

Scaling Actions and Differentiating Care

Strengthening Your Outreach Strategy for Outsized Impact

Strategy Conversation

Introductions

Meet Your Session Leaders



Dr. Nycole Courtney
*Associate Vice President for
Student Affairs & Dean of
Student Success and
Graduation*
University of Wyoming
(Navigate360 Partner)



Abby Markley
*Associate Dean, Student
Success and Graduation*
University of Wyoming
(Navigate360 Partner)



Joe Connell
*Associate Vice President,
Student Success*
Ramapo College
(Starfish Partner)

Your EAB Facilitators:



Jason Allen
Strategic Leader, Student Success



Sarah Ulep
*Senior Strategic Leader, Student
Success*

What is your campus's definition of a Coordinated Care Network?


Nobody has responded yet.

Hang tight! Responses are coming in.

Care Coordination and Differentiation

What Is This and Why Is It Important?

EAB's definition: *A Coordinated Care Network is a system of connected faculty and staff on a campus. It allows students to receive support—not just from an advisor—but from all of the offices and individuals suited to help them. Each frontline staff member is well versed in the work of other departments and accountable to a unified vision of student success.*





1

The Theory Behind Scaling Actions and Differentiating Care

2

Partner Example: University of Wyoming

3

Partner Example: Ramapo College of New Jersey

4

Discussion and Q&A

5

Additional Resources

EAB's Maturity Curve: 15 Student Success Best Practices

Provide Baseline Support



Ensure students have self-service access to resources and support from all areas of campus.

- Standardized Appointment Scheduling and Check-In
- Consistent Reporting of Student Interactions
- Intentional Registration Reminders
- Resource and Milestone Communications
- Ease of Academic Planning
- Simplified Student Course Scheduling

Monitor Student Concerns and Feedback



Actively surface additional student needs and equity gaps.

- Feedback Goal Setting and Prioritization
- Faculty Raised Concerns and Positive Alerts
- Staff Raised Concerns and Positive Alerts
- Student Raised Concerns
- Data Informed Support

Scale Actions and Differentiate Care



Tailor student support based on need, coordinating and automating whenever possible.

- Coordinated Outreach Calendar
- Differentiated Outreach Calendar
- Intervention Pathways for Concerns and Alerts
- Evaluation of Intervention Effectiveness

Coordinated Care Network

EAB's Student Success platforms link administrators, advisors, deans, faculty, other staff, and students in a **Coordinated Care Network** designed to help schools proactively manage student success and deliver a Return on Education.

The platforms allow for cross-functional teams to support students on their path to graduation via customized interactions, documentation, reporting, and access to data to assist with decision-making. Activity within and across these teams is governed by entities (e.g., Care Units) and permissions that enable staff and faculty users to offer appointment services to students, manage appointment availability, report on student interactions, and view post-visit documentation.

Gaining Value from Your Coordinated Care Network

How are you leveraging...

- Appointment Data (summaries, summary templates, speed-notes)
- Advanced Search, Lists
- Campaigns
- Reports



Support becomes **“coordinated”** when teams such as Advising, Tutoring, Financial Aid, and Residence Life can unlock the information needed to best support their students and take advantage of integrated workflows.

Coordinated Outreach Calendar



The Goal of This Practice:

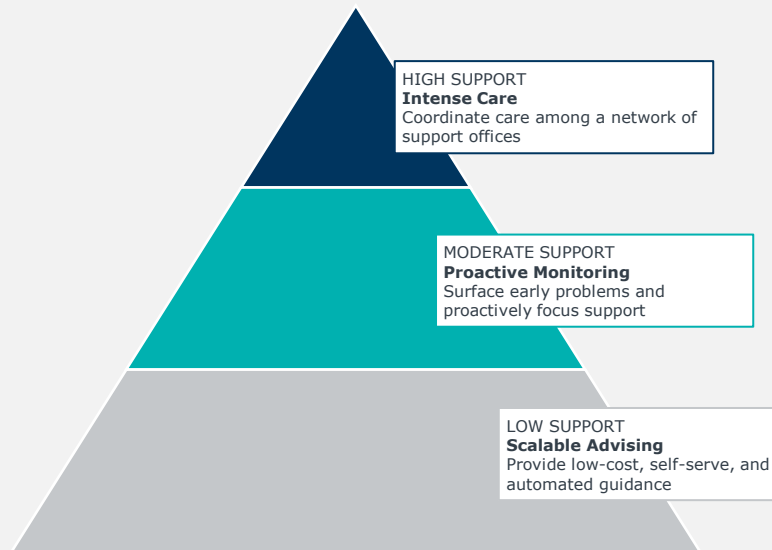
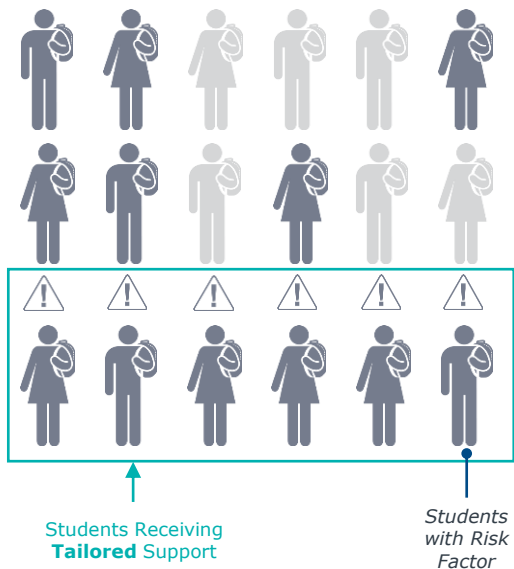
- Pre-plan communication alongside the flow of the academic year
- Embrace proactive, just-in-time messaging to nudge students when needed
- Collaborate with corresponding units and teams to:
 - Avoid repetition
 - Ensure consistency of messaging
- Account for staff time and capacity while scaling for efficiency and impact

Sample Fall Outreach Calendar for Advising

Timeline	Starfish Initiative and Process	Champion	Outcome
August Weeks 1 & 2	Recruit Back Efforts Outreach to all students not registered	School/Dept Coordinator	Student gets registered for next semester
August Weeks 3 & 4	New Student Early Check-In Outreach to all new students (focus on all newly enrolled transfers)	School/Dept Coordinator or Faculty Advisor	Student is introduced to faculty advisor with contact information
August Weeks 3 & 4	New Student Early Check-In Outreach to all new students (focus on new advisees with 24+ hours)	School/Dept Coordinator or Faculty Advisor	Student is introduced to faculty advisor with contact information
September Weeks 2 & 3	Murky Middle Intervention Outreach to all students with GPA range between 2.0 and 3.0	Faculty Advisor	Student meets with faculty advisor to determine barrier and refer for appropriate intervention
October Weeks 1 & 2	Advising Appointments Outreach to all students in school/dept	Faculty Advisor	Student meets with faculty advisor to plan for next semester(s)
October Weeks 3 & 4	Retention Scores-Based Intervention Outreach to all students in school/dept, based on identified Retention Score bands	Faculty Advisor	Student meets with faculty advisor to ensure on track to timely degree completion
November Weeks 1 & 2	Registration Reminder Communication via email and text to all students in department	School/Dept Coordinator	Students not yet registered take steps to register for next semester
December Weeks 2 & 3	Recruit Back Efforts Outreach to all students not registered	School/Dept Coordinator	Student gets registered for next semester

Differentiated Care Model

EAB's Student Success platforms allow for the **differentiation of care** to students through tailored messages, communication, and various other workflows that equitably support varying populations. Data-driven insights and supports can help identify high-need, high-touch student populations that will benefit from different or varied connections. By considering levels for scalable advising, proactive monitoring, and intense care, staff time and capacity are guarded while quality of service for all students is elevated.



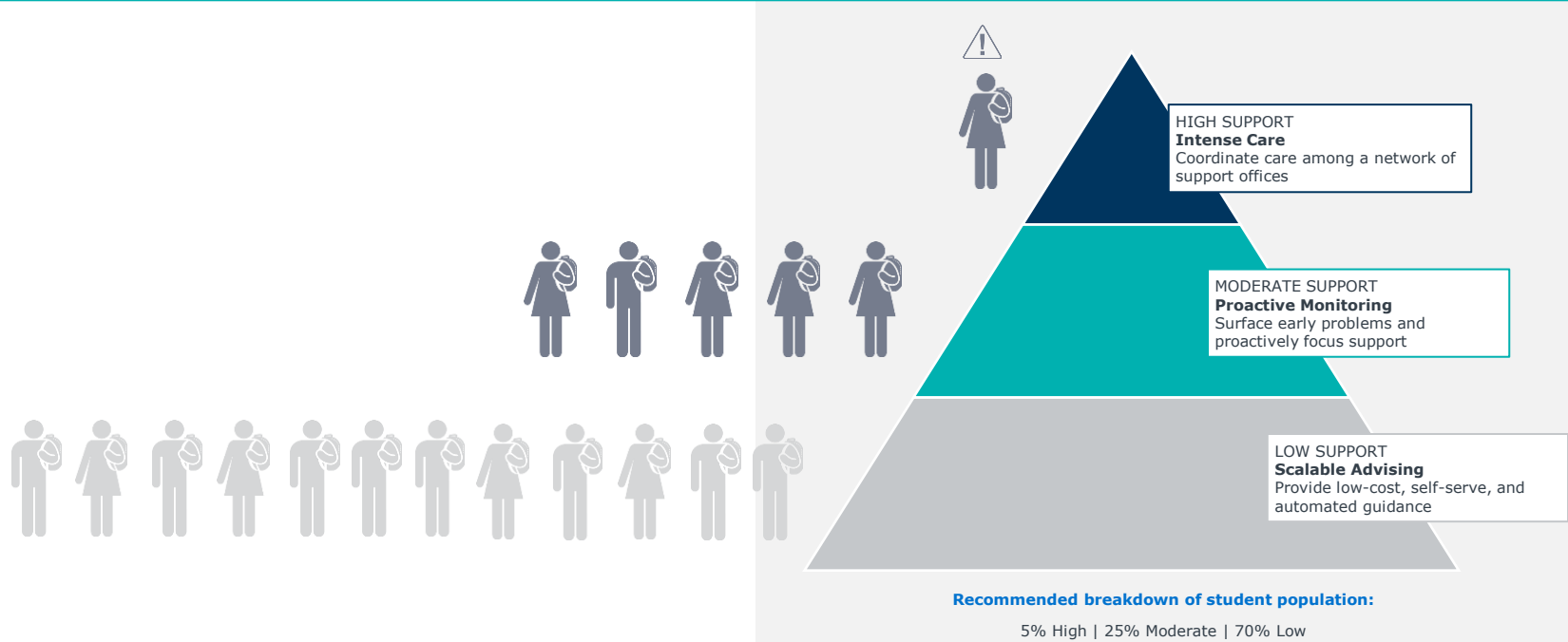
Recommended breakdown of student population:

5% High | 25% Moderate | 70% Low

Differentiated Care Model



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Differentiated Outreach Calendar



The Goal of This Practice:

- Meet needs of varying student populations by moving away from “one size fits all” outreach
- Incorporate best practices of population health by segmenting key student populations
- Use data-driven insights to identify high-need, high-touch student populations and tailor outreach cadence accordingly
- Account for staff time and capacity while scaling for efficiency and impact

Sample Differentiated Outreach Calendar

Week	Low Support	Moderate Support	High Support
1	<i>Student Survey</i>	<i>Student Survey</i>	<i>Student Survey</i>
2	<i>Check-In/Initial Coaching Report</i>	<i>Check-In/Initial Coaching Report</i>	<i>Check-In/Initial Coaching Report</i>
3			Complete Success Plan
4		Semester Plan	Assess/Adjust
5			Assignment
6	<i>Check-In Before Midterms</i>	<i>Check-In Before Midterms</i>	<i>Check-In Before Midterms</i>
7			Reflect on First Half
8	<i>Nudge to Access Support Resources</i>	<i>Nudge to Access Support Resources</i>	<i>Nudge to Access Support Resources</i>
9			Plan from Midterm
10		Check-In Before Registration	Referral to Tutoring
11	<i>Reminder to Register</i>	<i>Reminder to Register</i>	Registration Check-In
12			Register for Classes
13	<i>Follow-Up After Registration</i>	<i>Follow-Up After Registration</i>	<i>Follow-Up After Registration</i>
14			Reflect/Set Goals
Total Staff Touchpoints	3	5	12

Legend



Tech-enabled

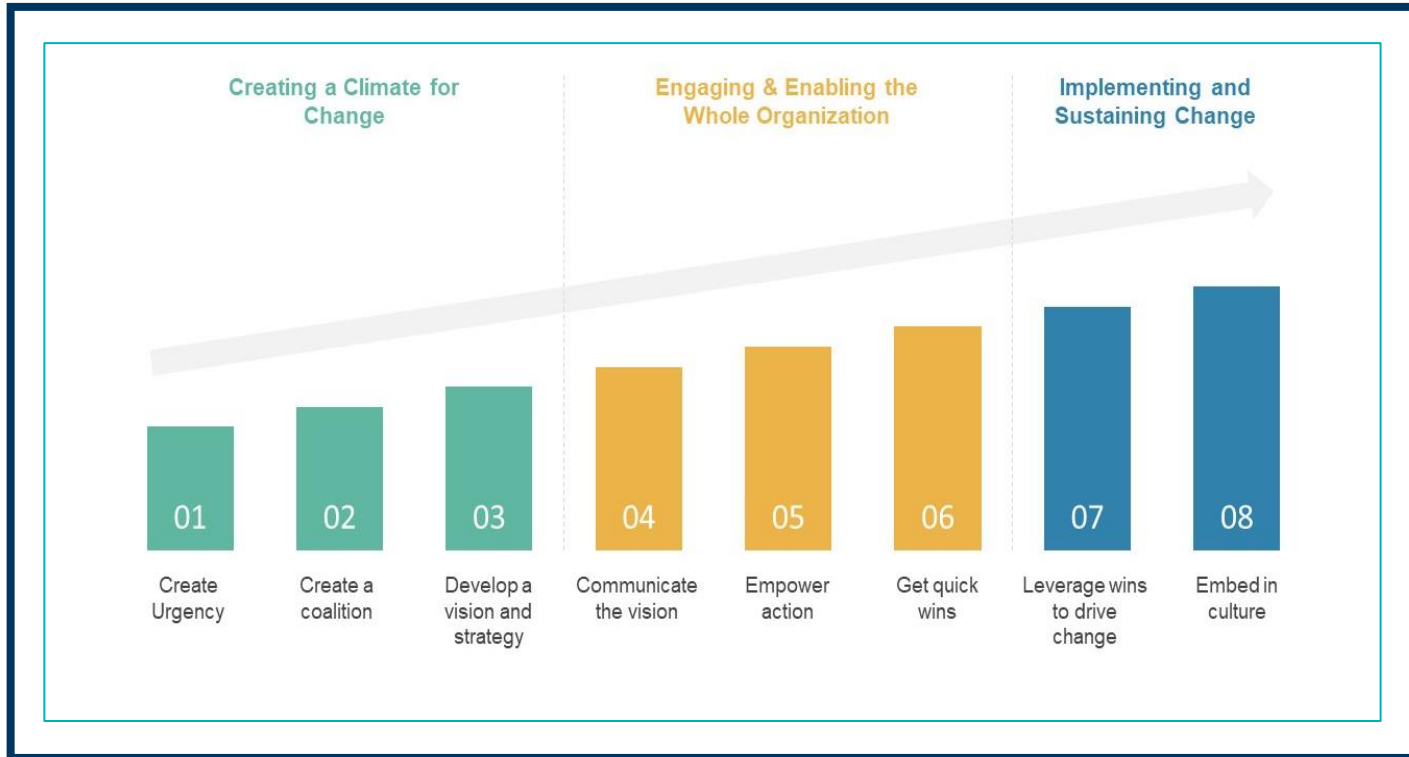


Virtual/In-person staff meeting



Offered to all support levels

Kotter's 8-Step Model for Change



Our Partner Presenters



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Introducing

University of Wyoming

Background



4-year public, land-grant university in Laramie, WY



8,250 undergraduate students



77% first-time, full-time retention rate

60% overall graduation rate



UW's Challenge



- In 2020, with the unprecedented impact of a global pandemic, UW was facing:
 - ❖ An increase in need for student support and limited access to students, as they had been sent home
 - ❖ Limited staff to support students
 - ❖ Uncertainty and diminished control over student persistence

COWBOY COACHES ARE



**CONNECTORS
STUDENTS
MENTORS
FRIENDS**

VS

COWBOY COACHES ARE NOT



**ADVISORS
COUNSELORS
FINANCIAL AID
RA'S**

WHEN A CHALLENGE EXCEEDS OUR TRAINING, COACHES CONNECT STUDENTS WITH EXPERTS ON CAMPUS.



Cowboy Coaching Data and Impact



Learning Outcomes for Student Participants

- ❑ Develop intrapersonal skills and tools to build resilience and persistence
- ❑ Establish or strengthen academic or career connections. Landed Pin used to increase student responses about graduation outcomes



Early Alert Outreach

- ❑ Coaches will make specific connects with students flagged in Navigate360 for Early Alert.



Email Campaign

- ❑ Sent at the end of September
- ❑ Greatly increased appointments. Several coaches had met with about half their caseload by mid-October



Appointment Outcomes

- ❑ Check out our next video from the coaches!

By the Numbers:

89.6%

Fall '22 – Fall '23 retention rate for students who met with a Cowboy Coach at least twice in the time period

906

Fall '22 Coaching appointments across 531 distinct students

1,260

Fall '23 Coaching appointments across 842 distinct students

60

Students per Coach Caseload

Sources:

Felten, Peter; Lambert, L. M.; Artze-Vega, I.; and Tapia, O. R. M. (2023), *Connections Are Everything: A College Student's Guide to Relationship-Rich Education*, Johns Hopkins University Press; Felten, Peter and Lambert, L. M. (2020), *Relationship-Rich Education: How Human Connections Drive Success in College*, Johns Hopkins University Press; Tippets, J. N. and Kirby, E. M. (2022), *ASCEND to Higher Retention Rates: Practical Strategies for Increasing Student Retention, Completion and Student Success*, Self-published.





1

Using Navigate360 to have our Cowboy Coaches track appointments, notes, and referrals was a GAME-CHANGER

2

Ensuring our students are **constantly being trained** in various things such as mental health first aid is KEY

3

Collaboration is key in overcoming the barriers and differences between Cowboy Coaching and advising

4

Continuous evolution of training and helping students know how their privilege of having access is an honor

Introducing

Ramapo College of New Jersey

Background



Midsized college in Mahwah, NJ,
founded in 1969

“New Jersey’s Public Liberal
Arts College”



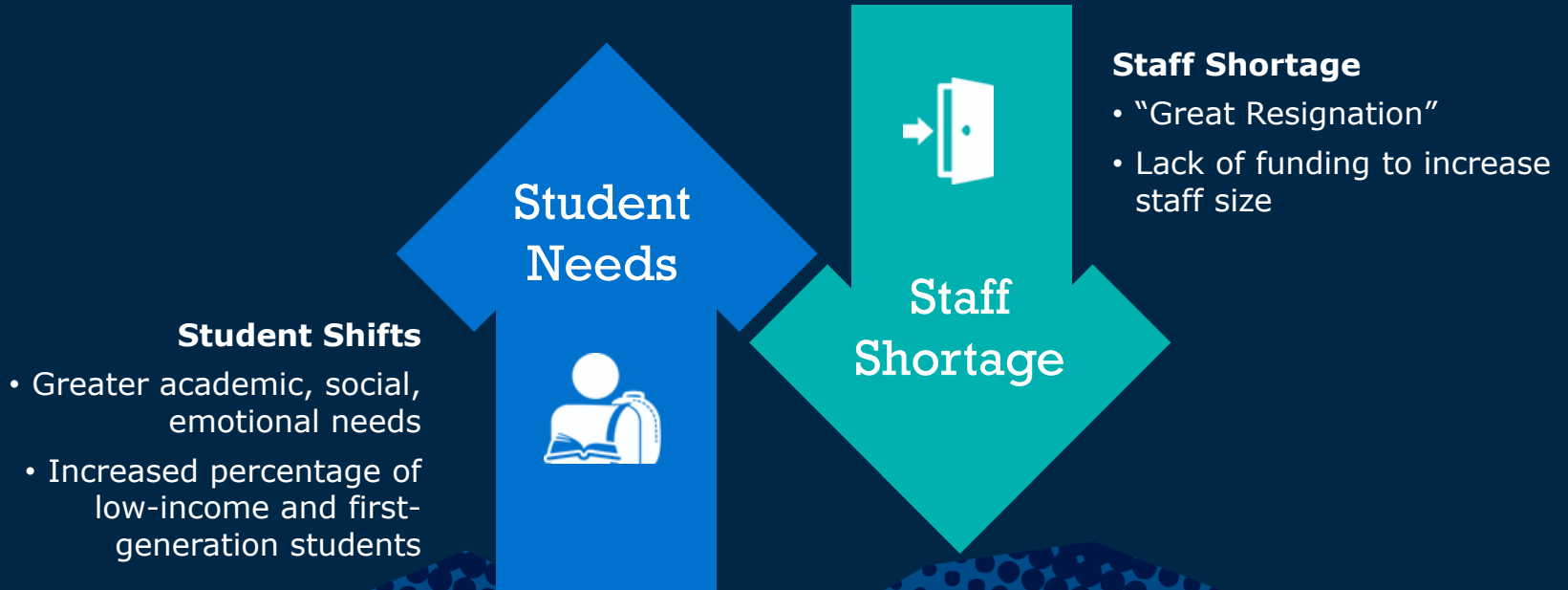
Approximately 6,000 credit-
earning students



88% retention rate

74% graduation rate

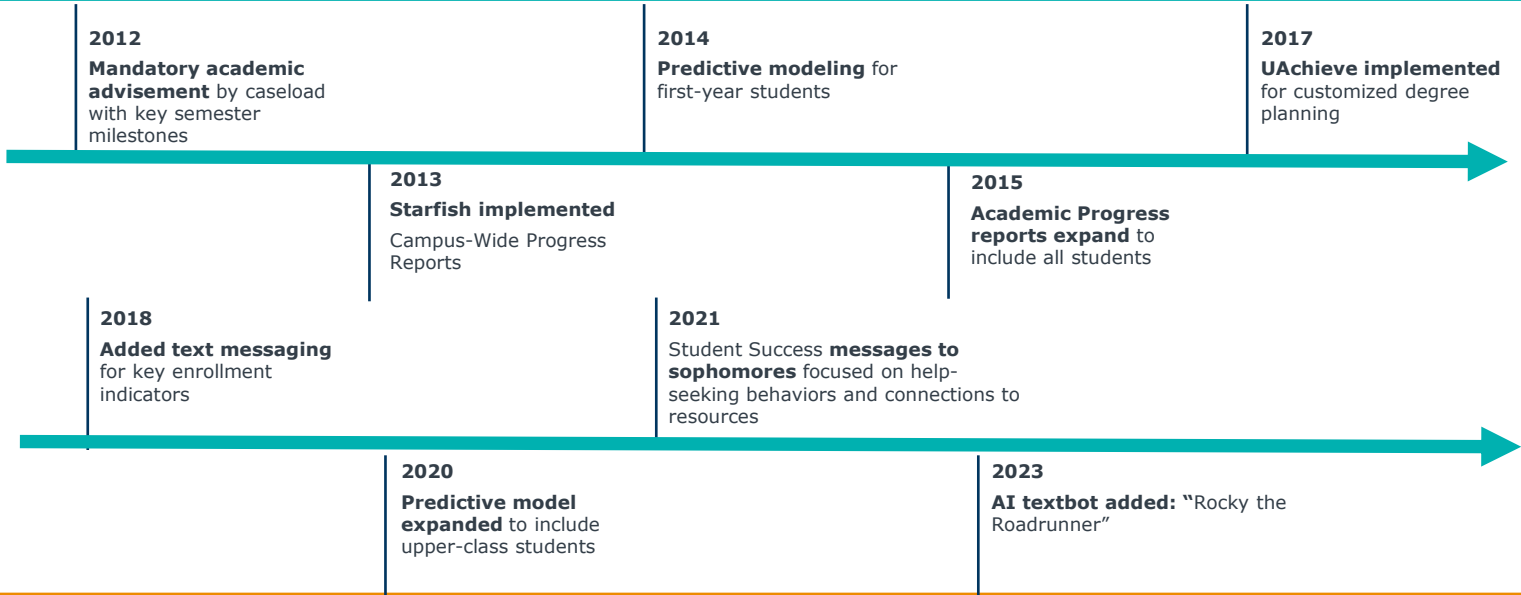
Ramapo College's Challenge





Overview: Ramapo's Starfish Partnership

Since 2012, we have expanded our retention strategy through proactive outreach that supports students by connecting them to a campus resource and mentor.



60-80%

Progress surveys completed by faculty every semester since fall 2016

8%

Increase in transfer student retention rate from 76% to 84%

11%

Fewer students continuing on academic warning since Starfish success plans were implemented

70%

Transfer students begin to work with our transfer advisor at their County College

Our Differentiated Care Calendar

2023

2021

Message Topic	Filter	Week of Date	Category	Description	Key Question	Opportunities for Follow Up Generated		
Not Registered for Spring	Academic Self-Efficacy 🗨️	N/A	Mar 20	Academic	Measure students' perceptions about their ability to complete their classes and identify students experiencing low self-efficacy.	Do you feel like you are going to do well in your classes this term?	Yes	
	Custom Campaign: Immunization	Custom list of students who have not completed their immunizations/have a hold preventing future course registration	Mar 21	Non-Risk Generating	Ramapo College students are reminded that it is a requirement to submit your immunization forms to Health Services. This includes students attending virtually. If you are receiving this message, your immunizations are not complete and you have a hold preventing future course registration. Your immunizations should be sent to immunize@ramapo.edu. Please contact Health Services if you need further information.	N/A		
	Custom Campaign: General FAFSA Reminder	Custom list - Students who need to submit FAFSA by April 1	Mar 23	Non-Risk Generating	Ramapo College reminds you to complete your 22-23 FAFSA form by 4/1/2023 to avoid potential loss of financial aid eligibility. https://studentaid.ed.gov	N/A		
	Custom Campaign: Course Reg 1	Students who have a hold and who need to see advisor to get hold removed	Mar 27	Non-Risk Generating	Ramapo College course registration for Fall 2023 begins this week. Make sure you meet with your academic advisor ASAP to have your advisement hold removed. Please contact the Center for Student Success with questions.	N/A		
Registered for Spring	Wellness Check-In 🌸	N/A	Apr 3	Wellness	Check in with students about their overall health and wellness and connect students who are struggling to helpful resources based on their specific needs	How would you rate your overall health and well-being? Which of the areas below do you need the most help in?	No	
Welcome Back and Join a Club	Custom Campaign: Last Day to Withdraw	All students	Apr 10	Non-Risk Generating	The last day to withdraw from classes at Ramapo College is Wednesday, April 12th. If you wish to withdraw from a course you can complete the process on Web Self Service. We recommend you speak with your professor or academic advisor prior to withdrawing.	N/A		
	Persistence Check-In 🧠	N/A	Apr 17	Engagement	Check-in with students to flag students who are at-risk of not returning next term and why.	Will you be enrolling again next term? If no or unsure, please share a few sentences on your specific circumstances.	Yes	
Your schedule of winter welcome events is available online at www.ramapo.edu/welcome/winter .						17-Jan	Student Success	All

Targeted Reminders



Sent a total of 13 nudges to targeted groups of students to remind them about things such as on-campus events, course registration, FAFSA deadlines, and immunization forms to help them stay on track

Registration Reminders



Identified 9 students who had questions about registration, 35 students with something preventing them from registering, and 15 students who were not able to register and flagged them for additional staff outreach

First-Generation Support



Gathered over 50 pieces of advice from current first-generation students and reminded current first-generation students about resources that are available to them and opportunities to get involved on campus

Retention Gains

- ❑ First-to-second-year retention of first-generation students increased from 82% to 87% for the class that entered in fall 2022

Student Wins

- ❑ Ramapo College of New Jersey remains the #1 public college in New Jersey, according to College Choice, a leading authority in college and university rankings and resources, using College outcomes data

Key Collaborators

- ❑ The more we share the value of faculty participation in our work, the greater they participate in efforts

Student Subpopulations

- ❑ Ramapo saw a 100% increase in the number of first-generation students enrolled between 2020 and 2023

By the Numbers:

5 pt.

Increase in retention of first-generation students

#1

Public College Ranking in NJ

100%

Increase in the number of first-generation students enrolled

1

Begin with the end in mind



2

Find the simplicity

3

Be a good teammate;
collaboration is key

4

Persist



Impact on First-Generation Students

"When I first committed here, I was extremely nervous. With being a first-generation college student, I didn't have anyone in my family to give me advice or aid me in any way. But then when I saw an email about the Legacies in the Making program, I felt so relieved." -Ramapo student



Time for Q&A



What questions do you have for our presenters?

Please raise your hand. If called on, please speak loudly and address the partner or partners your question is for. If you need assistance asking your question, EAB session leaders will assist.



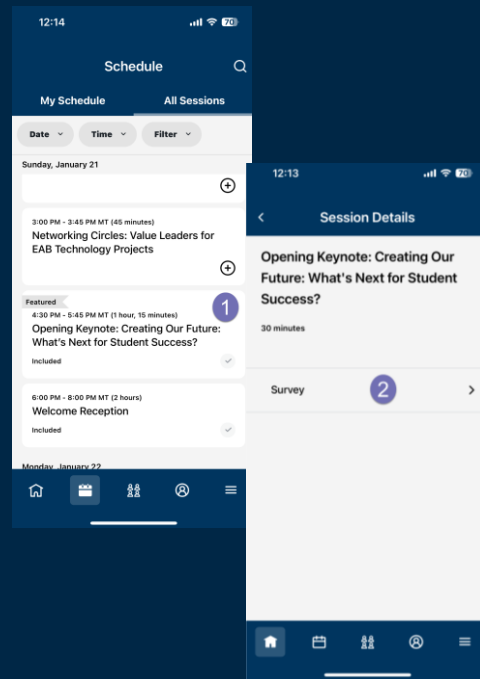
Complete Session Evaluations

Your feedback is important to us, please take a few moments to **tell us about your CONNECTED experience.**

Evaluations are available in the event app by clicking on a session and then clicking **Survey**.

Need help with the app?

Stop by the **information desk!**

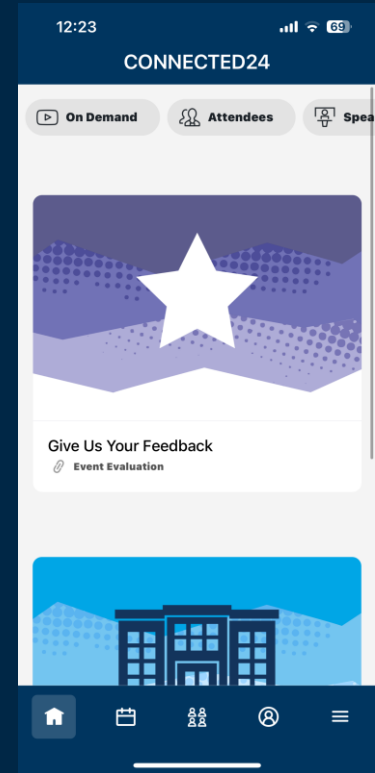


Complete the Event Feedback Survey

From the front page of the app, click the Give Us Your Feedback box.

Need help with the app?

Stop by the **information desk!**



CONNECTED24

Thank you for joining us for

CONNECTED24

**Remember to complete the overall event feedback
survey in the CONNECTED app.**

Travel home safely and we'll see you next year!





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