Beyond Mobile Adoption: Creating Your Student Engagement Strategy

Interactive Workshop

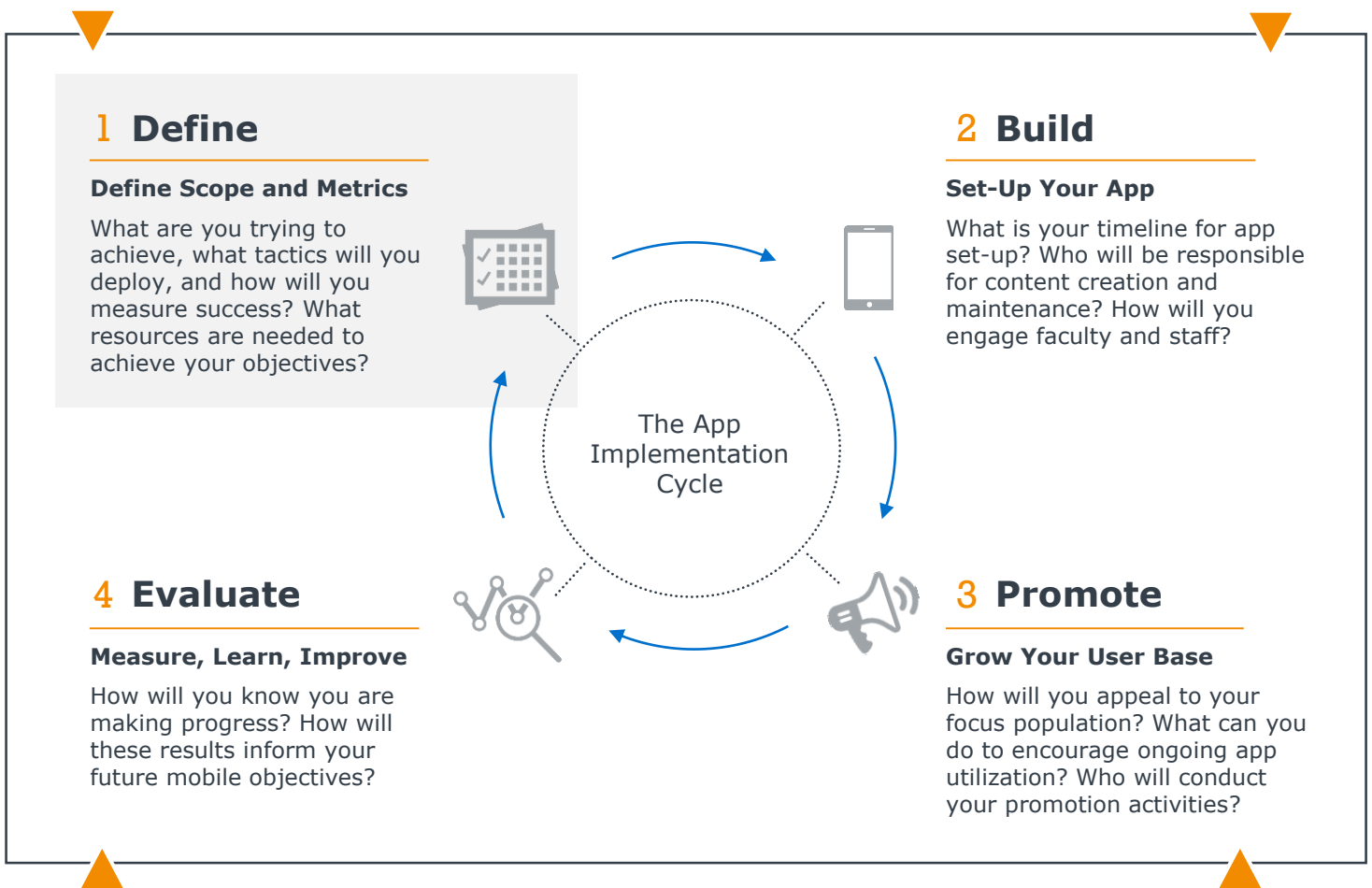# The Navigate App Implementation Cycle

The Navigate Student App is an important component of your Student Success Management System. It serves as your direct connection to students, allowing you to provide smart guidance throughout the college lifecycle. Used strategically, it can be one of your most powerful student success tools.

During today's session, you will work through step one of the Navigate App Implementation Cycle. We recommend revisiting this cycle on an annual or semi-annual basis, so no matter where you are in your Navigate journey, this activity will be useful.

The following worksheets will help you answer critical goal setting questions and provide you with a foundation for your app strategy. Once you return to campus, we recommend completing this process with the appropriate student success stakeholders. You should also spend time planning steps two to four using the highlighted EAB resources.

FOCUS FOR TODAY'S WORKSHOP

For guidance on Step 2 of the cycle, please reference the *Content Toolkit and CAT User Manual*

1 Define

Define Scope and Metrics

What are you trying to achieve, what tactics will you deploy, and how will you measure success? What resources are needed to achieve your 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?

The App Implementation Cycle

4 Evaluate

Measure, Learn, Improve

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

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?

For guidance on Step 4 of cycle, please reference *Quantifying the Impact of Your Student Success Initiatives Toolkit*

For guidance on Step 3 of the cycle, please reference the *Navigate Adoption Toolkit and Digital the Handbook to Navigate Promotion*

Example Pivotal Moments

Consider The "Must-Do" and "Should-Do" Items At Your School

	Example "Must-Dos"	**Example "Should-Dos"**
Paying for College	• Make a tuition payment • Clear past due balance • Clear account holds	• Apply for aid • Accept an aid package • Create a budget
Study Habits	• Maintain satisfactory academic performance	• Attend class • Join a study group
Academic Planning	• 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
Campus Engagement	• Obtain a student ID	• Attend orientation • Join a campus group
Career Outcomes	• Visit career services	• Create a resume • Obtain an internship
Skills for Life	• Submit immunization records	• Attend a wellness event • Set personal goals • Attend a time management session

Institutional Strategic Goals

In order to clearly define what you are trying to achieve with your app, you must first articulate what you are trying to achieve as an institution. Take some time to independently reflect on your institution's strategic student success goals that might be supported by a student application.

1. Does your school or advising office have a strategic plan? If so, what are the focus areas?

2. Is your school accountable for reporting on specific student success metrics? (Consider any state mandates, performance requirements or grant metrics.)

Strategic Goals – After answering the questions above, identify *at least one* **institutional strategic goal** that led your school to adopt EAB's Student Success Management System, including the Navigate App.

> *Examples include: improve the student experience, close achievement gaps, improve advising effectiveness, simplify the onboarding experience, decrease summer melt, decrease time to degree, increase retention/persistence rates, or improve student career outcomes*

Objectives

With your institutional goals in mind, you can now determine your objectives. Your objectives will be informed by the student behaviors you want to see and the student populations you want to reach. Work with a partner to determine one of your objectives.

1. Think about the student behaviors that will have the greatest impact on your strategic goals. Which behaviors do you want to encourage during the upcoming semester/year?

(Examples include: utilize campus resources, complete critical onboarding steps, submit immunization records, address holds in a timely manner, make and keep advising appointments, and create and maintain an academic plan)

2. Pick one of the behaviors that you identified above. Are you looking to impact all students or is there a specific sub-population that you want to prioritize?

(Examples include: all students, first-year students, first-generation, commuters, transfer, veterans, and working students)

Objectives – After answering the questions above, identify *at least one* **objective** that will be supported by the Navigate app. (Please note: For today's session you will identify a single objective; however, we recommend setting several objectives each semester/year).

Examples: Our objective is to… get all students to complete critical financial aid steps, get first-year students to make an advising appointment during their first term, or get first-generation students who are feeling overwhelmed to access mental health resources

Tactics

Now that you've defined your objective, the next step is to determine your tactics. Your tactics may consist of one or more app features as well as content creation. Work with your partner to articulate your tactics.

1. Consider all the Navigate features. Which app features will help you to drive the intended student behavior?

Pivotal Moments Path

To-Dos

Events   Tips

Term-to-Term Tools

Appointment Scheduling   Study Buddies

Hold Alerts   Resources   Class Schedule

Student Input Channels

Intake Survey

Quick Polls   Major Explorer

Tactics – After answering the question above, identify *at least one* **tactic** that you will use to achieve your identified objective.

Example: To get first-generation students who are feeling overwhelmed to access mental health resources we will: 1. Set up intake survey to identify first gen students 2. Add the Counseling Center as a Resource 3. Add first generation orientation as an optional event 4. Run a Quick Poll asking if students are feeling overwhelmed and provide strategic outreach

Metrics

The last step in defining your app strategy is to identify the metrics that you will use to measure your work. It is important to consider both process and outcome metrics. Work with your partner to select the metrics that align with your objective and tactics.

Process Metric Examples

Student Adoption and Utilization
- App downloads
- Repeat utilization
- Feature utilization

Interventions Based on Student App Input
- Students identified
- Students contacted

Student Behaviors
- Campus resources utilized
- Events attended
- Holds resolved
- Number of appointments
- scheduled/attended

Outcome Metric Examples

Student Academics
- GPA
- Academic standing
- Credit Attempted, Earned, Completion %
- Major changes
- Average course grades
- Changes from midterm to final grades
- Course DFW rates
- Course repeats

Other
- Staff time savings
- Student satisfaction

Enrollment and Graduation
- Applicant to enrollee conversion
- Term registration
- "Stop outs" re-enrolled
- Application yield
- Earlier registration
- Wait time during application and registration processes
- Applications to graduate
- Cleared holds, time to clear holds

Not all metrics will be available within Navigate. Consider which metrics can be pulled by your institutional research department.

Metrics - Identify at least two **metrics** that you will use to measure success. Note the current baseline for each metric (if possible) and your aspirational target.

Metrics *Choose at least one process metric and one outcome metric*	Measurement Timeframe	Baseline *Where do you currently stand with this metric? If you do not have a baseline, write N/A.*	Aspirational Target *How much would you like to improve from baseline? If you do not have a baseline, still identify a goal.*

App Promotion

Now that you have defined part of your app strategy, you will want to start thinking about app promotion. Work in groups of four to identify the promotion activities that will best support your overall strategy.

1. Write down the app strategy that you created in today's session.

Strategic Goal 〉

Objective 〉

Tactics 〉

Metrics 〉

2. Share your app strategy with the group and discuss which promotion activities are best suited to your goal and objective.

(Examples include: customize flyers and digital ads to showcase key features, advertise the app at events attended by your priority populations, incorporate your app into first-year seminar curriculum, or train specific staff or departments on the app)

Promotional Activities – Identify the **promotion activities** that you will use to achieve your identified objective.

> *Example: To get first-generation students to utilize the app we will: 1. Promote the app at first-generation orientation, including highlighting features that will help them acclimate to college 2. Train advisors and counseling center staff on the app*