Reaching Students through Thoughtful Navigate Student Strategies

UW System Navigate Workshop Breakout Session

1 Introductions & Discussion Framework

2 Basic Content to Support Our Value Proposition

3 Specialized Content to Support Key Student Success Goals

4 Interactive Content to Provide Timely Student Support
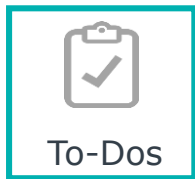
5 Sustainability at the Core

Timely Content Creates Crucial Communication Channel for Students

Pivotal Moments Path
Share Critical Information with Students

To-Dos

Events

Tips

Term-to-Term Tools
Provide Students with Self-Service Tools

Appointment Scheduling

Study Buddies
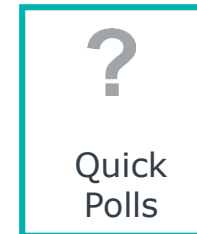
Hold Alerts

Resources

Class Schedule

Student Input Channels
Gather Critical Information from Students

Intake Survey

Quick Polls

Major Explorer

✓ Promote the features that tie directly to your goals and objectives

✓ Utilize student input to run outreach campaigns via Strategic Care tools

Three content categories lead to maximum impact across student population

1	2	3
Basic Content	**Specialized Content**	**Interactive Content**
Broad access to tools and key information to empower student self-sufficiency	Timely reminders to keep key student populations supported and on track	Feedback alerts support staff for additional, hands-on follow-up
Sustainability		
Creating content that is manageable, effective, and can be used year over year		

Three content categories lead to maximum impact across student population

1	**2**	**3**
Basic Content	**Specialized Content**	**Interactive Content**
✓ Calendar Events ✓ Resources ✓ To-Do's ✓ Tips	✓ Survey responses ✓ Categories pulled from Navigate Staff	✓ Intake Survey ✓ Quick Polls
Sustainability		
Creating content that is manageable, effective, and can be used year over year		

Sample Content Timeline

QUICK POLL: How are you feeling about the start of classes? Are you experiencing trouble with classes or getting involved?

QUICK POLL: Have you registered? If not, do you need financial, wellness, or additional advising support?

BASIC CONTENT

SPECIALIZED CONTENT

INTERACTIVE CONTENT

FOR COMMUTERS

| Check out the commuter lounge | Buy dining dollars for quick snacks between classes | Sign up for inclement weather text alerts | Renew your parking pass for next semester |

Buy books/supplies

Visit tutoring office hours

Midterm Exams

Thanksgiving Holiday

Study for Finals

| August | September | October | November | December |

First Day of Class

Add/Drop Deadline

Complete your FAFSA

Meet with Advisor

Finalize spring classes

FOR ACADEMIC SUCCESS

| Visit tutoring center for one course before midterms | Stop by at least one professor's office hours | Check out these events to de-stress during finals | Buy blue books and pens at the bookstore |

INTAKE SURVEY: Please select your preferred pronoun.

INTAKE SURVEY: Do you have a working computer to use for schoolwork?

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Provide tools to increase access to key information

*Basic Content is the core information created for students at your institution; it is **comprised of must-do tasks and essential resources** that serve as the foundation of what students need to know to be successful.*

1 **Goals of foundational Basic Content**

Cut Through White Noise

- Chance to highlight most essential information, due dates, and events students need to stay on track, separate from student email account

- Consider strategic use of notifications to spotlight critical items

Increase Staff Capacity

- Proactively share key information and reduce time advisors spend acting as a resource directory

2 **Tactics in building sustainable Basic Content**

Make a Plan

- More content is not necessarily better content; quality and customization drives more utilization than number of steps

- Define themes all students need to know before you create content

Get Some Help

- Solicit feedback from various staff offices in creating basic content

- Incorporate student perspective in the form of a focus group, pilot population, or leveraging "Tips" to profile upperclass student advice

Key Features

Events

To-Dos

Resources

Creating an app mission statement aids in basic content creation

A **Value Proposition** or a "mission statement" for Navigate Student helps to:
1. Dictate what qualifies as basic content
2. Refine your promotion strategy
3. Distinguish the role of Navigate from other campus technologies

> Navigate is a mobile app that provides **necessary information** about the university experience that will help get you from **orientation to graduation**. The app can help you find your way, every day! Navigate will help you to stay on top of important resources, dates, and deadlines—all right there on your phone.

> Navigate is a mobile app used to **simplify** the **new student experience** by connecting our students with essential information, helpful resources, and the key people they need to **stay on track** all the way to graduation.

Discussion: Basic Content

- What does **basic content** look like at your institution? Consider calendar events, to-do's, resources, and tips.

- How did you **collect** need-to-know information related to different offices across campus? What challenges did you encounter?

- How does the content in the app influence your **promotion strategy** and messaging to students?

- Have you articulated your institution's **Value Proposition**? What might be included? What might be excluded?

- Have you included the **student perspective** in creating content? How might you solicit ongoing feedback from students?

Similar features leveraged differently for key student cohorts

*Specialized content uses the same features as basic content (to-do's, events, tips, notifications) but shows only to a **cohort of students** in order to highlight key information specific to that subpopulation.*

1 Define your special population

- Consider student success strategic priorities

  - What groups are of particular focus at your institution? (ex: First Gen)

  - Alternatively, what groups lack special programming or support? (ex: Parents)

- Understand what's possible

  - Conditions can be created from (1) intake survey responses, (2) quick poll answers, or (3) Navigate Staff categories

- Cross-reference adoption metrics

2 Building specialized content stream

- More is not better

  - Create a full **specialized content stream** for a special population that spans an entire semester and leverages various features

  - More impactful than one to-do item per condition

- Leverage interested offices

  - Align with support offices' strategic goals for special population

- Consider layering of basic content with special content to avoid duplicative information and notifications

Key Features

Events

To-Dos

Notifications

Tips

- As we move beyond the first year, what is **one key population** you might create specialized content for?

- What features or content might go into a semester- or year-long "**content stream**" for this population?

- How would your **promotion strategy** expand or change to include this special population?

- How do you **already** support this group with other efforts on campus?

- How can you use specialized content to **supplement** other staff-driven student success efforts (ex: appointment campaigns, early alerts, advisor outreach)?

Student responses to initial survey serve a variety of strategic purposes

1 **Thoughtful Intake Survey Design**

- Intake survey responses can serve 3 purposes:

  1. Capture key information about students not accessible elsewhere *(ex: working more than 20 hours per week)*

  2. Create conditions for special populations *(ex: I am the first in my family to attend college)*

  3. Designing intervention pathways *(ex: I would like more information about tutoring)*

- Consider student experience in designing questions and responses

Key Features

Intake Survey

2 **Planning for Timely Follow-Up**

- What you do with responses is more important than the question itself

- Only ask questions where you're prepared to support respondent or integrate data into workflow

- Keep in mind student profile visibility for advising meetings

Capture real-time student sentiments to support larger goals

1 **Considerations in Creating Your Quick Poll Strategy**

- Start by defining key initiatives (registration, student engagement, connection to resources) to define quick poll strategy
  - "Ecosystem of support"
- Determine the cadence that's best for your institution
  - Too frequent can hurt engagement, too infrequent might miss timing of key milestones
  - Plan quick polls one semester at a time

2 **Expectations for Follow-Up**

- Consider staff capacity in designing quick poll questions and timing
  - A poll that funnels to a single office more manageable than one with multiple intervention pathways
- Staff capacity might also dictate the duration of quick poll
  - Too short might miss student responses, too long might confuse window for follow-up
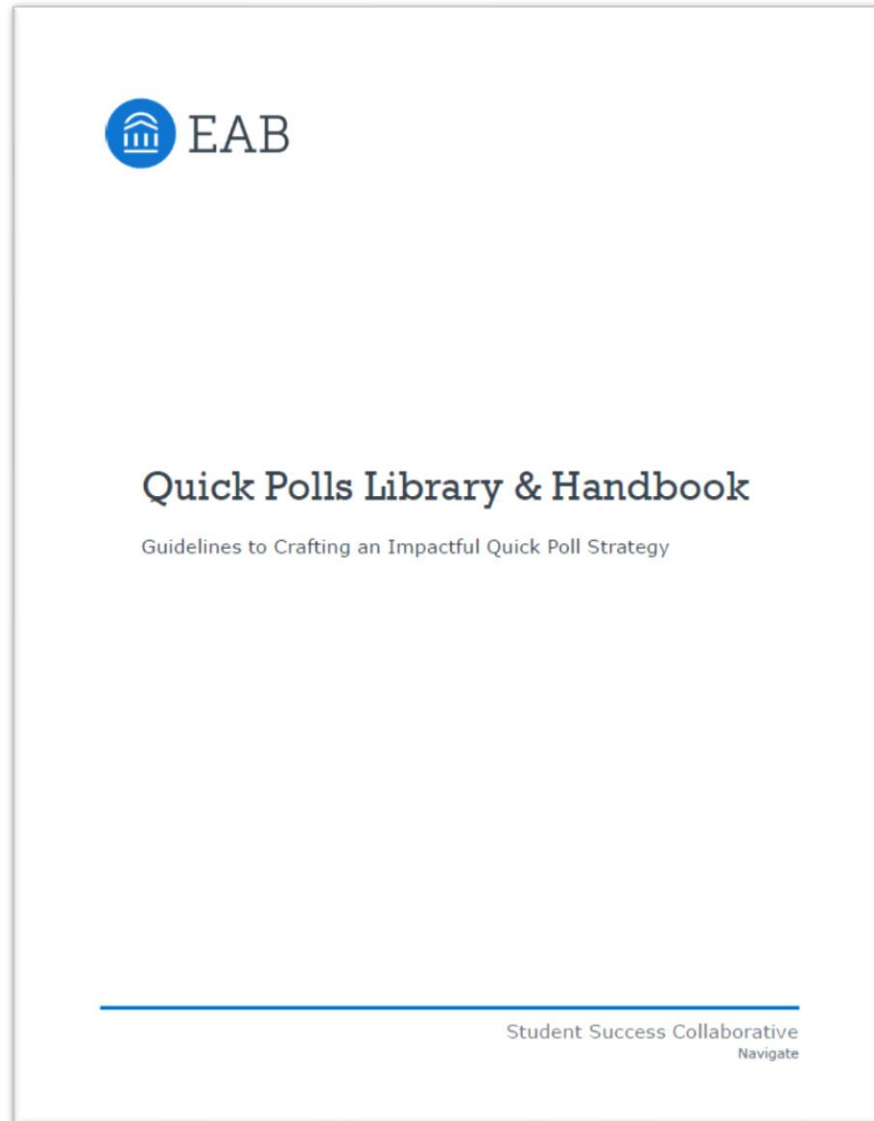
Key Features

? ***Quick Polls***

Consider both Value Proposition and Strategic Populations in QP Strategy

Supporting Academic Concerns

Supporting Academic Planning and Registration

EAB

Quick Polls Library & Handbook

Guidelines to Crafting an Impactful Quick Poll Strategy

Student Success Collaborative
Navigate

Supporting Engagement and Belonging

Supporting Concerns Across Offices on Campus

- What was important in creating your **intake survey**?

- How did you **follow-up** with or track intake survey responses? Did anything surprise you?

- Have you run any **Quick Polls** yet? What did you learn? What did you do with student responses?

- What are your **goals** for Quick Polls moving forward? What category (Academic Concern, Academic Planning & Registration, Engagement & Belonging, Concerns Across Offices) of Quick Polls might be the best fit for your institution?

Calendar Events	Use Case	Examples	Maintenance
	Events should be key milestones and reminders that have specific dates and deadlines. Students can add these important events to their phone calendars.	• Submit your FAFSA • Pay your tuition • Add/Drop Deadline • Attend Welcome week!	Content Admin and assistants should review regularly. Recommendation: 30 mins or 60 mins/month

To-Dos

| | To-dos should be recommendations that repeat every term or year. These nudges are not tied to specific dates and can be checked off the to-do list. | • Visit the career center
• Check out scholarship opportunities
• Create a budget | Content Admin and assistants should review before every term.

Recommendation: 60 mins/term |

Consider how you would maintain both basic and specialized content.

Tips

| | Tips should be created by students to create sticky content that keeps students engaged. Students own the maintenance of this content. | • "When I was a freshmen, I wish I'd known…
• Check out the Game of Thrones seminar!
• Take a PE class- stay fit & boost your GPA! | Student advocate engagement team should review regularly.

Recommendation: 30 mins or 60 mins/month |

- What systems or processes do you have in place for **ongoing creation and evaluation** of content within Navigate Student? Who should be involved?

- What **challenges** do you anticipate in having content for the second year of Navigate Student? Is it creating new content? Or updating and auditing existing content?

- What's a **realization** you've had in the process of creating and sustaining content? Have you adjusted your approach in response?