



The Student Success Playbook

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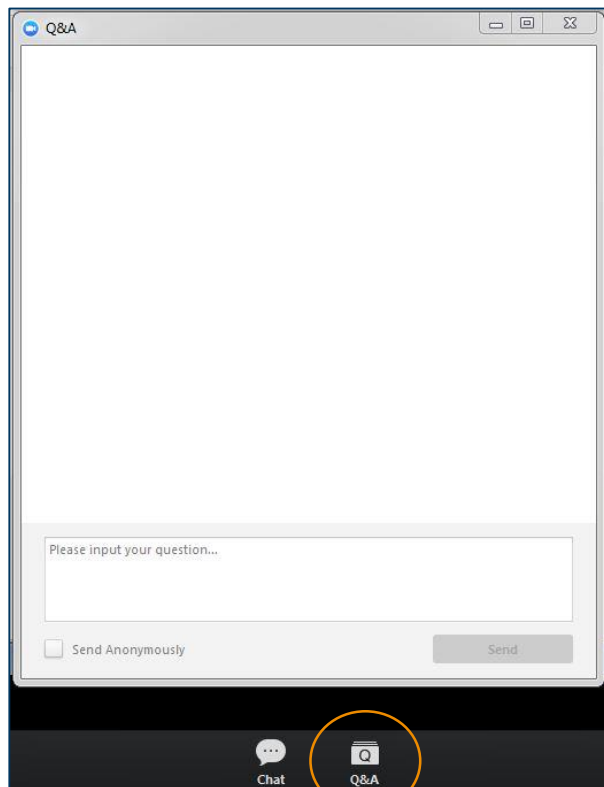


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After the webinar, a member of our team will be in touch to follow-up on your questions individually.

Type your question here





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We help schools support students from enrollment to graduation and beyond

➤ **ROOTED IN RESEARCH**

7,500+ Peer-tested best practices

500+ Enrollment innovations tested annually

➤ **ADVANTAGE OF SCALE**

1,500+ Institutions served

4 M+ Students supported by our SSMS

➤ **WE DELIVER RESULTS**

95% Of our partners continue with us year after year, reflecting the goals we **achieve together**

➤ Find and enroll your right-fit students

➤ Support and graduate more students



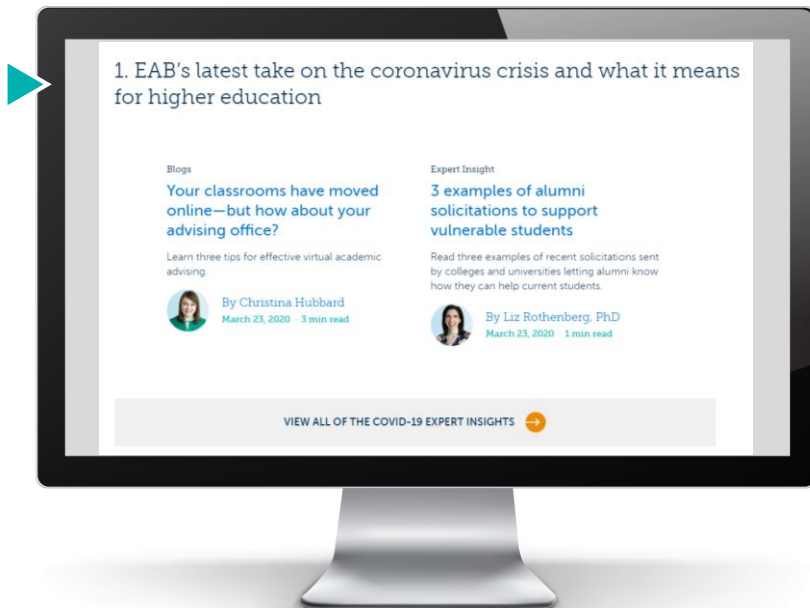
➤ Prepare your institution for the future

EAB's Coronavirus Resource Center

Resources to Help Your Campus Cope in Uncertain Times

Access our suite of resources available to all to support your campus through the coronavirus crisis, including:

- Our expert insights on supporting staff and students remotely
- Best practices for coping with instructional disruption
- Peer policies and guidance for developing response plans
- Examples of successful campus communication

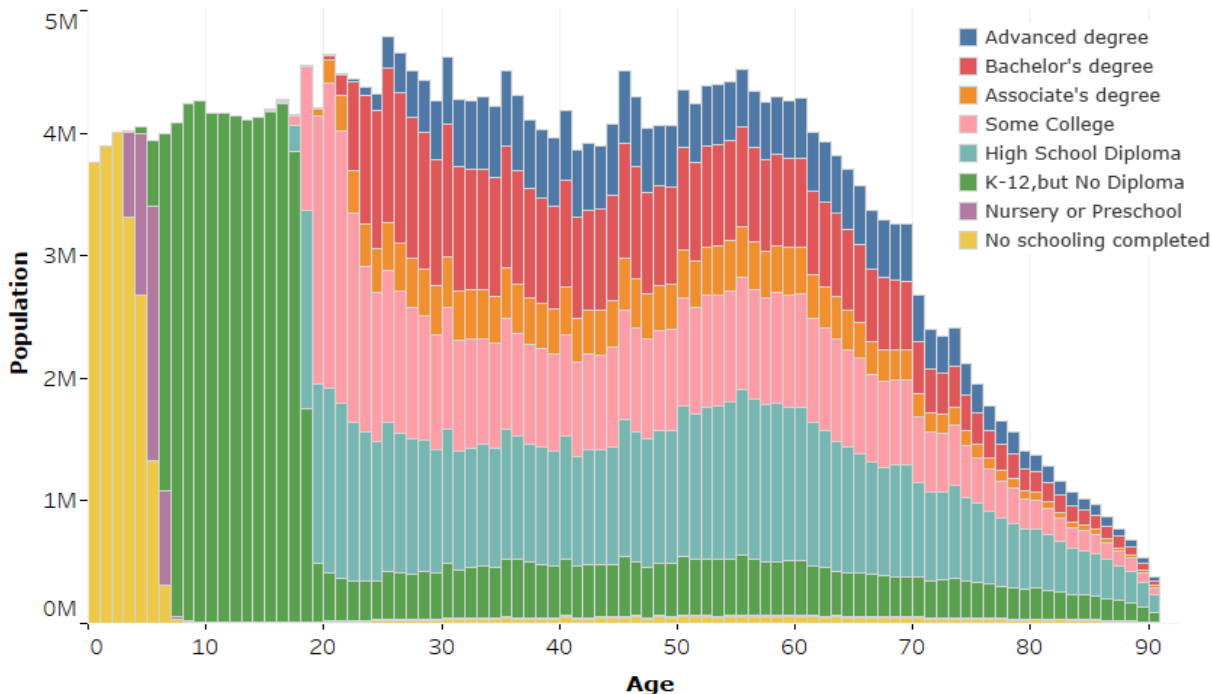


Visit our resource center now:
eab.com/COVID19

Our Mission

Ensure More Americans Get a 'Return on Education'

American Educational Attainment by Age, 2016



Source: Overflow Solutions analysis of US Census data

<http://overflow.solutions/interactive-visualizations/how-do-americans-differ-by-age-16/>

Our Mission



Ensure More Americans Get a 'Return on Education'

American Educational Attainment by Age, 2016



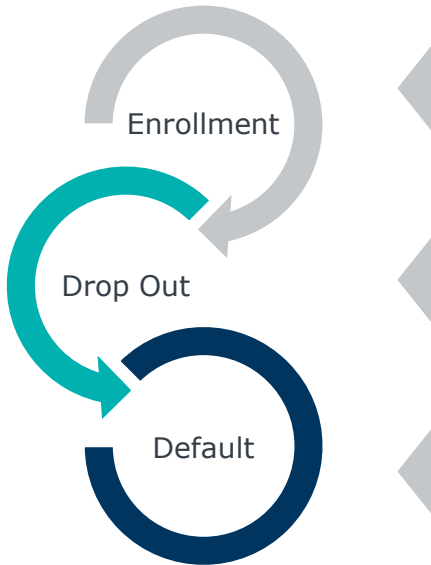
Source: Overflow Solutions analysis of US Census data

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Perpetuating the Cycle of Poverty



College Can Be a Risky Gamble for Those Who Don't Complete



1 in 5
Americans have some college but no degree

\$9,300
Average student debt at the time of departure (public four-year)¹

17%
Loan default rate for college dropouts

Expensive Consequences of Defaulting

- Immediate repayment
- Added fees
- Garnished wages
- Damaged credit
- Transcripts blocked

1) Private four-year: \$10,900
Public four-year: \$9,300
For-profit: \$7,500
Public two-year: \$5,700

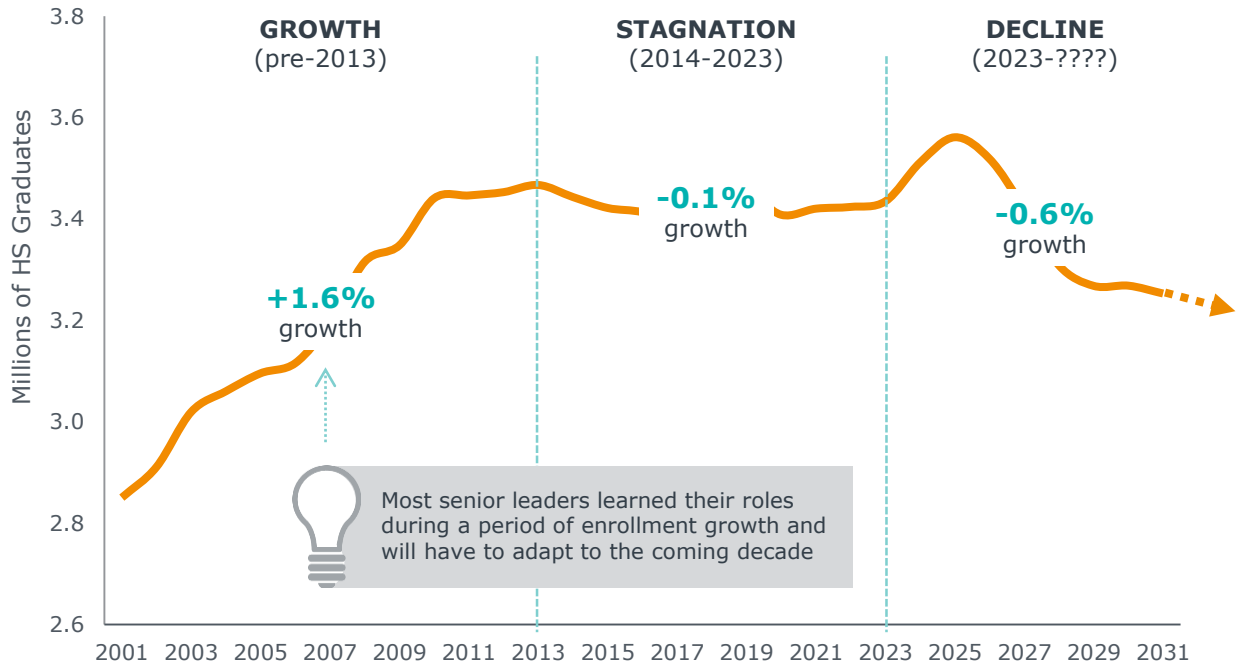
Source: Overflow Solutions analysis of US Census data <http://overflow.solutions/interactive-visualizations/how-do-americans-differ-by-age-16/>; U.S. Department of Education, 2013, "Federal Student Loan Debt Burden of Noncompleters"; Nguyen M, "Degreeless in Debt: What Happens to Borrowers Who Drop Out" American Institutes for Research (2012); EAB interviews and analysis.

Slowing Growth of High School Graduates

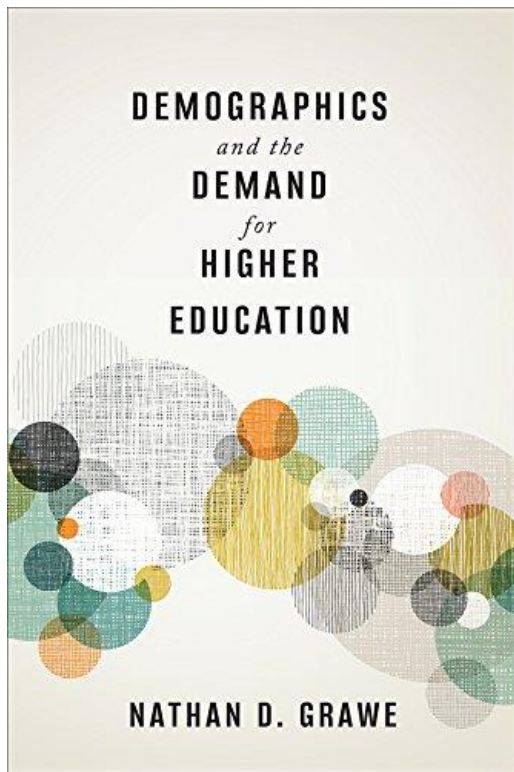


Gen Z High School Graduates Won't Be Enough to Fulfill Growth Goals

Growth in High School Graduates 2001-2031

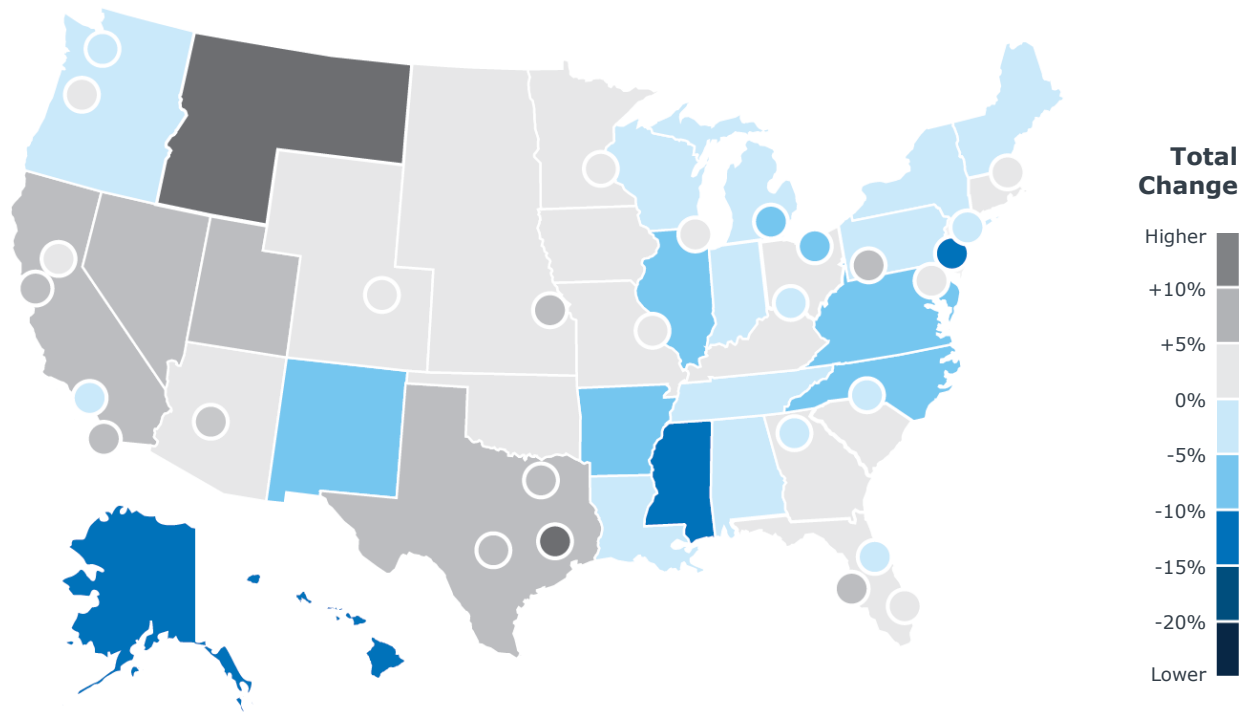


Most senior leaders learned their roles during a period of enrollment growth and will have to adapt to the coming decade



Some Regions More at Risk Than Others

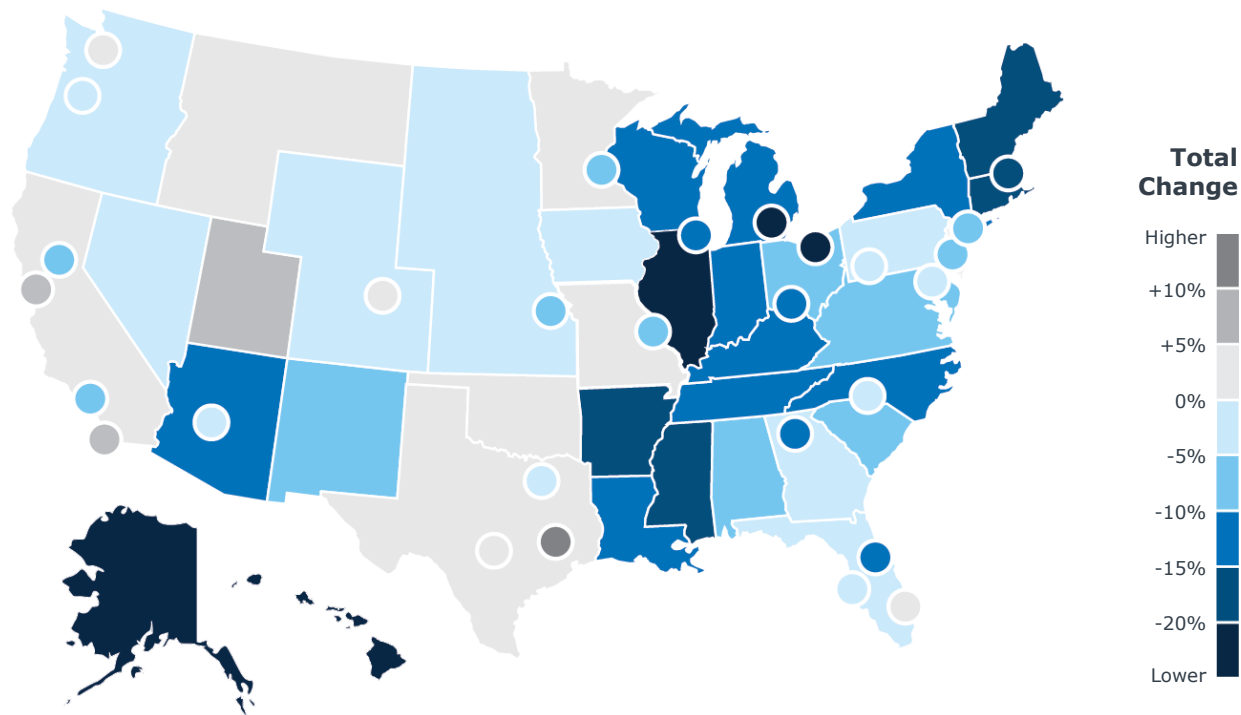
Change in Americans Predicted to Attend College, **2019 to 2024**



Source: Grawe, *Demographics and the Demand for Higher Education*, 2018; EAB analysis.

Looking Further Out

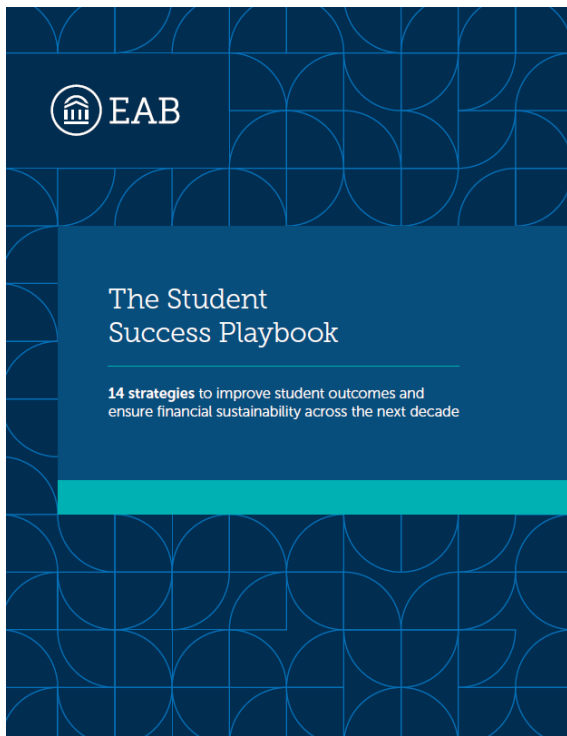
Change in Americans Predicted to Attend College, **2019 to 2029**



Source: Grawe, *Demographics and the Demand for Higher Education*, 2018; EAB analysis.

An Uncomfortable Conversation

Are students customers?



If students are customers...

Are there **customer relationship business practices** that can be applied to student retention?

How can they be **applied in an ethical way** that works in the best interest of the students we serve?

- 1** Eliminate administrative barriers to retention
- 2** Employ staff dedicated full time to retaining students
- 3** Put a focus on student confidence and belonging
- 4** Mitigate the hidden costs of getting a degree
- 5** Increase the market value of our “product”

Eliminate Registration Holds

Barriers to Registration

- Financial holds
- Administrative holds
- Academic holds
- Residential holds
- Parking

Navigate members typically report finding

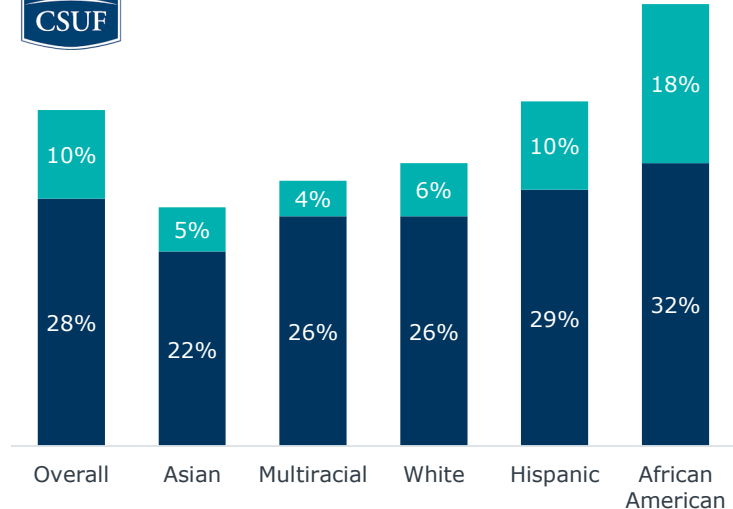
40-80

types of registration holds during audits



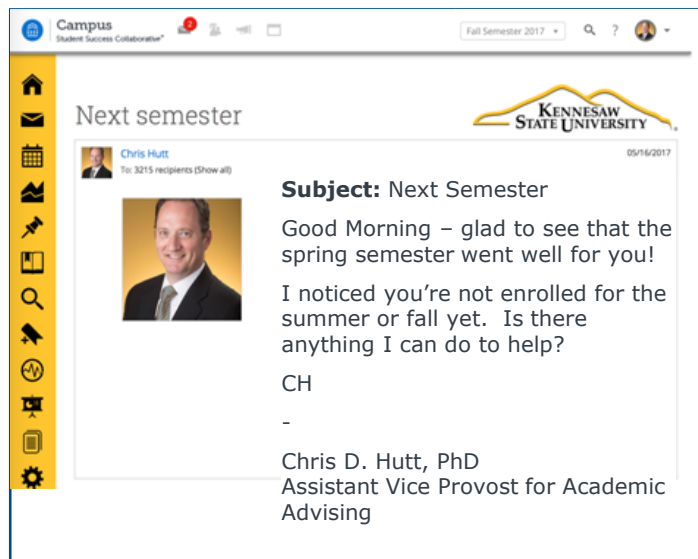
Registration Holds in Years 1-2 at CSU Fullerton

■ Six to Ten ■ Eleven or More



Registration Barriers Are Low-Hanging Fruit

Simple Outreach Generates 1,100+ Responses, Suggests Systemic Changes



Why Students Said They Weren't Registered:

- 1 Registration Holds
Response: Hold reform
- 2 Course Availability
Response: Add sections (esp. STEM)
- 3 Incomplete Advising
Response: Hire more advisors
- 4 Price Sensitivity
Response: Low-cost online GenEd
- 5 Missed Registration
Response: Expand reg. window
- 6 "Personal Issues"
Response: Promote support services

+3.4% Returning students
Fall 2017



\$2M Additional net tuition
Fall 2017

UDC Peer Advisors



Inexpensive Contacts from Peers Proving Effective at Securing Registrations



UDC Peer Advisors

- 10 peer advisors
- 20 hours/wk each
- \$9.50/hr (\$5,727 for the year)

Roles and Responsibilities

- Front-line support at Student Success Center
- Navigation support for myUDC
- Tabling at student events
- Call center (2,000+ calls this term)
- Student-to-student help with logistics (holds, ID cards, parking, etc)



Emergency Microgrants



Unpaid Balance Awards Increase Revenue, Completions with Few Downsides



72%

Of students have some amount of unmet need

Panther Retention Grants

- 1 Small balance forgiveness**
Typical grants are \$1,000 or less
- 2 No application**
Staff identify candidates, deposit awards in accounts
- 3 Priority for seniors**
Focus on getting students completed
- 4 Extra support**
Grantees agree to financial literacy counseling

Retention Grants Increase Completions While Paying for Themselves

\$1,000

Typical amount of grant



3x-6x

Tuition revenue return on investment



86.5%

Of recipients eventually graduate

- 1 Eliminate administrative barriers to retention
- 2 **Employ staff dedicated full time to retaining students**
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Expediting Critical Tools During the Covid-19 Crisis

22



To help our newest partners leverage Navigate's most valuable tools, we are **expediting implementation to ensure colleges can access key functionality** as quickly as possible.

Functionality now available quickly with an accelerated build:



STUDENT PROFILE

- Access a **limited student profile** with basic information and a full record of communication



CAMPAIGN MANAGEMENT

- Perform a **limited search** based on student name, tags, and advising assignments
- Launch **population-specific advising campaigns**
- Track **student response rates**



APPOINTMENTS AND COMMUNICATION

- Create "Virtual Offices" for students to schedule **web-based appointments**
- **Contact students** via email, text, and phone



CASE MANAGEMENT

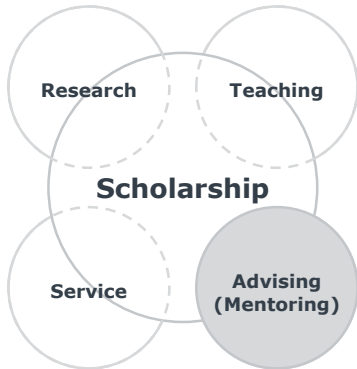
- Send **case referrals** to faculty or support staff
- Issue **batch alerts** for multiple students
- Centrally **share notes and records**
- Leverage **closed-case reporting**

Want to learn more? **Let us know in the post-webinar survey.**

The Evolution of Advising



Faculty Advising



Professional Advising

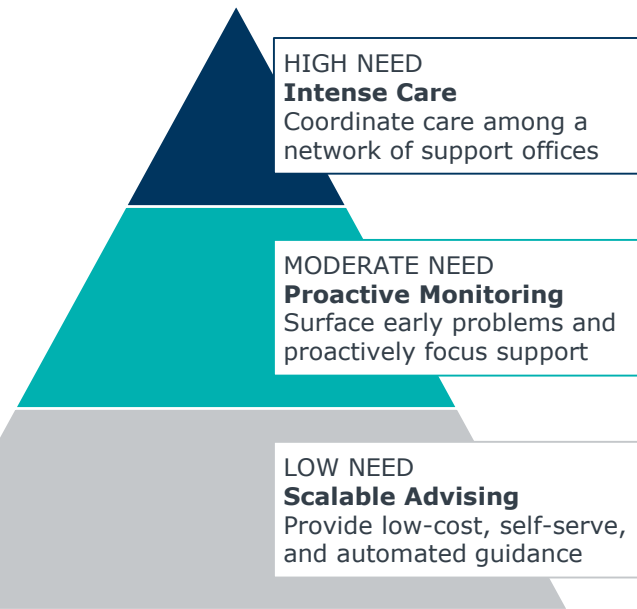


Holistic Advising



Population Health Management

A More Efficient Way to Organize Staff and Provide Better Support



Design Principles for PHM Advising

- ✓ **Dedicated caseloads** of 300 or less, proactively managed by advisors
- ✓ **Integrated technologies** enable conversation and communication
- ✓ **Advising metrics** track progress and support professional advancement
 - Caseload persistence rate
 - Student contacts
 - Early alert response
 - Major declarations
 - Degree plans on file

(select metrics appropriate to mission of the office)

Pandemic Progress Reports

University of Memphis



COVID-19 Progress Report Campaign for Suddenly Virtual Courses

- 1 Low/No Engagment
- 2 Technical Issues
- 3 Personal and Financial Issues



Adapting Navigate to Financial Aid



SSMS Helps Financial Aid Provide Better, More Strategic Service

IOWA STATE UNIVERSITY

Financial Aid Office

First student affairs office to go live (Spring 2018)

Navigate records from 2018-19 academic year:

6,880 appointments

4,860 students helped

Special use cases ▶

1

SAP Compliance

- Advising records and notes verify compliance for students on probation

2

FAFSA Campaigns

- Campaign tools used for outreach to students with incomplete applications

3

Loan Education

- Advising notes help match students to alternatives that better meet their needs

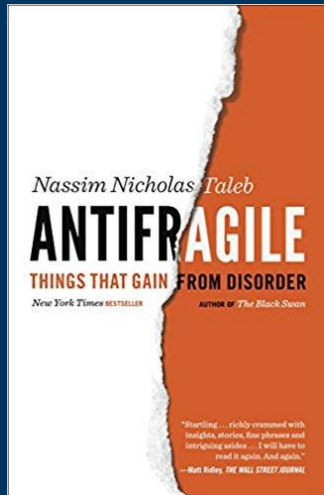
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Referrals (next up)

- Cases will create a closed loop referral system with advising offices

CODA

Antifragility and Student Success



“Antifragility is beyond resilience or robustness. The resilient resists shocks and stays the same; the antifragile gets better.”

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