


CONNECTED18

Wiregrass Georgia Technical College and Trident Technical College

Case Study



Wiregrass Georgia Technical College

Midsized College in Valdosta, GA




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Overview




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- ▶ Total Enrollment: 5,900
- Campuses: 4
- Part-Time: 76%
- Dual-Enrollment: 41%
- Pell Recipients: 63% of Regular Enrollments

- ▶ Member Since: June 2016
- Millstone Guidance, Academic Planning and Registration Module Launched: April 2017
- Strategic Care and Appointment Scheduling Launched: July 2017

- ▶ **Background and Challenges**
 - With staff spread over four campuses, Wiregrass struggled with a lack of communication between departments.
 - Due to lack of coordination, students were making repeat and unnecessary office visits.
 - Wiregrass also wanted to better support students through the registration process in order to boost enrollment and retention.
- ▶ **Solutions**




Ran appointment and registration campaigns for their new and returning students



Used **Navigate Cases** to process their dual-major and change-of-program Requests


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The Wiregrass Applicant Journey



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Navigate Fully Integrated into the Admissions Process



Student Visits Admissions to Apply

- Admissions staff use iPads to train students on Navigate
- Staff schedule the appointment under "guest" if student has not received a Navigate login
- Staff use advisor mapping to make appointments with the correct advisors


- ▶ **Advising Appointment Made by Admissions**

Benefits to Wiregrass and Students:

 - ✓ Creates a sense of urgency in students to complete the remaining application steps
 - ✓ Lets the student know that someone is going to help him or her through the class selection and registration process
- ▶ **Advising Appointment Not Made by Admissions**


Next Steps for Advising:

1




Run "accepted not registered" report daily

2




Send email with Navigate instructions

3



Send a text message via Navigate

4



Add student to appointment campaign

New students must see an advisor to register for classes.

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Text Messages Nudge Students to Register

Welcome Video Introduces Students to Navigate

Good afternoon! Please call Wiregrass ARC @ 229-333-2100 ext. 2464 to find out about Spring Express classes. Registration is now open.

Watch this welcome video from Wiregrass: <https://www.screencast.com/t/QWjOw0kCf>




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New Student Registration Campaign

A Successful Series of Registration Campaigns Begins in Fall 2017


Students who made an appointment with Admissions or after email/text communication

- 154** Students Contacted
- 75** Appointments Made
- 60** Appointments Kept
+21 Walk-Ins
- 68** Registered



Campaign Time Frame
Nov 2017 to Feb 2016

Appointment window is kept short to create urgency and extended periodically as the registration period progresses



Campaign Sender
Advising and Retention Technician

Students still instructed to make an appointment with their assigned advisor

▶ **80% Appointments Kept**
44% Registered

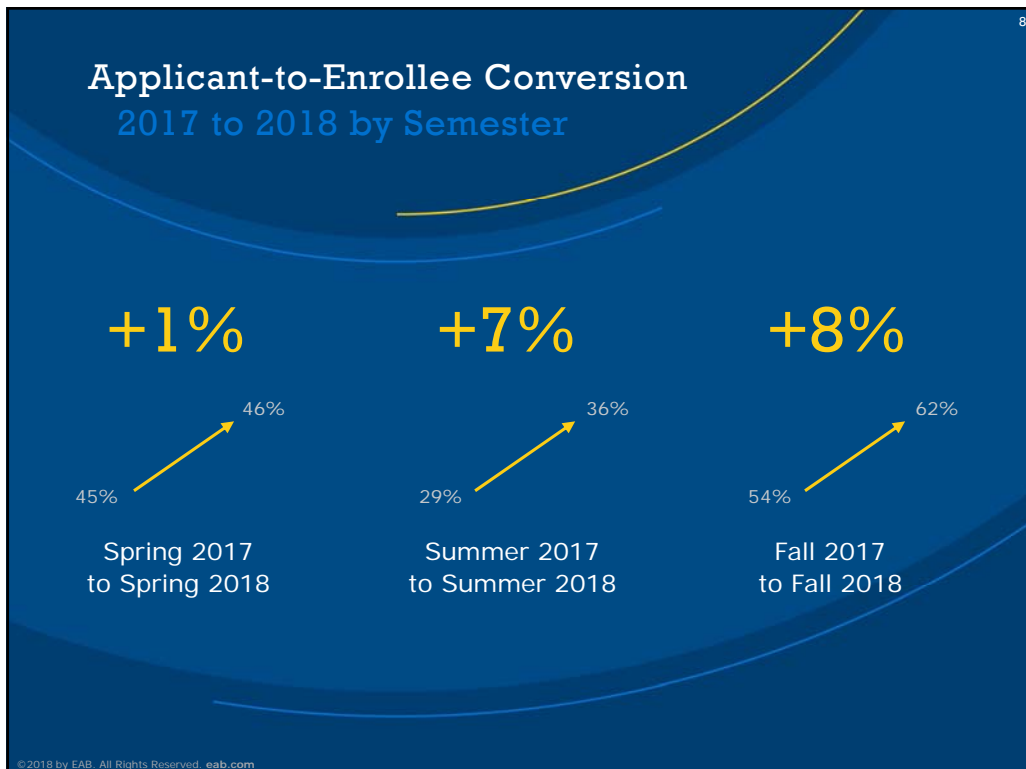
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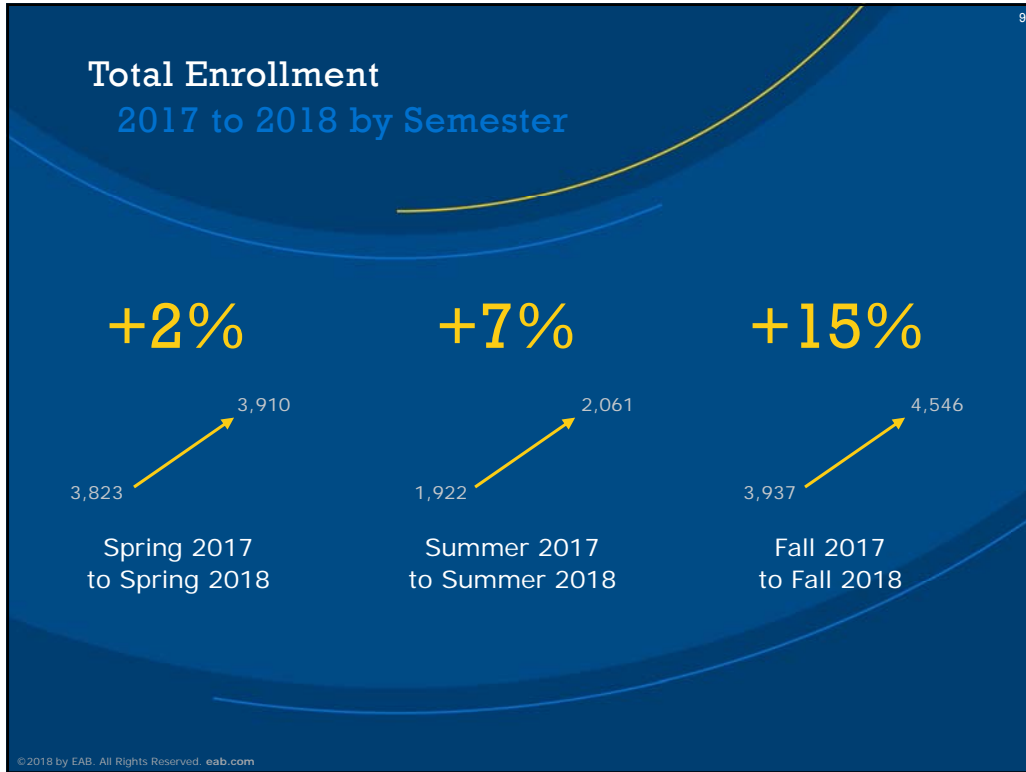
Centralized Campaign Communication

Students Are Still Directed to Appropriate Advisor Regardless of Sender

Linking to Navigate within the email makes it easy for students to complete the call to action

Can still direct the student to their assigned advisor even when the campaign is managed by a single staff member





Returning Student Registration Campaign

Even Stronger Results for Returning Students

- 978 Students Contacted
- 316 Appointments Made
- 296 Appointments Kept
+ 355 Walk-Ins
- 566 Registered

Campaign Time Frame
Oct 2017 to Feb 2016
Appointment window is kept short to create urgency and extended before additional communication is sent

Campaign Sender
Director of Advising
In Spring 2018, individual advisors began running their own registration campaigns


94% Appointments Kept
58% Registered

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Change-of-Major and Dual-Major Request 11

Old Process Required Students to Make Many Office Visits


Pre-Navigate Process



Process completed on a **paper form**



Process takes up to **2 weeks** to complete



Advising

Student visits Advising to make the change, but finds they need to visit several other offices to gain approval

→

Financial Aid

VA Office

Registrars

Student must then visit two to three additional offices to have the request reviewed and signed by appropriate staff

→

Admissions

If the change is approved by all offices, the student must take the form to Admissions

→

Advising


Finally, the student must return to Advising to discuss a new academic plan

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Streamlining the Process for Students 12

Navigate Cases Eliminates the Need for Multiple Office Visits

Post-Navigate Process



Process completed via **Navigate Cases**



Process takes up to **3 days** to complete

Advising

- Student visits Advising to make the change
- Advisor opens case in Navigate and assigns it to Financial Aid
- Advisor works with student to pick classes in the anticipation of approval


Financial Aid

VA Office

Registrars

Admissions

After each office processes the electronic request, the case is assigned to the next office for review



2,577

Office visits eliminated since January 2018

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Fall-to-Fall Retention


61%	67%	71%
AY16	AY17	AY18

+ 10%

Retention in 2-Year Period



What's Next at Wiregrass?



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Working Toward Fully Coordinated Care Using Navigate

All offices will use Navigate for appointment setting by Spring 2019

Admissions

Staff makes appointments for students and adds pertinent notes to advising reports

Workforce Innovation and Opportunities Act Office

Uses kiosk data for federal reporting

Financial Aid

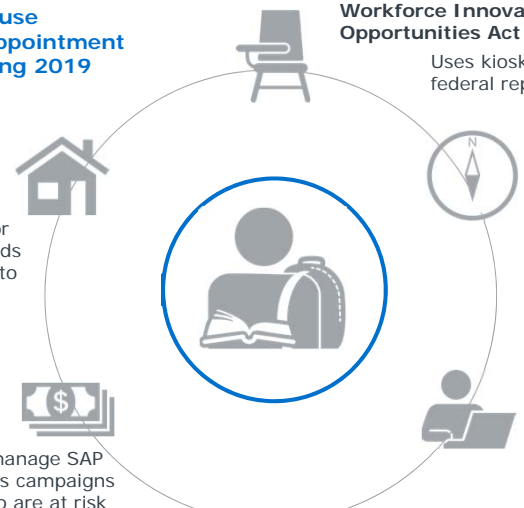
Uses Cases to manage SAP appeals and runs campaigns for students who are at risk of defaulting on their loans

VA Office

Runs Navigate reports to look at withdrawals, change of majors, enrollment progress at midterms

Special Populations

Uses tags within Navigate to track different student populations and run appointment campaigns



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Sustaining Momentum Lessons Learned



Recruit Additional Champions

It is very difficult for one person to sustain energy and reach all campus stakeholders. Bring others on board slowly and make them believers!



Convince Your Skeptics

Hesitant staff will always slow your progress, so focus on winning them over by finding the one tool or feature that will make their life easier.



Modify and Customize

Each department or office may need things set up a little differently. When possible, be flexible and find what works best for them!

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Trident Technical College
Midsize College in Charleston, SC

Brian Almquist
Dean of Student Engagement



Overview 17




Students: 13,000
Campuses: 4
Part-Time: 58%
Minority: 41%
6-Year Graduation Rate: 10%

Member Since: March 2016
Milestone Guidance and Academic Planning Launched: November 2016
One-Click Registration and Strategic Care Launched: March 2017


Background and Challenges

- Student surveys indicated low satisfaction with the student experience and low confidence in existing resources.
- Busy faculty were often unavailable when students needed to see them and this created a void that the students often filled with self-advicing.
- Trident received an iPASS grant in 2015 and a Title III grant in 2016.

Solutions



Transitioned to a hybrid advising model, including a one-stop HUB and student Navigators




Implemented Navigate's Milestone Guidance, Academic Planning, and One-Click Registration


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The HUB Advising Model 18


Hybrid Advising That Leverages Professional and Faculty Advisors



Student
Applicant



Navigator
Onboarding Expert



Faculty Advisor
Program Expert

“[My Navigator] was so enthusiastic and helpful. She was the best person for me to have my first actual conversation with on campus.”
–Trident Student

- ✓ **Provides enrollment and onboarding guidance** within 36 hours of application
- ✓ **Teaches student how to use Navigate** for appointment scheduling and ongoing support
- ✓ **Advises students** until they reach a program-specific credit threshold

- ✓ **Supports Navigator** prior to advising transition
- ✓ **Advises student** after he or she meets the program-specific credit threshold

Navigators and Faculty Advisors utilize Navigate Appointment Scheduling, Advising Reports, and Campaigns

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The HUB Expansion

Phased Approach Provides Outsized Benefits

Time Period	Programs Added	Services Launched	Number of Navigators
Fall 2016	Opened the HUB	Launched Milestone Guidance and Academic Planning	5
Spring 2017	+ STEM Programs	Launched Appointment Scheduling and One-Click Registration	
Fall 2017	+ Pre-Nursing Program		
Spring 2018	+ Associate of Arts + Health Sciences + Business Technology		
Summer 2018	+ Culinary Arts + Public, Professional, and Legal Studies	Launched Full-Year Academic Planning	11

Implemented Navigate to Success Sessions

- > Replaced traditional orientation for students assigned to the HUB
- > Focused on teaching students how to use Navigate and the Navigator role

✓ Creates a natural control group to assess effectiveness

✓ Provides an opportunity to troubleshoot issues before operating at scale

✓ Allows for dedicated attention to newly added programs

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Faculty Engagement and Training

Addressing Faculty Concerns and Breaking Down Silos

1	2	3	4	5
Faculty Meetings	Navigator Shadowing	Protocol Creation	Faculty HUB Visit	Faculty Training
<i>Address Faculty Concerns</i>	<i>Transfer Faculty Knowledge</i>	<i>Document Best Practices</i>	<i>Give Faculty Visibility</i>	<i>Train Faculty On Navigate</i>
<p>Dean of Student Engagement, Director of Academic Advising, and the HUB Director met with deans and faculty from every division to discuss concerns about the new advising model.</p>	<p>Prior to a program being added to the HUB, Navigators would shadow faculty to learn about program-specific nuances and best practices for first-term advising.</p>	<p>Each division created academic guidelines, FAQs, and transition plans to ensure that Navigators could advise students well from the start of their academic journey.</p>	<p>Prior to program inclusion, faculty were invited to visit the HUB to see the space, meet additional Navigators, and preview the Navigate to Success presentation.</p>	<p>Faculty received comprehensive Navigate training the semester prior to their program being added to the HUB. Over 250 faculty were trained between May 2017 and September 2018.</p>

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Navigate Empowers Students and Staff


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“ I believe the Navigator’s role has gone from holding the student’s hand to empowering the student.

–HUB Navigator ”


4,994 Students logging in to Navigate since Fall 2016	3,428 Students utilizing Navigate MyPlan since Fall 2016	7,641 Advising appointments created since Fall 2017
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“ Navigate Appointment Reports allow me to personalize my interactions and build rapport with students.

–HUB Navigator ”

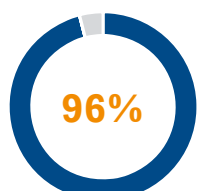
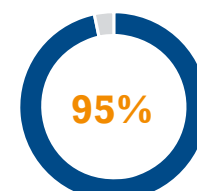
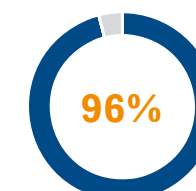
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As Only Our Students Can Tell Us


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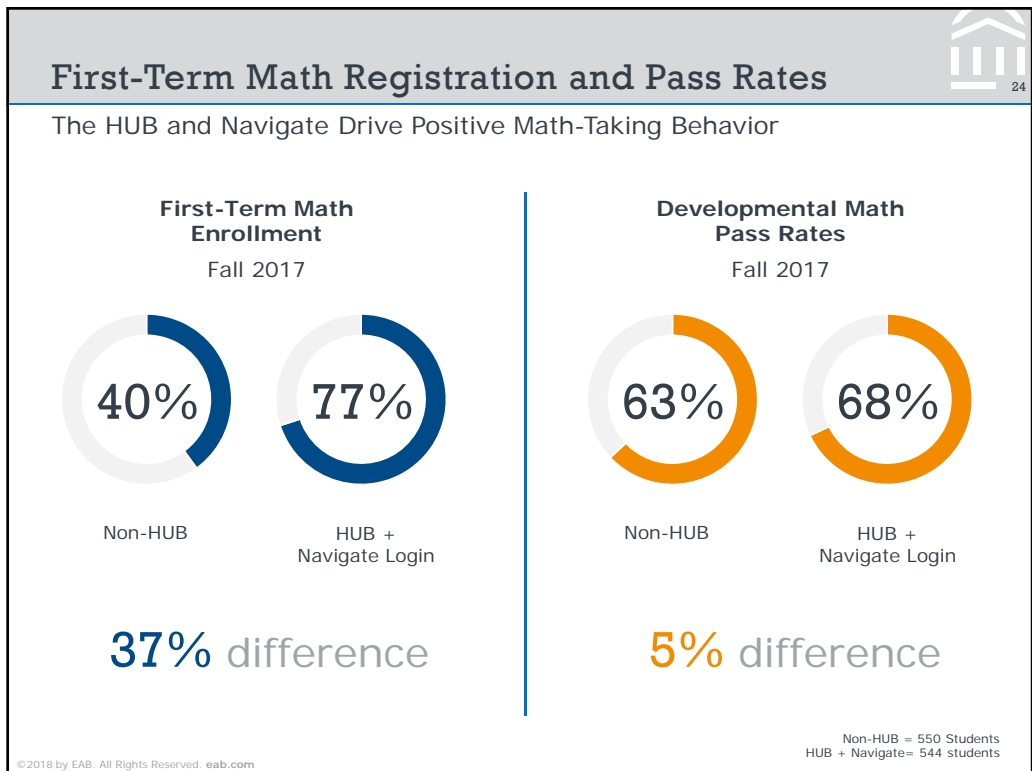
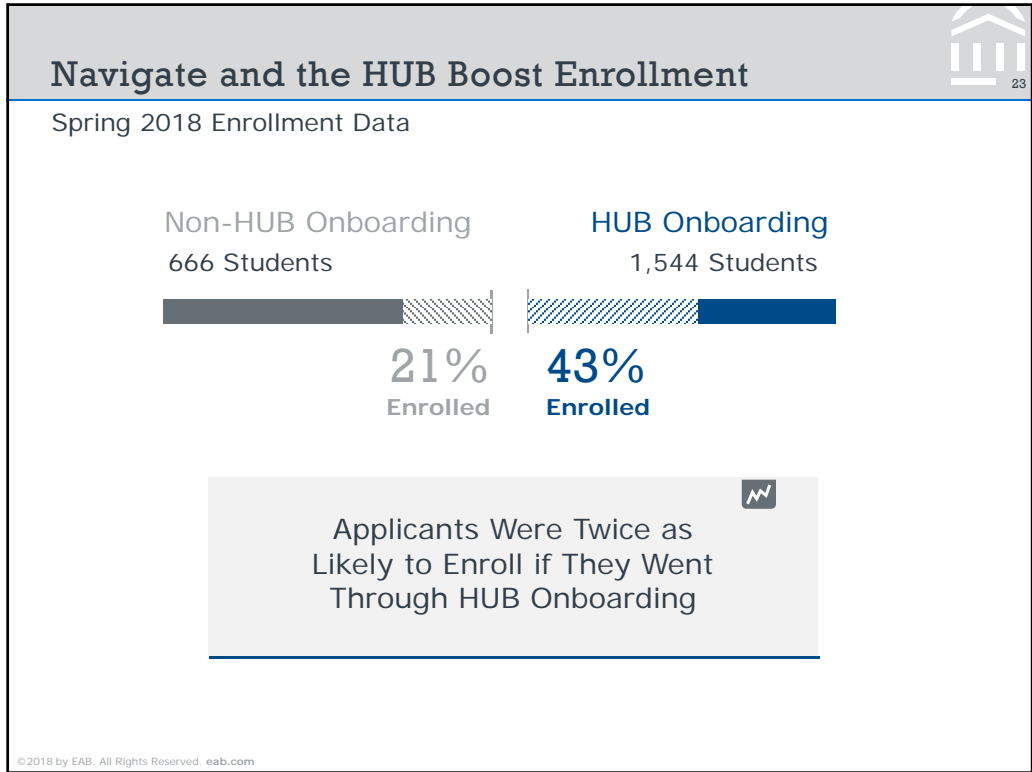
Student Satisfaction Survey Results from July 2017 Through August 2018

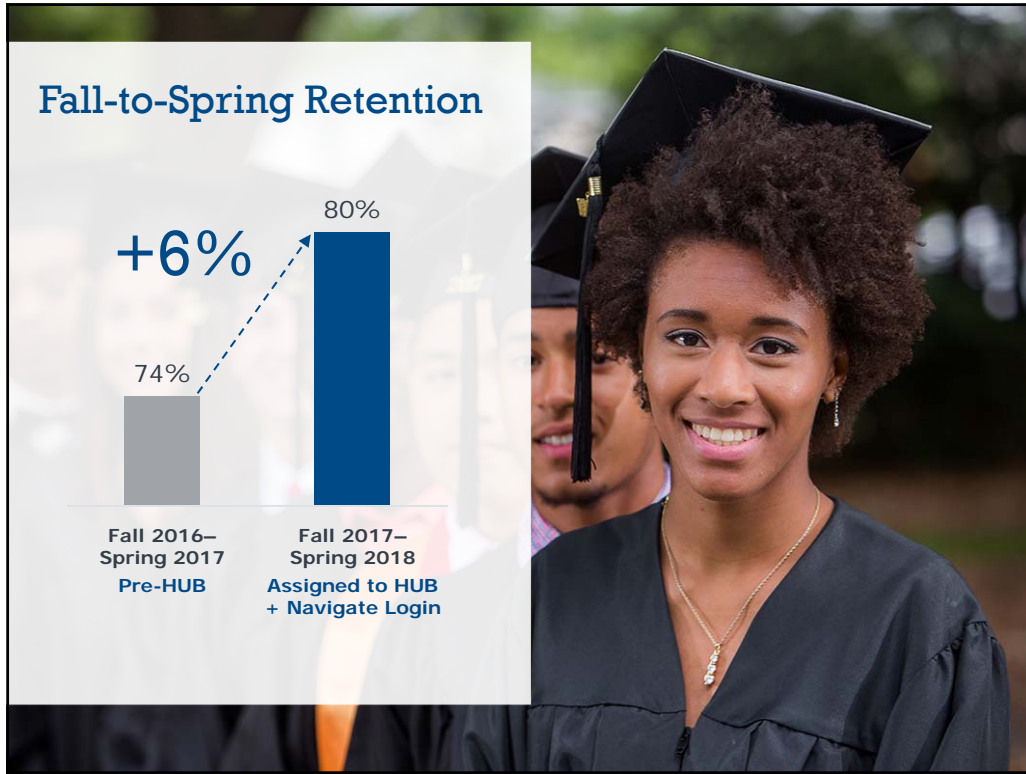
% of Respondents Who Agree or Strongly Agree with Each Statement

 <p style="font-size: 1.5em; font-weight: bold; color: orange;">96%</p> <p>Satisfied with Hub Experience</p>	 <p style="font-size: 1.5em; font-weight: bold; color: orange;">95%</p> <p>Navigate Software Was Easy to Use</p>	 <p style="font-size: 1.5em; font-weight: bold; color: orange;">96%</p> <p>Navigator Addressed Questions and Concerns</p>
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<div style="background-color: #ccc; padding: 10px; border: 1px solid #004a87;"> ” “Interesting new program. As a returning student, this is helpful to find out all the changes that have happened while away.” </div>	<div style="background-color: #ccc; padding: 10px; border: 1px solid #004a87;"> ” “This is a wonderful tool to get ready to come back to school. Also to have the comfort of knowing that you’re staying on track!” </div>	<div style="background-color: #ccc; padding: 10px; border: 1px solid #004a87;"> ” “Intuitive software and useful for planning future classes. Navigator was very personable and easy to follow along.” </div>
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Sustaining Momentum Lessons Learned



Create a Phased Rollout Plan

Utilizing a phased approach keeps the workload manageable and energy levels high. When additional staff and faculty are brought in gradually, it reenergizes the work.



Set Up Tier One User Support

Setting up a good tier one support system allows you to manage technical challenges efficiently. The tier one staff can handle issues directly and escalate when necessary.



Share Results Regularly

Good or bad, be willing to share results with campus stakeholders. Sharing honest results with your team will build trust and allow them to see where support is needed.

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