-year graduation rate.

- **Challenge:** VCU has steadily improved its first-year retention rate, but needed a new way to identify and address the less-obvious needs of populations who are unlikely to complete, especially those beyond the first year.

- **Solution:** In fall 2014, VCU advisors used Navigate predictive analytics to run targeted advising campaigns that proactively intervened with 12 student subpopulations.

- **Impact:** Persistence-focused campaigns resulted in the retention of an additional 65 students in the spring of 2015 and $346,000 in spring tuition and fees revenue. Momentum from campaigns and other initiatives has positively impacted four- and six-year graduation rates.

Impact Highlights

8%
Percentage point increase in four-year graduation rate (spring 2014 to spring 2016)

3%
Percentage point increase in six-year graduation rate (spring 2014 to spring 2015)

$346K
Additional spring 2015 tuition revenue

Enabling Targeted Advising Initiatives Across a Decentralized System

Navigate Webinar
Inspires the Plan

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

Navigate Training
Helps Build Buy-In

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

Navigate Toolkit
Supports Execution

Navigate toolkit provides guidance to help advisors design and execute campaigns

Interventions Impacting Key Micro Metrics

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

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Campaigns Yielding Impressive Overall Results

Intervention Campaigns Improving Persistence

65+
Additional students enrolled in spring 2015 due to five persistence-focused interventions

$346K
Additional spring 2015 semester tuition and fees revenue

Graduation Application Campaign Boosting Graduation Rates

8%
Percentage point increase in four-year graduation rate for Spring 2016 compared to Spring 2014

3%
Percentage point increase in six-year graduation rate for Spring 2015 compared to Spring 2014

> " Although VCU has had success in getting students to return to its Richmond campus for a second year, the university has struggled to get them all the way to graduation. Now the school is turning to big data to help it identify students who are most at risk of falling through the cracks."
>
> *The Washington Post (June 14, 2015)*
> *Cited in USA Today (June 22, 2015)*

The Washington Post   USA TODAY

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

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

- **About:** The University of Wisconsin–Milwaukee (UWM) is a public research university with a total enrollment of 22,674 and a 41% six-year graduation rate.

- **Challenge:** UWM is a large, complex, urban institution featuring a decentralized advising structure made up of 11 different school/college advising offices with additional support units. After joining EAB, it was clear there needed to be a structure and engagement framework to enable coordinated university-wide actions involving targeted campaigns and advising best practices.

- **Solution:** UWM established an advising "SWAT team" as a central forum for sharing ideas, and developed ongoing stop-out campaigns to register students who might otherwise have slipped through the cracks. The EAB Consultant provides ongoing support, information, and feedback.

- **Impact:** A total of 123 students returned to campus following EAB campaigns targeting unenrolled students, amounting to over $604,000 in additional revenue.

Impact Highlight

$604K

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

Centralizing Efforts Across a Decentralized Campus

1

Creation of Advising SWAT Team

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

2

Established Monthly Meetings

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

3

Campaign Development

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

Multiple Navigate Campaigns Bring Results

Outreach Efforts Result in 123 Students Returning to Campus

FALL 2015 TERM   SPRING 2016 TERM   SUMMER 2016 TERM   FALL 2016 TERM

Stop Out Campaign 1
targeting 357 students not enrolled for Spring 2016 term

Stop Out Campaign 2
targeting 203 students not enrolled for Fall 2016 term

Stop Out Campaign 3
targeting 133 students with Bursar Holds not enrolled for Fall 2016

Stop Out Campaign 4
targeting 391 students not enrolled for Spring 2017

36 Students registered for spring

36 Students registered for fall

25 Bursar Hold students registered for fall

26 Students registered for spring

$604k+

Additional revenue from campaign enrollees

Key Navigate Resources Utilized:

Infographic
61 campaign ideas infographic referenced

Toolkit
UWM specific toolkit detailing objectives and scripting

Tracker
Reported outcomes in customized trackers

Consultant
Strategic support and data analysis

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

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

- **About:** The University of South Alabama (USA) is a public research university with a total enrollment of 16,211 and a six-year graduation rate of 36%.

- **Challenge:** Since 2005, USA had experienced declining retention in the midst of enrollment growth. With six- and four-year graduation rates plateauing at 36% and 17%, respectively, USA sought to help students graduate on time and improve overall student performance.

- **Solution:** USA developed a four-pronged strategy to help more students graduate in a timely manner with the right major. They used Navigate data to identify areas of focus. USA then launched two campaigns in 2016, one to encourage high credit-hours students to graduate and the second to enroll students in need of additional support in intensive academic coaching.

- **Impact:** Through its partnership with EAB, USA was able to increase retention by 12% across four years and graduate an additional 126 students in 2016.

Impact Highlights

12%
Increase in institutional retention across four years

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

Capturing Quick Wins by Helping High-Hours Students Graduate

Using Navigate Data

to identify enrolled students with:
- ❑ 120+ credits
- ❑ >2.0 GPA
- ❑ Not yet pending graduation

Shared list of 340 identified students

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

126 more students

graduated in 2016 because of the high-hours campaign

Identifying Students with Greatest Need for Intensive Academic Coaching

Piloting an Academic Success Coach Campaign for High Need Students

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

- In one of four majors with low faculty-to-student ratio
- Sophomore or junior
- GPA <3.0
- **Navigate indicator**: medium or high risk
- Qualitative input from faculty
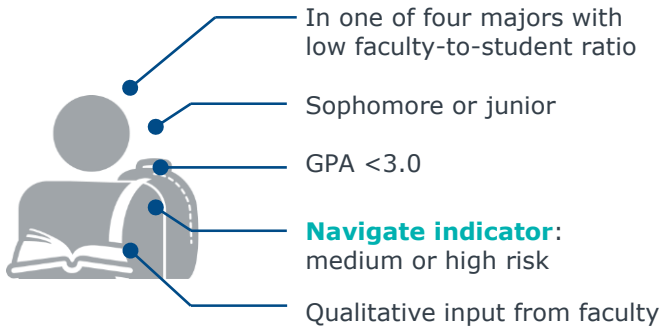
2 *Assigned each student to a designated faculty member who serves as a high-quality academic coach. Academic coaches:*

⚠️ Access Navigate alerts and mid-term grades

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

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Results: High Need Cohort Making Positive Progress

Increase in Cumulative GPA

0.11	0.06
Campaign	Non-campaign
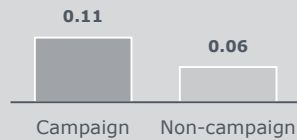
Increase in Credit Completion

4.9%	4.2%
Campaign	Non-campaign

Retention Rate

81%	80%
Campaign	Non-campaign
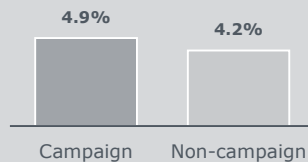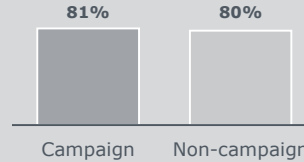
82% Of students said coaching helped them a lot

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

Four-Pronged Strategy for Transforming Student Success at USA

Convening academic success committee

Structure 🏛️

Using institutional reports for internal performance metrics

Performance 📊

Targeting high-need majors with academic coaching

Practice 🤝

Encouraging high-hours students to graduate

Campaigns 📢

Growth in Institutional Retention

12% increase in four years

73% 2015

65% 2011
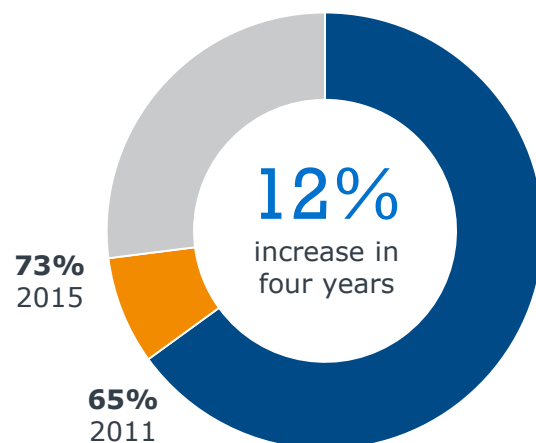
FOUR-YEAR UNIVERSITY

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

University at Albany, a midsize Public Research University in Albany, NY

- **About:** The University at Albany, part of the SUNY system, has 13,500 undergraduate students, a 65% six-year graduation rate, and an 83% retention rate.

- **Challenge:** In recent years, Albany has experienced enrollment growth, a new president, and a new strategic plan emphasizing student success. More than half of Albany students receive financial aid through the New York State Grant Programs and 45% are Pell recipients. Albany had achieved some success enacting a variety of practices to improve retention, but the impact was not what they hoped due to poor coordination among student-facing offices across campus. They needed a driving force to create a more collaborative culture.

- **Solution:** Albany partnered with EAB in 2015 and implemented Navigate in student-facing offices across campus. Advisors use Navigate to work with Grant students to keep them in compliance, and advisors also reach out to unenrolled students to get them back on campus.

- **Impact:** Navigate allows Albany's various offices to collaboratively support students and keep them on track to graduation. Through multiple campaigns, Albany has re-enrolled thousands of additional students resulting in over $5M in tuition revenue.

Impact Highlights

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

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

Navigate's Coordinated Care Network Enables Easy Collaboration

Financial Aid

Advisement

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

- - - - - - - - - - - - - - - - - - - -

OUTCOME:

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

Academic Support Center

Departmental Advisors

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

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OUTCOME:

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

Residence Life
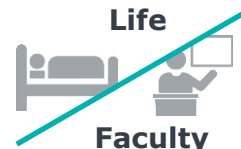
Faculty

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

- - - - - - - - - - - - - - - - - - - -

OUTCOME:

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

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

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

EAB Technology Helps Keep Students in Compliance

1 Use EAB to **identify Grant recipients** and their compliance status, focusing on two key variables: applicable credits and major declaration

2 Advising staff identify **why students aren't compliant** with Grant requirements

3 Advisors create an individual action plan in the EAB platform to **get students reenrolled** and ensure they become or remain Grant compliant

4 Major departments receive and implement a plan to ensure all students **come into compliance**

Navigate
Student Success Collaborative ™

Fall 2017 Semester Campaigns

Appointment Campaigns | Progress Report Campaigns

NAME	STATS
Reenrollment for Spring 2018 Sent: 12/14/2017 | Quick Stats	Appts. Made **(55%)** Attend. Rate (22%) Reports Created (10%)
Congrats! You Made the Dean's List! Sent: 12/14/2017 | Quick Stats	Appts. Made (45%) Attend. Rate (73%) Reports Created (81%)
Resolve Academic Hold Sent: 11/12/2017 | Quick Stats	Appts. Made (77%) Attend. Rate (89%) Reports Created (57%)
Meet with a Transfer Advisor Sent: 10/24/2017 | Quick Stats	Appts. Made (73%) Attend. Rate (68%) Reports Created (22%)

862
Previously noncompliant Grant students reenrolled through the campaign

$4M+
Additional tuition dollars from reenrolled students

Reenrollment Campaign Leads to $1M+ in Tuition Revenue

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

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

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

4 Connect
Connected with campus departments to address individual student issues

1,960
Students contacted through the campaign

1,574
Students re-enrolled through the campaign

307
More students enrolled in Spring semester than in the previous year

$1M+
Additional tuition revenue from re-enrolled students

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

National Louis University, Small Private University, Chicago, IL

- **About:** National Louis University (NLU) is a Hispanic-Serving Institution with a nontraditional population of approximately 9,000 undergraduate and graduate students. NLU has a 48% four-year graduation rate and a 72% annual persistence rate.

- **Challenge:** Historically, NLU's undergraduate student body was primarily part-time, online, and/or evening transfer students. In 2015, they launched a new full-time daytime program serving largely first-generation, low-income students. In 2018, NLU merged these populations, building the Undergraduate College with the mission of improving equity in degree attainment and employment. However, siloed and reactive departments using multiple technology systems prevented students from getting proactive support and progressing toward a degree.

- **Solution:** NLU's Undergraduate College hired a team of success coaches (high-touch academic advisors) to collaborate with faculty to support students. They then implemented Navigate to strengthen coordination between faculty, coaches, and additional support staff, facilitating holistic support and improving student outcomes.

- **Impact:** NLU students now have 13% higher first- to second-year retention compared to Chicago students with a similar academic profile. 90% of faculty responded to progress reports in Navigate, and 98% of students surveyed reported that faculty and success coach outreach was helpful.

> **Impact Highlights**
>
> ## 90%
> Faculty progress report response rate
>
> ## 13%
> Higher retention of NLU freshmen vs. comparable Chicago students

Addressing Process Challenges Within the Undergraduate College

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

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

All Campus Stakeholders Use Navigate to Collaborate and Connect

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

Faculty
Submit progress reports throughout the term

90%+
Response rate to progress reports

24,234
Total alerts about students issued, July 2018 to June 2019

> "EAB really takes the guesswork out of everything."
> —NLU Advisor

Success Coaches
Monitor student progress with outreach campaigns and customizable lists

11,496
Advising, coaching, and financial aid appts. logged in Navigate in one year

87.7%
Percentage of full-time students who met with their advisor

Support Units
Receive referrals from faculty and coaches and support students

236%
Increase in tutoring appointments compared to prior year

1600%
Increase in referrals over prior term

93%
Percentage of student financial cases successfully closed

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

98%
Percentage of freshmen adopting Navigate Student app

98%
Percentage of students reporting that faculty and advisor outreach was helpful to them

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Impressive Retention Across Student Populations

Improving Transfer Retention Rates Across Majors
Academic Year (AY) 16-17 to AY 17-18

Major	AY 16-17	AY 17-18
Human Services (online)	67.7%	79.7%
Human Services (campus-based)	57.1%	62.5%
Psychology	66.7%	80.0%
Early Childhood Practice	76.0%	80.0%
Elementary and Early Childhood Education	62.9%	68.3%
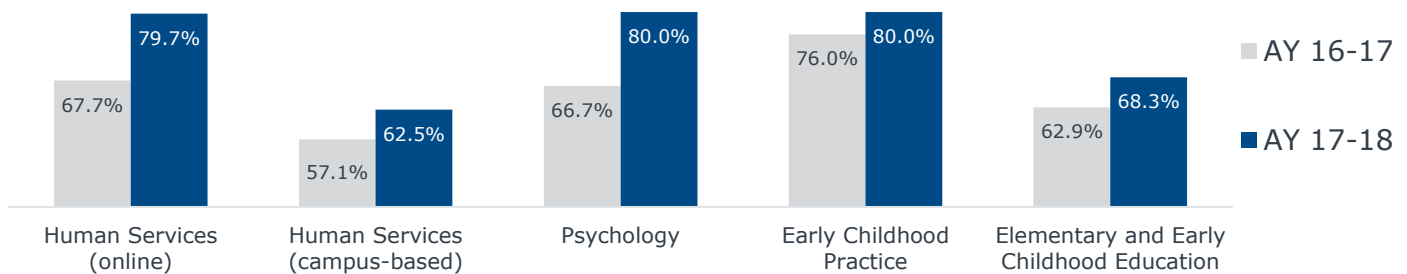
Surpassing Expectations for First-Time Full-Time Student Retention

53%
Comparable Chicago students

66%
NLU students

13%
Higher retention of NLU freshmen compared to Chicago students with similar academic profile
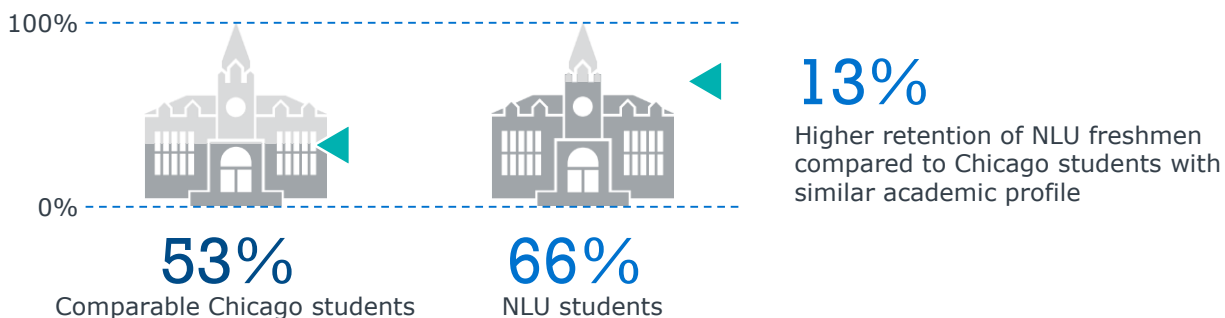
It Starts With the Faculty: Improving Campus-Wide Engagement in Advising

Samford University, Small Private Institution, Birmingham, AL

- **About:** Samford University is a private Christian university with 3,000 undergraduate students and a six-year graduation rate of 73%.

- **Challenge:** A communication gap existed between faculty advisors and student support staff due to inconsistent tools and processes for monitoring and supporting student progress. Faculty were aware of student issues but lacked the time to fully address them, while student support staff had the capacity to intervene but didn't know which students needed help.

- **Solution:** Faculty leadership established new policies requiring midterm grade submissions, while student support staff began using EAB's holistic student data to strategically intervene with students in need of support.

- **Impact:** First-year retention increased 2% within one year of EAB Navigate implementation with no additional investment in tutoring, supplemental instruction, or other student success measures.

Impact Highlights

90%
Average faculty progress report response rate since launching Navigate

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

$674K
Additional tuition revenue

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

Before EAB implementation

Disengaged faculty members

Communication gap between faculty and staff

Some students slipping through the cracks

EAB data and tools pave the way for culture shift

Engage Faculty Through Policy Change	Strengthen Communication Channels	Equip Support Staff with Better Tools
• Navigate implementation process reveals the need to better incorporate the **faculty perspective** • Faculty senate begins requiring **midterm grade submissions**	• **Progress report campaigns** timed around midterm and withdrawal deadlines • Staff provide **use cases** for grade submissions and emphasize **faculty's critical role** in driving student success	• Navigate provides **holistic insights** that allow staff to strategically work with faculty and intervene with students in need of support • Staff improve **efficiency and effectiveness** with better data

Best Practices: How Samford Secured Faculty Buy-in

Work With Faculty Governance

Samford's faculty senate requires grade submissions; staff report on progress and outcomes to close the loop

Be the Faculty's Partner

When faculty express concerns about a student, staff work with other offices in a "coordinated care network" to intervene

Turn Naysayers into Champions

Leadership engage with naysayers to hear and address concerns; faculty can access student performance data in EAB to understand *why* their involvement matters

Keep Building Bridges

Samford's EAB dedicated consultant encourages and supports campus-wide faculty participation—navigating staff turnover and shifting priorities

90%

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

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

-Nancy Biggio, Associate Provost for Administration "

Retention Continues to Climb Without Any Additional Investment in Staff

First-Year Retention and Additional Tuition Revenue

Full EAB launch

$281K

$257K

$136K

88.9%

88.7%

87.9%

86.7%

$0

2012-13   2013-14   2014-15   2015-16

2%

Increase in first-year retention one year after full EAB Navigate launch

$674,252

Total additional tuition revenue based on freshmen to sophomore retention rates
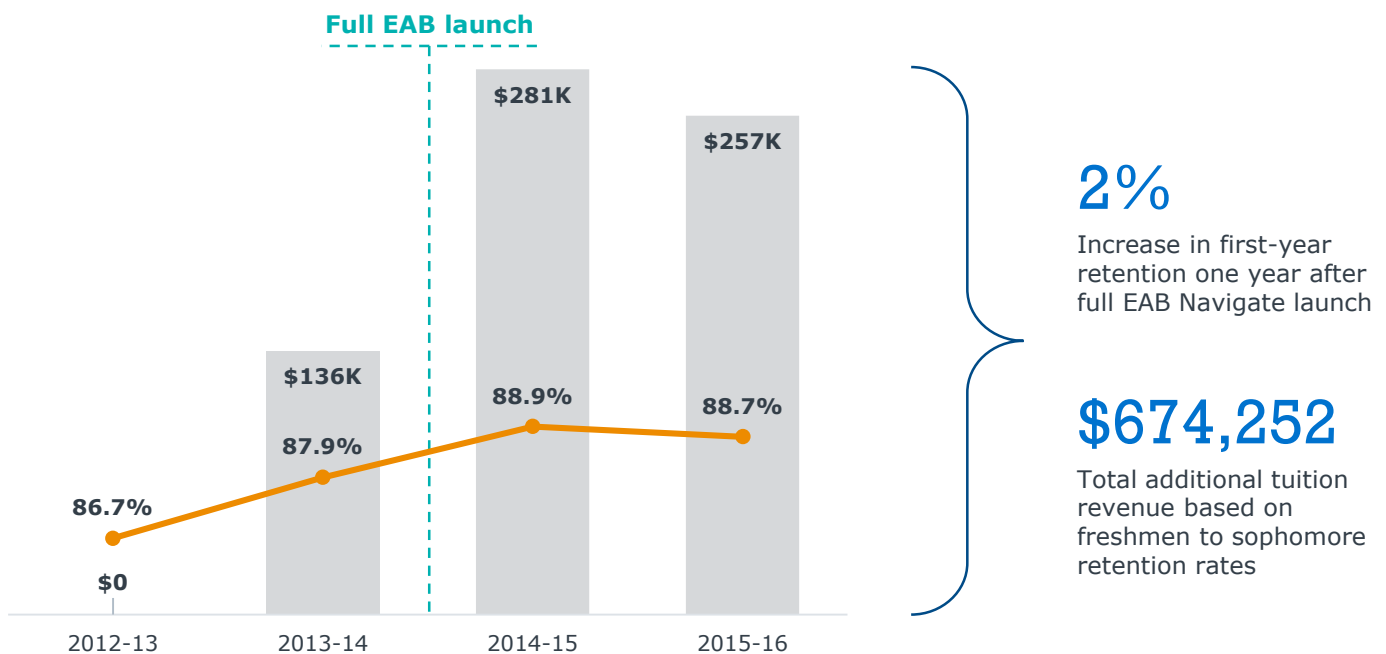
Embedding Faculty Engagement into Campus Culture

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

- **About:** Elizabeth City State University is a public, historically black university with a total enrollment of 1,535 and a six-year graduation rate of 39%.

- **Challenge:** At ECSU, advising is owned by the faculty who are often skeptical of new initiatives. Farrah Jackson Ward, Chair of the Math and Science Department, knew that in order to ensure faculty engagement with the Student Success Collaborative's Navigate platform, she would need to change the culture.

- **Solution:** To ensure faculty had resources to use the Navigate effectively, Farrah developed an extensive support infrastructure, including a website to house training materials, a dedicated email address for faculty questions, and a Navigate liaison in every department. To keep faculty on track with Navigate, Farrah announces new campaigns during faculty meetings and on the faculty listserv, and sends regular reminders. Department chairs receive a list of those who have not complied to create a sense of accountability. Farrah also engages directly with faculty to build confidence. A faculty member herself, she sets the tone by having advisees and piloting new ideas.

- **Impact:** As a result of this work, faculty response rates have jumped from 50% to 91% for Progress Reports. The process "practically runs itself," freeing Farrah's time to focus on other ways to help her students succeed.

Making Navigate Engagement Part of the Culture to Improve Student Support

How ECSU Successfully Rolled Out Navigate to Faculty

1 Provided Access to Tailored Resources
ECSU created a website to house Navigate training materials and set up a dedicated email address to answer faculty questions

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

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

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

Impact Highlights

41%
Increase in response rate to faculty progress reports

6%
Increase in retention rate

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

Farrah Jackson Ward, PhD

Associate Vice Chancellor for Academic Affairs, Math and Computer Science

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

Waverton State University*, a midsize Public Research University

- **About:** Waverton State University* is a public research university serving about 15,000 undergraduates with a 74% six-year graduation rate and a 90% retention rate. It is part of a state-wide university system.

- **Challenge:** Despite a strong first-year retention rate, many students were failing to graduate in four years. In 2014, Waverton's president set a goal to increase the four-year graduation rate by 12 percentage points by 2019. But with student caseloads approaching 800 in some advising units, advisors were stretched too thin to give all students the attention they needed to succeed.

- **Solution:** Waverton leveraged EAB's student success platform, Navigate, to improve cross-campus collaboration, implement new data-driven strategies, and improve their organizational structures. They leveraged EAB's student-facing app, Navigate Student, to provide their undergraduates with a comprehensive, personalized advising experience.

- **Impact:** Waverton successfully launched Navigate Student to more than 12,000 users, including 77% of first-year and transfer students. With this and other strategies implemented since 2014, Waverton's four-year graduation rate increased 15 percentage points.

Impact Highlights

12K+

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

15

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

Refining Student Interventions and Improving Collaborative Processes

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

Challenge

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

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

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

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

Solution

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

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

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

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

*"Waverton State University" is a pseudonym

Waverton's Tactics for Mobile Student Success

Navigate Student App Supplements Advisor Support and Empowers Students

Step One: Drive Student App Downloads

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

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

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

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

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

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

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

Widespread Adoption of Navigate Student

12,749
Total Navigate Student adopters two years after launch
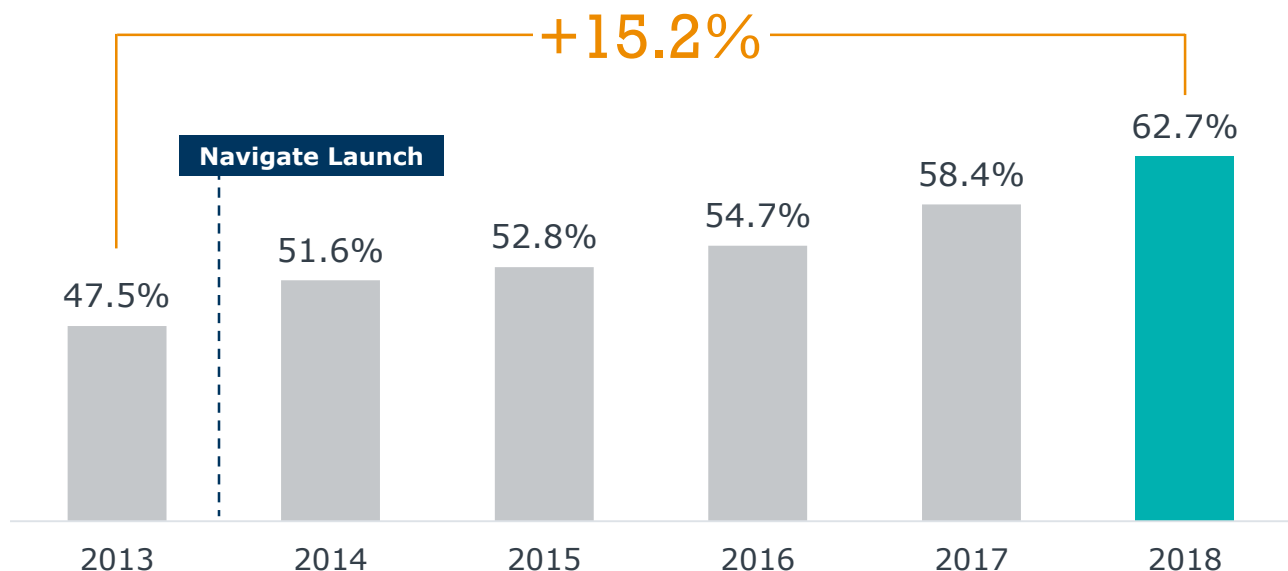
77%
Adoption among first-year and transfer students

44,565
Total tasks completed in Navigate Student by all users

Results: More Students Graduate on Time Each Year

Four-Year Graduation Rate

+15.2%

Navigate Launch

Year	Rate
2013	47.5%
2014	51.6%
2015	52.8%
2016	54.7%
2017	58.4%
2018	62.7%

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

Robert Morris University, Private University in Pittsburgh, PA

- **About:** Robert Morris University (RMU) is a private doctoral university with 4,385 undergraduate students, a 61% six-year graduation rate, and an 80% retention rate. They strive to embody their motto, "Big enough to matter, small enough to care."

- **Challenge:** Prior to collaborating with EAB, RMU's students and advisors lacked the tools to coordinate and communicate a plan to stay on track. Advisors needed insight into students' involvement and engagement on campus, and students needed a clear checklist to follow.

- **Solution:** RMU partnered with EAB in April 2017 with the goal of achieving 50% first-year adoption on EAB's student-facing mobile app. First, they created a first-year seminar syllabus that requires students to complete in-app assignments, driving both downloads and ongoing utilization. Second, they used in-app Quick Polls to help keep students on track, and provide advisors and administrators with powerful insights about student interests, needs, and concerns.

- **Impact:** RMU dramatically exceeded their adoption goal, with 94% of first-year students downloading the app. This contributed to a 2% increase in first-year retention compared to 2016.

Impact Highlights

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

2%
Increase in first-year retention since 2016

Building the Navigate Mobile App into the First-Year Seminar

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

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

Mobile App Assignment	Benefit to RMU
• Download the mobile app in class • Complete the Intake Survey	Advisors receive Intake Survey responses and **send students targeted content** based on their interests
• Take the Major Explorer quiz • Select favorite majors in the app	Advisors and academic departments view quiz results and favorite majors, and **send targeted messages/campaigns**
• Take Quick Poll on college expectations • Learn where to find help	Advisors use Quick Poll data to **identify areas of struggle for students** and send targeted follow-up
• Use app's GPS to find different offices on campus with helpful resources	Advisors **view favorite resources** for their individual students to better understand interests and needs
• Advisors send appointment requests; students set up appointment reminders	Student success leadership evaluates appointments made through the app to **gauge utilization**

Quick Polls Connect Students to the Support and Resources They Need

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

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

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

Intake Survey ✕

I'm an incoming freshmen
1452 students have answered this so far.
As more students weigh in, results may change.
You answered...
Yes
Responses so far...
58.6% No
41.3% Yes

What best describes you?
1448 students have answered this so far.
As more students weigh in, results may change.
You answered...
Sophomore
Responses so far...
62.1% First Year
19.3% Sophomore
12.7% Junior

Submit

Results: Strong App Adoption Drives Record-Breaking Retention Growth

First-Year App Adoption

GOAL

◄ 50%

RESULTS

◄ 94%
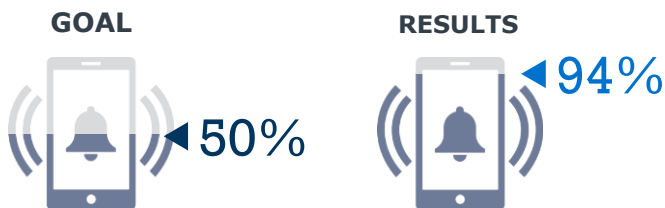
Overall App Adoption

400+
Upperclassman app downloads following marketing campaign

1,000+
Total app downloads in the first year of partnership

First-Year Retention (Fall to Fall)

76% — 2012
81% — 2013
83% — 2014
85% — 2015
80% — 2016
81% — 2017
82% — 2018

94%
2017 fall-to-spring semester retention—a school record!

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

California State University Fullerton, Public Research University, Fullerton, CA
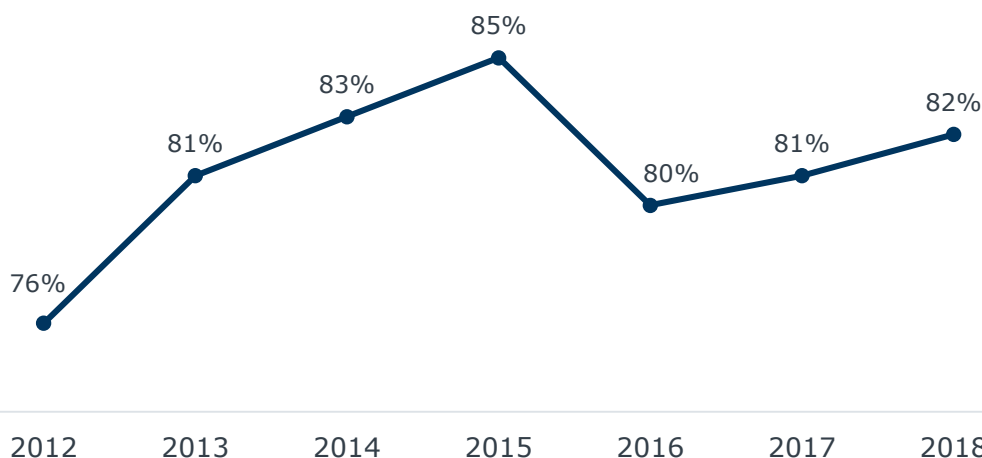
- **About:** California State University Fullerton (CSUF) is a large public university serving 34,305 undergraduate students with a 67.8% six-year graduation rate and an 88% retention rate.

- **Challenge:** At CSUF, decentralized advising and support offices lacked standard processes to train staff or direct students to needed resources. Faculty were not sufficiently engaged in collaborating with success staff to fully support students. Additionally, achievement gaps between traditional and underrepresented student populations were concerningly wide.

- **Solution:** CSUF built new Student Success Centers across campus, where staff use Navigate to monitor and connect with students, as well as engage and supplement faculty in supporting students outside the classroom. They also assessed procedural inequalities that disproportionately affect students of color and hired new specialists that use Navigate to improve key outcomes.

- **Impact:** By working to understand and remove barriers to completion, CSUF lowered the achievement gap between underrepresented minority (URM)[1] and non-URM students by 7 percentage points. CSUF also used Navigate campaigns to see a $29M+ return on investment in three years.

Impact Highlights

$29.4M+

Total return on investment from Navigate reenrollment campaigns in three years

7 percentage points

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

Achievement Gap Revealed Need for Investment

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

Six-Year Graduation Rate by Cohort Entry Year

12.5 Percentage-Point Gap Between Non-URM and URM Students for 2008 Cohort
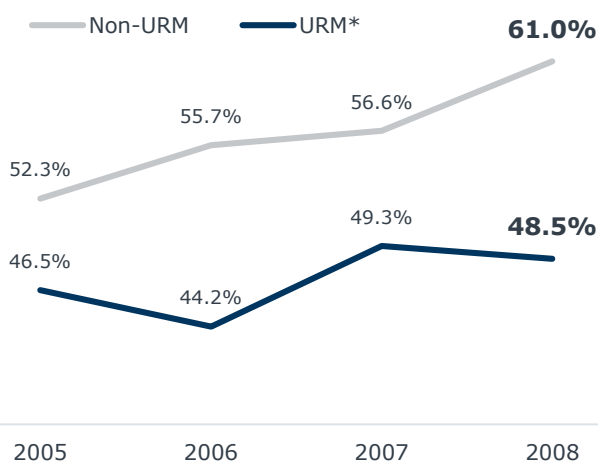
Non-URM: 52.3%, 55.7%, 56.6%, 61.0%
URM*: 46.5%, 44.2%, 49.3%, 48.5%
Years: 2005, 2006, 2007, 2008

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

Advising and Student Support Services Lacked Structure and Coordination

- ✖ **No formal training** on best practices and expectations for advisors

- ✖ **No unifying focus** for all campus constituencies on the importance of advising

- ✖ **No clear understanding** of where successful and unsuccessful students overlap and differ

- ✖ **No accessible data** on students' needs to help guide interventions

- ✖ **No structured process** for directing students to the right resources

- ✖ **No system** to flag students taking excessive and unnecessary courses

- ✖ **No adequate support** for graduation planning and preparation

Four Major Initiatives to Improve Student Success

1 Implement **EAB Navigate**

- ✓ Appointed Student Success and IT leaders as co-chairs of Navigate implementation team
- ✓ Leveraged EAB Consultant as a go-to partner to all offices in the advising community

135%
Increase in notes posted in Navigate, 2016 to 2018

2 Improve **Physical Space** to Serve Students

- ✓ Established new Student Success Centers at all CSUF colleges, designed offices for efficiency
- ✓ Showcased diverse staff backgrounds with profiles in waiting area

$181
Student-initiated semesterly fee that funds Success Centers

3 Engage **Faculty** in Student Success

- ✓ Formally recognized faculty for their impact in academic advising
- ✓ Shared students' stories about the impact of faculty conversations outside the classroom

331%
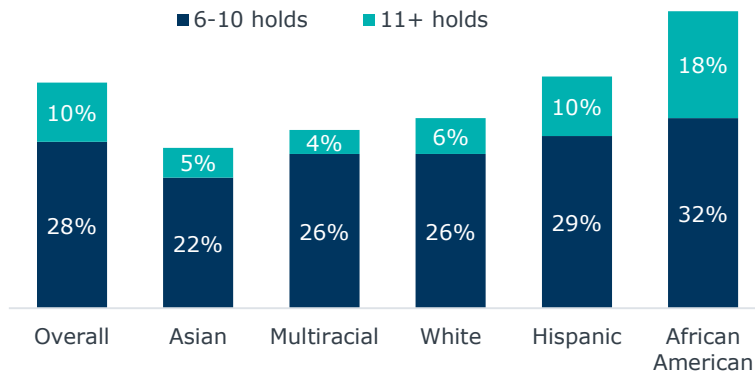Increase in Navigate staff and faculty users, 2016 to 2018

4 Audit **Procedural Inequalities**

- ✓ Examined data on higher rates of account holds among African American students
- ✓ Surveyed students about account holds, revealing that different populations interpret these in distinct ways

---

Registration Holds Are a Barrier to Completion

Number of Registration Holds in Years 1 and 2
Analysis of Fall 2014 Freshman Cohort (n≈4,400 students)

Legend: ■ 6-10 holds ■ 11+ holds

Category	6-10 holds	11+ holds
Overall	28%	10%
Asian	22%	5%
Multiracial	26%	4%
White	26%	6%
Hispanic	29%	10%
African American	32%	18%

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

New Efforts to Address Barriers

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

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New Specialists Use Navigate to Tangibly Impact Student Success

Two New Specialist Positions Help Keep Students on Track

- **Retention Specialists** contact non-enrolled students for the upcoming term prior to start of classes
- **Graduation Specialists** conduct workshops where seniors learn how to qualify and apply for graduation

How Specialists Use Navigate

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

🏛 NAVIGATE

Active Campaigns

Appointment Campaigns | Progress Report Campaigns

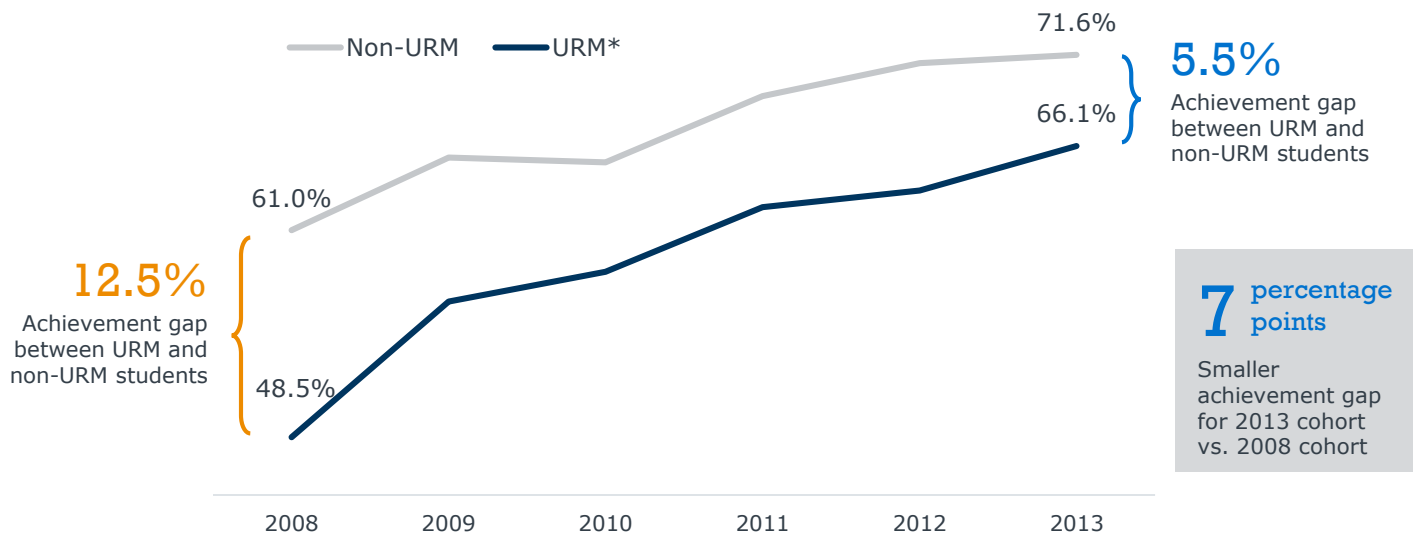| NAME	STATS
Planning for Next Term Sent: 10/10/2018 | Quick Stats	Appts. Made (60%) Attend. Rate (73%) Reports Created (8
BIOL Missed Success Marker Sent: 03/10/2018 | Quick Stats	Appts. Made (55%) Attend. Rate (73%) Reports Created (8
Pell Eligible - Credit Completion Sent: 02/05/2018 | Quick Stats	Appts. Made (43%) Attend. Rate (22%)

A Massive Return on Investment: Supporting Students with Navigate

Multiyear Reenrollment Campaigns Add Up to Thousands More Students Retained

Students Reenrolled via Navigate Campaigns Each Semester

3,465

							924	
					404			
				481				
			386					
		543						
	367							
360								

Fall 2016 | Spring 2017 | Fall 2017 | Spring 2017 | Fall 2018 | Spring 2018 | Fall 2019 | Total
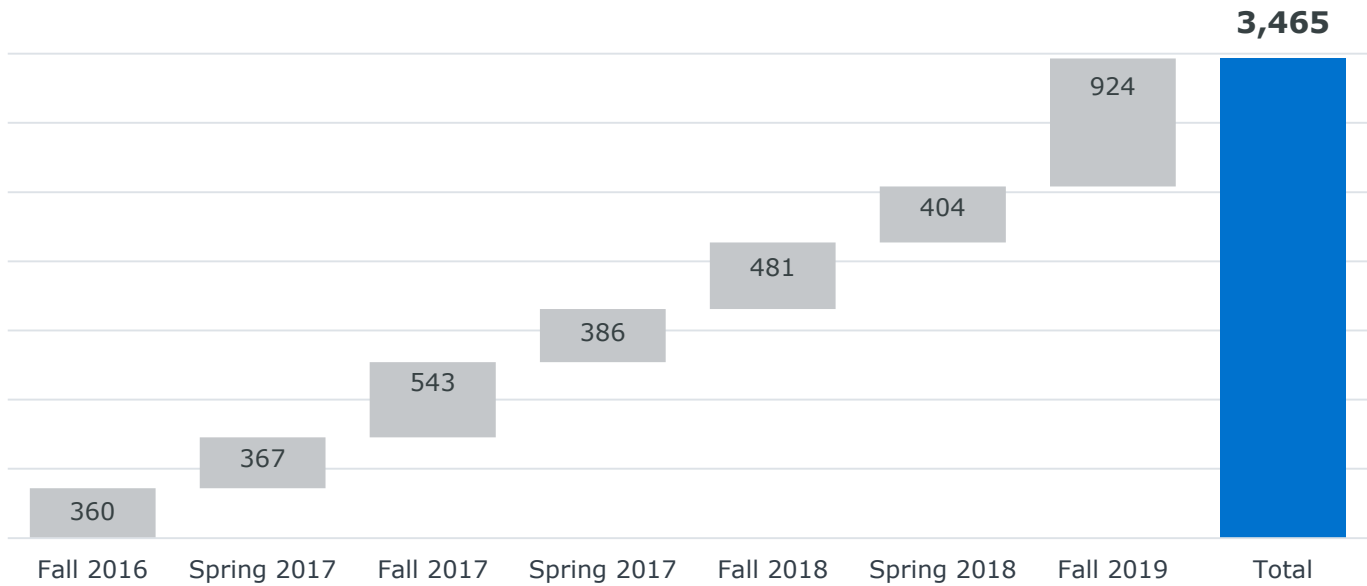
$19.7M
Total **tuition revenue** from 3,465 reenrolled students

+

$13.3M
Tuition revenue for a **second year**, based on 77% retention rate

–

$3.6M
Cost to employ 10 **retention specialists** for four years

=

$29.4M
Total return on investment from Navigate reenrollment campaigns

Student Success Initiatives Help Drive Progress Toward Closing Achievement Gap

Six-Year Graduation Rate by Freshman Cohort Entry Year

Non-URM   URM*

71.6%

66.1%

5.5%
Achievement gap between URM and non-URM students

61.0%

12.5%
Achievement gap between URM and non-URM students

48.5%

7 percentage points
Smaller achievement gap for 2013 cohort vs. 2008 cohort

2008 | 2009 | 2010 | 2011 | 2012 | 2013

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

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Improving Student Outcomes with Data-driven Advising and Institutional Transformation

Georgia State University, Public Research University in Atlanta, GA

- **About:** Georgia State University is a public research university with a total enrollment of 25,945 and a six-year graduation rate of 51%. GSU has historically served large populations of low-income and underrepresented minority students.

- **Challenge:** Ten years ago, GSU's six-year graduation rate hovered around 32% and was especially low for their growing population of Pell students. When Georgia joined Complete College America in 2011, GSU was required to implement a plan to improve student outcomes, with state appropriations tied to these improvements.

- **Solution:** GSU saw an opportunity to target resources through structured, data-driven interventions such as course redesign, supplemental instruction, freshmen learning communities, and fee-drop grants. In 2012, GSU joined the Student Success Collaborative and extended this data-driven approach to academic advising.

- **Impact:** GSU's advisors use Navigate daily, helping students make smarter decisions, reduce time to degree, and increase their likelihood of success— contributing to a 3% increase in six-year graduation rate since 2012.

Impact Highlights

3%
Percentage point increase in graduation rate since 2012

$3M
Estimated additional tuition revenue in one year

8
Fewer credit hours at completion on average since 2012

Making Impressive Gains Across All Students, Especially Special Populations

Moving the Dial on Graduation Outcomes

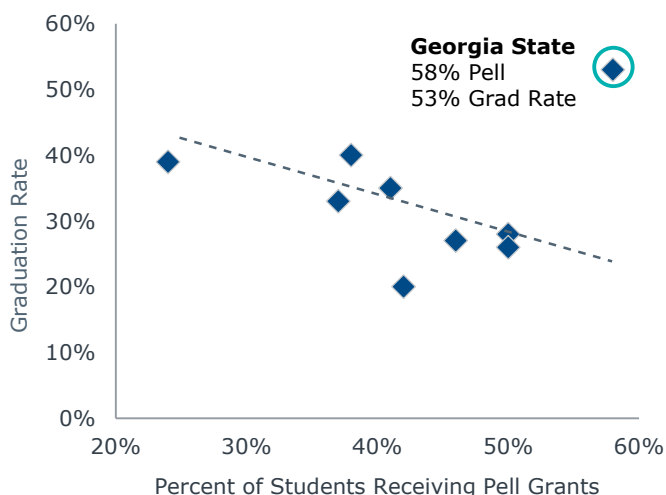| 2008	2009	2010	2011	2012	2013
43.4%	49.6%	48.1%	48%	51%	53%

With Navigate
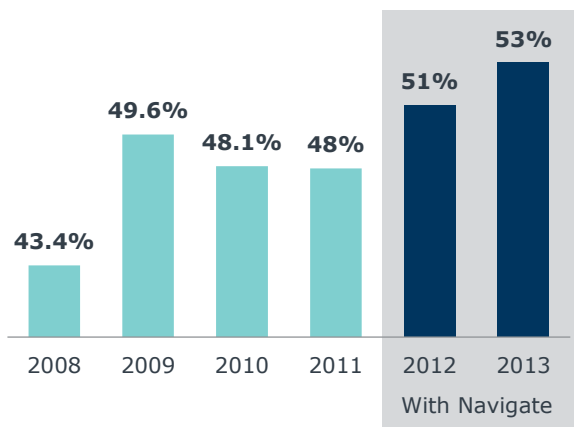
Bachelors Degrees Conferred
(2012 to 2014)

+18% African American

+26% Latino/a

Outperforming Peers With Low-Income Students

Graduation and Pell Rates of Urban Research Universities

Georgia State
58% Pell
53% Grad Rate

Creating a Culture Where Numbers Matter

Targeting Resources With New Analytics

Prior to 2012 | **After 2012**

High attrition due to delayed admission into certain academic majors ▶ Redesigned Pre-Nursing, Pre-Business sequences based on Navigate insights

Unclear which students needed support in which courses ▶ Used analytics to strengthen supplemental instruction offerings

Students dropping out due to unmet need, as little as $300 ▶ Retention grants (fee drops) deployed based on student need

Among other initiatives

Integrating Navigate into Advising Enterprise

41K+

Total interventions in Navigate per year

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

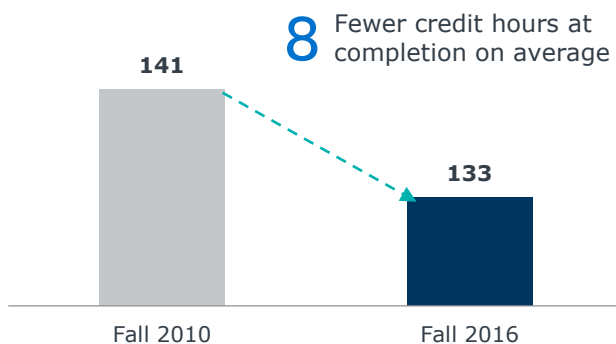# Maintaining Institution-Level Gains While Shifting Focus to Student Progress

Decreasing Time to Degree...

Average Credits at Time of Graduation

All Students

8 Fewer credit hours at completion on average

141 — Fall 2010
133 — Fall 2016

...And Reducing Overall Cost for Students

$4M

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

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

Auburn University, Public Research University, Auburn, AL

- **About:** Auburn University is a high-performing institution serving 25,000 undergraduate students in 13 colleges and schools, including the College of Engineering. Auburn has a 78% six-year graduation rate and a 90% retention rate.

- **Challenge:** Auburn's College of Engineering has a rigorous curriculum. Some pre-engineering students struggle to maintain the minimum required GPA and are referred outside of Engineering to select another major. Auburn wanted to reduce the number of students referred outside of Engineering by identifying students who are at risk of not qualifying for the major and providing them with intensive tech-enabled advising support.

- **Solution:** Auburn partnered with EAB in 2014 and implemented Navigate across campus. Within the highly selective Engineering program, advising leadership uses Navigate alerts and cases to flag and support students at risk of not qualifying for the major to retain them within Engineering. A dedicated counselor then advises these students, enforcing positive academic behaviors.

- **Impact:** Through these efforts, in just three years Auburn decreased the portion of students leaving the Engineering program as a result of mandatory referrals by 73 percentage points. In 2018, they retained 94% of pre-Engineering Success Contract students at the university, thus generating $2M in estimated tuition and fee revenue.

Impact Highlights

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

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

Previous Process for Admittance to Engineering Was Overly Manual

Process Consumed Staff Time and Left Students Without a Safety Net

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

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

Questions for EAB:

How can we identify qualified students more efficiently?

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

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

How can we prevent more students from being referred out?

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

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

1 Advisors **identify** GPA-eligible and -ineligible students using Advanced Search and **monitor** the two tracks using Watch Lists

2 Advisors **flag** students not on track to qualify for the Advising Director with early alerts

3 Advising Director **assigns** flagged students to a dedicated counselor's caseload

4 Counselor **meets weekly** with referred students to create and follow academic contracts

Academic Contracts Help Students Build Better Habits

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

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

New Counselor Provides Dedicated Support
Dual-purpose counselor spends half her time as tutoring coordinator and half working directly with students

50 students
Average student caseload for the academic counselor

Decreasing Mandatory Referrals and Retaining More Students at Auburn

Portion of Students Leaving Engineering Who Were Mandatorily Referred Out:

86.8% (2015)
82.4% (2016)
38.6% (2017)
13.1% (2018)

-73 percentage points
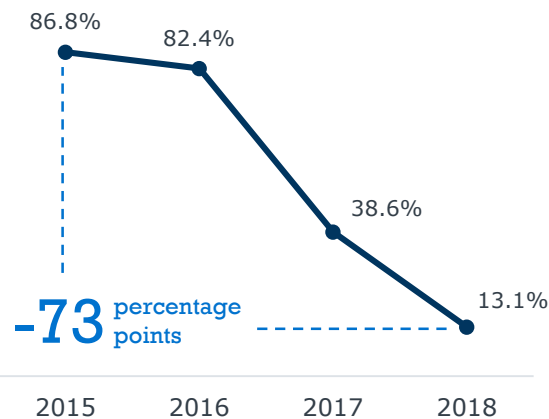
Out of 53 Engineering Students Referred to the Success Counselor in Fall 2018:

Retained in Engineering: 36
Retained at Auburn, left Engineering: 14
Left Auburn: 3
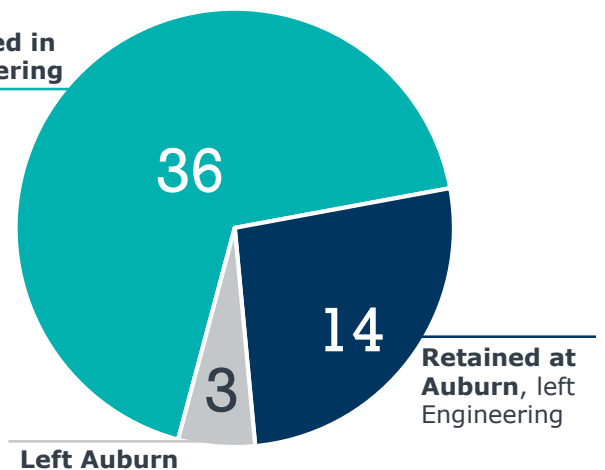
66%
Reduction in the number of referrals out of Engineering in the first year of Auburn's Navigate partnership

94%
Portion of pre-Engineering students on a Success Contract **retained at Auburn** in 2018

$2M+
Potential **tuition and fee revenue** from students on a Success Contract retained in 2018

FOUR-YEAR UNIVERSITY

Strategic Interventions Generate Rapid Results and Ongoing Impact

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

- **About:** Middle Tennessee State University (MTSU) is a public research university with a total enrollment of 21,913 and a six-year graduation rate of 52%.

- **Challenge:** In response to state-wide pressure to improve outcomes, MTSU created the "Quest for Student Success" plan, but needed a way to track and move the dial on metrics across the institution. MTSU's advising units were also severely understaffed and under-resourced to serve a challenging student population on the ground.

- **Solution:** MTSU set out to drive rapid gains through changes informed by data and best practices. Joining the Collaborative in spring 2014 allowed MTSU to empower staff with data and execute a campus-wide strategy focused on persistence.

- **Impact:** Through its partnership with EAB, within the first 120 days of launching the platform, MTSU was able to increase overall persistence by 1.5 percentage points, retaining an additional 390 students for $1.5M in spring tuition revenue. They also improved four-year graduation by 4.3%.
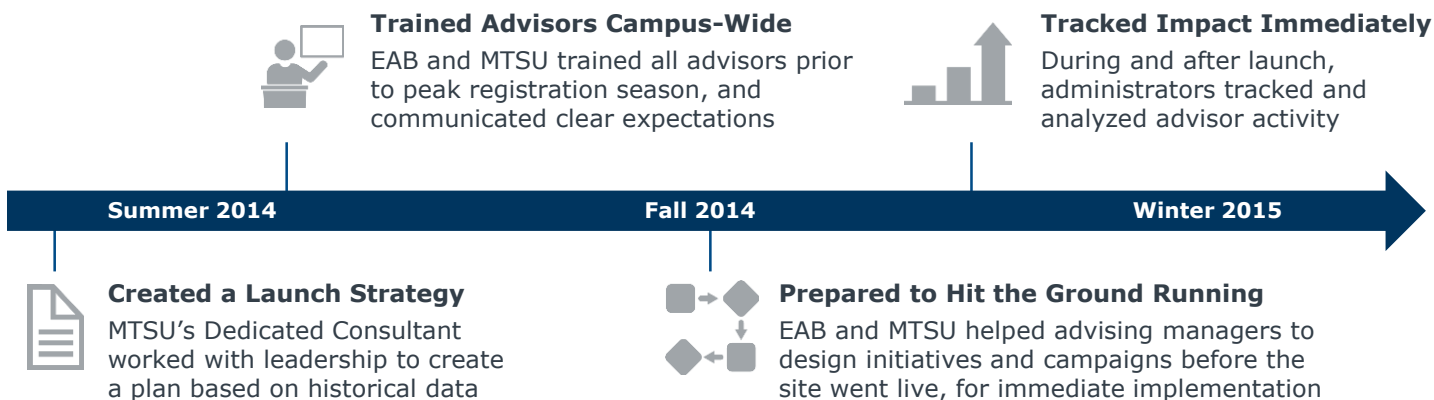
Impact Highlights

4.3%
Increase in four-year graduation rate since 2014

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

EAB Support During Launch Ensured High Engagement and Early Wins

Trained Advisors Campus-Wide
EAB and MTSU trained all advisors prior to peak registration season, and communicated clear expectations

Tracked Impact Immediately
During and after launch, administrators tracked and analyzed advisor activity

Summer 2014 — **Fall 2014** — **Winter 2015**

Created a Launch Strategy
MTSU's Dedicated Consultant worked with leadership to create a plan based on historical data

Prepared to Hit the Ground Running
EAB and MTSU helped advising managers to design initiatives and campaigns before the site went live, for immediate implementation

+1.5%
Increase in overall fall-to-spring undergrad persistence

390
Additional undergraduate students enrolled in spring 2015

$1.5M
Estimated additional revenue from spring tuition and fees

47
Additional advisors hired to support Navigate launch and rollout

Building a Coordinated Network of Persistence Campaigns

Using Navigate to Plan and Scale Efforts

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

Target
Robust student data helped to prioritize unique, high-impact populations
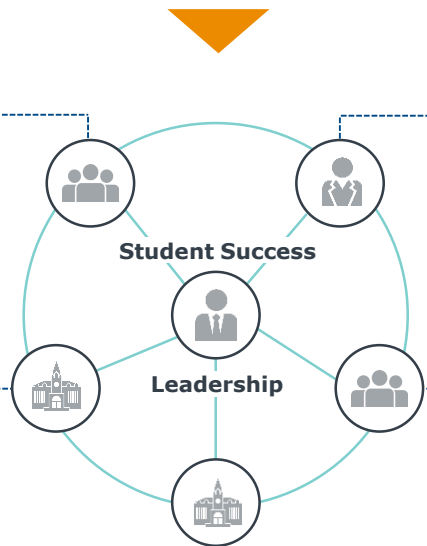
Manage
Navigate toolkits provided a framework and resources for campaign management

Stop Outs
Units used outreach to engage targeted stop outs in re-enrollment conversations
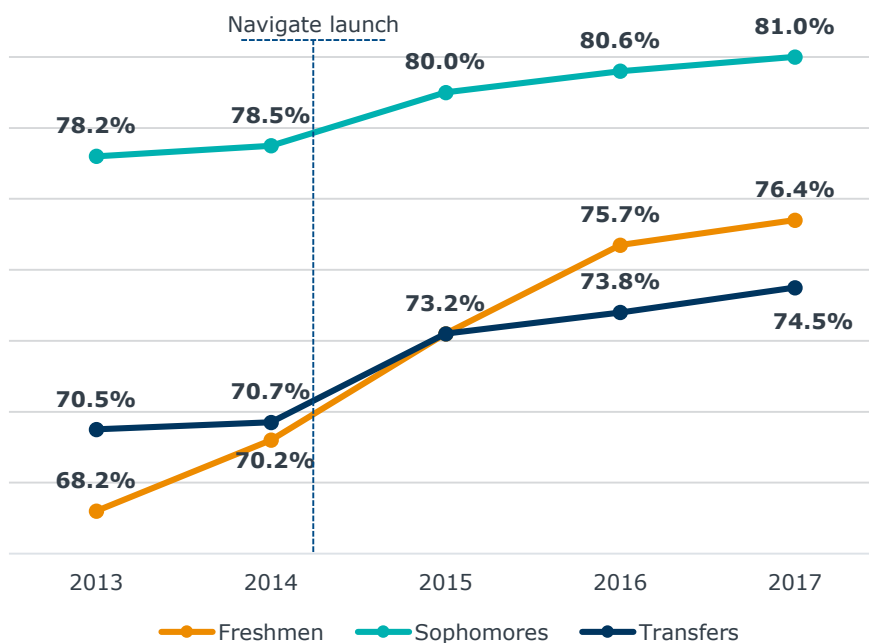
Struggling Freshman
Based on EAB analysis of historical first-year GPA patterns, created REBOUND program to contact new freshman with fall GPA <2.0 to offer specialized early-return advising

Student Success

Leadership

BHS Students with Registration Holds
Prioritized contacting students in Behavioral & Health Sciences who had simple hold barriers to registration

Students Close to Completion
One department targeted likely returners: Low and Medium need students with few credits remaining

Seeing Impressive Multiyear Gains With Navigate

Retention Rate for Freshmen, Sophomores, and Transfer Students

Navigate launch

Sophomores: 78.2%, 78.5%, 80.0%, 80.6%, 81.0%
Freshmen: 68.2%, 70.2%, 73.2%, 75.7%, 76.4%
Transfers: 70.5%, 70.7%, 73.2%, 73.8%, 74.5%

2013 2014 2015 2016 2017

— Freshmen — Sophomores — Transfers

Overall Results

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

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

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

eab.com

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

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

- **About:** Salisbury University is a public master's university with an undergraduate enrollment of 7,900 and a four-year graduation rate of 46%.

- **Challenge:** Advising at Salisbury was owned by faculty and housed within each school, with no shared information about goals or outreach efforts. Many students were not well-prepared for critical courses in their degree path, with some stopping out as a result, or delaying their time to graduation. As enrollment increased, Salisbury "outgrew" its faculty advising model but lacked sufficient resources and buy-in to move to a hybrid professional-faculty model.

- **Solution:** Over the course of one year, Salisbury's AVP of Academic Affairs and Assistant VP of Enrollment Management led the charge to rally campus around new, data-driven best practices. They conducted a large-scale retreat that brought together advising, student affairs, and enrollment management to collaborate and build a campus-wide targeted campaign calendar. Simultaneously, they enacted programmatic changes to encourage timely degree completion.

- **Impact:** As a result of these efforts, Salisbury saw a 2% increase in first-time, full-time retention and successfully made the case to transition to a hybrid advising model for the fall of 2016.

Impact Highlights

2.2%

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

$340K

Additional tuition revenue from increase in retention

Overview: Instilling a Data Driven Mindset

How Salisbury Transformed Their Student Success Culture Across 2016

Identified and shared relevant Navigate historical insights with each department

▶

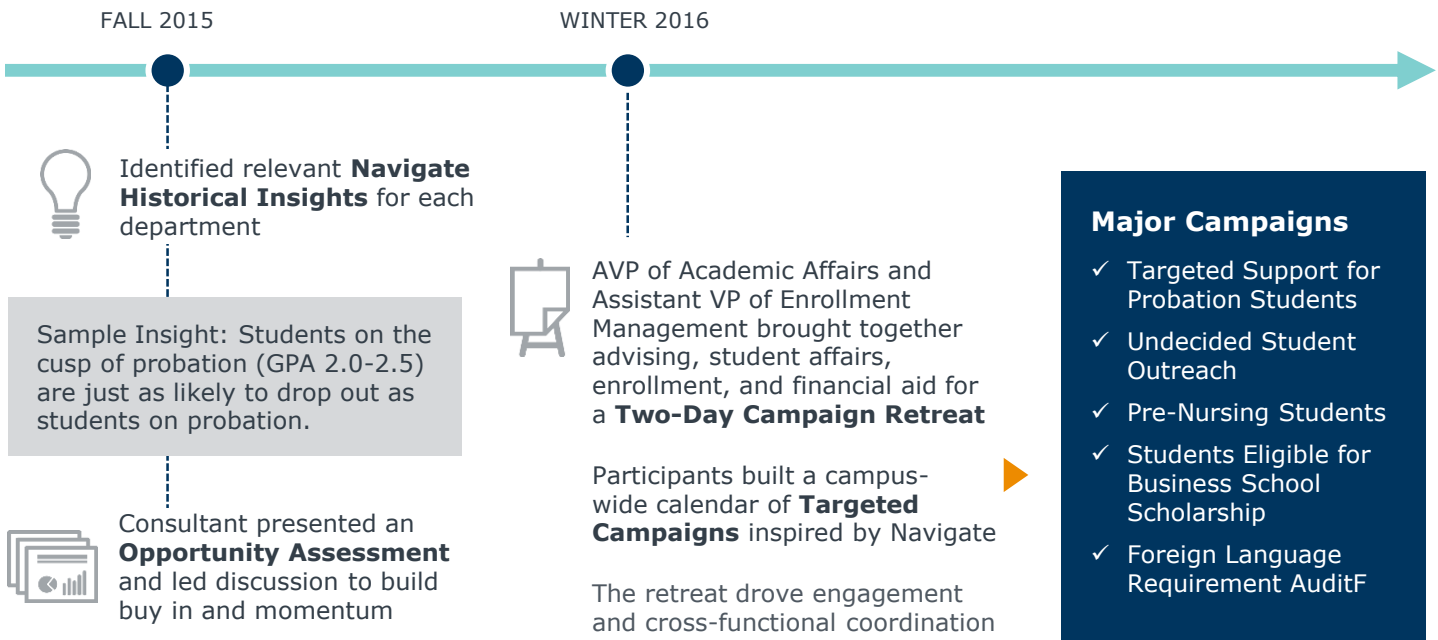Convened a "Retention Think Tank" with the help of EAB to bridge various functions

▶

Brought stakeholders together to build a central, coordinated campaign calendar

▶

Enacted best practice programmatic changes to encourage timely degree completion

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

FALL 2015   **WINTER 2016**

Identified relevant **Navigate Historical Insights** for each department

Sample Insight: Students on the cusp of probation (GPA 2.0-2.5) are just as likely to drop out as students on probation.

Consultant presented an **Opportunity Assessment** and led discussion to build buy in and momentum

AVP of Academic Affairs and Assistant VP of Enrollment Management brought together advising, student affairs, enrollment, and financial aid for a **Two-Day Campaign Retreat**

Participants built a campus-wide calendar of **Targeted Campaigns** inspired by Navigate

The retreat drove engagement and cross-functional coordination

Major Campaigns

- ✓ Targeted Support for Probation Students
- ✓ Undecided Student Outreach
- ✓ Pre-Nursing Students
- ✓ Students Eligible for Business School Scholarship
- ✓ Foreign Language Requirement AuditF

Encouraging Timely Degree Completion with Data-Driven Programmatic Changes

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

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

Creation of New "Mini-Mesters" Promotes Credit Accumulation

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

Results After the First Year

26
Additional students retained through revised probation efforts, including campaigns

+2.2%
Increase in first-time, full-time retention 2015 to 2016

$340K⁺
Additional tuition revenue from increase in retention

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

EAB

FOUR-YEAR UNIVERSITY

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

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

- **About:** Florida State University (FSU) enrolls 31,000 undergraduate students and has a six-year graduation rate of 80%. The Center for Academic Retention and Enhancement (CARE) is FSU's central office for preparing, recruiting, and ensuring the success of first-generation, socioeconomically disadvantaged students. CARE currently serves approximately 1,500 students.

- **Challenge:** In analyzing the progression of CARE students, FSU recognized a significant drop-off in the retention of sophomores. FSU needed to more effectively and efficiently integrate student academic information into the individualized attention CARE provides.

- **Solution:** FSU now requires all CARE sophomores to participate in College Life Coaching. Coaches use EAB's Navigate platform to enhance their impact and improve the overall experience for these students.

- **Impact:** The most dramatic outcome of College Life Coaching for CARE sophomores has been a significant increase in retention from sophomore to junior year, with the largest gains coming in the last two years as FSU began using EAB technology.

Impact Highlight

11.3%

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

The Missing Piece in Student Support

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

The Center for Academic Retention and Enhancement (CARE)

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

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

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

Dedicated tutoring, coaching, academic advising, and finance and STEM support

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

CARE Retention and Graduation Rates[1]

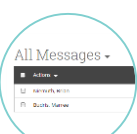|		
92%	83%	81%
Freshmen Retention	Sophomore Retention	Graduation Rate
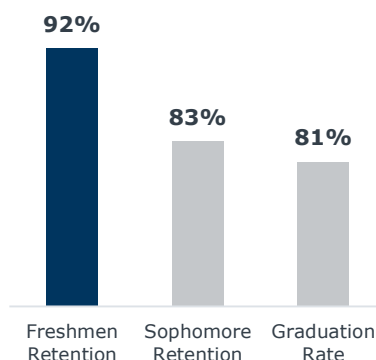
? How do we track and leverage college-level academic performance information?

? How can we import accurate and updated student data for our coaches to access?

? How can we efficiently manage outreach and scheduling of biweekly appointments?
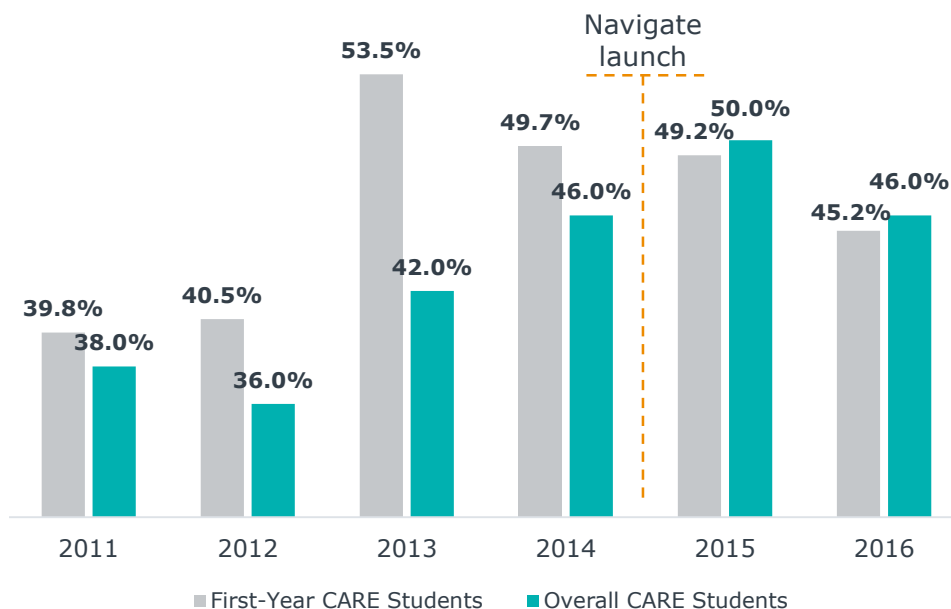
Joined Navigate in 2015

Transforming the Student Experience

How College Life Coaches Use EAB Technology to Support Students

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

Closing the Sophomore Gap with Technology-Enabled Support

Percentage of CARE Students With 3.0+ GPA After Spring Term

Navigate launch

- 2011: First-Year CARE Students 39.8%, Overall CARE Students 38.0%
- 2012: First-Year CARE Students 40.5%, Overall CARE Students 36.0%
- 2013: First-Year CARE Students 53.5%, Overall CARE Students 42.0%
- 2014: First-Year CARE Students 49.7%, Overall CARE Students 46.0%
- 2015: First-Year CARE Students 49.2%, Overall CARE Students 50.0%
- 2016: First-Year CARE Students 45.2%, Overall CARE Students 46.0%

■ First-Year CARE Students   ■ Overall CARE Students

Improved GPA Contributes to Higher Retention and Degree Completion

11.3%

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

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

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

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

- **About:** The University of South Carolina (USC) enrolls 25,556 undergraduate students and has a six-year graduation rate of 73%.

- **Challenge:** Despite strong institutional performance, USC's advising structure was fragmented and advising practices were non-standardized. As a result, students' experience (and satisfaction) varied widely across colleges, departments, and individual advisors.

- **Solution:** USC joined EAB's Student Success Collaborative to coordinate different offices and improve the student experience. USC established an advising taskforce and implemented recommendations based on EAB's best practice guidance, and connected advising and student services together in a Coordinated Care Network.

- **Impact:** During a time of considerable enrollment growth, USC saw a 3.7% increase in their four-year graduation rate, as well as a 1% increase in their six-year graduation rate.

Impact Highlights

3.7%
Increase in four-year graduation rate

1%
Increase in six-year graduation rate
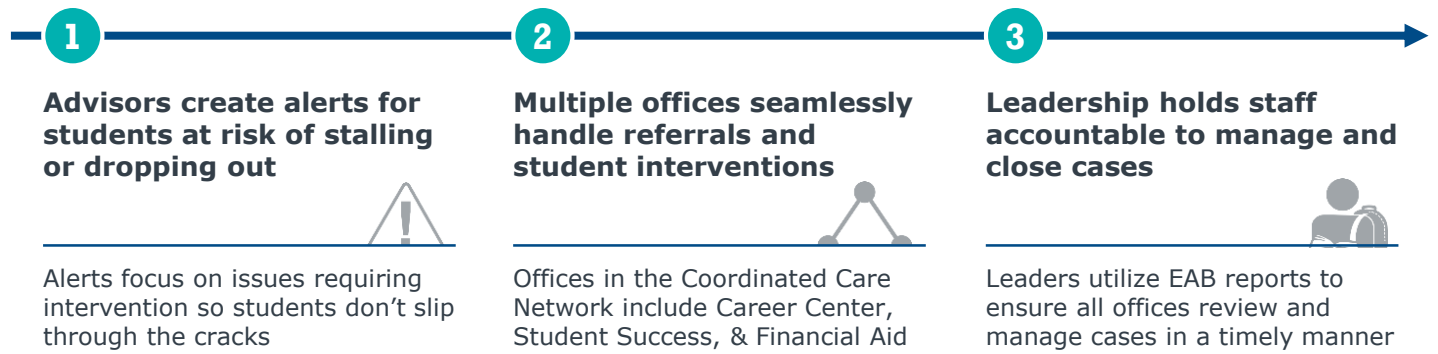
Transforming Academic Advising

EAB Best Practices and Technology Help Standardize and Elevate Advising

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

Navigate Platform Utilization at USC

7,500 Average unique monthly users

120K Average monthly log-ins

53K Total student appointments scheduled in 2017

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Strategically Managing Alerts Across the Coordinated Care Network

1 Advisors create alerts for students at risk of stalling or dropping out

Alerts focus on issues requiring intervention so students don't slip through the cracks

2 Multiple offices seamlessly handle referrals and student interventions

Offices in the Coordinated Care Network include Career Center, Student Success, & Financial Aid

3 Leadership holds staff accountable to manage and close cases

Leaders utilize EAB reports to ensure all offices review and manage cases in a timely manner

1,507
Staff-generated referral alerts created in 2017

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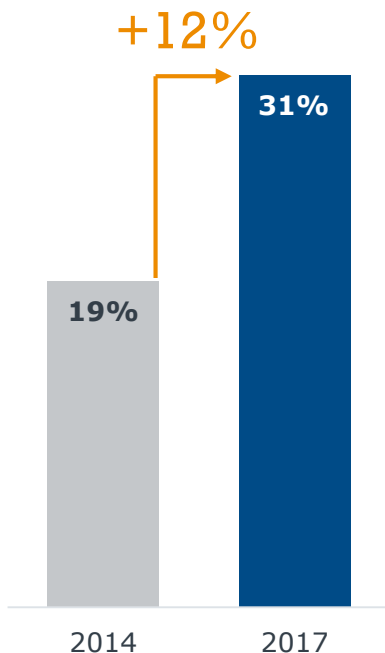Percentage of alert cases open at the end of 2017

Top three referrals in 2017:
1. Major Change Advising
2. Student Undecided About Major
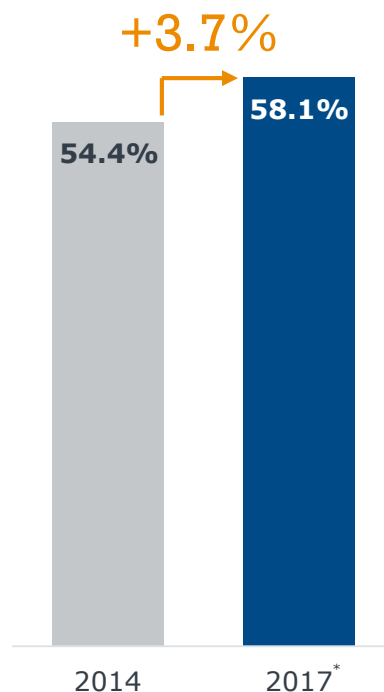3. Office of Pre-Professional Advising

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

Student Satisfaction with Advising

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

+12%

19% (2014)
31% (2017)

Four-Year Graduation Rate

+3.7%

54.4% (2014)
58.1% (2017*)

Six-Year Graduation Rate

+1%

73.2% (2014)
74.2% (2017*)

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

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Improving Student Outcomes by Focusing on Deep and Broad Technology Adoption

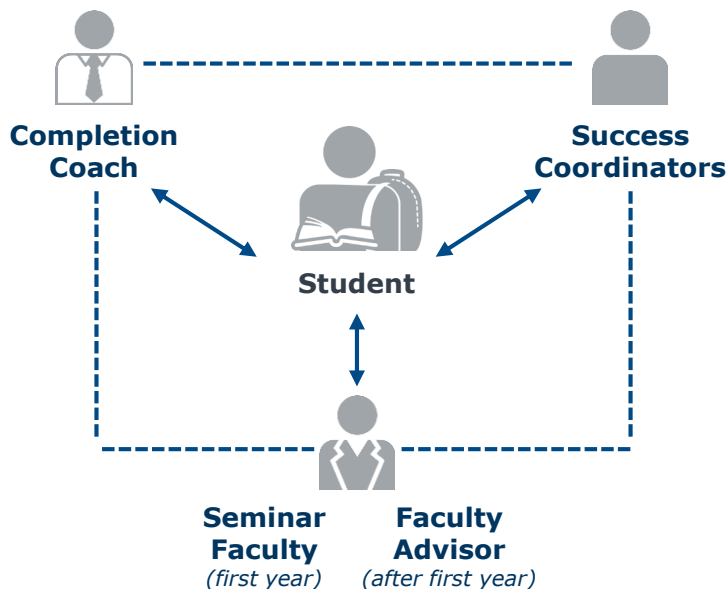## Grand View University, Small Private Institution in Des Moines, IA

- **About:** Grand View University (GV) is a private liberal arts college in Iowa with 1,800 undergraduate students, a 50% six-year graduation rate, and a 68% retention rate.

- **Challenge:** Academic advising was disjointed, with inconsistent plans of study, unconnected silos of support, and students expressing confusion about where to seek assistance. Previous efforts to impact student success were not effective in mitigating these issues.

- **Solution:** In Fall 2017, GV launched a new advising model to coordinate student care via a network of professional advisors and campus support. After partnering with EAB, GV strategically brought faculty and support units onto the platform through trainings that started with a strong foundation of necessary knowledge and grew from there based on a user's role and needs.

- **Impact:** Since joining the Collaborative in early 2017, GV has seen a 5.6% increase in students registered for Fall 2018, as well as a 3.6% increase in fall-to-fall first-year retention.

Impact Highlights

5.6%
Increase in students registered for Fall 2018

3.6%
Increase in fall-to-fall first-year retention

1.9%
Increase in fall-to-spring retention

97.8%
Percentage of full-time faculty using Navigate

A New Approach to Advising: A Holistic Student Success Network

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

Completion Coach

Success Coordinators

Student

Seminar Faculty
(first year)

Faculty Advisor
(after first year)

With Navigate, Staff in the Student Success Network Can:

✓ Access records, notes, and data on shared students across offices

✓ Flag students in need of support and perform early interventions

✓ Easily communicate student needs and concerns to the appropriate resource for follow-up

✓ Quantify and understand the impact of advising and intervention activities

Tailored Trainings for Different 'Types' of Users

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

For Frequent Users

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

Basic Training

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

Intermediate Training

- Advanced search
- Institution Reports
- Population Health Dashboard

Administrative Training

- Predictive model
- Success Markers
- Major Explorer

Advanced Training

For Infrequent Users

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

Quick-Start Training

EAB Provides Ongoing Support

Templatized guides for training users on the platform

Onsite support and EAB-led training sessions

Regular leadership check-ins to assess progress and strategy

Achieving Robust Staff Adoption and Positive Student Outcomes in One Year

PLATFORM UTILIZATION

97.8%
Percentage of full-time faculty using the Navigate platform

70%
Percentage of students who had an advising appointment scheduled through Navigate in the first year of usage

3,305
Advising summary reports among student population of 1,800

STUDENT OUTCOMES

5.6%
Increase in students registered for Fall 2018

3.6%
Increase in fall-to-fall retention for first-year class

1.9%
Increase in fall-to-spring retention

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

Impactful Changes at a Small School Ensure All Students Are Supported

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

- **About:** With 1,000 on-campus and 700 off-campus undergraduate students, Keuka College is a small school that emphasizes experiential learning and preparing students for postgraduate success. They have a six-year graduation rate of 60%.

- **Challenge:** Prior to fall 2016, faculty conducted the majority of advising, sometimes delivering inconsistent care to students. Faculty advisors have unevenly distributed caseloads with little accountability, and at times, are unable to effectively intervene with the students most in need of support.

- **Solution:** Keuka College advisors now use EAB Navigate to track student performance and activity and to engage with their students. Keuka College also transitioned and added new Success Advisors to supplement and enhance faculty advising.

- **Impact:** From Fall 2017 to Fall 2018, overall retention increased 3.8%, and first-year retention increased 2.1%.

Impact Highlights

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

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

99%
Faculty participation rate in Early Progress Reports

Advising Staff Leverage EAB Navigate to Provide Holistic Support to Students

Redefining the Advisor Role at Keuka College

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

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

Using **EAB Navigate** to audit student data, track progress, identify risk issues, and collaborate on resolution
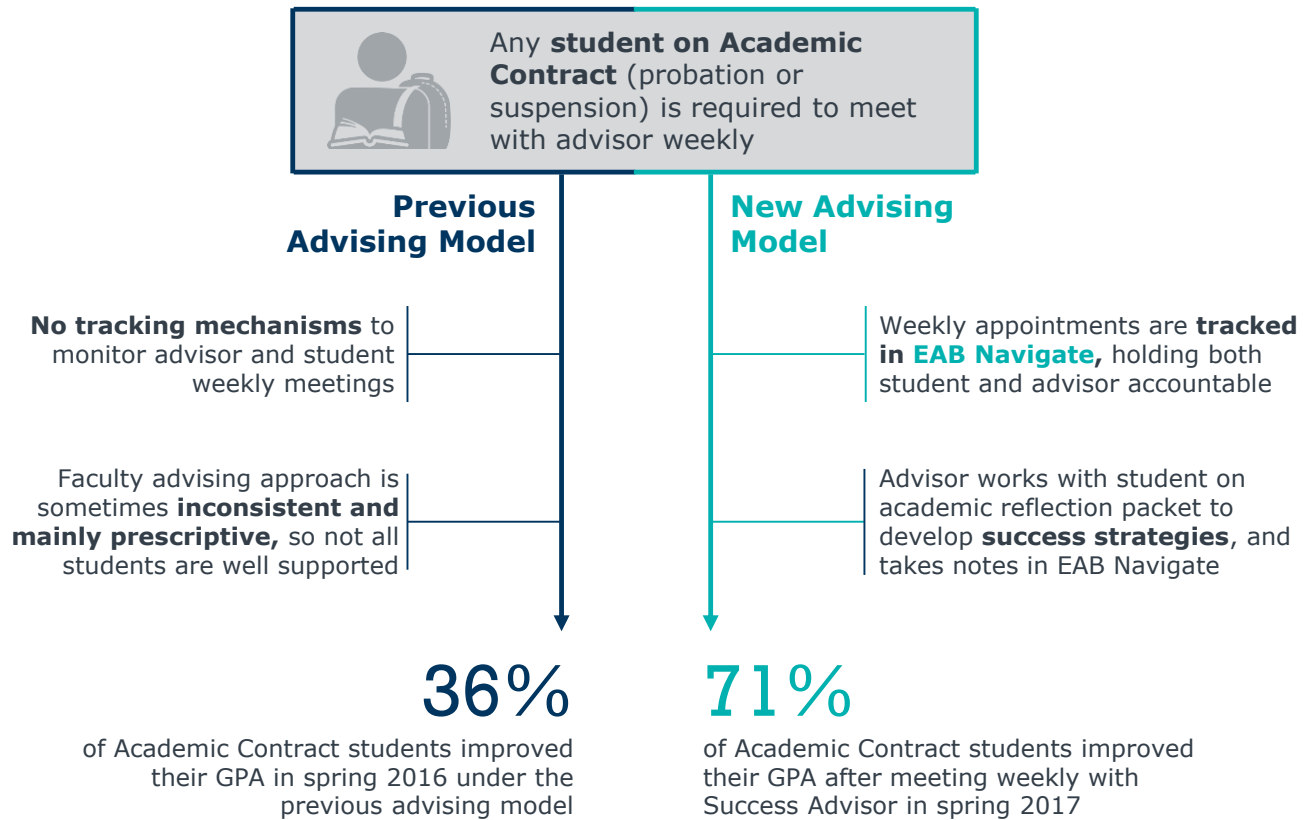
Maintaining an advising relationship **students in need of support**, and helping them transition to college life

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

How Success Advisors Use EAB Navigate

✓ **Contact students** who receive alerts, monitor student risk levels, close cases, and track advising appointments

✓ Create **progress report campaigns,** leading to all faculty reporting student grades in Week 5 of the semester

✓ Run **appointment campaigns** to connect with the students identified as at risk to fail any classes

✓ Collect **early progress reports with "grades"** to send in letter to students' homes during break

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

Any **student on Academic Contract** (probation or suspension) is required to meet with advisor weekly

Previous Advising Model

New Advising Model

No tracking mechanisms to monitor advisor and student weekly meetings

Weekly appointments are **tracked in EAB Navigate,** holding both student and advisor accountable

Faculty advising approach is sometimes **inconsistent and mainly prescriptive,** so not all students are well supported

Advisor works with student on academic reflection packet to develop **success strategies**, and takes notes in EAB Navigate

36%

of Academic Contract students improved their GPA in spring 2016 under the previous advising model

71%

of Academic Contract students improved their GPA after meeting weekly with Success Advisor in spring 2017

Fewer Students Slipping Through the Cracks

Fall-to-Fall Retention Increase

+2.1%

67.6% 69.7%

+3.8%

82.8%

79.0%

Freshman

Overall

■ 2017 ■ 2018

A More Positive Student Experience

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

-Elizabeth Lambert, Dean of Student Engagement and Success