

RMU Improves Retention by Making EAB's Mobile App an Integral Part of the Student Experience

Robert Morris University, Private University in Pittsburgh, PA

- **About:** Robert Morris University (RMU) is a private doctoral university with 4,385 undergraduate students, a 61% six-year graduation rate, and an 80% retention rate. They strive to embody their motto, "Big enough to matter, small enough to care."
- **Challenge:** Prior to collaborating with EAB, RMU's students and advisors lacked the tools to coordinate and communicate a plan to stay on track. Advisors needed insight into students' involvement and engagement on campus, and students needed a clear checklist to follow.
- **Solution:** RMU partnered with EAB in April 2017 with the goal of achieving 50% first-year adoption on EAB's student-facing mobile app. First, they created a first-year seminar syllabus that requires students to complete in-app assignments, driving both downloads and ongoing utilization. Second, they used in-app Quick Polls to help keep students on track, and provide advisors and administrators with powerful insights about student interests, needs, and concerns.
- **Impact:** RMU dramatically exceeded their adoption goal, with 94% of first-year students downloading the app. This contributed to a 2% increase in first-year retention compared to 2016.

Impact Highlights

94%

First-year adoption of EAB's mobile app






2%

Increase in first-year retention since 2016

Building the Navigate Mobile App into the First-Year Seminar

► How can the mobile app help students and benefit advisors?




Students are required to complete steps in the mobile app for class, and the app's data allows administrators, departments, and advisors to better engage with students.

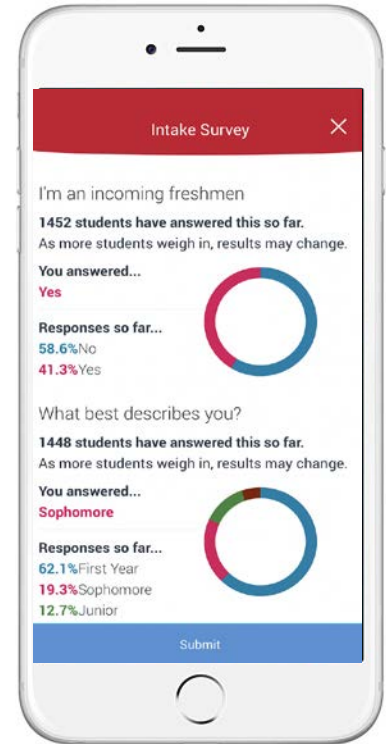
| Mobile App Assignment | Benefit to RMU |
|---|--|
| <ul style="list-style-type: none"> • Download the mobile app in class • Complete the Intake Survey  | Advisors receive Intake Survey responses and send students targeted content based on their interests |
| <ul style="list-style-type: none"> • Take the Major Explorer quiz • Select favorite majors in the app  | Advisors and academic departments view quiz results and favorite majors, and send targeted messages/campaigns |
| <ul style="list-style-type: none"> • Take Quick Poll on college expectations • Learn where to find help  | Advisors use Quick Poll data to identify areas of struggle for students and send targeted follow-up |
| <ul style="list-style-type: none"> • Use app's GPS to find different offices on campus with helpful resources  | Advisors view favorite resources for their individual students to better understand interests and needs |
| <ul style="list-style-type: none"> • Advisors send appointment requests; students set up appointment reminders  | Student success leadership evaluates appointments made through the app to gauge utilization |

Quick Polls Connect Students to the Support and Resources They Need

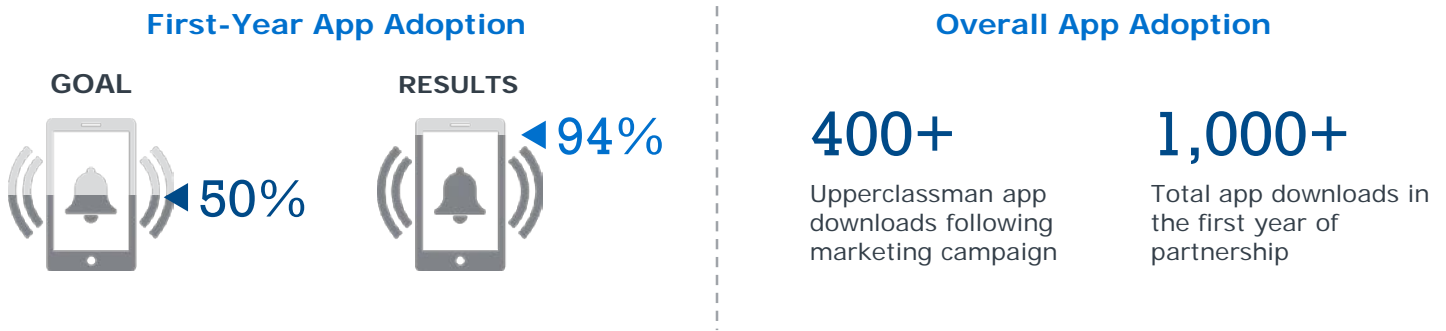
► How do in-app Quick Polls benefit students and RMU?

Students are prompted to respond to timely, actionable quick polls throughout the semester.

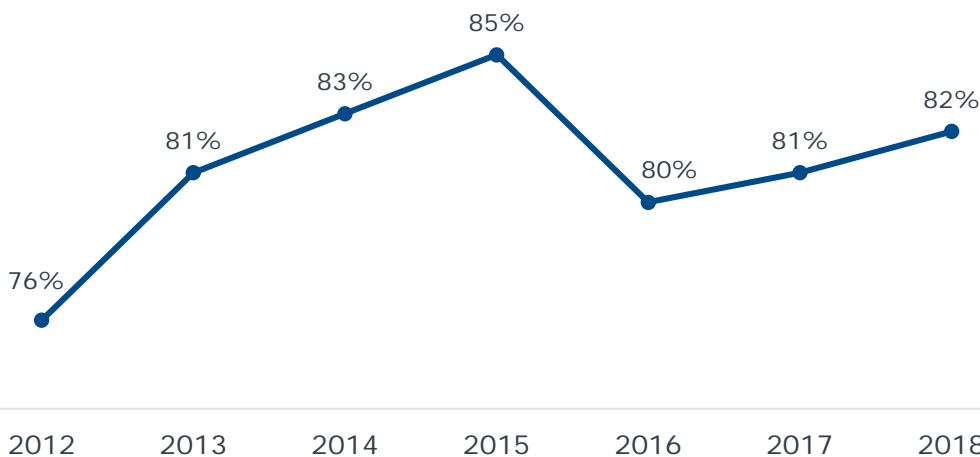
| Goal | Quick Poll | Outcome |
|---|---|--|
| Drive engagement  | What are your general interests on campus? | Within weeks, freshmen looking to get involved were invited to info sessions |
| Identify roadblocks  | What are your biggest concerns about college? | 130 students worried about paying for school are contacted with financial options and info on the College Affordability Academy |
| Enforce compliance  | What's the status of your Engagement Transcript? (<i>required for graduation</i>) | Students not on track to complete the Transcript received a message from the Engaged Learning office |



Results: Strong App Adoption Drives Record-Breaking Retention Growth



First-Year Retention (Fall to Fall)



94%

2017 fall-to-spring semester retention—a school record!