The Next Frontier in Student Engagement

Explore Navigate360's Latest Student-Facing Tools

Expansion Spotlight

EAB

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① The Student Empowerment Challenge

② Identify Student Needs and Potential Barriers

③ Keep Students on Track with Self-Service Tools

④ Inside Navigate360's Student Engagement Hub

Insights from EAB's New Research into the Mindset of "Gen P"

Unsure if college will provide what they're looking for

Questioning the
value of a degree

Expecting high-quality
digital experiences

Eager for in-person
connection

Worried about keeping up

Academically
underprepared

Needing more
mental health support

20%

of high school students say college isn't "worth the cost" in 2023, up from 8% in 2019

22%

of those who opted out of college in 2023 said it was because they weren't mentally ready, up from 14% in 2019

Source: EAB Communication Preferences Survey.

Serving Students with a Customer Service Mindset

Digital natives expect digital services and experiences

▶ One-stop shop information access

▶ Personalized content

▶ 24/7 service

▶ Quality, web-first services

Yet our industry remains slow to adapt

43%

Business and finance officers rank **student consumer preferences** as one of the top three **risks their institution is facing**
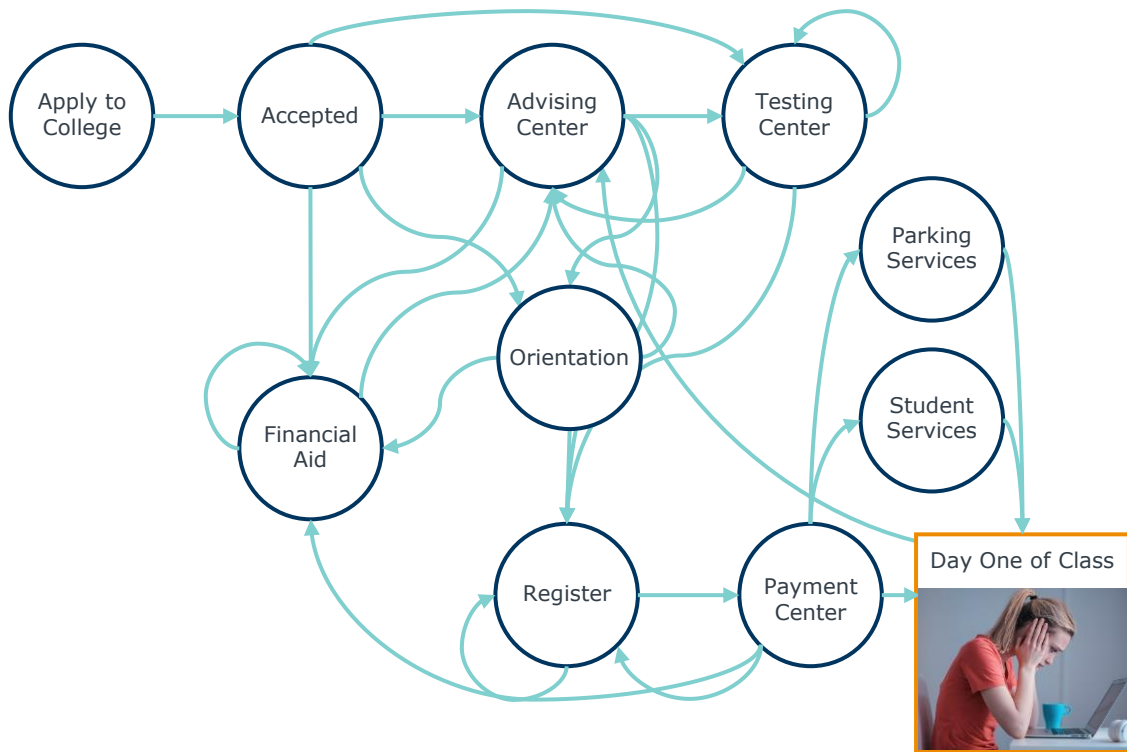
18%

Education institutions have an **enterprise-wide digital strategy**

"We're running a technology museum."

-VP of IT,
Large public research university

Onboarding Processes Are Often Confusing

3 weeks

Average time from application to registration

190+

Community college enrollment audits performed by EAB's Research team

Barriers

- Transcripts
- Inaccessible staff
- Lack of guidance
- Slow ID delivery

Apply to College → Accepted → Advising Center → Testing Center → Parking Services → Student Services → Orientation → Financial Aid → Register → Payment Center → Day One of Class

Sources: "Summer Melt Tools," Center for Education Policy Research, Harvard University; EAB research and interviews.

But Common Challenges Prevent Adoption of an Effective Support Model

- **Academic challenges**
- **Paying for college**
- **Family obligations**
- **Fit and belonging**
- **Work/ school balance**
- **Mental health**

Faculty need guidance on their role in holistic support

Student-facing staff are stretched thin and are hard to retain

Self-service tools for students are out of date or hard to use

Interventions are **hard to design and scale**

Siloed data makes it hard to assess intervention effectiveness

Disconnected recruitment and retention strategy limits insight into new students

Source: EAB interviews and analysis.

Quick Polls and Surveys

Intake Surveys during enrollment and onboarding

Gain a comprehensive understanding of your incoming students' goals, needs, behavior, barriers, and more

Underlying triggers will automatically connect students with advisors or resources based on responses

3% Increase in percentage of applicants who register within three days at Mt. Hood Community College

Quick Polls and Surveys across the academic year

Send a just-in-time pulse-check when you need immediate feedback on a question that is narrow in scope

Provide quick and consistent intervention with a question tailored to the timing and group of students to whom it's sent

88% of Navigate360 users replied to a Quick Poll about registration barriers at Elizabeth City State University

Major and Program Explorers at key decision points

Simplify major selection, allowing students to make informed decisions early in their college experience

Captures students' activity and lifestyle preferences, academic and career goals, and desired fields of study

42% of Navigate360 users completed the Major Explorer tool in one year at Broward College

"Hand Raise" Student Self-Alerts

Let students **issue an alert on themselves** with the new "Hand Raise" feature

- Implement Hand Raises with **configurable** communication and intervention workflows

- Connect to existing alert and intervention features in Navigate360, including **automatic messages and case creation**

- **Configure** which Hand Raise reasons are shown to students and who is notified
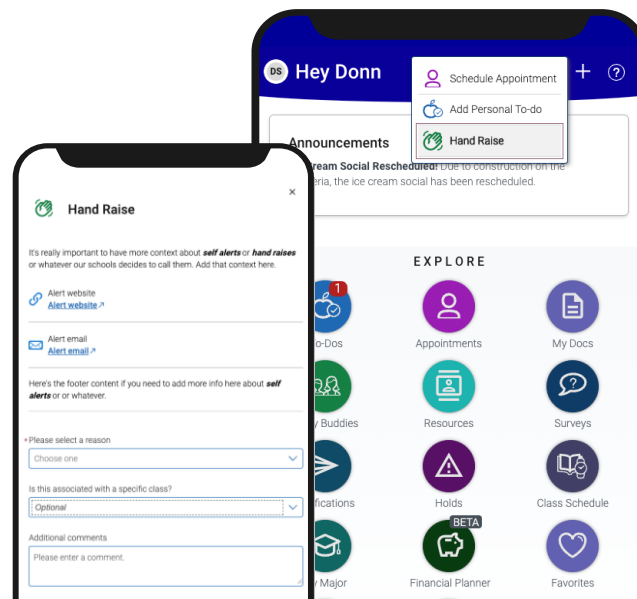
Sample Hand Raise Reasons

- I need help in a class
- I need academic support
- I need help paying for college

- I'm feeling overwhelmed
- I need help with basic needs
- I need help with campus housing

- I need help with career planning
- I need someone to review my course plan
- I need to change my major

Integrate Student Academic Data from Your LMS into Navigate360

Display and Search by LMS Data Elements

Login Data
- Last Login (in LMS)
- Last Activity with a Course

Assignment Data
- Course Name
- Assignment Name
- Due Date
- Points Received/Available
- Assignment Type
- Assignment Status

Once implemented, data loads nightly into Navigate360

LMS Assignments Assignment Type, Status, Points?

From Term   To Term
Summer 2021 ▾   Summer 2021 ▾

Assignment Type (In Any of These)?
All

Assignment Status?
Any ▾

Range of Points?
Min. %   Max. %

Increase Intervention Effectiveness

Monitor Student Engagement
View student's LMS activity data to prompt deeper course engagement if necessary—low or nonexistent LMS utilization is a red flag

Define Course-Driven Interventions
Use relevant LMS data within Advanced Search to run intervention campaigns for specific courses, including pivotal success markers

Leverage Faculty Feedback
Display faculty insights without requiring duplicative efforts

Limit the Number of Screens
Provide relevant student performance data in one platform

Self-Service Tools Keep Students Engaged and on Track, Every Step of the Way

Equip students to **take proactive initiative** and resolve issues independently

In-App Features Include:

- Student Success Network
- Campus Resources
- Appointment Scheduling
- Hand Raise
- Document Center
- Class Schedule
- In-App Notifications

- Surveys & Quick Polls
- Journeys
- Holds Center
- Study Buddies
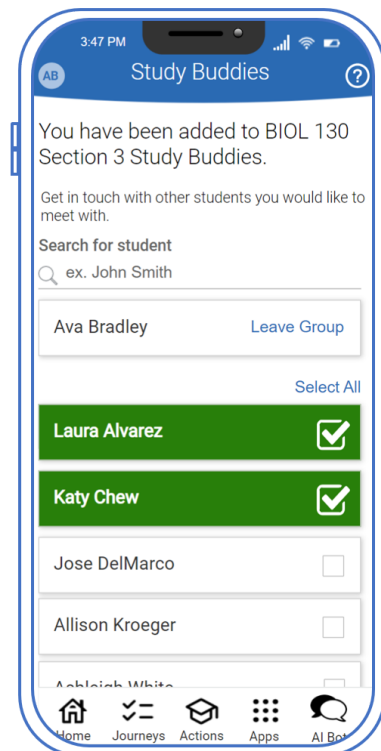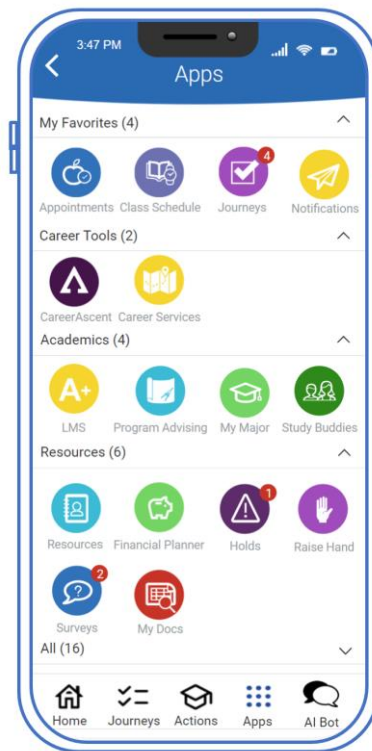- Financial Planner
- Program Explorer

92%

Advising appointment attendance after Navigate360 nudging campaigns

ARAPAHOE COMMUNITY COLLEGE

94%

Portion of freshmen who downloaded the Navigate360 app in first-year seminars

ROBERT MORRIS UNIVERSITY

Guide Students Through Important Processes

New Journeys for Pivotal Moments Throughout the Student Lifecycle

Configure step-by-step **Journeys** for specific student groups for whom they are relevant

- Gamify the process by **awarding badges** for step completion
- Build Journeys for a wide variety of processes, such as:
  – New student onboarding
  – Career exploration
  – Financial aid requirements
  – Career preparation
- **NEW calendar view** of Journeys tasks by month and day

Journeys

Explore All Journeys

Filter ▾   Sort ▾

Showing 32 items

Choosing a Major
Featured
5 items   + Add Journey

Extracurricular Resources
Featured
8 items   + Add Journey

Preparing for Finals
Featured
4 items   + Add Journey

Career Exploration
6 items   + Add Journey

Finding your Passion
3 items   + Add Journey

First Year Orientation
8 items   + Add Journey

Scale Success Work with Artificial Intelligence

New AI Features for Students and Staff

Generative AI—such as ChatGPT—enables unprecedented **optimization** and **personalization**.
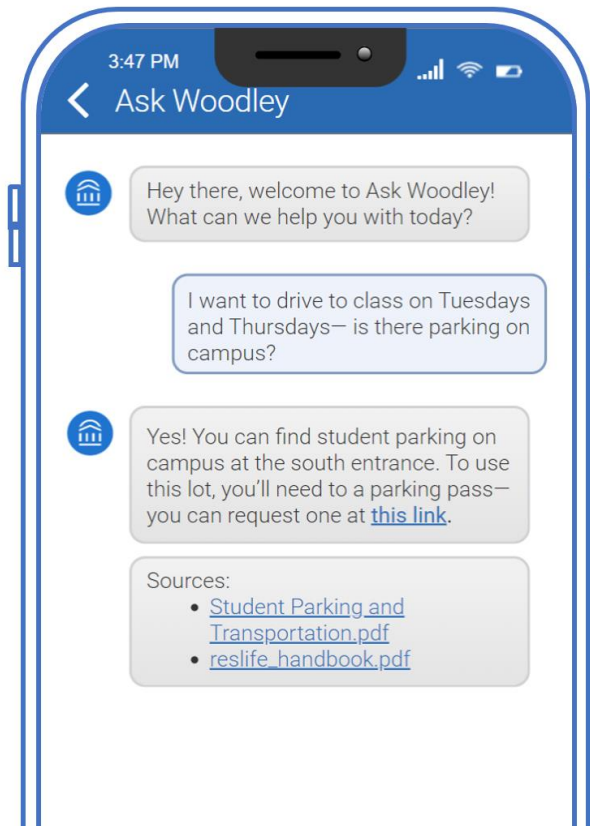
Student Resource Knowledge Bot

Reduce the time spent training chatbots that effortlessly provide students secure access to support, instructions, and FAQs.

Campaign Content Advisor

Simplify and optimize one of Navigate360's most powerful features, Campaigns, by minimizing the time spent on creating campaign content.

3:47 PM

Ask Woodley

Hey there, welcome to Ask Woodley! What can we help you with today?

I want to drive to class on Tuesdays and Thursdays— is there parking on campus?

Yes! You can find student parking on campus at the south entrance. To use this lot, you'll need to a parking pass— you can request one at this link.

Sources:
- Student Parking and Transportation.pdf
- reslife_handbook.pdf

Collaborative Program Advising

Offer collaborative course plan building, scheduling, and registration **within a single platform**

- Fully integrated **advisor and student-led tools** enable both next-term and long-term program advising
- Quick scheduling and **one-click registration** allow students to create best-fit schedules on the go
- Dashboards allow you to analyze course and scheduling preferences to **improve academic capacity planning**
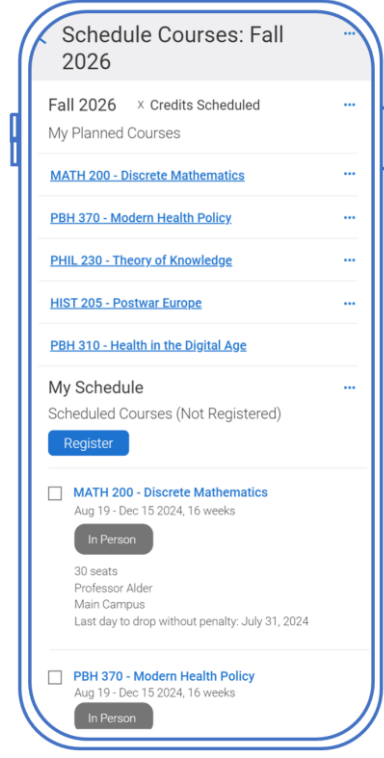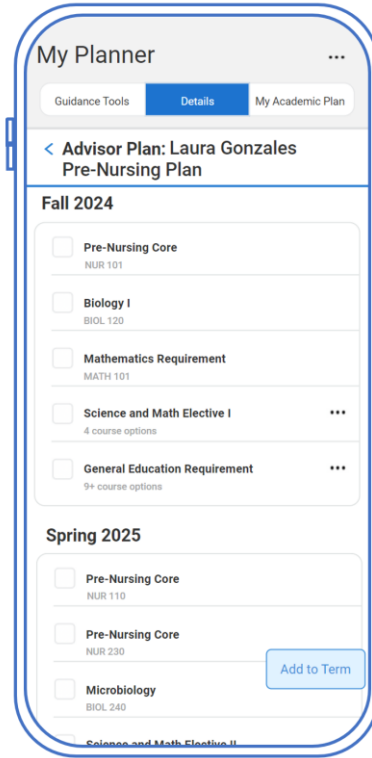
$1.39M+
Estimated preserved tuition revenue from reenrolled students
YORK TECHNICAL COLLEGE

21 percentage-point
Increase in four-year graduation rate since launching Navigate360
WASHBURN UNIVERSITY

My Planner

Guidance Tools | Details | My Academic Plan

< Advisor Plan: Laura Gonzales
Pre-Nursing Plan

Fall 2024

☐ Pre-Nursing Core
NUR 101

☐ Biology I
BIOL 120

☐ Mathematics Requirement
MATH 101

☐ Science and Math Elective I
4 course options

☐ General Education Requirement
9+ course options

Spring 2025

☐ Pre-Nursing Core
NUR 110

☐ Pre-Nursing Core
NUR 230

☐ Microbiology
BIOL 240

☐ Science and Math Elective II

Add to Term

Schedule Courses: Fall 2026

Fall 2026 ✕ Credits Scheduled
My Planned Courses

MATH 200 - Discrete Mathematics

PBH 370 - Modern Health Policy

PHIL 230 - Theory of Knowledge

HIST 205 - Postwar Europe

PBH 310 - Health in the Digital Age

My Schedule
Scheduled Courses (Not Registered)

Register

☐ MATH 200 - Discrete Mathematics
Aug 19 - Dec 15 2024, 16 weeks
In Person

30 seats
Professor Alder
Main Campus
Last day to drop without penalty: July 31, 2024

☐ PBH 370 - Modern Health Policy
Aug 19 - Dec 15 2024, 16 weeks
In Person

A Student-Centric Recruiting Process Centered on Equity

Connecting EAB partners' **10 million** students and Seramount's **400+** DEI-committed employers

To **reimagine the recruiting process**, addressing critical pain points for both applicants and recruiters

To help career-seeking students **succeed after graduation**

CareerAscent

RECRUITER EXPERIENCE

careerascent

Candidate Management

Candidate Tools
- Home
- Employers
- Recommended Jobs
- Job Invites
- My Candidate Profile
- Notifications

Recruiter Tools
- Candidate Management

Candidates

ID	Job ↑	Match Type	Graduation Date	GPA	Major	State of Residence
342389	Marketing Associate	High	May 2024	3.6	Business	DC
342388	Marketing Associate	High	May 2024	3.8	Business	DC
242389	Marketing Associate	High	May 2024	3.5	Business	MD
425389	Marketing Associate		May 2024	2.6	Finance	FL
342379	Marketing Associate		May 2024	3.2	English	VA
345389	Marketing Associate		May 2024	3.2	Art History	MD
122389	Marketing Associate		May 2024	2.4	Business	DC

Tailor the App to Your Institution and Your Students

Impersonate Users and Track Utilization

- Impersonate **all features and actions** except for accepting Terms & Conditions and registering for classes

- Impersonation History log **tracks all session info**

- Count **homepage views**, along with modality of mobile and desktop/browser use

- **Data tracked and stored** for rolling 25 months

Manage Homepage Announcements

Make announcements on students' **Navigate360 homepage**, such as reminders, campus updates, key dates, or welcome messages

Configure the Main Menu

- Adjust the **order of icons** and which features display icons

- Access new **feature icons** for Hand Raise, Resources: People, and others

- Create new Main Menu icons to **link to specific URLs**, allowing Navigate360 to be a central hub for connecting students to resources

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Navigate360 Student App Demo

Rolling Out a New Onboarding Checklist

Engaging Students in the Navigate360 Student App

✓ Robust checklist of to-dos, resources, reminders, and more in Navigate360 Student app

✓ Admissions office can see student progress and identify members of student support team

✓ Students use Navigate360 to schedule first advising appointment before Orientation

90%+

Portion of student app users who use the app multiple times

ASAP

Within 24 hours of activating their SFC email, students are prompted to download the Navigate360 Student app

Mid-Summer

Students are reminded to keep track of checklist items in the app and access resources such as loaner laptops

Early Summer

In-app nudges remind students to complete skills assessments, sign up for Orientation, and submit transcripts

Transfer students are prompted to schedule an advising appointment in the app

Late Summer

First-time students schedule advising appointments in the app so they can register for courses

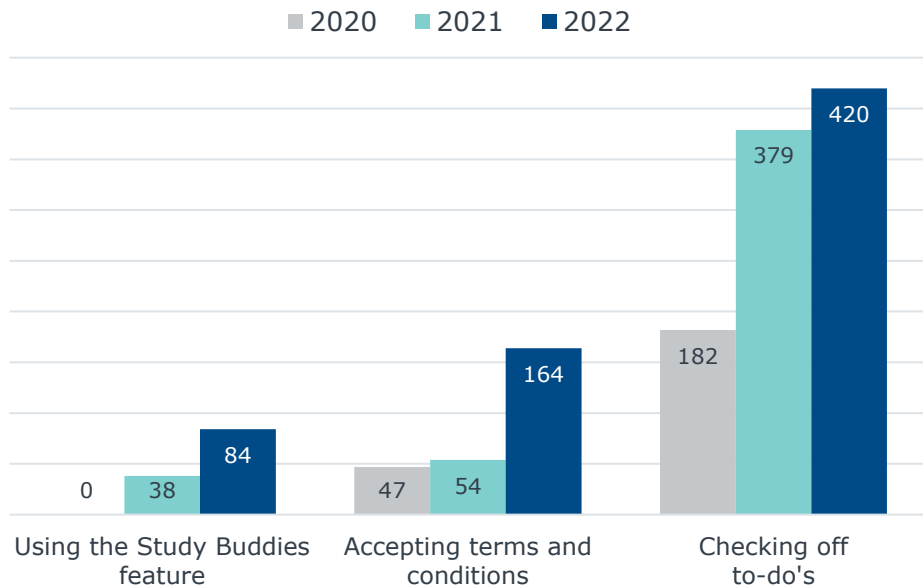SFC **incentivizes** completing the checklist with raffles for students who complete the most steps

Greater Student Engagement

Increasing App Utilization and Orientation Completion Each Year

Number of Unique Students Completing Steps in the App:

Legend: ■ 2020 ■ 2021 ■ 2022

Bar chart data:

Step	2020	2021	2022
Using the Study Buddies feature	0	38	84
Accepting terms and conditions	47	54	164
Checking off to-do's	182	379	420

60

Additional new students completing online Orientation, a critical onboarding step, in 2022 vs. 2021

130%+

Increase in students checking off onboarding to-dos in the Navigate360 Student app

Tailored Email Outreach Program Included in the Student App

Weekly emails sent to your students at the start of each term:

Direct students to **download the Navigate360 app** from their device's App Store

Explain **how Navigate360 helps them** find a study buddy, schedule advising and tutoring support, resolve holds, complete their to-dos, and much more

Navigate your way through college
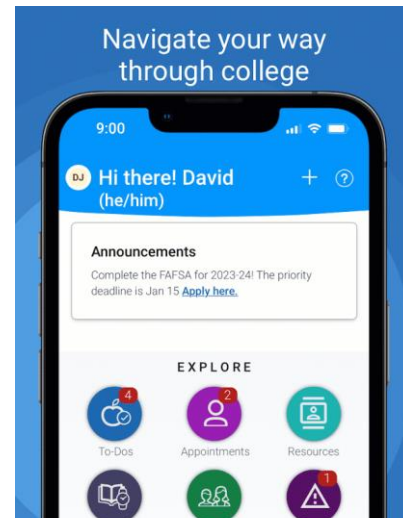
Digital Promotions Drive Student Engagement and Navigate360 App Usage

44%
Average **open rate** for participating partners

71%
Click-to-conversion rate for app downloads

+11%
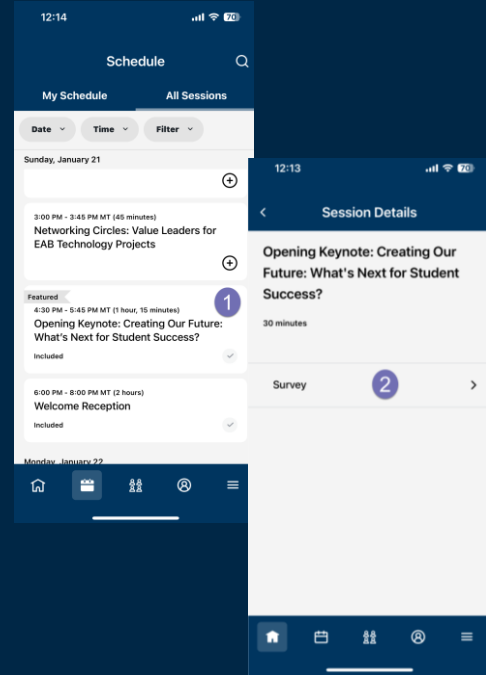Increase in the **number of days active** using Navigate360

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.**

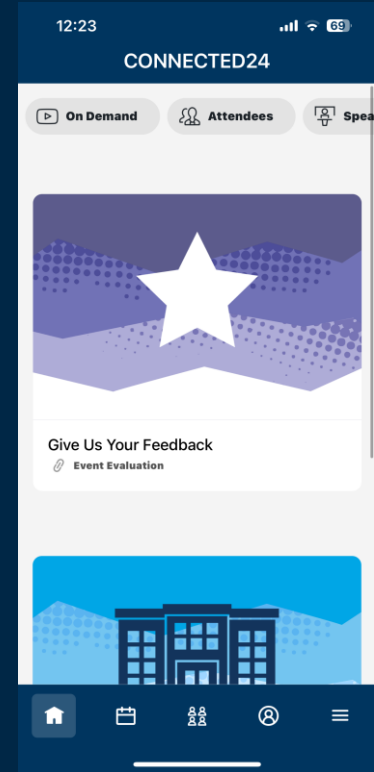**Need help with the app?**

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!**