EAB

Creating Efficiencies and Increasing Completion Rates Through Data-driven Advising

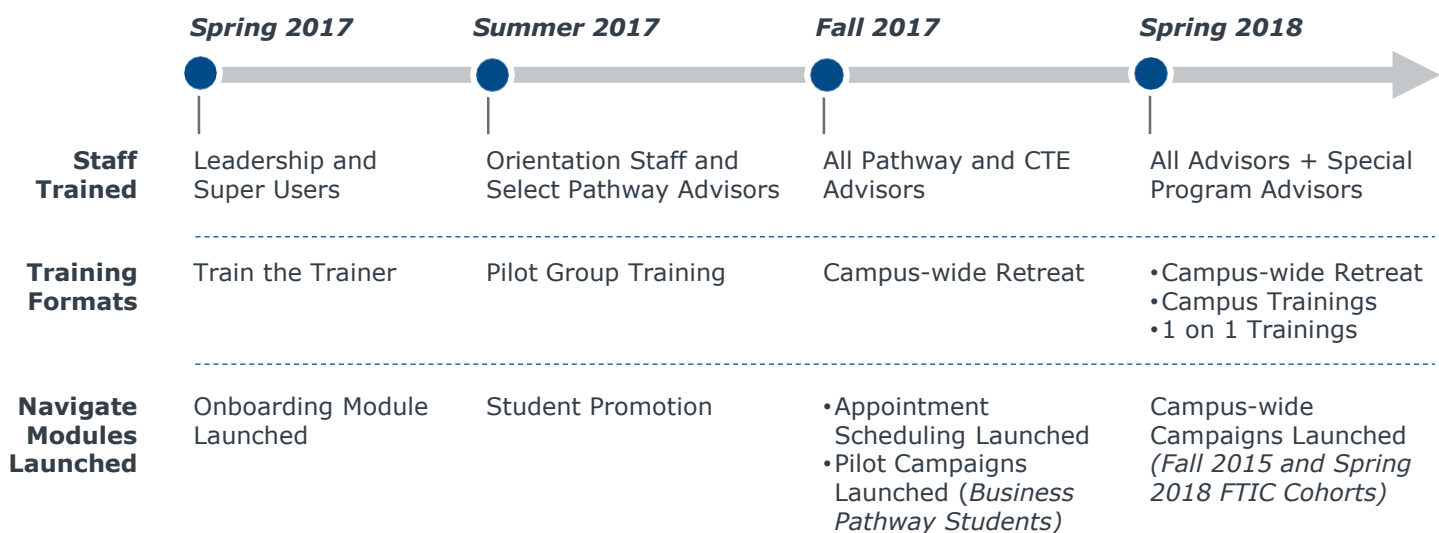## Broward College, Public College in Fort Lauderdale, FL

- **About:** Broward College (BC) is a public community college that serves over 60,000 students. BC utilizes a centralized advising model to coordinate the efforts of over 100 advisors across six campuses.

- **Challenge:** Despite transitioning to a centralized advising model and assigning advisors to specific pathways, BC was still experiencing challenges with their advising process. Inefficient case management and manual data tracking absorbed a great deal of advisors' time and students continued to make appointments with non-assigned advisors. BC was particularity concerned about their First Time In College (FTIC) students, as this population is tied to critical state funding.

- **Solution:** Through the use of technology and guided by a diverse advising council, BC was able to reset their advising expectations and increase the efficiency of their entire staff. Advisors began running targeted appointment campaigns for critical student populations and students were able to easily identify and access their assigned advisor.

- **Impact:** In just over a year, BC was able to see wide-spread adoption of Navigate by both students and staff and saw a 5% increase in completion rate for their Fall 2015 FTIC Cohort.

Impact Highlights

5%
Increase in completion rate for Fall 2015 FTIC cohort in Spring 2018

34
Advisor-hours saved each week due to automated advising reports

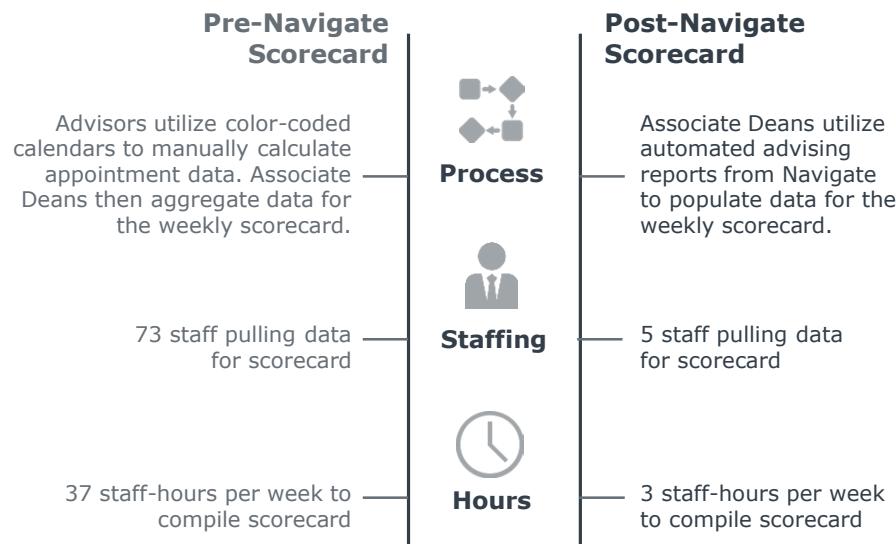## Phased Roll-out Leads to Wide-Spread Buy-In and Adoption

	Spring 2017	**Summer 2017**	**Fall 2017**	**Spring 2018**
Staff Trained	Leadership and Super Users	Orientation Staff and Select Pathway Advisors	All Pathway and CTE Advisors	All Advisors + Special Program Advisors
Training Formats	Train the Trainer	Pilot Group Training	Campus-wide Retreat	• Campus-wide Retreat • Campus Trainings • 1 on 1 Trainings
Navigate Modules Launched	Onboarding Module Launched	Student Promotion	• Appointment Scheduling Launched • Pilot Campaigns Launched (*Business Pathway Students*)	Campus-wide Campaigns Launched (*Fall 2015 and Spring 2018 FTIC Cohorts*)

Key Factors for Successful Technology Implementation

✓ Phased Roll-out by Semester   ✓ Varied and Ongoing Trainings   ✓ Input from Advising Council

Scorecard Creation Process Transformed Through Automated Advising Reports

A Data-Driven Approach That Saves Time and Increases Accountability

Pre-Navigate Scorecard		Post-Navigate Scorecard
Advisors utilize color-coded calendars to manually calculate appointment data. Associate Deans then aggregate data for the weekly scorecard.	**Process**	Associate Deans utilize automated advising reports from Navigate to populate data for the weekly scorecard.
73 staff pulling data for scorecard	**Staffing**	5 staff pulling data for scorecard
37 staff-hours per week to compile scorecard	**Hours**	3 staff-hours per week to compile scorecard

Utilizing a weekly scorecard increases advisor accountability and creates a sense of urgency to learn the platform and maintain accurate records

73K
Appointments Created
Sept 2017 – July 2018

63K
Advising Reports Filed
Sept 2017 – July 2018

> ❝
>
> I appreciate the intuitive nature of the tool and the ability to access data and target different student populations. It has helped to enhance **transparency and accountability** in the division while freeing advisors to focus on their day-to-day work of helping students to succeed.
>
> With Navigate, we finally have a tool that enables us to have **a longitudinal perspective on student success**. We are now able to pose tough questions pertaining to the effectiveness of our advising strategies.
>
> We have truly shifted to a caseload management mentality. This enables students and advisors to **establish and nurture an advising relationship.**
>
> *- Advising Associate Deans*
>
> ❞

Smart Guidance and Targeted Outreach Drives Improved Student Outcomes

All Students

36K

Number of students who logged into Navigate between March 2017 to July 2018
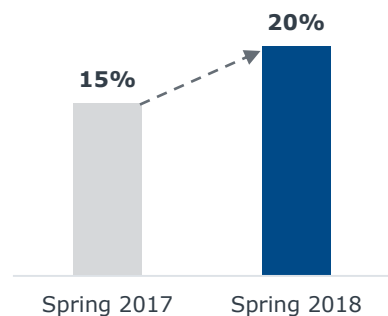
48%
Are repeat Navigate users

42%
Completed the Major Explorer

FTIC Students

Completion Rates

Fall 2015 FTIC Cohort Year Over Year

15%	20%
Spring 2017	Spring 2018

Advising Appointments

Spring 2017 vs Spring 2018 FTIC Cohorts

1939	2806
Spring 2017	Spring 2018