

Building a Success Pipeline from Community College to University with Technology

June 14, 2017

Navigating GoToWebinar

Managing Your Audio and Screen

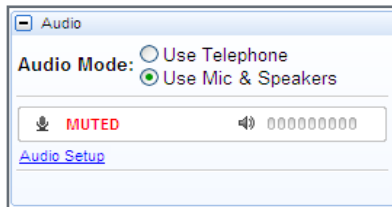
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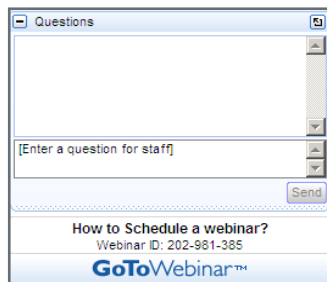
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Asking a Question

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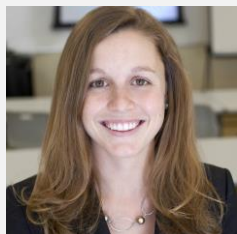


Minimizing and Maximizing Your Screen



- Use the orange and white arrow to minimize and maximize the GoToMeeting panel.
- Use the blue and white square to make the presentation full screen.

Today's Presenters



Kelly Miller

Dedicated Consultant

EAB

WASHINGTON, D.C.



Cary Claiborne

Assistant Director, Advising

Georgia State University

DECATUR, GA



▶ Start with best practices research

- › Research Forums for presidents, provosts, chief business officers, and key academic and administrative leaders
- › At the core of all we do
- › Peer-tested best practices research
- › Answers to the most pressing issues

▶ Then hardwire those insights into your organization using our technology & services

Enrollment Management

Our **Royall & Company** division provides data-driven undergraduate and graduate solutions that target qualified prospective students; build relationships throughout the search, application, and yield process; and optimize financial aid resources.

Student Success

Members, including four- and two-year institutions, use the **Student Success Collaborative** combination of analytics, interaction and workflow technology, and consulting to support, retain, and graduate more students.

Growth and Academic Operations

Our **Academic Performance Solutions** group partners with university academic and business leaders to help make smart resource trade-offs, improve academic efficiency, and grow academic program revenues.

1,100⁺

College and
university members

10,000⁺

Research interviews
per year

475M⁺

Course records in our student
success analytic platform

1.2B⁺

Student interactions
annually

The Student Success Collaborative

Helping Community College Leaders Reach Their Biggest Success Goals



● National Best Practice Research and Network

50+ Best Practice Publications, Toolkits, and Expert Presentations

- Preventing Early Attrition
- Turning High School Partnerships into Enrollments
- Reengineering Developmental Math

1500+ Site Visits and Interviews with Frontline Staff, Administrators, and Students



● Navigate: A Direct-to-Student Guided Pathways Platform

✓ Put students on right path...

- User-friendly interface
- Powered by EAB analytics
- Platform design guided by behavioral science research and breakthrough research practices

✓ ...While providing personalized support from entry to exit

- Scaled communication tool for advisors and students to connect
- Administrator dashboard shows where biggest pain points exist



● Dedicating Consulting and Change Management

Kickoff: Onsite Leadership Kickoff and Enrollment Pain Point Audit

Strategy Formation: Report on Key Opportunities to Improve Student Success

Implementation Support: Custom Build Teams and Implementation Blueprint

Ongoing Consulting: Leveraging Data Insights for Continuous Improvement

RESEARCH

TECHNOLOGY

CONSULTING

Georgia State University – Perimeter College



Two-Year College and Four-Year University Combine to Expand Opportunity



Serving five locations in the metro-Atlanta area and online



Offering more than 30 guided pathways to associate-level degrees



Georgia Perimeter College and GSU consolidated in 2016, and together GSU is now largest university in USG

George State University—Perimeter College By the Numbers



21,000+

Unduplicated headcount, 2015-16

62%

Students attending part-time

24.6

Average age of GSU Perimeter students

29%

Percent of first-generation students

A (Brief) History of Georgia State and EAB

Increased Grad Rates for University through Research, Tech, and Consulting

2007

GSU joins academic affairs research membership for university provosts

2012

GSU adopts EAB Campus technology and joins the Student Success Collaborative

2016

GSU merges with Perimeter College and adopts Navigate for community college students

3%

Percentage point increase in six-year graduation rate, 2012-14

18%

Increase in bachelors degrees conferred to African American students, 2012-14



Blowing Off Class? We Know



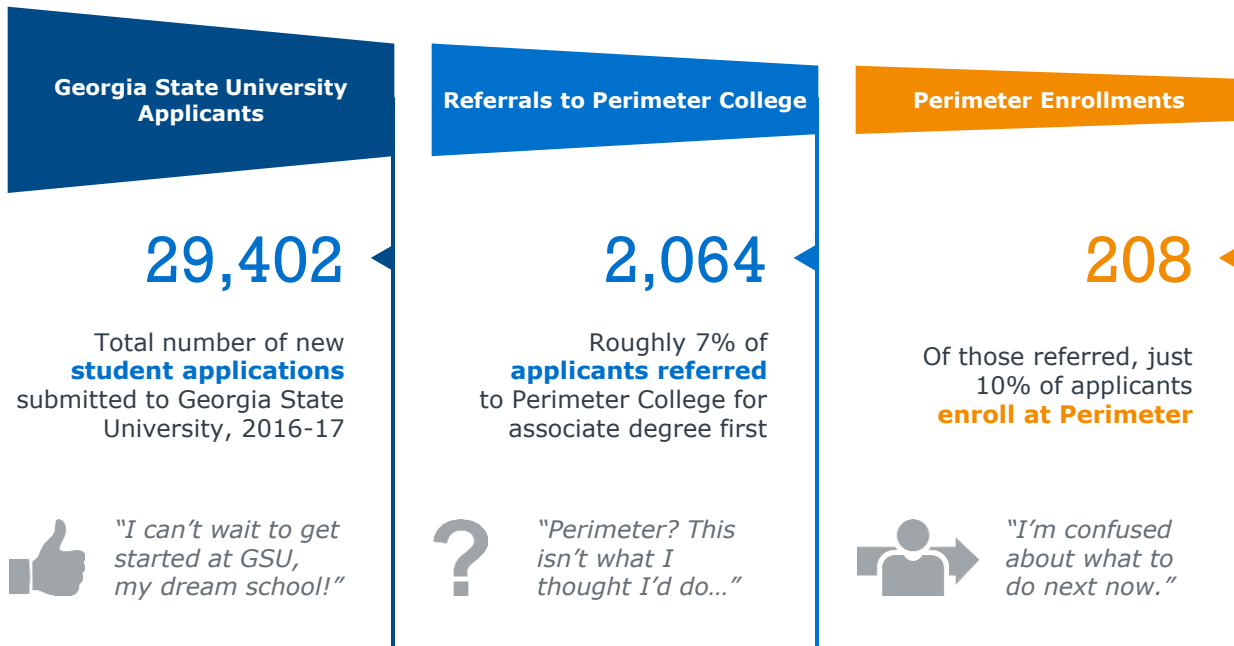
Colleges Take Action to Boost Minority Grad Rates



How One University Used Big Data To Boost Graduation Rates

Huge Leak in Pipeline from Very Beginning

GSU Admissions Numbers Show Major Challenge for Perimeter Enrollments

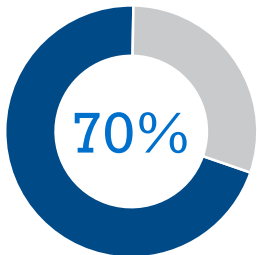


Strategies to Mend the Leaky Pipeline:

- ☒ Build a culture of pride among Perimeter enrollees
- ☒ Create clear academic paths to university transfer
- ☒ Nudge students to prepare for timely university transfer

Building a Culture of Perimeter College Pride

Giving Transfer-Intending Students Something to Celebrate



Percent of GSU-Perimeter **students intending to transfer** to university



Spotlighting What Makes GPC Great



Advisors promoting clear opportunities for transfer, balanced with celebrating all that Perimeter College has to offer



Updating **school branding** to reflect its place at the university, rather than a separate entity altogether



Underscoring the savings realized from starting at Perimeter and transferring after 30 credits

Creating Clear Academic Pathways

Different Stages of Curricular Redesign Helped Garner Faculty, Staff Buy-in

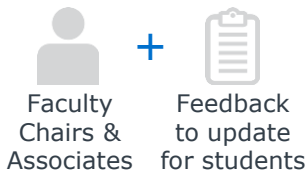
How GSU Perimeter Created Pathways



G1

*First-gen
curricular map*

- ✓ **Minimal faculty input** in initial build phase
- ✓ Three advisors from centralized advising office **mapping existing curriculum**
- ✓ Each map contain **many general electives**



G2

*Second-gen
curricular map*

- ✓ Replaced general electives with **faculty recommendations** for success
- ✓ **Trained frontline advisors** with faculty and advising administration input

Lessons Learned



Train key leaders in project management and crucial conversations



Have planned meetings to review and enhance maps



Host process mapping sessions to explain how maps should be used

Nudging Students Towards Good Decisions

Setting Guidelines and Offering Support to Transfer-Intending Students

Three Requirements for Perimeter Students Seeking GSU Bachelors



Complete 30 credit hours



Achieve at least 2.0 GPA



Fill out Transition Request Form

...But Advisors Still Have Vital Role to Play in Transition Counseling



Coach students to finish AA/AS



Support with Academic Readiness



Discuss goals for transfer to GSU

Preparing Advisors for Transition Counseling in Fall 2016 and Spring 2017



Gathered 32
new advisors



Invited 60
seasoned advisors



Review transfer
policies in detail



Discuss best
practices



Agree on standard
approach

The Multiplier Effect

Adopting Navigate to Improve Key Areas of Opportunity Further



Build culture of pride to **make students feel like they belong**



Streamline curricular requirements to **ease path to transfer**

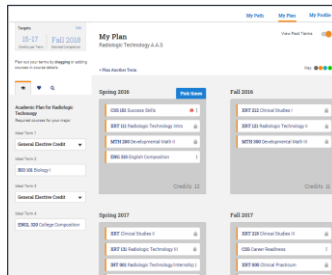
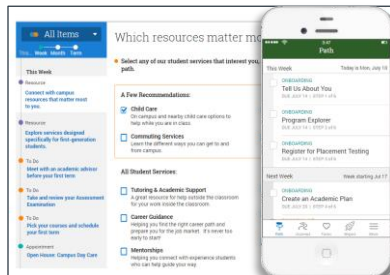


Nudge students toward good decisions via **proactive advising**

Making **Onboarding** Meaningful for Students

Creating **Academic Plans** for Transfer and Success

Empowering **Advising** Conversations with Data



- Single Source of Truth
- Simplified UX Interface
- Dynamic Updates
- Mobile-Optimized

- Program Suggestions
- Course Recommendations
- Term-to-term updates
- Customized to college

- 360-degree student page
- Intake survey results
- Scaled outreach tool to personalize email/texts

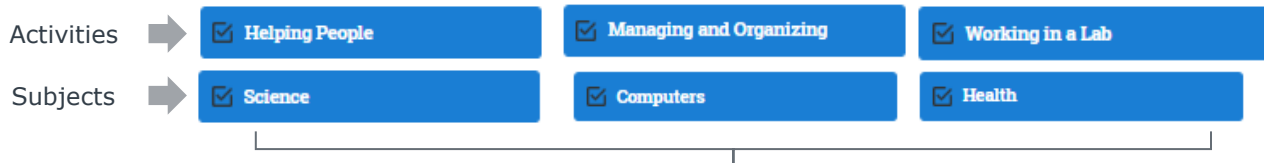
A New Student Experience with EAB Navigate

Platform Helps Students Confirm Major Selection, Choose Courses, Register



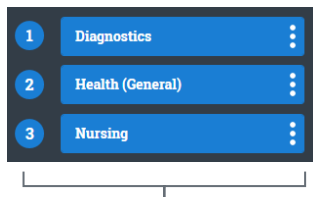
Charlotte uses Navigate's Personality Profile tool to explore community college pathways that map to her interests and preferred subjects.

1



2

Navigate recommends ten interest areas for Charlotte based on her selections. She ranks her top three.



3

Charlotte views four new suggested programs based on her ranked interest areas. She discovers a program that fits her interests better than her previously selected program (Nursing).

Best Match

Radiologic Technology
A.A.S.

55.00

Very High

\$55-\$70K

☒

Radiology technicians produce clear and accurate images of the body that enable physicians to diagnose and treat medical conditions that would otherwise be difficult to document. Technicians operate sophisticated equipment that includes X-ray, ...

Read More
☐
☐



Personalized to student



Guided decision support

Early Results from Georgia State University



Student Feedback and Early Utilization Data Shows Promise of Platform



Inspires Confidence

"The major planning section helped me understand what classes I would need to take for my major."

Improves Scheduling

"Navigate helped improved time conflict issues with class scheduling, and showed which times you could choose based off of classes that you already have. "



Simple to Use

"It was more organized and more convenient to plan out. I liked how it told me different options for my major."

Navigate Utilization Data

2300+

Completed Steps towards Day 1

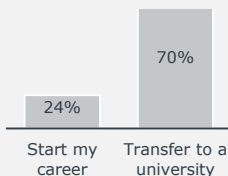
900+

Total logins for GSU-PC pilot group

59%

Students returned to Navigate

Top 2 Student Goals



Top 3 Links Clicked

- 1 [FAFSA.gov](https://fafsa.gov)
- 2 [GSU-PC Bookstore](#)
- 3 [Parking Policies](#)



GSU-PC students agree that compared to the past, using Navigate for course selection was faster & easier

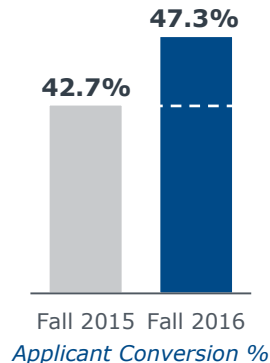
Looking Ahead

Moving the Dial on Applicant Conversion Rate, Persistence, and Retention

DCC

Danville Community College

**Implementing Navigate
and EAB Best Practices
Boosts Enrollment**



+4.6%

Percentage-point
increase in applicant
conversion, 2015-16

+39

Numbers of additional
students enrolled due
to onboarding changes

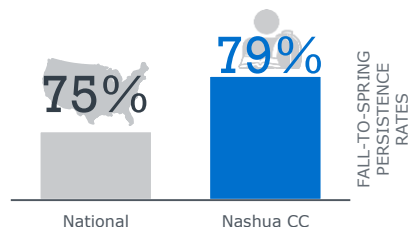
+\$70K

Additional revenue



NASHUA
COMMUNITY COLLEGE

**Navigate Enables
Targeted Advising
for Dev Ed Students**



The extra advising capacity afforded by Navigate is then focused on developmental education students. The added attention has raised persistence rates for this student population 4%-points above national average.

**Expected Return
on Investment:**

+3.5%

Gain in term-to-
term persistence

+3%

Gain in year-to-
year retention



Kelly Miller
Kmiller@eab.com



Cary Claiborne
cclaiborne3@gsu.edu

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- Please take a minute to provide your thoughts on the presentation.