

Advising Model Transformation Creates Efficiencies and Leads to Enrollment Gains

Wiregrass Georgia Technical College, Valdosta, Georgia

About: Part of the TSCG System, Wiregrass Georgia Technical College (Wiregrass) serves over 4,000 students on four campuses. In June 2016, Wiregrass joined the Student Success Collaborative and in April 2017, they launched Navigate.

Challenge: Prior to 2017, students had minimal insight into the academic planning process and relied on ARC advisors to create their class schedule. Advisors did not have adequate capacity during peak enrollment times.

Solution: Wiregrass decided to partner with EAB to implement a student success technology that could reshape their onboarding experience and advising appointment.

Impact: Advisors and students are both more satisfied with the new advising process and advisors have increased capacity to run group 'success workshops' on critical topics. In addition, the applicant conversion rate increased by 4% from 2016 to 2017, resulting in 79k in additional revenue.

Impact Highlights

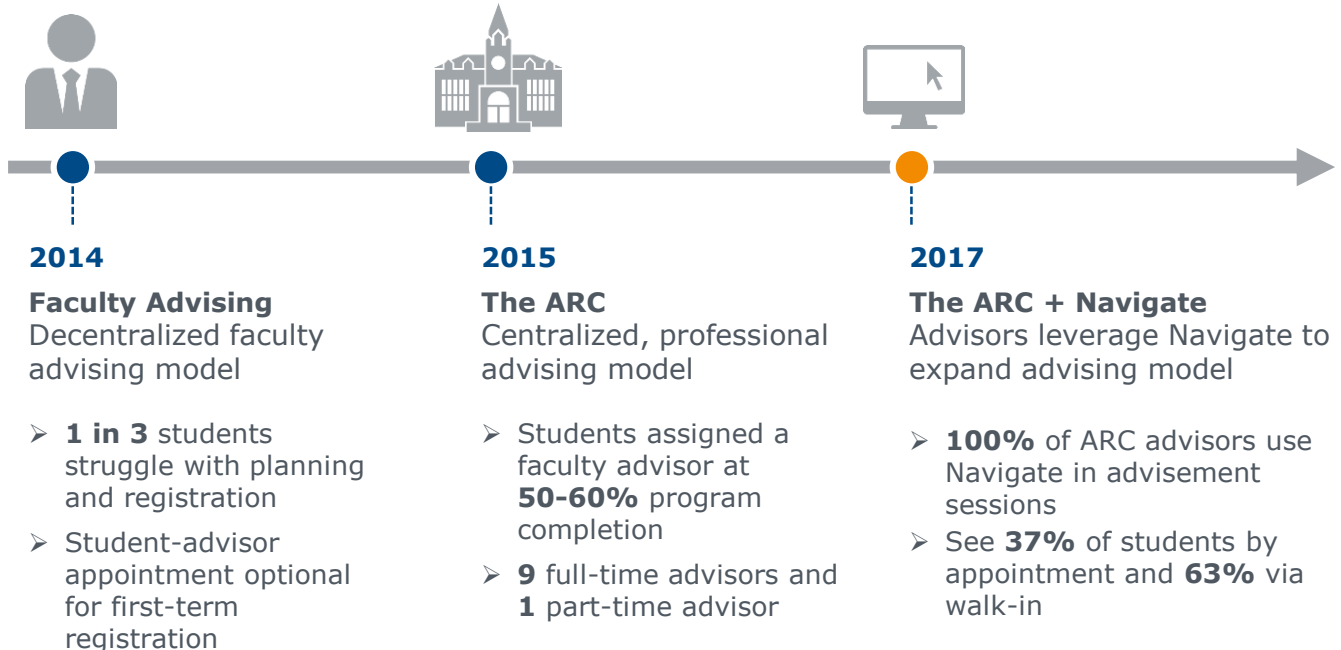
4%

Increase in enrollee conversion rate from fall 2016 to 2017, since adopting EAB recommendations

\$79K

Additional revenue earned from enrolling a greater proportion of the total Wiregrass applicant pool

The Journey Toward Smart Academic Planning

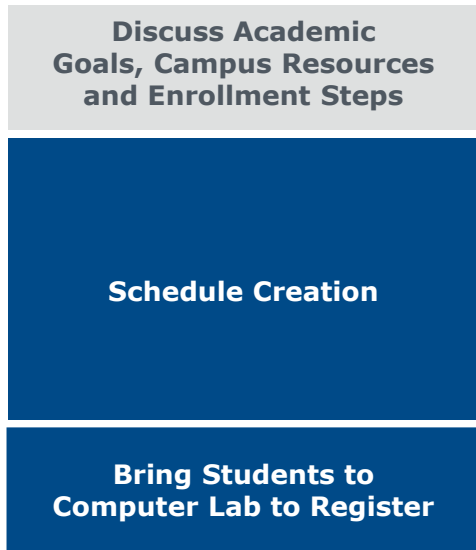


Flipping the Advising Appointment

Navigate Facilitates a Move to Relationship-Based Advising

Pre-Navigate Advising Process

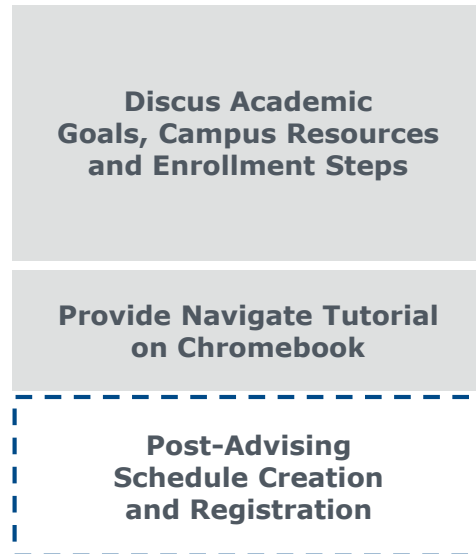
Multi-Day Process
40-Minute Advising Appointment



Schedule creation dominated the advising appointment and students do not have the tools they needed to take charge of their academic plan

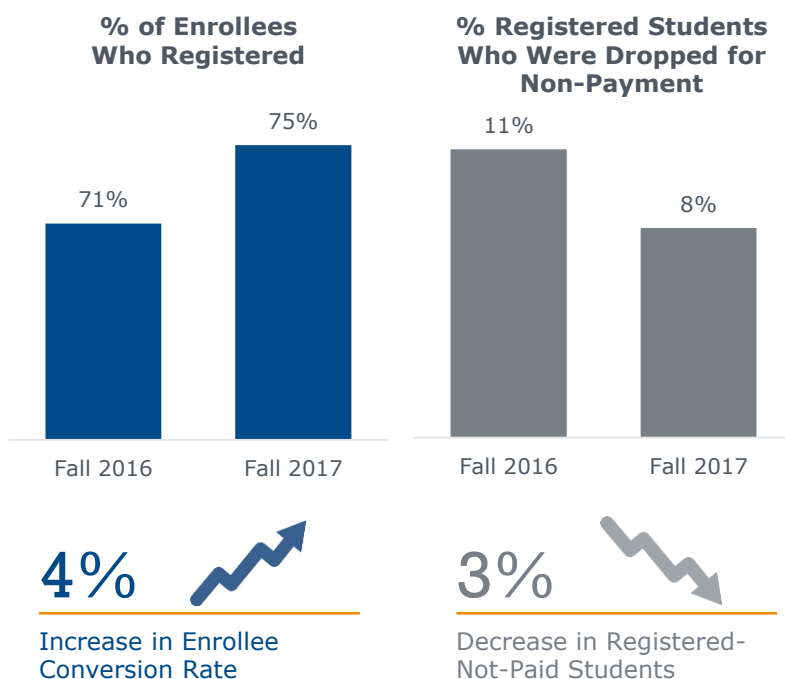
Post-Navigate Advising Process

Single-Day Process
25-Minute Advising Appointment



With Navigate, students are empowered to independently plan their schedule and register for classes after the advising appointment

Applicant Conversion Rate on the Rise in 2017



"I'm able to do it on my own time instead of having to set an appointment to do everything, I can kind of get a jump start before meeting with my advisor.

- New Student

"Using this with students has been awesome. **I used to note all their classes on a piece of paper, which they promptly lost....** If they didn't register with me, who knew if they would follow up or follow my advice? Now, I can back up our conversations with Navigate **and I feel more comfortable that students will stay on track** because it's all right there for them."

- Advisor