CONNECTED**18**

The Simple Elegance of a Well-Executed Strategy
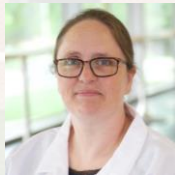
Case Study: Grand View University

EAB

Grand View University
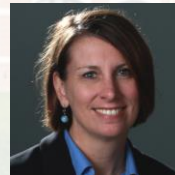## A small, private school in Des Moines, IA

Pam Christoffers
Associate Vice President for
Institutional Effectiveness

Dr. **Bonnie** Hall
Assistant Professor of
Chemistry

Debbie Gannon
Registrar and Institutional
Research Associate

GRAND VIEW
U N I V E R S I T Y

▶ A private liberal arts college in Des Moines, IA, offering 40 undergraduate majors and four master's degrees

▶ 1,800 undergraduate students

▶ 50% six-year graduation rate and 68% retention rate

Student Demographic Profile

First-Year Class:

45% First-generation

67% Student-athletes

21% Minority students

New Students:

41% Transfer students

Background and Challenges

Many incoming students were **underprepared for college coursework**—in Fall 2017:

- 23% of freshmen placed into developmental writing
- 50% of freshmen placed into developmental math

Academic advising suffered from:

- Inconsistent plans of study
- Unconnected silos of support
- Students expressing confusion about where to seek assistance

Previous Unsuccessful Student Success Efforts

- Course-based first-year learning communities
- Homegrown early alert system
- Common reading assignment
- New first-year seminar model
- New student convocation
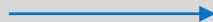- Centralized learning center
- **Freshman Academy (FA)**

FA course for at-risk students didn't give credits, **leaving students behind** on the path to graduation

Solution

Launched new advising model in Fall 2017 to **coordinate student care** via professional advisor and support network

Partner with EAB →

Strategically bring faculty and support units onto platform by **teaching basics first**

Keep users informed, connected, and active with **ongoing training and updates**

5.6%

Increase in students registered for Fall 2018

The Gaps in Holistic Advising

Missing Links Between Staff Members Makes Coordinated Care a Challenge

Completion Coach

Success Coordinators

Student

First-Year Seminar Faculty

Faculty Advisor
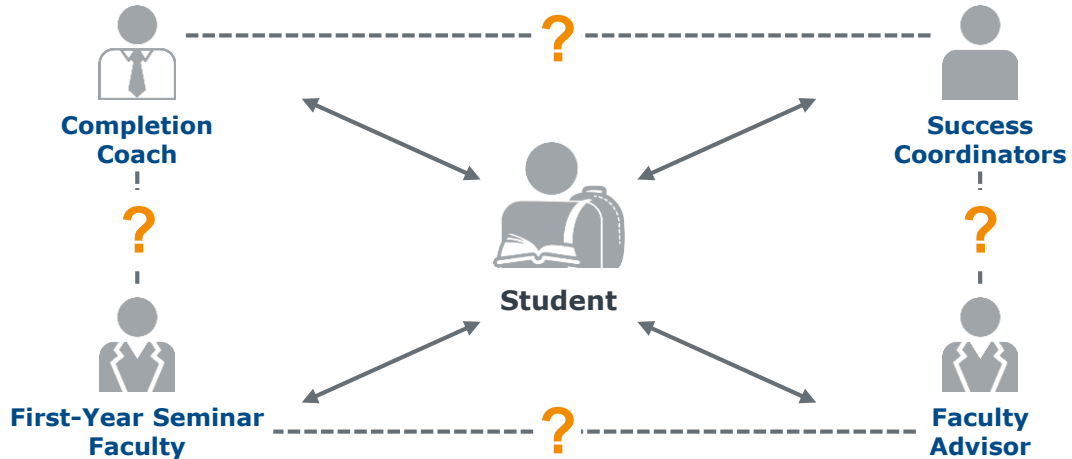
Can't access records and notes from faculty and other support offices or **share data** with these offices in turn

Limited early interventions that could prevent stop-outs

Unable to communicate student needs and concerns to appropriate resource or ensure follow-up

Inability to quantify advising and understand the impact of intervention activities

A New Approach to Advising

Holistic Student Success Network

First-Year Students

Sophomore and Beyond

✓ Course scheduling
✓ Completion plans
✓ Financial planning
✓ Campus involvement

Completion Coach

Completion Coach

✓ Financial planning
✓ Staying on track to graduation

✓ Academic goals
✓ Identify campus resources
✓ Choosing a major and thinking about vocation

First-Year Seminar Faculty

Faculty Advisor

✓ Academic goals
✓ Course scheduling
✓ Identify campus resources

✓ International student support (visa, inclusion, and cultural transition)
✓ Athlete support (eligibility, study tables, and resources)

Success Coordinator

Success Coordinator

✓ International student support (visa, inclusion, and cultural transition)
✓ Athlete support (eligibility, study tables, and resources)

Provost announces EAB partnership to all stakeholders, emphasizing his own full buy-in

Marketing campaigns encourage EAB utilization—nudge principles work on faculty, too!

Staff training sessions are carefully planned and timed, and support people are identified

Leadership teams are selected, including a well-respected faculty member and stakeholders from important areas

Intentional messaging demonstrates how EAB will make advisor and faculty work **more efficient**

Strategic decision made to introduce EAB functionalities one at a time so stakeholders fully understand

45 days after launch...

100%
Of Completion Coaches attended at least two training sessions

95%
Of full-time faculty participated in one or more training sessions

For Frequent Student-Facing Users, Training Builds from Basic to Advanced

For Regular, Student-Facing Users

- Student Overview & Progress tabs
- Communication & student messaging
- Issuing alerts & progress reports
- Setting up availability & calendar sync

Basic Training

- Notes & advising summaries
- Appointment campaigns
- "Schedule advising appointment" feature
- Case management
- Advisor development

Intermediate Training

- Advanced search
- Institution Reports
- Population Health Dashboard

Administrative Training

- More on advanced search
- Understanding and using the predictive model
- Success markers
- Using major explorer

New in Fall 2018:
Advanced Training

For Sporadic Users

- Introduction to SSC and goals
- Student information page
- Issuing an alert

Quick-Start Training

Insights from the Platform Workgroup

Sharing Strategies and Identifying Ways to Improve Platform Utilization

Who: Application Administrator, Completion Coaches, other Student Support Network members

When: Biweekly

What: Discuss platform features, share strategies, provide diverse perspectives on working with EAB to improve student success

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Uncovered **gaps in GV's platform training and user knowledge**, and ensured important information was shared

Identified **opportunities for process improvement** across different offices and departments on campus

Planned ahead for **future staff training needs and potential workflow issues**, to avoid bottlenecks later on

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IN PRACTICE:

Users didn't have clear steps for filing an advising summary report connected with a campaign—so Bonnie **shared instructions in her weekly email newsletter**

IN PRACTICE:

The workflow for assigning staff to cases isn't automatic, so the workgroup **determined and clarified the process** to make sure the right person was assigned

IN PRACTICE:

The workgroup discussed **strategies for the timing of closing a case** in Fall 2017, before advisors began taking on more cases in Spring 2018

Faculty Champion
is Key to Success

Acts as a Leader

- Served on the SSC leadership team since the beginning
- Chairs the Training and Development Team

Provides the Faculty Perspective

- Offers feedback on how faculty would react to possible changes and ideas
- Personalizes training with scenarios an advisor actually experiences

Translates for Faculty Advisors

- Speaks to other faculty advisors in their own language about how SSC can make the work they ALREADY do more efficient

Marketing SSC to Users Across Campus

Weekly Newsletter Shares Helpful Tips and Reminders

Faculty champion sends **weekly SSC tips** to all faculty, staff, and advisors

Advertises upcoming SSC **training sessions**

Offers insightful tips for **efficiently using the SSC platform**

Shares important dates for **coordinated SSC campaigns**

From: Bonnie Hall
To: All_Faculty; All_Staff; All_Academic_Advisors
Subject: Weekly SSC Tips

How can I avoid reloading screens in SSC? Hold the "Ctrl" key while clicking on the student's name—this will open the student record in a new tab in your browser.

SSC Refresher and Workshop Thursday at 4pm. Get hands-on help with setting up availability, calendar syncing, preparing your spring advising campaign, and using SSC to schedule student appointments.

Advising appointment campaign dates for Spring 2018: February 5th through March 9th

Thanks for all you do!
Dr. Bonnie Hall

"SSC is a very easy way to find out where a student may

"I se
their
brai
thos
– "gr

"I feel **this could be f@#*ing fantastic** once I catch on to it. In less than like 4 hours I already have three student appointments signed up, which is way better than in the past."

-Faculty member

Academic Year 2018–2019
Advising and SSC Goals

Effectively Transition and Engage Students

Provide a smooth transition for all students; build relationships early on

Ensure Early Intervention

Address academic and social concerns by identifying and contacting at-risk students early

Improve Persistence and Completion

Provide consistent, targeted outreach; support seniors through graduation

Reminding Academic Advisors of the Best Time to Reach Out

Sample: Fall Semester

July
Welcome first-year students

August
Welcome transfers and returning students

Mid-September
Early intervention outreach campaign

Early October
Registration appointment campaign

October
Midterms and other milestones

November
Registration reminder

Grand View University Academic Advising and SSC: Workflow Guidance	
July	**New First-year Student Outreach** (Completion Coaches only) • Send email to students who have attended Orientation to touch base regarding scheduling questions/issues. • Send email of introduction to students who did not attend Orientation, offering assistance and resources.
August 23-27	**Welcome ALL students** • Send email to all new transfer students to welcome them and provide resources. • Send "welcome back" email to all returning advisees.
Mid-September	**Early Intervention Reach Out Campaign** • Advisors identify at-risk advisees* and contact them to engage in advising services and meet with faculty members during office hours. (*Each department may have a different definition of what "at risk" means in their department.)
Late September/ Early October	**Registration Appointment Campaign** • Invite all advisees to meet with you to discuss their spring schedule, completion plan, and post-graduation goals.

Making an **Impact**

Results After One Year

Platform Utilization for 1,800-Student School

2,321

Interaction notes
in the platform

70%

Percentage of students who had an
advising appointment scheduled
through SSC in the first year of usage

3,305

Advising
summary reports

97.8%

Percentage of full-time
faculty using SSC

Results After One Year

Student Outcomes

5.6%

Increase in students registered for Fall 2018

1.9%

Increase in fall-to-spring retention

3.6%

Increase in fall-to-fall retention for first-year class