CONNECTED18

Beyond Mobile Adoption: Creating Your Student Engagement Strategy

CONNECTED18 Interactive Workshop

EAB

The Evolution of EAB's Student Application

Where We've Been

2014

Launched the **desktop application** focused on "onboarding" with community colleges

2015

Launched the **mobile application** focused on student engagement in 4-year colleges and universities

2016

Created **data connections** to the Student Success Management System

2017

Launched **mobile for community colleges**

Introduced **digital promotion toolkit**

Introduced self-service **Content Administration Tool**

2018

Introduced a **new user interface to highlight priorities**

Added **Study Buddies** feature

Moved to a single product name: **Navigate**

Where We're Going

Additional Value for STUDENTS

Student-Centric
FEATURE DESIGN

Personalized
GUIDANCE

Additional Value for STAFF & ADMINISTRATORS

Embedded
INSIGHTS

Turnkey
PROMOTION

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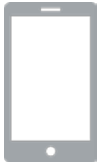
What We've Learned

Best Practices for App Implementation

Create an App Strategy That Supports Your Goals

Organize Your App Content Around Pivotal Moments



Leverage App Features to Support Your Objectives

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The Navigate App Implementation Cycle

This Cycle Should Be Revisited Annually or Semiannually

1 Define

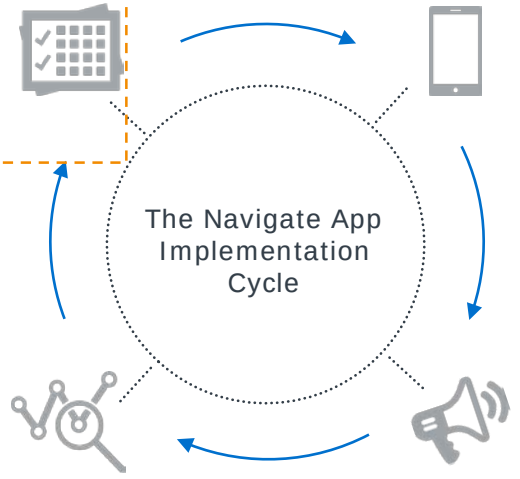
Define Scope and Metrics

What are you trying to achieve, what tactics will you deploy, and how will you measure success? Do you have the resources to achieve your app objectives?

2 Build

Set Up Your App

What is your timeline for app set up? Who will be responsible for content creation and maintenance? How will you engage faculty and staff?



3 Promote

Grow Your User Base

How will you appeal to your focus population? What can you do to encourage ongoing app utilization? Who will conduct your promotion activities?

4 Evaluate

Measure, Learn, Improve

How will you know you are making progress? How will these results inform your future app objectives?

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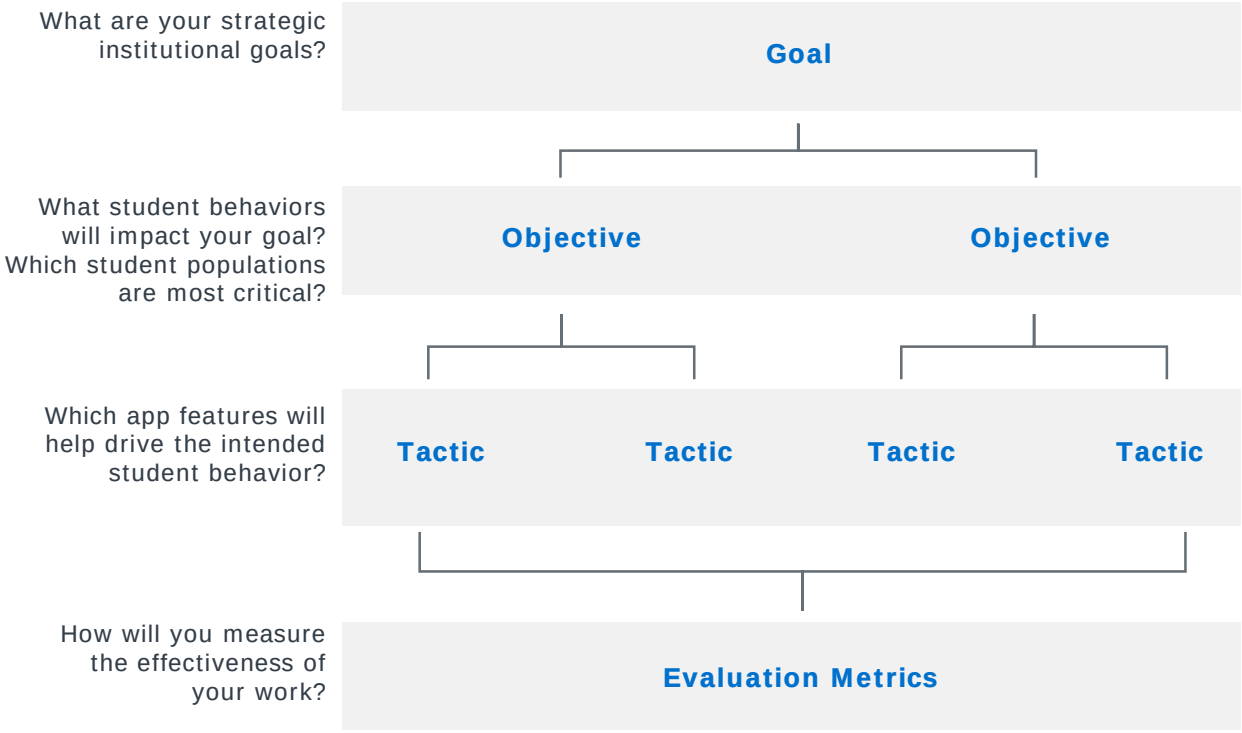
Defining Your App Strategy

The Number of Goals, Objectives and Tactics Will Vary by School



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Member Example

Objectives, Tactics, and Metrics Should Align with Institutional Goals

Strategic Goal: Increase fall-to-fall retention for first-year students

↓

Objective: Get first-year students who are at risk for not returning in the spring semester to seek assistance

↓

Tactic: Use Intake Survey to identify financial aid concerns and Quick Poll to surface registration issues

↓

Metrics: Adoption rate, Students contacted for targeted outreach, and fall-to-fall retention

+ Key App Promotion Activity:
Integration Into First-Year Seminar

94% **First-year adoption**

2% **Increase in first-year retention**

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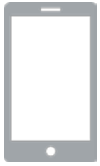

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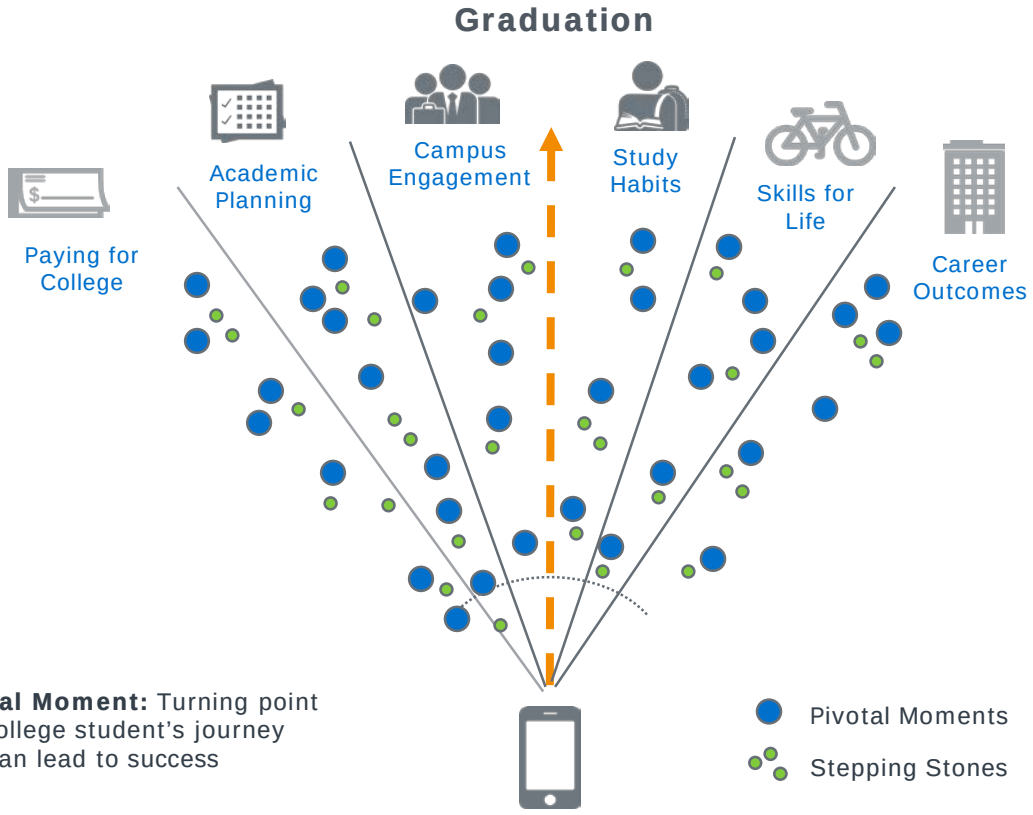
Pivotal Moments Framework for Content Creation



Pivotal Moment: Turning point in a college student's journey that can lead to success

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“Must-Dos” vs “Should-Dos”

Academic Planning	Example “Must-Dos”	Example “Should-Dos”
	• Enroll in the current term • Register for the next term • Choose a major • Apply for graduation	• Create an academic plan • Meet with an advisor • Complete program explorer
Paying for College		
	• Make a tuition payment • Clear past due balance • Clear account holds	• Apply for aid • Accept an aid package • Create a budget
Campus Engagement		
	• Obtain a Student ID	• Attend orientation • Join a campus group

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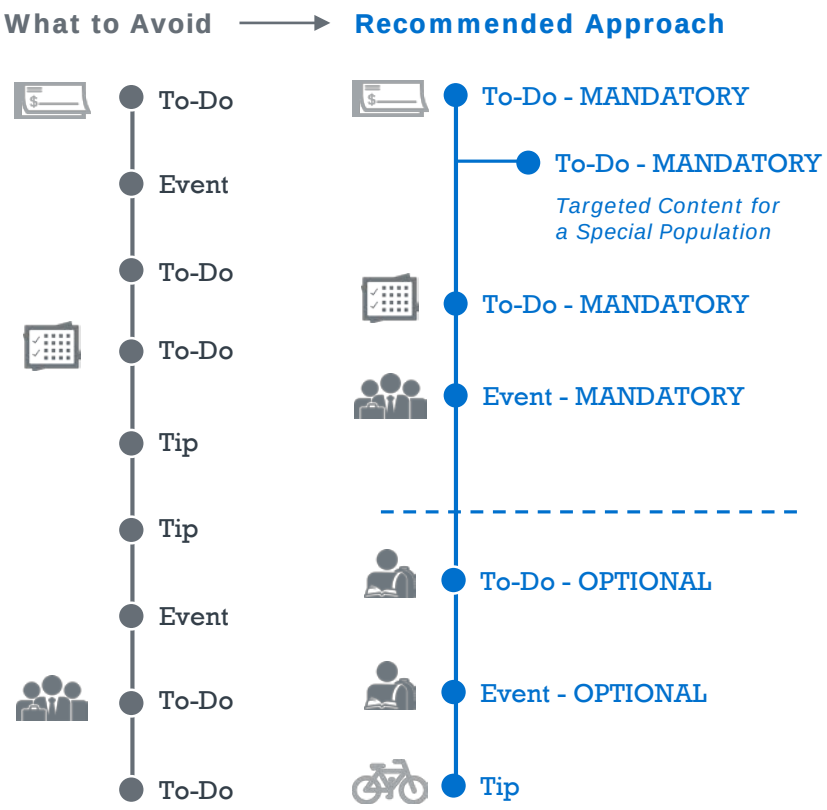
Purposeful Content Design



- ✓ **Pivotal Moments are used** to inform all Path items
- ✓ **A base Path is created for all students** and additional content is added for special populations
- ✓ **Content is limited** to prevent information overload and student inaction
- ✓ **Content is labeled as mandatory or optional** to convey priority level of task
- ✓ **The Content Administration Tool** is used to create and maintain clear information architecture

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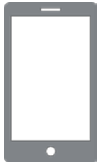

Leverage App Features to Support Your Objectives

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Utilize App Features Strategically

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

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Today's Activity

Work **independently** to reflect on your institutional student success priorities

5 Mins

Work in **pairs** to articulate your app objectives, tactics, and metrics

20 Mins

Work in **groups** to determine the promotional activities that best support your app strategy

10 Mins

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