"Introduction to Navigate" Orientation Script

Scripting Points and Instructions to Deliver to Students

Purpose of the Tool: After teaching presenters how Navigate supports students, administrators must teach orientation facilitators how to maximize the impact of the orientation session. EAB uncovered the following best practices for achieving high Navigate adoption rates at orientation.

Intended Audience: Share this script with the orientation facilitator who will be promoting Navigate.
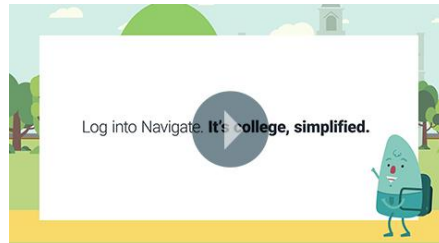

Prepare before the session:

❑ **Schedule** a dedicated orientation block to promote Navigate and assign a presenter. Arrange the largest possible session.

❑ **Check** with your IT department to ensure sufficient SSO and Wi-Fi bandwidth in the facility. If more than 100 students attend, instruct them to log into Navigate in waves, rather than all at once.

The Ideal Pitch

1 **Start** with a candid conversation about challenges facing new students:

"As you've seen from these sessions alone, attending college involves many responsibilities and it may feel both exciting and overwhelming at the same time. That's okay. To help you navigate those responsibilities, we got you Navigate, a mobile advisor that helps you get from orientation to graduation. Navigate provides personalized suggestions and reminders for important deadlines and let's you know what's next."

2 **Ask** students to share their own fears or anxieties about college:

"What are some of the fears you or some of your friends have about starting college? What can be difficult about transitioning to a new environment for the first time?"

3 **Stream** your institution's customized orientation video (*reach out to your Dedicated Navigate Consultant for additional details and support*). At the end of the video, project the download instructions slide onto the screen.

Log into Navigate. It's college, simplified.

4 **Introduce Navigate** and call out the features that address those challenges that students named.

"Are you having trouble keeping track of all the forms you have to turn in? Navigate makes sure that you don't miss those deadlines with reminders that give you sufficient time to complete them. Does the thought of picking a major seem daunting? Navigate can help you explore best-fit programs based on your interests and career goals."

MOST CRITICAL STEP: ACTIVE PROMOTION

5 **Instruct** students to pull out their laptops to log into Navigate. This directly leads to high adoption rates in a matter of minutes, and proves to be much more effective than passive promotion or directions to access the application later.

Remind students to check Navigate frequently over the year—the content and features are dynamic and will change with them as they progress through their college journey.

70-85%
Login rates for orientations with active promotion (versus 30% for passive promotion)