Integrating Navigate into Campus-Wide Policies and Practices for Quick Wins and Long-Term Change

University of South Alabama, Public Research University, Mobile, Alabama

- **About:** The University of South Alabama (USA) is a public research university with a total enrollment of 16,211 and a six-year graduation rate of 36%.

- **Challenge:** Since 2005, USA had experienced declining retention in the midst of enrollment growth. With six- and four-year graduation rates plateauing at 36% and 17%, respectively, USA sought to help students graduate on time and improve overall student performance.

- **Solution:** USA developed a four-pronged strategy to help more students graduate in a timely manner with the right major. They used Navigate data to identify areas of focus. USA then launched two campaigns in 2016, one to encourage high credit-hours students to graduate and the second to enroll high risk students in intensive academic coaching.

- **Impact:** Through its partnership with EAB, USA was able to increase retention by 12% across four years and graduate an additional 126 students in 2016.

**Impact Highlights**

- **12%**
  - Increase in institutional retention across four years

- **126**
  - More students who graduated in 2016 due to Navigate High-Hours Campaign

**Capturing Quick Wins by Helping High-Hours Students Graduate**

**Using Navigate Data**

to identify enrolled students with:

- 120+ credits
- >2.0 GPA
- Not yet pending graduation

**Shared list of 340 identified students**

Advising center staff and college deans sent out notices to students to select or change majors and apply for graduation

126 more students graduated in 2016 because of the high-hours campaign
Identifying Highest Risk Students for Intensive Academic Coaching

Piloting an Academic Success Coach Campaign for High Risk Students

1. Using the following risk factors, USA found 200 students to target (later expanded program to 400)

- In one of four majors with low faculty-to-student ratio
- Sophomore or junior
- GPA <3.0
- **Navigate indicator:** medium or high risk
- Qualitative input from faculty

2. Assigned each student to a designated faculty member who serves as a high-quality academic coach. Academic coaches:

- Access Navigate alerts and mid-term grades
- Provide support across academic struggle, financial distress, and personal problems

Results: High Risk Cohort Making Positive Progress

<table>
<thead>
<tr>
<th></th>
<th>Increase in Cumulative GPA</th>
<th>Increase in Credit Completion</th>
<th>Retention Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign</td>
<td>0.11</td>
<td>4.9%</td>
<td>81%</td>
</tr>
<tr>
<td>Non-campaign</td>
<td>0.06</td>
<td>4.2%</td>
<td>80%</td>
</tr>
</tbody>
</table>

Of students said coaching helped them a lot

Long-Term Strategy Combined Quick Wins Moving the Dial on Retention

Four-Pronged Strategy for Transforming Student Success at USA

- **Structure**
  - Convening academic success committee
- **Performance**
  - Using institutional reports for internal performance metrics
- **Practice**
  - Targeting at-risk majors with academic coaching
- **Campaigns**
  - Encouraging high-hours students to graduate

Growth in Institutional Retention

- **73%** 2015
- **65%** 2011
- **12%** increase in four years