Middle Tennessee State University, Public Research University, Murfreesboro, TN

- **About**: Middle Tennessee State University (MTSU) is a public research university with a total enrollment of 21,913 and a six-year graduation rate of 52%.

- **Challenge**: In response to state-wide pressure to improve outcomes, MTSU created the “Quest for Student Success” plan, but needed a way to track and move the dial on metrics across the institution. MTSU’s advising units were also severely understaffed and under-resourced to serve a challenging student population on the ground.

- **Solution**: MTSU set out to drive rapid gains through changes informed by data and best practices. Joining the Collaborative in spring 2014 allowed MTSU to empower staff with data and execute a campus-wide strategy focused on persistence.

- **Impact**: Through its partnership with EAB, within the first 120 days of launching the platform, MTSU was able to increase overall persistence by 1.5 percentage points, retaining an additional 390 students for $1.5M in spring tuition revenue. They also improved four-year graduation by 4.3%.

### Impact Highlights

- **4.3%**
  - Increase in four-year graduation rate since 2014

- **8.5%**
  - Increase in first-time freshman retention rate since 2014

### EAB Support During Launch Ensured High Engagement and Early Wins

- **Trained Advisors Campus-Wide**: EAB and MTSU trained all advisors prior to peak registration season, and communicated clear expectations.

- **Tracked Impact Immediately**: During and after launch, administrators tracked and analyzed advisor activity.

### Summer 2014 Fall 2014 Winter 2015

- **Created a Launch Strategy**: MTSU’s Dedicated Consultant worked with leadership to create a plan based on historical data.

- **Prepared to Hit the Ground Running**: EAB and MTSU helped advising managers to design initiatives and campaigns before the site went live, for immediate implementation.

### Additional Results

- **+1.5%**: Increase in overall fall-to-spring undergrad persistence
- **390**: Additional undergraduate students enrolled in spring 2015
- **$1.5M**: Estimated additional revenue from spring tuition and fees
- **47**: Additional advisors hired to support Navigate launch and rollout
Building a Coordinated Network of Persistence Campaigns

Using Navigate to Plan and Scale Efforts

**Identify**
Navigate lists and filters allowed staff to quickly identify 2,500+ stop outs

**Target**
Robust student data helped to prioritize unique, high-impact populations

**Manage**
Navigate toolkits provided a framework and resources for campaign management

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**Stop Outs**
Units used outreach to engage targeted stop outs in re-enrollment conversations

**BHS Students with Registration Holds**
Prioritized contacting students in Behavioral & Health Sciences who had simple hold barriers to registration

**Struggling Freshman**
Based on EAB analysis of historical first-year GPA patterns, created REBOUND program to contact new freshman with fall GPA <2.0 to offer specialized early-return advising

**Students Close to Completion**
One department targeted likely returners: Low and Medium risk students with few credits remaining

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Seeing Impressive Multiyear Gains With Navigate

**Retention Rate for Freshmen, Sophomores, and Transfer Students**

<table>
<thead>
<tr>
<th>Year</th>
<th>Freshmen</th>
<th>Sophomores</th>
<th>Transfers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>68.2%</td>
<td>70.2%</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>70.5%</td>
<td>70.7%</td>
<td>73.2%</td>
</tr>
<tr>
<td>2015</td>
<td>73.2%</td>
<td>73.8%</td>
<td>75.7%</td>
</tr>
<tr>
<td>2016</td>
<td>74.5%</td>
<td>75.7%</td>
<td>76.4%</td>
</tr>
<tr>
<td>2017</td>
<td>76.4%</td>
<td>76.4%</td>
<td>81.0%</td>
</tr>
</tbody>
</table>

**Overall Results**

- **11.5%** Increase in students completing **30 credit hours** in their first year since 2014
- **8.5%** Increase in first-time **freshman retention** since 2014
- **3.2%** Increase in **sophomore retention** since 2014