University of Wisconsin System Investment in Student Success

**Challenges and opportunities**

UW System challenge: Low 4-year graduation rates and persistent achievement gaps

- All new freshmen: 40%
- First generation: 31%
- Pell grant recipients: 27%
- Underrepresented minority: 23%

Opportunity based on national data: 80% of non-retained students leave for reasons other than academic failure

- Disengagement: 30%
- Financial stress: 30%
- Academic failure: 20%
- Personal crisis: 20%

*(Beginning Postsecondary Students Longitudinal Study, 2011)*

**Costs of not retaining students**

Students incur debt, sometimes without completing a degree to boost their earning power

Wisconsin higher education institutions will not meet the need for an educated workforce, at a time when the population is aging and fewer students are graduating from high school

UW System institutions lose tuition revenue that otherwise could be reinvested in programs and services

**UW System capacity-building solution**

Partnership with EAB on Navigate student success management system to:

- Join network of 500+ higher education institutions using Navigate
- Lower cost to 4 UW institutions already using Navigate
- Provide affordable entry to 8 more UW institutions

Develop intra-system network sharing best practices among UW System colleagues

**Potential impact on student outcomes**

Implemented in 2013-14 at UW-Milwaukee, where officials consider Navigate key to increasing retention rate of first-year students from 68% to 74%

Georgia State University officials credit multiple strategies, including Navigate implementation, with successes:

- Increased undergraduate degrees awarded by 67% from 2010-11 to 2016-17
- Increased degree awards to Pell grant recipients & students of color
What is Navigate?

A technology system that supports student success through:

- "Smart" guidance at pivotal points to clarify the student’s path to progress and degree completion
- Proactive, targeted intervention to ensure students at higher risk receive services to succeed
- Analytics that reveal opportunities to reduce barriers, identify intervention needs and support student success

Smart guidance for students

- Guided onboarding
- Customized tips & reminders
- Cross-campus appointment scheduling

Strategic care by advisors, faculty, support staff

- 360-degree view of actionable student data
- Targeted outreach; direct emails & texting from platform
- Campus-wide coordinated student care

Analytics for administrators

- Historical student success patterns
- Strategic care based on predictive model
- Identification of intervention opportunities by discrete populations
- Student service activity analysis

Administrator:
I can find out which colleges or majors have the most students at risk for not graduating.

Advisor:
I can find key data about the student who’s my next appointment...in 30 seconds.

Department chair:
I can use data to reveal barriers to program completion in my department.

Retention coordinator:
I can run a campaign for students on probation to connect them with resources.

Student:
The app keeps me on track for things I have to do each week.