2020 Case Study Compendium

Highlighting 21 Institutions that Improved Outcomes to Deliver a Return on Education for Their Students

Navigate for Four-Year Institutions
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<td><strong>Coordinating Student Interventions</strong></td>
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<tr>
<td>Virginia Commonwealth University</td>
<td>8% Increase in four-year graduation rate</td>
<td>4</td>
</tr>
<tr>
<td>• Large public university (23,000 undergraduate students) &amp; 59% six-year graduation rate</td>
<td></td>
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<tr>
<td>University of Wisconsin-Milwaukee</td>
<td>$604,000 Revenue from Navigate registration campaigns</td>
<td>6</td>
</tr>
<tr>
<td>• Large public university (22,700 undergraduate students) &amp; 41% six-year graduation rate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of South Alabama</td>
<td>12% Increase in retention</td>
<td>8</td>
</tr>
<tr>
<td>• Midsize public university (16,200 undergraduate students) &amp; 36% six-year graduation rate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>University at Albany</td>
<td>$5M+ Additional tuition dollars from Navigate campaigns</td>
<td>10</td>
</tr>
<tr>
<td>• Midsize public university (13,500 undergraduate students) &amp; 65% six-year graduation rate</td>
<td></td>
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<tr>
<td>National Louis University</td>
<td>13% Higher freshman retention vs. comparable peers</td>
<td>12</td>
</tr>
<tr>
<td>• Small private university (3,900 undergraduate students) &amp; 48% four-year graduation rate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Concordia College</td>
<td>16% Increase in student need responses with Navigate</td>
<td>14</td>
</tr>
<tr>
<td>• Small private university (2,010 undergraduate students) &amp; 75% six-year graduation rate</td>
<td></td>
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<tr>
<td><strong>Elevating Faculty Engagement</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Samford University</td>
<td>$674K Additional tuition revenue</td>
<td>16</td>
</tr>
<tr>
<td>• Small private university (3,000 undergraduate students) &amp; 73% six-year graduation rate</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Engaging Students with Student-Facing Technology</strong></td>
<td></td>
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<tr>
<td>Waverton State University (pseudonym)</td>
<td>15% Increase in four-year graduation rate across 5 years</td>
<td>18</td>
</tr>
<tr>
<td>• Midsize public university (15,000 undergraduate students)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Robert Morris University</td>
<td>2% Increase in first-year retention since 2016</td>
<td>20</td>
</tr>
<tr>
<td>• Private university (4,385 undergraduate students)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elizabeth City State University</td>
<td>35 percentage-point Increase in preregistration, 2018-19</td>
<td>22</td>
</tr>
<tr>
<td>• Small public HBCU (1,695 undergraduate students) &amp; 39% six-year graduation rate</td>
<td></td>
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</tbody>
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### Leveraging Data-Driven Insights

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<th>Institution</th>
<th>Highlighted Result</th>
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</thead>
<tbody>
<tr>
<td><strong>California State University Fullerton</strong></td>
<td>$29.4M Total return on investment from Navigate campaigns</td>
<td>24</td>
</tr>
<tr>
<td>• Large public university (34,305 undergraduate students) &amp; 67.8% six-year graduation rate</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Georgia State University</strong></td>
<td>$3M Estimated additional tuition revenue</td>
<td>27</td>
</tr>
<tr>
<td>• Large public university (25,900 undergraduate students) &amp; 51% six-year graduation rate</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Auburn University</strong></td>
<td>$2M Potential tuition and fee revenue</td>
<td>29</td>
</tr>
<tr>
<td>• Large public university (25,000 undergraduate students) &amp; 78% six-year graduation rate</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Middle Tennessee State University</strong></td>
<td>4.3% Increase in four-year graduation rate</td>
<td>31</td>
</tr>
<tr>
<td>• Large public university (21,913 undergraduate students) &amp; 52% six-year graduation rate</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Salisbury University</strong></td>
<td>2.2% Increase in retention</td>
<td>33</td>
</tr>
<tr>
<td>• Midsize public university (7,900 undergraduate students) &amp; 59% six-year graduation rate</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Buena Vista University</strong></td>
<td>11.1% Increase in fall-to-spring freshman retention</td>
<td>35</td>
</tr>
<tr>
<td>• Small private university (1,619 undergraduate students) &amp; 54% six-year graduation rate</td>
<td></td>
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</tbody>
</table>

### Transforming Academic Advising

<table>
<thead>
<tr>
<th>Institution</th>
<th>Highlighted Result</th>
<th>Page</th>
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</thead>
<tbody>
<tr>
<td><strong>Florida State University</strong></td>
<td>11.3% Increase in retention of junior CARE students</td>
<td>37</td>
</tr>
<tr>
<td>• Large public university (31,000 undergrads) &amp; 80% six-year graduation rate</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>University of South Carolina</strong></td>
<td>3.7% Increase in four-year graduation rate</td>
<td>39</td>
</tr>
<tr>
<td>• Large public university (25,600 undergrads) &amp; 73% six-year graduation rate</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>University of Alaska Anchorage</strong></td>
<td>13.8% Increase in six-year grad rate for Alaska Native students over five years</td>
<td>41</td>
</tr>
<tr>
<td>• Large public university (15,090 undergrads) &amp; 32% six-year graduation rate</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Grand View University</strong></td>
<td>3.6% Increase in fall-to-fall first-year retention</td>
<td>43</td>
</tr>
<tr>
<td>• Small private university (1,800 undergrads) &amp; 50% six-year graduation rate</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Keuka College</strong></td>
<td>3.8% Retention improvement, Fall 2017 to 2018</td>
<td>45</td>
</tr>
<tr>
<td>• Small private college (1,000 undergrads) &amp; 60% six-year graduation rate</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Seeing Early ROI by Targeting Discrete Pockets of Risk

Virginia Commonwealth University, Public Research University, Richmond, Virginia

• **About:** Virginia Commonwealth University (VCU) enrolls 23,000 undergraduate students and has a 59% six-year graduation rate.

• **Challenge:** VCU has steadily improved its first-year retention rate, but needed a new way to identify and address the less-obvious needs of populations who are unlikely to complete, especially those beyond the first year.

• **Solution:** In fall 2014, VCU advisors used Navigate predictive analytics to run targeted advising campaigns that proactively intervened with 12 student subpopulations.

• **Impact:** Persistence-focused campaigns resulted in the retention of an additional 65 students in the spring of 2015 and $346,000 in spring tuition and fees revenue. Momentum from campaigns and other initiatives has positively impacted four- and six-year graduation rates.

**Impact Highlights**

- **8%** Percentage point increase in four-year graduation rate (spring 2014 to spring 2016)
- **3%** Percentage point increase in six-year graduation rate (spring 2014 to spring 2015)
- **$346K** Additional spring 2015 tuition revenue

**Enabling Targeted Advising Initiatives Across a Decentralized System**

**Navigate Webinar**

VCU leaders impressed by the “targeted campaign” concept introduced in a Navigate webinar

**Navigate Training**

EAB consultant trained 40+ advisors from seven programs to use Navigate for targeted intervention

**Navigate Toolkit**

Navigate toolkit provides guidance to help advisors design and execute campaigns

**Interventions Impacting Key Micro Metrics**

<table>
<thead>
<tr>
<th>Campaign Type</th>
<th>Population and Intervention</th>
<th>Student Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Academic Performance Improvement</td>
<td>Connect Business School students on probation to needed support resources</td>
<td>34% Percent of students that raised GPA above 2.0</td>
</tr>
<tr>
<td>2 Major Selection</td>
<td>Assist Undeclared students who are unlikely to complete with major planning and declaration</td>
<td>19 Additional students enrolled in Education and Career Planning course</td>
</tr>
<tr>
<td>3 Transfer Persistence</td>
<td>Facilitate academic planning for low-GPA transfer Biology students</td>
<td>8% Higher persistence than previous year cohort</td>
</tr>
<tr>
<td>4 Accelerating Degree Completion</td>
<td>Assist underperforming psychology students with course sequencing</td>
<td>25 Upper-class students enrolled in gatekeeper statistics course</td>
</tr>
<tr>
<td>5 Graduation Application</td>
<td>Remind qualified seniors to apply for graduation</td>
<td>19% Increase in graduation candidates compared to spring 2014</td>
</tr>
</tbody>
</table>
Although VCU has had success in getting students to return to its Richmond campus for a second year, the university has struggled to get them all the way to graduation. Now the school is turning to big data to help it identify students who are most at risk of falling through the cracks.”

The Washington Post (June 14, 2015)
Cited in USA Today (June 22, 2015)
University of Wisconsin–Milwaukee Successfully Recruits Back More than 100 Students with EAB

University of Wisconsin–Milwaukee, Public Research University in Milwaukee, WI

• **About:** The University of Wisconsin–Milwaukee (UWM) is a public research university with a total enrollment of 22,674 and a 41% six-year graduation rate.

• **Challenge:** UWM is a large, complex, urban institution featuring a decentralized advising structure made up of 11 different school/college advising offices with additional support units. After joining EAB, it was clear there needed to be a structure and engagement framework to enable coordinated university-wide actions involving targeted campaigns and advising best practices.

• **Solution:** UWM established an advising “SWAT team” as a central forum for sharing ideas, and developed ongoing stop-out campaigns to register students who might otherwise have slipped through the cracks. The EAB Consultant provides ongoing support, information, and feedback.

• **Impact:** A total of 123 students returned to campus following EAB campaigns targeting unenrolled students, amounting to over $604,000 in additional revenue.

**Centralizing Efforts Across a Decentralized Campus**

1. **Creation of Advising SWAT Team**
   UWM developed a SWAT Team to provide a centralized forum for feedback, while the EAB consultant provided support to make it as effective as possible

2. **Established Monthly Meetings**
   The SWAT team convenes monthly with UWM’s EAB consultant to share ideas and Navigate best practices

3. **Campaign Development**
   Institution-wide priorities are regularly assessed to assist in Navigate advising campaign development and execution

**Impact Highlight**

$604K
Additional revenue from students registered through EAB campaigns from Fall 2015 to Fall 2016
Multiple Navigate Campaigns Bring Results

Outreach Efforts Result in 123 Students Returning to Campus

FALL 2015 TERM

Stop Out Campaign 1 targeting 357 students not enrolled for Spring 2016 term

36 Students registered for spring

SPRING 2016 TERM

Stop Out Campaign 2 targeting 203 students not enrolled for Fall 2016 term

36 Students registered for fall

SUMMER 2016 TERM

Stop Out Campaign 3 targeting 133 students with Bursar Holds not enrolled for Fall 2016

25 Bursar Hold students registered for fall

FALL 2016 TERM

Stop Out Campaign 4 targeting 391 students not enrolled for Spring 2017

26 Students registered for spring

$604k+

Additional revenue from campaign enrollees

Key Navigate Resources Utilized:

- **Infographic**
  - 61 campaign ideas infographic referenced

- **Toolkit**
  - UWM specific toolkit detailing objectives and scripting

- **Tracker**
  - Reported outcomes in customized trackers

- **Consultant**
  - Strategic support and data analysis
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 students in need of additional support 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.

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 Students with Greatest Need for Intensive Academic Coaching

Piloting an Academic Success Coach Campaign for High Need 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 Need 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></td>
<td>Campaign</td>
<td>Non-campaign</td>
<td>Campaign</td>
</tr>
<tr>
<td>Increase in Cumulative GPA</td>
<td>0.11</td>
<td>0.06</td>
<td>81%</td>
</tr>
<tr>
<td>Increase in Credit Completion</td>
<td>4.9%</td>
<td>4.2%</td>
<td></td>
</tr>
<tr>
<td>Retention Rate</td>
<td>82%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Four-Pronged Strategy for Transforming Student Success at USA

- Convening academic success committee
- Using institutional reports for internal performance metrics
- Targeting high-need majors with academic coaching
- Encouraging high-hours students to graduate

Growth in Institutional Retention

- 12% increase in four years
- 73% 2015
- 65% 2011
Collaborating to Support and Reenroll Vulnerable Students Leads to $5M in Additional Revenue

University at Albany, a midsize Public Research University in Albany, NY

- **About:** The University at Albany, part of the SUNY system, has 13,500 undergraduate students, a 65% six-year graduation rate, and an 83% retention rate.

- **Challenge:** In recent years, Albany has experienced enrollment growth, a new president, and a new strategic plan emphasizing student success. More than half of Albany students receive financial aid through the New York State Grant Programs and 45% are Pell recipients. Albany had achieved some success enacting a variety of practices to improve retention, but the impact was not what they hoped due to poor coordination among student-facing offices across campus. They needed a driving force to create a more collaborative culture.

- **Solution:** Albany partnered with EAB in 2015 and implemented Navigate in student-facing offices across campus. Advisors use Navigate to work with Grant students to keep them in compliance, and advisors also reach out to unenrolled students to get them back on campus.

- **Impact:** Navigate allows Albany’s various offices to collaboratively support students and keep them on track to graduation. Through multiple campaigns, Albany has re-enrolled thousands of additional students resulting in over $5M in tuition revenue.

### Navigate’s Coordinated Care Network Enables Easy Collaboration

**Financial Aid**

- **Advisement**
  - Financial aid counselors can **access information** sent to the student by advisors, housed centrally in one space

**Academic Support Center**

- **Departmental Advisors**
  - Share student information and history between pre-declaration advisors and major advisors

**Residence Life**

- **Faculty**
  - Faculty can easily identify a student’s Resident Director and **request a wellness check** for a student they’re worried about

**OUTCOME:**

- Counselors and advisors quickly and efficiently **resolve Grant compliance issues**
- Student has a **stronger start in his or her major** with more informed and accurate advising
- Student receives **help and support when they need it most**—over 60 wellness checks were requested by faculty in the last year
Scholarship Compliance Campaign Leads to $4M+ in Tuition Revenue

Half of Albany students are eligible for the statewide Tuition and Scholarship Program, which requires students to be in grade and enrollment compliance to receive tuition money.

EAB Technology Helps Keep Students in Compliance

1. Use EAB to identify Grant recipients and their compliance status, focusing on two key variables: applicable credits and major declaration.
2. Advising staff identify why students aren’t compliant with Grant requirements.
3. Advisors create an individual action plan in the EAB platform to get students reenrolled and ensure they become or remain Grant compliant.
4. Major departments receive and implement a plan to ensure all students come into compliance.

862
Previously noncompliant Grant students reenrolled through the campaign

$4M+
Additional tuition dollars from reenrolled students

Reenrollment Campaign Leads to $1M+ in Tuition Revenue

1. Identify
   Used the EAB platform to identify currently enrolled students with 2.0+ GPA who weren’t graduating or enrolled for Spring term.
2. Outreach
   Created a watch list of these students and began targeted outreach from advisors.
3. Learn
   Received 300+ student responses citing difficulty connecting with advisors, financial hardship, and other concerns.
4. Connect
   Connected with campus departments to address individual student issues.

1,960
Students contacted through the campaign

1,574
Students re-enrolled through the campaign

307
More students enrolled in Spring semester than in the previous year

$1M+
Additional tuition revenue from re-enrolled students
CASE STUDY

Connecting the Entire Campus to Improve Student Success at a Regional Private University

National Louis University, Small Private University, Chicago, IL

- **About:** National Louis University (NLU) is a Hispanic-Serving Institution with a nontraditional population of approximately 9,000 undergraduate and graduate students. NLU has a 48% four-year graduation rate and a 72% annual persistence rate.

- **Challenge:** Historically, NLU's undergraduate student body was primarily part-time, online, and/or evening transfer students. In 2015, they launched a new full-time daytime program serving largely first-generation, low-income students. In 2018, NLU merged these populations, building the Undergraduate College with the mission of improving equity in degree attainment and employment. However, siloed and reactive departments using multiple technology systems prevented students from getting proactive support and progressing toward a degree.

- **Solution:** NLU's Undergraduate College hired a team of success coaches (high-touch academic advisors) to collaborate with faculty to support students. They then implemented Navigate to strengthen coordination between faculty, coaches, and additional support staff, facilitating holistic support and improving student outcomes.

- **Impact:** NLU students now have 13% higher first- to second-year retention compared to Chicago students with a similar academic profile. 90% of faculty responded to progress reports in Navigate, and 98% of students surveyed reported that faculty and success coach outreach was helpful.

### Addressing Process Challenges Within the Undergraduate College

**EAB’s Navigate Helps NLU Break Down Siloes and Shift to a Data-Informed Culture**

<table>
<thead>
<tr>
<th>Persisting Challenges in NLU’s New Undergraduate College</th>
<th>Implemented in 2018, Navigate Provides Transparency and Actionability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Siloed support offices lacked visibility into how others communicated with students</td>
<td>Teams of faculty, coaches, learning specialists, and student success staff collaboratively review centralized student information in Navigate and assign interventions</td>
</tr>
<tr>
<td>Faculty couldn’t identify students’ coaches to request follow-up with students who may need support</td>
<td>Faculty submit progress reports in Navigate to update the appropriate coach on student progress and flag students for follow-up</td>
</tr>
<tr>
<td>Coaches lacked visibility into students’ real-time academic performance</td>
<td>Coaches use communication campaigns and filterable watch lists, informed by real-time grade and attendance data, to prioritize support</td>
</tr>
<tr>
<td>Support staff received outdated info from other offices, often too late to keep students on track</td>
<td>Financial advisors and coaches use real-time verification, hold, and FAFSA information to ensure students are eligible to register for the next term</td>
</tr>
</tbody>
</table>

**Impact Highlights**

- **90%** Faculty progress report response rate
- **13%** Higher retention of NLU freshmen vs. comparable Chicago students
All Campus Stakeholders Use Navigate to Collaborate and Connect

*Technology Enables Staff and Faculty to Work Together to Improve Student Support*

**Faculty**
Submit progress reports throughout the term

90%+
Response rate to progress reports

24,234
Total alerts about students issued, July 2018 to June 2019

**Success Coaches**
Monitor student progress with outreach campaigns and customizable lists

11,496
Advising, coaching, and financial aid appts. logged in Navigate in one year

87.7%
Percentage of full-time students who met with their advisor

**Support Units**
Receive referrals from faculty and coaches and support students

236%
Increase in tutoring appointments compared to prior year

1600%
Increase in referrals over prior term

**Students**
Use the Navigate Student app to find resources and important to-dos

98%
Percentage of freshmen adopting Navigate Student app

98%
Percentage of students reporting that faculty and advisor outreach was helpful to them

"EAB really takes the guesswork out of everything."
– NLU Advisor

**Impressive Retention Across Student Populations**

**Improving Transfer Retention Rates Across Majors**
*Academic Year (AY) 16-17 to AY 17-18*

<table>
<thead>
<tr>
<th>Major</th>
<th>AY 16-17</th>
<th>AY 17-18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human Services (online)</td>
<td>67.7%</td>
<td>79.7%</td>
</tr>
<tr>
<td>Human Services (campus-based)</td>
<td>57.1%</td>
<td>62.5%</td>
</tr>
<tr>
<td>Psychology</td>
<td>66.7%</td>
<td>80.0%</td>
</tr>
<tr>
<td>Early Childhood Practice</td>
<td>76.0%</td>
<td>80.0%</td>
</tr>
<tr>
<td>Elementary and Early Childhood Education</td>
<td>62.9%</td>
<td>68.3%</td>
</tr>
</tbody>
</table>

**Surpassing Expectations for First-Time Full-Time Student Retention**

13%
Higher retention of NLU freshmen compared to Chicago students with similar academic profile

0% - 100%

53% 66%
Comparable Chicago students NLU students
How EAB’s Navigate Helped a Small Private College Support Students and Redeploy Staff During a Pandemic

Concordia College, Small Private College, Moorhead, MN

About: Concordia College is a small private Christian school with 2,010 students, an 80.2% retention rate and a 75% six-year graduation rate.

Challenge: During the COVID-19 pandemic, Concordia was forced to cease in-person operations. Their emergency response team worried that many students wouldn’t have the necessary resources or support to access their online courses and finish the semester.

Solution: Concordia College has been part of EAB’s Student Success Collaborative partner for six years, going live with Navigate in 2015. While closing campus, Concordia emailed all students a departure form to assess immediate needs and used Navigate to reach unresponsive students. Additionally, faculty submitted Navigate Progress Reports to flag students struggling with remote learning. Leveraging the Coordinated Care Network they built with Navigate in the months prior, Concordia redeployed student support staff to quickly act on students’ challenges and concerns.

Impact: Using Navigate to reach students, Concordia saw a 16% increase in departure form submissions, and 93% of faculty participated in a campaign to identify students struggling in online courses. Additionally, Concordia redeployed more than a dozen staff to follow up on student concerns and better meet time-sensitive student needs.

Impact Highlights

16%
Increase in student submissions of departure forms

93%
Faculty response rate to Progress Reports, identifying students struggling in online courses

15
Employees in one division redeployed to better meet student needs during the pandemic

Navigate Helps Concordia Staff Assess the Needs of All Students as Campus Closes

Immediately following the transition to remote instruction due to COVID-19 in March 2020, Concordia’s emergency response team, comprised of stakeholders from Student Development and Campus Life, emailed all students a departure form to assess their plans and identify students in need of support. In the following weeks, they relied on Navigate to uncover even more students struggling to cope.

1
Sent departure forms to all students to determine their:

• Housing plans (return to home of origin, remain in dorm, etc.)
• Financial situation (including ability to travel)
• Computer and internet access for online learning

83% of students completed form sent via email

2
Used a Navigate text message campaign to follow up with students who didn’t submit their forms

99% of students completed form after Navigate text campaign

3
Launched Progress Reports in Navigate, allowing faculty to flag struggling students. Faculty submitted alerts based on:

• Academic participation
• Academic performance
• Emotional well-being
• Financial concerns
• Technology barriers
• Doubt about staying at Concordia

425 students flagged by faculty (23% of all students)
Providing Timely Student Support Based on Insights from Navigate

After campus operations pivoted to remote instruction, Concordia’s Student Development and Campus Life division redeployed available staff to act on this time-sensitive information about student needs, ensuring students received quick help.

PHASE 0: Prior to the Pandemic

Building a **Coordinated Care Network** with a phased rollout of Navigate laid the groundwork for Concordia’s quick response to the pandemic.

<table>
<thead>
<tr>
<th>Summer 2016</th>
<th>Spring 2019</th>
<th>Winter 2019</th>
<th>Spring 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 support offices go live with Navigate, including Academic Advising</td>
<td>9 more support offices go live during full implementation</td>
<td>Additional support office goes live</td>
<td>Additional support office goes live</td>
</tr>
</tbody>
</table>

PHASE 1: Leading Up To and During Campus Closure

Taskforce all **basic student needs** are met.

<table>
<thead>
<tr>
<th>Support Efforts</th>
<th>Staff Participating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connected students experiencing symptoms of COVID-19 to clinics</td>
<td>Career assistant director</td>
</tr>
<tr>
<td>Distributed financial aid for student transportation and basic needs</td>
<td>Residence hall directors</td>
</tr>
<tr>
<td>Centrally tracked support requests and prepared emails for leadership to send to students</td>
<td>Orientation assistant director</td>
</tr>
<tr>
<td>Provide outreach and programs for 80 international students staying on campus</td>
<td>Residence hall directors</td>
</tr>
<tr>
<td>Obtained supplies for emergency quarantine of students on campus</td>
<td>Student engagement staff</td>
</tr>
<tr>
<td>Purchased gas gift cards to help students travel home</td>
<td>Career coach</td>
</tr>
</tbody>
</table>

PHASE 2: Across the Semester with Virtual Operations

Providing **continued care** to foster success.

<table>
<thead>
<tr>
<th>Support Efforts</th>
<th>Staff Participating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Created a guide on how to access online courses</td>
<td>Career coach</td>
</tr>
<tr>
<td>Troubleshooted student challenges accessing online classes</td>
<td>Administrative assistant</td>
</tr>
<tr>
<td>Compiled resources on local food pantries and organized a food drive</td>
<td>Campus sustainability coordinator</td>
</tr>
<tr>
<td>Connected students with well-being resources, such as housing, mental health support, and LGBTQ+ resources</td>
<td>Director of student conduct</td>
</tr>
</tbody>
</table>

Various Staff Deliver Timely Support

$60,000

Emergency aid provided to 313 students for needs identified by departure forms and Navigate.

15

Total staff members redeployed in one 40-person division to meet urgent student needs.

“Our work with Navigate across the last year helped us develop a **philosophy of how we want to coordinate care for students.** When the pandemic hit, staff had already become accustomed to helping support a range of student needs outside their office, which was critical to our success during this incredible time.”

- Lisa Sethre-Hofstad, VP for Student Development & Campus Life
It Starts With the Faculty: Improving Campus-Wide Engagement in Advising

Samford University, Small Private Institution, Birmingham, AL

• **About**: Samford University is a private Christian university with 3,000 undergraduate students and a six-year graduation rate of 73%.

• **Challenge**: A communication gap existed between faculty advisors and student support staff due to inconsistent tools and processes for monitoring and supporting student progress. Faculty were aware of student issues but lacked the time to fully address them, while student support staff had the capacity to intervene but didn’t know which students needed help.

• **Solution**: Faculty leadership established new policies requiring midterm grade submissions, while student support staff began using EAB’s holistic student data to strategically intervene with students in need of support.

• **Impact**: First-year retention increased 2% within one year of EAB Navigate implementation with no additional investment in tutoring, supplemental instruction, or other student success measures.

### Shifting the Culture of Support on Campus—and Bringing Faculty Along

**Before EAB implementation**
- Disengaged faculty members
- Communication gap between faculty and staff
- Some students slipping through the cracks

**EAB data and tools pave the way for culture shift**

- **Engage Faculty Through Policy Change**
  - Navigate implementation process reveals the need to better incorporate the faculty perspective
  - Faculty senate begins requiring midterm grade submissions

- **Strengthen Communication Channels**
  - Progress report campaigns timed around midterm and withdrawal deadlines
  - Staff provide use cases for grade submissions and emphasize faculty’s critical role in driving student success

- **Equip Support Staff with Better Tools**
  - Navigate provides holistic insights that allow staff to strategically work with faculty and intervene with students in need of support
  - Staff improve efficiency and effectiveness with better data

**Impact Highlights**
- **90%**
  - Average faculty progress report response rate since launching Navigate

- **2%**
  - Increase in first-year retention one year after full Navigate launch

- **$674K**
  - Additional tuition revenue
Best Practices: How Samford Secured Faculty Buy-in

Work With Faculty Governance
Samford’s faculty senate requires grade submissions; staff report on progress and outcomes to close the loop.

Be the Faculty’s Partner
When faculty express concerns about a student, staff work with other offices in a “coordinated care network” to intervene.

Turn Naysayers into Champions
Leadership engage with naysayers to hear and address concerns; faculty can access student performance data in EAB to understand why their involvement matters.

Keep Building Bridges
Samford’s EAB dedicated consultant encourages and supports campus-wide faculty participation—navigating staff turnover and shifting priorities.

90%
Average faculty progress report response rate since launching EAB.

“Academics thrive on open inquiry, so transparency is critical to encourage faculty involvement. When faculty saw the volume of initiatives being impacted by their progress report submissions, they were willing to put in the time and effort to provide insight on their students.”
-Nancy Biggio, Associate Provost for Administration

Retention Continues to Climb Without Any Additional Investment in Staff

First-Year Retention and Additional Tuition Revenue

2%
Increase in first-year retention one year after full EAB Navigate launch.

$674,252
Total additional tuition revenue based on freshmen to sophomore retention rates.

<table>
<thead>
<tr>
<th>Year</th>
<th>Full EAB launch</th>
<th>$136K</th>
<th>87.9%</th>
<th>88.9%</th>
<th>2012-13</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-13</td>
<td>$0</td>
<td>$281K</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013-14</td>
<td>86.7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014-15</td>
<td></td>
<td></td>
<td>$257K</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015-16</td>
<td></td>
<td></td>
<td></td>
<td>$674,252</td>
<td></td>
</tr>
</tbody>
</table>
FOUR-YEAR UNIVERSITY

How a Highly Selective University Increased Their Four-Year Graduation Rate by 15%

Waverton State University*, a midsize Public Research University

- **About:** Waverton State University* is a public research university serving about 15,000 undergraduates with a 74% six-year graduation rate and a 90% retention rate. It is part of a state-wide university system.

- **Challenge:** Despite a strong first-year retention rate, many students were failing to graduate in four years. In 2014, Waverton’s president set a goal to increase the four-year graduation rate by 12 percentage points by 2019. But with student caseloads approaching 800 in some advising units, advisors were stretched too thin to give all students the attention they needed to succeed.

- **Solution:** Waverton leveraged EAB’s student success platform, Navigate, to improve cross-campus collaboration, implement new data-driven strategies, and improve their organizational structures. They leveraged EAB’s student-facing app, Navigate Student, to provide their undergraduates with a comprehensive, personalized advising experience.

- **Impact:** Waverton successfully launched Navigate Student to more than 12,000 users, including 77% of first-year and transfer students. With this and other strategies implemented since 2014, Waverton’s four-year graduation rate increased 15 percentage points.

**Impact Highlights**

- 12K+ Navigate Student users, including 77% of first-year and transfer students
- 15 Percentage point increase in four-year graduation rate across five years

Refining Student Interventions and Improving Collaborative Processes

*Navigate Helps Waverton State Remove Barriers and Address Capacity Challenges Within Advising*

**Challenge**

- Students fall behind academically or have poor attendance in class, but advisors don’t know until it’s **too late to intervene**
- Some students are on the right track, but can’t complete their degree due to relatively **small financial holds**
- Advising leadership lacks insight into what’s working and what isn’t when it comes to individual advisor interventions
- Waverton’s **high student-to-advisor ratios** prevent advisors from delivering holistic, coordinated support to all students

**Solution**

- Faculty use Navigate Progress Reports to **identify students** in need of support and connect them with advisors and resources
- Financial Aid uses Navigate to **coordinate outreach about mini-grants** and retain students in need who are close to the finish line
- Advisors use **insights about risk factors** from Navigate to tailor their student conversations and inform ongoing retention campaigns
- **New retention specialists** use Navigate data to tailor supplemental student outreach, easing the workload of existing advisors

*“Waverton State University” is a pseudonym*
Waverton’s Tactics for Mobile Student Success

**Navigate Student App Supplements Advisor Support and Empowers Students**

**Step One: Drive Student App Downloads**

- **Orientation:** Freshmen who download the app receive a free Navigate-branded shirt that they wear to Convocation.
- **Online:** One-stop-stop website and emails to incoming students explain how Navigate will make their lives easier and help them stay on the path to graduation.
- **First-Year Seminar:** “Introduction to Waverton State” instructors encourage students to download Navigate and use it as a guide throughout the semester.

**Step Two: Leverage the App to Help Keep Students on Track**

- Provide streamlined **appointment scheduling and advisor communication** to ease the burden of asking for help.
- Ensure alignment between students’ academic interests and longer-term goals through the **Major and Career Explorer**.
- Remind students to register for the next term—and uncover barriers to registration—with **Quick Polls**.

**Widespread Adoption of Navigate Student**

- **12,749**
  - Total Navigate Student adopters two years after launch
- **77%**
  - Adoption among first-year and transfer students
- **44,565**
  - Total tasks completed in Navigate Student by all users

**Results: More Students Graduate on Time Each Year**

**Four-Year Graduation Rate**

- **2013:** 47.5%
- **2014:** 51.6%
- **2015:** 52.8%
- **2016:** 54.7%
- **2017:** 58.4%
- **2018:** 62.7%

_Navigate Launch_
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.

### 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.

<table>
<thead>
<tr>
<th>Mobile App Assignment</th>
<th>Benefit to RMU</th>
</tr>
</thead>
<tbody>
<tr>
<td>Download the mobile app in class</td>
<td>Advisors receive Intake Survey responses and send students targeted content based on their interests</td>
</tr>
<tr>
<td>Complete the Intake Survey</td>
<td></td>
</tr>
<tr>
<td>Take the Major Explorer quiz</td>
<td>Advisors and academic departments view quiz results and favorite majors, and send targeted messages/campaigns</td>
</tr>
<tr>
<td>Select favorite majors in the app</td>
<td></td>
</tr>
<tr>
<td>Take Quick Poll on college expectations</td>
<td>Advisors use Quick Poll data to identify areas of struggle for students and send targeted follow-up</td>
</tr>
<tr>
<td>Learn where to find help</td>
<td></td>
</tr>
<tr>
<td>Use app’s GPS to find different offices on campus with helpful resources</td>
<td>Advisors view favorite resources for their individual students to better understand interests and needs</td>
</tr>
<tr>
<td>Advisors send appointment requests; students set up appointment reminders</td>
<td>Student success leadership evaluates appointments made through the app to gauge utilization</td>
</tr>
</tbody>
</table>
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.

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

Results: Strong App Adoption Drives Record-Breaking Retention Growth

**First-Year App Adoption**

<table>
<thead>
<tr>
<th>GOAL</th>
<th>RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>50%</td>
<td>94%</td>
</tr>
</tbody>
</table>

**Overall App Adoption**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>400+</td>
<td>1,000+</td>
</tr>
<tr>
<td>Upperclassman app downloads following marketing campaign</td>
<td>Total app downloads in the first year of partnership</td>
</tr>
</tbody>
</table>

**First-Year Retention (Fall to Fall)**

- 2012: 76%
- 2013: 81%
- 2014: 83%
- 2015: 85%
- 2016: 80%
- 2017: 81%
- 2018: 82%

94%

2017 fall-to-spring semester retention—a school record!
Guiding Students and Improving Advisor Visibility with Academic Planning in EAB’s Navigate

Elizabeth City State University, Public University in Elizabeth City, NC

- **About**: Elizabeth City State University (ECSU) is a historically black public university with 1,695 students, a 73% retention rate, and a 39% six-year graduation rate.

- **Challenge**: When creating academic plans for multiple semesters, students at ECSU often didn’t have full knowledge of degree requirements, and advisors lacked visibility into course availability. There was no standard process for collaboration between students and advisors and no way to encourage long-term planning.

- **Solution**: ECSU launched EAB’s Navigate platform in 2016 and piloted the Academic Planning (AP) tool with all freshman advisors in 2019. AP provided a shared workspace where students could build plans based on their major, and advisors could add comments and flag errors. ECSU also used Quick Polls in Navigate’s student app to identify students in need of extra support. During the transition to virtual learning caused by the COVID-19 pandemic, ECSU relied heavily on Navigate to understand and act on urgent student needs.

- **Impact**: After launching AP in Navigate, ECSU saw a 35% increase in preregistration rate over the previous year. The extensive use of Navigate among staff and students since 2016 has contributed to a 4% increase in the four-year graduation rate, and 5% and 12% growth in freshman and sophomore retention, respectively.

### Impact Highlights

<table>
<thead>
<tr>
<th>Improvement in</th>
<th>Percentage Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preregistration rate, 2018-2019</td>
<td>35</td>
</tr>
<tr>
<td>Four-year graduation rate, 2017-2018</td>
<td>4</td>
</tr>
</tbody>
</table>

### Addressing Barriers to Long-Term Academic Planning

**ECSU Advisors Help Students Create Informed Plans, Driving Higher Preregistration Rate**

#### Barrier to Success

<table>
<thead>
<tr>
<th>Students</th>
<th>Academic Planning</th>
<th>New Process at ECSU</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t have full knowledge of degree requirements, which can lead to decisions that increase time to degree</td>
<td>Students can view degree maps, requirements, and completed coursework while automated guardrails prevent common errors and inefficiencies</td>
<td>All freshmen create a plan in Navigate that they refer to throughout their academic journey, ensuring they stay on course to graduate</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advisors</th>
<th>Academic Planning</th>
<th>New Process at ECSU</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack visibility into course offerings across multiple semesters, making it difficult to provide informed guidance</td>
<td>Advisors can edit plans, add comments, flag courses, and identify and contact students with errors in their plans</td>
<td>Advisors attend trainings on Navigate so they go into every advising session prepared to help students complete their plans</td>
</tr>
</tbody>
</table>

1) Preregistration rate is the portion of students who completed their course registration for the coming semester before the registration deadline.

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ECSU Stakeholders Use Survey Insights to Provide Timely Support

Quick Polls in Navigate Engage Students in Campus Activities and Resources, Improving Retention

Poll: Why haven’t you registered for next semester yet?
Outcome: Advisors identify students with financial concerns, lack of course options, etc. and offer them help
88% of Navigate student users replied to a Quick Poll about registration barriers, allowing advisors to track those in need of support

Using Navigate to Support Struggling Students During the COVID-19 Pandemic

Progress Reports
Encourage faculty to flag students who might struggle with remote learning (history of low participation, etc.)
8,170 Responses to Spring 2020 Progress Report Campaign

Quick Polls
Identify students facing barriers to accessing online courses, including financial hardship or lack of technology
17 Students flagged for additional support from Quick Polls

Comprehensive Navigate Partnership Drives Improvements in Key Outcomes

Improvement in Preregistration Rate, 2018-2019

+35 percentage points

2018 46% 2019 81%

Improvement in Four-Year Graduation Rate, 2017-2018

+4 percentage points

2017 18% 2018 22%

Between 2015 and 2017, ECSU saw major retention improvements while using the Navigate platform:
+5% Increase in freshman retention
+12% Increase in sophomore retention

“It’s the many little things Navigate does to help enhance the campus culture that ultimately leads to the data showing our improvement.”

-Farrah Jackson Ward, Provost and Vice Chancellor for Academic Affairs

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How a Large University Narrowed Their Achievement Gap and Saw a $29.4M Return on Student Success Investments

California State University Fullerton, Public Research University, Fullerton, CA

**About:** California State University Fullerton (CSUF) is a large public university serving 34,305 undergraduate students with a 67.8% six-year graduation rate and an 88% retention rate.

**Challenge:** At CSUF, decentralized advising and support offices lacked standard processes to train staff or direct students to needed resources. Faculty were not sufficiently engaged in collaborating with success staff to fully support students. Additionally, achievement gaps between traditional and underrepresented student populations were concerningly wide.

**Solution:** CSUF built new Student Success Centers across campus, where staff use Navigate to monitor and connect with students, as well as engage and supplement faculty in supporting students outside the classroom. They also assessed procedural inequalities that disproportionately affect students of color and hired new specialists that use Navigate to improve key outcomes.

**Impact:** By working to understand and remove barriers to completion, CSUF lowered the achievement gap between underrepresented minority (URM) and non-URM students by 7 percentage points. CSUF also used Navigate campaigns to see a $29M+ return on investment in three years.

**Achievement Gap Revealed Need for Investment**

*Support Structure Not Set Up to Adequately Serve All Students, Contributing to Growing Gap*

### Six-Year Graduation Rate by Cohort Entry Year

12.5 Percentage-Point Gap Between Non-URM and URM Students for 2008 Cohort

<table>
<thead>
<tr>
<th>Year</th>
<th>Non-URM</th>
<th>URM*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>46.5%</td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td>44.2%</td>
<td>55.7%</td>
</tr>
<tr>
<td>2007</td>
<td>49.3%</td>
<td>56.6%</td>
</tr>
<tr>
<td>2008</td>
<td>48.5%</td>
<td>61.0%</td>
</tr>
</tbody>
</table>

* Underrepresented Minority (URM) designations include Native American, African American, and Hispanic students.

### Advising and Student Support Services Lacked Structure and Coordination

- **No formal training** on best practices and expectations for advisors
- **No unifying focus** for all campus constituencies on the importance of advising
- **No clear understanding** of where successful and unsuccessful students overlap and differ
- **No accessible data** on students’ needs to help guide interventions
- **No structured process** for directing students to the right resources
- **No system** to flag students taking excessive and unnecessary courses
- **No adequate support** for graduation planning and preparation

Total return on investment from Navigate reenrollment campaigns in three years

**$29.4M+**

7 percentage points

Smaller achievement gap between URM and non-URM students for 2013 cohort vs. 2008 cohort
Four Major Initiatives to Improve Student Success

1. **Implement EAB Navigate**
   - Appointed Student Success and IT leaders as co-chairs of Navigate implementation team
   - Leveraged EAB Consultant as a go-to partner to all offices in the advising community

2. **Improve Physical Space to Serve Students**
   - Established new Student Success Centers at all CSUF colleges, designed offices for efficiency
   - Showcased diverse staff backgrounds with profiles in waiting area

3. **Engage Faculty in Student Success**
   - Formally recognized faculty for their impact in academic advising
   - Shared students’ stories about the impact of faculty conversations outside the classroom

4. **Audit Procedural Inequalities**
   - Examined data on higher rates of account holds among African American students
   - Surveyed students about account holds, revealing that different populations interpret these in distinct ways

135% Increase in notes posted in Navigate, 2016 to 2018

$181 Student-initiated semesterly fee that funds Success Centers

331% Increase in Navigate staff and faculty users, 2016 to 2018

Registration Holds Are a Barrier to Completion

**Number of Registration Holds in Years 1 and 2**
Analysis of Fall 2014 Freshman Cohort (n≈4,400 students)

- 6-10 holds: 28%
- 11+ holds: 22%

<table>
<thead>
<tr>
<th>Overall</th>
<th>Asian</th>
<th>Multiracial</th>
<th>White</th>
<th>Hispanic</th>
<th>African American</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>5%</td>
<td>4%</td>
<td>6%</td>
<td>10%</td>
<td>18%</td>
</tr>
<tr>
<td>26%</td>
<td>29%</td>
<td>32%</td>
<td>26%</td>
<td>29%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Previously, advisors and staff placed holds preventing students from reenrolling or graduating, often without giving students a clear path to fix the situation.

**New Efforts to Address Barriers**

- Encourage staff to consider interventions before applying holds
- Apply holds for required probation workshops **after students fail to attend**, rather than **before** the workshop has occurred
- Allow students to withdraw from courses online when needed, so they don’t fail
- Inform seniors of credit deficiency well in advance of graduation, rather than just one month ahead

New Specialists Use Navigate to Tangibly Impact Student Success

**Two New Specialist Positions Help Keep Students on Track**
- **Retention Specialists** contact non-enrolled students for the upcoming term prior to start of classes
- **Graduation Specialists** conduct workshops where seniors learn how to qualify and apply for graduation

**How Specialists Use Navigate**
- Run **appointment campaigns** for various student populations, from the most vulnerable to the highest-achieving
- Monitor assigned caseload with filtered **watch lists** to prioritize students in need of support and send highly targeted **student communications**
- Share **Notes** with appropriate colleagues about important student information

**NAVIGATE**

- Active Campaigns
  - Appointment Campaigns
  - Progress Report Campaigns

- Planning for Next Term
  - Sent: 10/10/2018 | Quick Stats

- BIOL Missed Success Marker
  - Sent: 03/10/2018 | Quick Stats

- Pell Eligible - Credit Completion
  - Appro. Made (56%) | Attend: Rate (78%)
  - Reptrs Created (56%) | Appro. Made (56%)
  - Reptrs Created (56%) | Attend: Rate (78%

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A Massive Return on Investment: Supporting Students with Navigate

Multiyear Reenrollment Campaigns Add Up to Thousands More Students Retained

Students Reenrolled via Navigate Campaigns Each Semester

<table>
<thead>
<tr>
<th>Semester</th>
<th>Reenrolled Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2016</td>
<td>360</td>
</tr>
<tr>
<td>Spring 2017</td>
<td>367</td>
</tr>
<tr>
<td>Fall 2017</td>
<td>543</td>
</tr>
<tr>
<td>Spring 2017</td>
<td>386</td>
</tr>
<tr>
<td>Fall 2018</td>
<td>481</td>
</tr>
<tr>
<td>Spring 2018</td>
<td>404</td>
</tr>
<tr>
<td>Fall 2019</td>
<td>924</td>
</tr>
<tr>
<td>Total</td>
<td>3,465</td>
</tr>
</tbody>
</table>

Total tuition revenue from 3,465 reenrolled students = $19.7M

Tuition revenue for a second year, based on 77% retention rate = $13.3M

Cost to employ 10 retention specialists for four years = $3.6M

Total return on investment from Navigate reenrollment campaigns = $29.4M

Student Success Initiatives Help Drive Progress Toward Closing Achievement Gap

Six-Year Graduation Rate by Freshman Cohort Entry Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Non-URM</th>
<th>URM*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>48.5%</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>61.0%</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>66.1%</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>71.6%</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>71.6%</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>71.6%</td>
<td></td>
</tr>
</tbody>
</table>

Achievement gap between URM and non-URM students:

- 2008: 12.5%
- 2013: 5.5%

7 percentage points

Smaller achievement gap for 2013 cohort vs. 2008 cohort

* Underrepresented Minority (URM) designations include Native American, African American, and Hispanic students.
Improving Student Outcomes with Data-driven Advising and Institutional Transformation

Georgia State University, Public Research University in Atlanta, GA

- **About:** Georgia State University is a public research university with a total enrollment of 25,945 and a six-year graduation rate of 51%. GSU has historically served large populations of low-income and underrepresented minority students.

- **Challenge:** Ten years ago, GSU’s six-year graduation rate hovered around 32% and was especially low for their growing population of Pell students. When Georgia joined Complete College America in 2011, GSU was required to implement a plan to improve student outcomes, with state appropriations tied to these improvements.

- **Solution:** GSU saw an opportunity to target resources through structured, data-driven interventions such as course redesign, supplemental instruction, freshmen learning communities, and fee-drop grants. In 2012, GSU joined the Student Success Collaborative and extended this data-driven approach to academic advising.

- **Impact:** GSU’s advisors use Navigate daily, helping students make smarter decisions, reduce time to degree, and increase their likelihood of success—contributing to a 3% increase in six-year graduation rate since 2012.

### Making Impressive Gains Across All Students, Especially Special Populations

#### Moving the Dial on Graduation Outcomes

<table>
<thead>
<tr>
<th>Year</th>
<th>Graduation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>43.4%</td>
</tr>
<tr>
<td>2009</td>
<td>49.6%</td>
</tr>
<tr>
<td>2010</td>
<td>48.1%</td>
</tr>
<tr>
<td>2011</td>
<td>48%</td>
</tr>
<tr>
<td>2012</td>
<td>51%</td>
</tr>
<tr>
<td>2013</td>
<td>53%</td>
</tr>
</tbody>
</table>

With Navigate

#### Outperforming Peers With Low-Income Students

- **Bachelors Degrees Conferred (2012 to 2014):**
  - +18% African American
  - +26% Latino/a

- **Georgia State:**
  - 58% Pell
  - 53% Grad Rate

- **Predicted Graduation Rate:**
  - 60%
  - 40%
  - 20%
  - 0%

- **Percent of Students Receiving Pell Grants:**
  - 20%
  - 30%
  - 40%
  - 50%
  - 60%
Creating a Culture Where Numbers Matter

Targeting Resources With New Analytics

Prior to 2012

High attrition due to delayed admission into certain academic majors

Unclear which students needed support in which courses

Students dropping out due to unmet need, as little as $300

After 2012

Redesigned Pre-Nursing, Pre-Business sequences based on Navigate insights

Used analytics to strengthen supplemental instruction offerings

Retention grants (fee drops) deployed based on student need

Among other initiatives

Integrating Navigate into Advising Enterprise

41K+

Total interventions in Navigate per year

“Navigate allows us to be hugely supportive of any student. We can encourage students that are on path with the data; we can provide a visual to students who are off path; or if a student is right in the middle, we can teach them about the hill they have to climb.”

Advisor

GEORGIA STATE UNIVERSITY

Maintaining Institution-Level Gains While Shifting Focus to Student Progress

Decreasing Time to Degree...

Average Credits at Time of Graduation

All Students

8 Fewer credit hours at completion on average

$4M

Total savings by students in the graduating class of 2014 compared to the class of 2013

...And Reducing Overall Cost for Students
How a High-Performing Institution Improved the Experience and Retention of Students in a Selective Major

Auburn University, Public Research University, Auburn, AL

**About:** Auburn University is a high-performing institution serving 25,000 undergraduate students in 13 colleges and schools, including the College of Engineering. Auburn has a 78% six-year graduation rate and a 90% retention rate.

**Challenge:** Auburn’s College of Engineering has a rigorous curriculum. Some pre-engineering students struggle to maintain the minimum required GPA and are referred outside of Engineering to select another major. Auburn wanted to reduce the number of students referred outside of Engineering by identifying students who are at risk of not qualifying for the major and providing them with intensive tech-enabled advising support.

**Solution:** Auburn partnered with EAB in 2014 and implemented Navigate across campus. Within the highly selective Engineering program, advising leadership uses Navigate alerts and cases to flag and support students at risk of not qualifying for the major to retain them within Engineering. A dedicated counselor then advises these students, enforcing positive academic behaviors.

**Impact:** Through these efforts, in just three years Auburn decreased the portion of students leaving the Engineering program as a result of mandatory referrals by 73 percentage points. In 2018, they retained 94% of pre-Engineering Success Contract students at the university, thus generating $2M in estimated tuition and fee revenue.

```
Process Consumed Staff Time and Left Students Without a Safety Net

- New students interested in an Engineering major begin in "pre-engineering studies"
- Pre-engineering students must qualify for the major by completing pre-reqs and maintaining a 2.2 GPA
- Advisors manually review 2,500+ transcripts to determine if each student qualifies for the major
- Students who don’t qualify are referred out of Engineering for advising to select another major

Questions for EAB:
- How can we identify qualified students more efficiently?
- How can we prevent more students from being referred out?
```

Impact Highlights

66% Reduction in the number of referrals out of Engineering in the first year of Auburn’s Navigate partnership

$2M Potential tuition and fee revenue from additional engineering students retained in 2018
A New Tech-Enabled Process Improves the Experience on Both Sides

Navigate Allows Staff to Anticipate Students’ Likelihood to Qualify for Major

1. Advisors identify GPA-eligible and -ineligible students using Advanced Search and monitor the two tracks using Watch Lists

2. Advisors flag students not on track to qualify for the Advising Director with early alerts

3. Advising Director assigns flagged students to a dedicated counselor’s caseload

4. Counselor meets weekly with referred students to create and follow academic contracts

Academic Contracts Help Students Build Better Habits

Before their weekly counselor meetings, students fill out a success tracking journal that reinforces successful academic habits:

<table>
<thead>
<tr>
<th>Success Journal Task</th>
<th>Beneficial Habit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan weekly schedule, including classes, study time, and activities</td>
<td>Develop time management skills to balance obligations</td>
</tr>
<tr>
<td>Record homework, exam, and course grades</td>
<td>Understand the impact of studying and participation on grades</td>
</tr>
<tr>
<td>Share study strategies tried in the past week</td>
<td>Develop and identify successful study skills</td>
</tr>
<tr>
<td>Share challenges, both academic and personal</td>
<td>Solve problems with the help of campus resources</td>
</tr>
<tr>
<td>List action items for the upcoming week</td>
<td>Plan ahead and prioritize tasks</td>
</tr>
</tbody>
</table>

New Counselor Provides Dedicated Support

Dual-purpose counselor spends half her time as tutoring coordinator and half working directly with students

Decreasing Mandatory Referrals and Retaining More Students at Auburn

Portion of Students Leaving Engineering Who Were Mandatorily Referred Out:

- 86.8% in 2015
- 82.4% in 2016
- 38.6% in 2017
- 13.1% in 2018

Out of 53 Engineering Students Referred to the Success Counselor in Fall 2018:

- Retained in Engineering: 36
- Left Auburn: 14

- 50 students

- Average student caseload for the academic counselor

66% Reduction in the number of referrals out of Engineering in the first year of Auburn’s Navigate partnership

94% Portion of pre-Engineering students on a Success Contract retained at Auburn in 2018

$2M+ Potential tuition and fee revenue from students on a Success Contract retained in 2018
Strategic Interventions Generate Rapid Results and Ongoing Impact

Middle Tennessee State University, Public Research University, Murfreesboro, TN

- **About**: Middle Tennessee State University (MTSU) is a public research university with a total enrollment of 21,913 and a six-year graduation rate of 52%.

- **Challenge**: In response to state-wide pressure to improve outcomes, MTSU created the “Quest for Student Success” plan, but needed a way to track and move the dial on metrics across the institution. MTSU’s advising units were also severely understaffed and under-resourced to serve a challenging student population on the ground.

- **Solution**: MTSU set out to drive rapid gains through changes informed by data and best practices. Joining the Collaborative in spring 2014 allowed MTSU to empower staff with data and execute a campus-wide strategy focused on persistence.

- **Impact**: Through its partnership with EAB, within the first 120 days of launching the platform, MTSU was able to increase overall persistence by 1.5 percentage points, retaining an additional 390 students for $1.5M in spring tuition revenue. They also improved four-year graduation by 4.3%.

### EAB Support During Launch Ensured High Engagement and Early Wins

- **Trained Advisors Campus-Wide**: EAB and MTSU trained all advisors prior to peak registration season, and communicated clear expectations.

- **Tracked Impact Immediately**: During and after launch, administrators tracked and analyzed advisor activity.

- **Created a Launch Strategy**: MTSU’s Dedicated Consultant worked with leadership to create a plan based on historical data.

- **Prepared to Hit the Ground Running**: EAB and MTSU helped advising managers to design initiatives and campaigns before the site went live, for immediate implementation.

<table>
<thead>
<tr>
<th>Summer 2014</th>
<th>Fall 2014</th>
<th>Winter 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Trained Advisors Campus-Wide</strong></td>
<td><strong>Tracked Impact Immediately</strong></td>
<td><strong>Created a Launch Strategy</strong></td>
</tr>
<tr>
<td>EAB and MTSU trained all advisors prior to peak registration season, and communicated clear expectations</td>
<td>During and after launch, administrators tracked and analyzed advisor activity</td>
<td>MTSU’s Dedicated Consultant worked with leadership to create a plan based on historical data</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>+1.5%</th>
<th>390</th>
<th>$1.5M</th>
<th>47</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in overall fall-to-spring undergrad persistence</td>
<td>Additional undergraduate students enrolled in spring 2015</td>
<td>Estimated additional revenue from spring tuition and fees</td>
<td>Additional advisors hired to support Navigate launch and rollout</td>
</tr>
</tbody>
</table>

Impact Highlights

- **4.3%**: Increase in four-year graduation rate since 2014
- **8.5%**: Increase in first-time freshman retention rate since 2014
Building a Coordinated Network of Persistence Campaigns

Using Navigate to Plan and Scale Efforts

**Identify**
Navigate lists and filters allowed staff to quickly identify 2,500+ stop outs

**Target**
Robust student data helped to prioritize unique, high-impact populations

**Manage**
Navigate toolkits provided a framework and resources for campaign management

---

**Stop Outs**
Units used outreach to engage targeted stop outs in re-enrollment conversations

**BHS Students with Registration Holds**
Prioritized contacting students in Behavioral & Health Sciences who had simple hold barriers to registration

**Struggling Freshman**
Based on EAB analysis of historical first-year GPA patterns, created REBOUND program to contact new freshman with fall GPA <2.0 to offer specialized early-return advising

**Students Close to Completion**
One department targeted likely returners: Low and Medium need students with few credits remaining

---

Seeing Impressive Multiyear Gains With Navigate

**Retention Rate for Freshmen, Sophomores, and Transfer Students**

<table>
<thead>
<tr>
<th>Year</th>
<th>Freshmen</th>
<th>Sophomores</th>
<th>Transfers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>68.2%</td>
<td>70.2%</td>
<td>69.2%</td>
</tr>
<tr>
<td>2014</td>
<td>70.5%</td>
<td>70.7%</td>
<td>71.0%</td>
</tr>
<tr>
<td>2015</td>
<td>73.2%</td>
<td>73.8%</td>
<td>74.5%</td>
</tr>
<tr>
<td>2016</td>
<td>75.7%</td>
<td>76.4%</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>76.4%</td>
<td>74.5%</td>
<td></td>
</tr>
</tbody>
</table>

**Overall Results**

- **11.5%** Increase in students completing 30 credit hours in their first year since 2014
- **8.5%** Increase in first-time freshman retention since 2014
- **3.2%** Increase in sophomore retention since 2014
Rallying Campus Around Data-Driven Best Practices to Improve Retention by 2% in Less Than One Year

Salisbury University, Public Master’s University in Salisbury, Maryland

• **About:** Salisbury University is a public master’s university with an undergraduate enrollment of 7,900 and a four-year graduation rate of 46%.

• **Challenge:** Advising at Salisbury was owned by faculty and housed within each school, with no shared information about goals or outreach efforts. Many students were not well-prepared for critical courses in their degree path, with some stopping out as a result, or delaying their time to graduation. As enrollment increased, Salisbury “outgrew” its faculty advising model but lacked sufficient resources and buy-in to move to a hybrid professional-faculty model.

• **Solution:** Over the course of one year, Salisbury’s AVP of Academic Affairs and Assistant VP of Enrollment Management led the charge to rally campus around new, data-driven best practices. They conducted a large-scale retreat that brought together advising, student affairs, and enrollment management to collaborate and build a campus-wide targeted campaign calendar. Simultaneously, they enacted programmatic changes to encourage timely degree completion.

• **Impact:** As a result of these efforts, Salisbury saw a 2% increase in first-time, full-time retention and successfully made the case to transition to a hybrid advising model for the fall of 2016.

**Impact Highlights**

| Percentage point increase in first-time full-time retention (2015 to 2016) | 2.2% |
| Additional tuition revenue from increase in retention | $340K |

**Overview: Instilling a Data Driven Mindset**

*How Salisbury Transformed Their Student Success Culture Across 2016*

- Identified and shared relevant Navigate historical insights with each department
- Convened a “Retention Think Tank” with the help of EAB to bridge various functions
- Brought stakeholders together to build a central, coordinated campaign calendar
- Enacted best practice programmatic changes to encourage timely degree completion
Establishing a Culture of Collaboration and Action with the Help of EAB

FALL 2015

- Identified relevant Navigate Historical Insights for each department
- Sample Insight: Students on the cusp of probation (GPA 2.0-2.5) are just as likely to drop out as students on probation.
- Consultant presented an Opportunity Assessment and led discussion to build buy in and momentum

WINTER 2016

- AVP of Academic Affairs and Assistant VP of Enrollment Management brought together advising, student affairs, enrollment, and financial aid for a Two-Day Campaign Retreat
- Participants built a campus-wide calendar of Targeted Campaigns inspired by Navigate
- The retreat drove engagement and cross-functional coordination

Major Campaigns
- Targeted Support for Probation Students
- Undecided Student Outreach
- Pre-Nursing Students
- Students Eligible for Business School Scholarship
- Foreign Language Requirement AuditF

Encouraging Timely Degree Completion with Data-Driven Programmatic Changes

New Four-Year Plans Help Students Progress to Their Chosen Degree

- Academic departments charged with creating four-year plans for every major
- Embedded recommended grades from Navigate into the plans and identified courses that did not have enough seats to meet demand
- 120 new degree plans now housed on a student-facing landing page

Creation of New “Mini-Mesters” Promotes Credit Accumulation

- Historical data from Navigate and new four-year plans helped make the case to pilot two condensed courses offered in the first or last 8 weeks of the semester
- Mini-mesters give more students the ability to complete critical courses within the recommended credit ranges

Results After the First Year

- 26 Additional students retained through revised probation efforts, including campaigns
- +2.2% Increase in first-time, full-time retention 2015 to 2016
- $340K+ Additional tuition revenue from increase in retention
- President approved the transition to a centralized advising model to be in place by the fall of 2016
Technology and Cross-Campus Initiatives Help Solve Retention Crisis at a Small Private University

Buena Vista University, Small Private University, Storm Lake, IA

• **About:** Buena Vista University (BVU), a small private Christian university with 1,619 undergraduate students, has a 60% retention rate and a 54% six-year graduation rate.

• **Challenge:** Between 2017 and 2018, BVU failed to retain 40% of their freshman class. They identified various contributing factors, including a decline in the average high school GPA and test scores for incoming students. While they understood why students weren’t retaining, BVU lacked an efficient process to identify, intervene with, and monitor students in need of help to keep them on track.

• **Solution:** BVU partnered with EAB in the Spring of 2018 to address their retention problem. They hired four new staff members focused on retention and launched progress reports campus-wide so faculty could flag disengaged and struggling students. In the Fall of 2019, they expanded EAB’s Navigate to additional offices beyond advising, who used the platform to contact students with registration holds, connecting them with the support needed to reenroll.

• **Impact:** Over the past three years, BVU’s freshman fall-to-spring retention increased by 11.1 percentage points. Student academic performance also improved—the portion of freshmen with a 2.5+ GPA increased 18.2 percentage points from 2017 to 2019.

---

**We Know Why Students Aren’t Retaining—But What Can We Do About It?**

**Spring-to-Fall Freshman Retention Rate by Cohort Entry Year**

- 2013: 73%
- 2014: 78%
- 2015: 73%
- 2016: 77%
- 2017: 60%

**Sample Factors Indicating an Incoming Student May Be Less Likely to Retain**

- Low high school GPA
- Low ACT score
- Hometown is 250+ miles from BVU campus
- Various demographic factors, such as high school class size

---

**Impact Highlights**

- **11.1** percentage points
  Increase in fall-to-spring freshman retention

- **18.2** percentage points
  Increase in percent of freshmen with first-semester GPA > 2.5 from 2017-2019

---

**Three New Initiatives to Address the Retention Dilemma**

1. Hired new staff to support retention
2. Engaged faculty with Navigate progress reports
3. Contacted students with holds using Navigate
Engaging All Campus Stakeholders in Retention Efforts

1. **Hired new recruitment and retention liaisons**
   - BVU hired four new staff members dedicated to recruiting, engaging, and retaining students.
   - They use Navigate to share notes with colleagues and to monitor and support student progress.

2. **Engaged faculty with Navigate progress reports**
   - Before rolling out progress reports, BVU leadership told faculty exactly how and when to use the reports.
   - The instructions emphasized **focusing on students who are struggling** and flagging why, instead of spending time reporting on every student.

3. **Contacted students with administrative holds using Navigate email campaigns**
   - As a small school, BVU lacked the resources to individually contact all students with registration holds, which contributed to those students not retaining.
   - The Registrar and Business Office can now use **Navigate to easily and efficiently identify and contact students with holds**, encouraging them to stop by and address the issue.

Retention and Academic Performance Improve Substantially

**Fall-to-Spring Freshman Retention Rate by Cohort Entry Year**

- **2017**: 79.8%
- **2018**: 86.6%
- **2019**: 90.9%

**Percent of Freshmen with First-Semester GPA > 2.5**

- **2017**: 58.3%
- **2018**: 67.7%
- **2019**: 76.5%

Students with Registrar or Business Office holds contacted through Navigate campaigns

113

Please schedule your Business Office appointment.
Hello Jane,
You have a hold on your account for an unpaid balance. You can pay this online in BeaverNet. To meet with a staff member, schedule an appointment by clicking the link below and selecting a time that works with your schedule.
Providing Exceptional Support to First-Generation Students Beyond the First Year

Florida State University, Large, High-Graduation Rate Public School in Tallahassee, FL

- **About:** Florida State University (FSU) enrolls 31,000 undergraduate students and has a six-year graduation rate of 80%. The Center for Academic Retention and Enhancement (CARE) is FSU’s central office for preparing, recruiting, and ensuring the success of first-generation, socioeconomically disadvantaged students. CARE currently serves approximately 1,500 students.

- **Challenge:** In analyzing the progression of CARE students, FSU recognized a significant drop-off in the retention of sophomores. FSU needed to more effectively and efficiently integrate student academic information into the individualized attention CARE provides.

- **Solution:** FSU now requires all CARE sophomores to participate in College Life Coaching. Coaches use EAB’s Navigate platform to enhance their impact and improve the overall experience for these students.

- **Impact:** The most dramatic outcome of College Life Coaching for CARE sophomores has been a significant increase in retention from sophomore to junior year, with the largest gains coming in the last two years as FSU began using EAB technology.

The Missing Piece in Student Support

Strong programming for under-represented students existed, but was largely focused on freshmen...

**The Center for Academic Retention and Enhancement (CARE)**

Recruit, prepare, and support targeted traditionally underrepresented college students for successful adaptation and academic success.

- Pre-college programs to prepare middle and high school students for college
- Seven-week Summer Bridge program for incoming first-generation freshmen
- Dedicated tutoring, coaching, academic advising, and finance and STEM support

...What was needed in order to improve support for sophomores?

**Impact Highlight**

11.3%

Increase in the retention of CARE students from sophomore to junior year with the help of EAB technology

CARE Retention and Graduation Rates

<table>
<thead>
<tr>
<th>Freshmen Retention</th>
<th>Sophomore Retention</th>
<th>Graduation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>92%</td>
<td>83%</td>
<td>81%</td>
</tr>
</tbody>
</table>

How do we track and leverage college-level academic performance information?

How can we import accurate and updated student data for our coaches to access?

How can we efficiently manage outreach and scheduling of biweekly appointments?

Joined Navigate in 2015
## Transforming the Student Experience

**How College Life Coaches Use EAB Technology to Support Students**

<table>
<thead>
<tr>
<th>Navigate Feature</th>
<th>How Coaches Use It</th>
<th>Impact on the Student Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Overview</td>
<td>Frame conversations and recommendations with greater awareness of student’s academic situation</td>
<td>Students receive tailored and accurate advice</td>
</tr>
<tr>
<td>Reports and Auto. Appt. Reminders</td>
<td>See which students still need to schedule a coaching appointment</td>
<td>Students never miss out on coaching due to scheduling issues or forgetfulness</td>
</tr>
<tr>
<td>Meeting Cancellation Alerts</td>
<td>Avoid putting a strain on the relationship with the student</td>
<td>Students learn about cancellations sooner, eliminating frustration</td>
</tr>
<tr>
<td>Notes</td>
<td>Organize notes in alignment with the coaching model and hit on the key elements that will bring value</td>
<td>Coaches stay on task in meetings, saving time and providing clear next steps for students</td>
</tr>
</tbody>
</table>

## Closing the Sophomore Gap with Technology-Enabled Support

### Percentage of CARE Students With 3.0+ GPA After Spring Term

<table>
<thead>
<tr>
<th>Year</th>
<th>First-Year CARE Students</th>
<th>Overall CARE Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>39.8%</td>
<td>38.0%</td>
</tr>
<tr>
<td>2012</td>
<td>40.5%</td>
<td>36.0%</td>
</tr>
<tr>
<td>2013</td>
<td>53.5%</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>49.7%</td>
<td>46.0%</td>
</tr>
<tr>
<td>2015</td>
<td>49.2%</td>
<td>46.0%</td>
</tr>
<tr>
<td>2016</td>
<td>50.0%</td>
<td>46.0%</td>
</tr>
</tbody>
</table>

**Navigate launch**

**Improved GPA Contributes to Higher Retention and Degree Completion**

11.3%

Increase in retention of CARE students from sophomore to junior year with the help of EAB technology

1) Retention data from 2011-2014 cohorts; graduation data from 2008 cohort
How a High-Performing University Improved the Student Experience with Navigate
University of South Carolina, Large Public Institution in Columbia, South Carolina

• **About:** The University of South Carolina (USC) enrolls 25,556 undergraduate students and has a six-year graduation rate of 73%.

• **Challenge:** Despite strong institutional performance, USC’s advising structure was fragmented and advising practices were non-standardized. As a result, students’ experience (and satisfaction) varied widely across colleges, departments, and individual advisors.

• **Solution:** USC joined EAB’s Student Success Collaborative to coordinate different offices and improve the student experience. USC established an advising taskforce and implemented recommendations based on EAB’s best practice guidance, and connected advising and student services together in a Coordinated Care Network.

• **Impact:** During a time of considerable enrollment growth, USC saw a 3.7% increase in their four-year graduation rate, as well as a 1% increase in their six-year graduation rate.

### Transforming Academic Advising

**EAB Best Practices and Technology Help Standardize and Elevate Advising**

<table>
<thead>
<tr>
<th>Sample Advising Taskforce Recommendations</th>
<th>How EAB Technology Supports Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Create Advising Center and hire First-Year Advisors to improve consistency</td>
<td>All advisors can now access a comprehensive workflow and communications platform and view student risk data</td>
</tr>
<tr>
<td>✓ Establish new expectations and processes for advising across all years</td>
<td>Advisors communicate with students, run proactive campaigns, and coordinate with other units using EAB technology</td>
</tr>
<tr>
<td>✓ Standardize advisor training and certification curriculum</td>
<td>New staff learn EAB technology during onboarding; prior experience using EAB technology is weighed in hiring decisions</td>
</tr>
<tr>
<td>✓ Offer faculty-led programs to help students explore majors and careers</td>
<td>Simplified advising technology ecosystem supports desired changes and growth in faculty advising</td>
</tr>
<tr>
<td>✓ Develop culture of student responsibility for academic planning</td>
<td>No-show tracking and self-service scheduling foster student accountability and ownership</td>
</tr>
</tbody>
</table>

### Navigate Platform Utilization at USC

- **7,500** Average unique monthly users
- **120K** Average monthly log-ins
- **53K** Total student appointments scheduled in 2017
Strategically Managing Alerts Across the Coordinated Care Network

1. Advisors create alerts for students at risk of stalling or dropping out
   - Alerts focus on issues requiring intervention so students don’t slip through the cracks

2. Multiple offices seamlessly handle referrals and student interventions
   - Offices in the Coordinated Care Network include Career Center, Student Success, & Financial Aid

3. Leadership holds staff accountable to manage and close cases
   - Leaders utilize EAB reports to ensure all offices review and manage cases in a timely manner

1,507
Staff-generated referral alerts created in 2017

<1%
Percentage of alert cases open at the end of 2017

Top three referrals in 2017:
1. Major Change Advising
2. Student Undecided About Major
3. Office of Pre-Professional Advising

Use of EAB Technology Pivotal in Improving Satisfaction, Long-Term Outcomes

Student Satisfaction with Advising
Percentage of Students Who Said They Were “Extremely Satisfied” With Advising at USC

+12%

2014 2017
19% 31%

Four-Year Graduation Rate

+3.7%

2014 2017*
54.4% 58.1%

Six-Year Graduation Rate

+1%

2014 2017*
73.2% 74.2%

*2017 graduation data is preliminary pending submission to IPEDS
Source: OIRAA, IPEDS Graduation Rate Survey

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Promoting Equity and Improving Completion Rates at a Large Public University

University of Alaska Anchorage, Midsize Public University, Anchorage, AK

• **About:** University of Alaska Anchorage (UAA) is an open-admissions public university serving 15,090 undergraduates. At UAA, 94% of students are commuters, 57% are 25 or older, and 34% are ethnic minorities, including many Alaska Native students. Overall, UAA has a 32% six-year graduation rate and a 67% retention rate.

• **Challenge:** Many incoming UAA students are underprepared for college, leading to excess credit attempts and low retention and completion rates. Concerningly, Alaska Native students are at even greater risk of not completing than their peers.

• **Solution:** To better support all students as they transition to college life, UAA developed a new first-year advising program that uses degree maps based on placement test data to help students choose the right courses. They implemented Navigate to ensure staff and students have the tools they need to succeed.

• **Impact:** Alaska Native student outcomes have improved markedly over five years—this student population’s six-year graduation rate increased by 13.8%, and their retention rate increased by 5.9%. More freshmen are taking appropriate credit loads and passing lower-division courses. Additionally, UAA now has a 5% higher first-time, full-time (FTFT) overall retention rate compared to peer institutions.

### UAA Students, Particularly Alaska Natives, at High Risk of Not Completing

**Many Incoming Students Underprepared for College, Leading to Excess Coursework**

*Students placed into pre-college courses:*

- 52% Of new students placed into pre-college writing
- 61% Of new students placed into pre-college math

*Students take too long to complete:*

- 6.8 years Average time to complete a bachelor’s degree
- 32 credits Average excess credits at completion of bachelor’s degree

### Impact Highlights

- **13.8%** Increase in six-year grad rate for Alaska Native students over five years
- **5.9%** Increase in retention for Alaska Native students over five years
- **5.0%** Higher FTFT retention rate compared to average for open-admissions institutions

### Alaska Native Students at Greater Risk of Not Completing

*2013 Cohort of FTFT Students*

- 71% Fall-to-Fall Retention Rate
- 58% Six-Year Graduation Rate
- 31% All First-Time Students
- 15% Alaska Native Students
Navigate Empowers Advisors to Better Support First-Year Students

Technology-Aided Efforts Ensure All Students Stay on Track

**Upon Admission**
- First Year Advisor (FYA) assigned a caseload of about 175 incoming students
- FYA proactively contacts students via Navigate to welcome them to UAA
- Frequent and thorough trainings turned Navigate into a pivotal collaborative space for advisors, faculty, and leadership

100%
Of UAA professional advisors (nearly all advisors on campus) use Navigate

**During Orientation**
- Student meet with FYA to register, using **degree maps** saved in Navigate to identify the right courses
- Degree maps suggest appropriate courses based on academic readiness, ensuring students only take on what they can handle
- Student downloads the Navigate Student app, with useful features like calendar sync and deadline reminders

55%
Increase in Navigate Student app downloads since appointment scheduling feature launched

**Throughout First Year**
- FYA proactively manages and monitors caseload with Navigate campaigns and alerts
- Student meets with FYA to register for the next term using **degree maps as a guide**
- At the end of the year, student transitions to a major advisor
- All bachelor-seeking students must take three Alaska Native-focused credits to graduate, promoting inclusivity

41%
Increase in advisor adoption of Navigate

53%
Increase in advising appointments

**Using Navigate During the Ongoing COVID-19 Crisis**

- **Progress reports**: Survey faculty on which students are dropping off the grid and may need tutoring or other support
- **Alerts and cases**: Dedicated team triages advising, tutoring, and online learning tech support issues
- **Multi-modal communication**: Text message campaign informs students that the course withdrawal deadline was delayed

**Alaska Native and Overall Student Outcomes on the Rise**

**Alaska Native Students**
- +13.8%
  Increase in six-year grad rate for Alaska Native students across five years
- +5.9%
  Increase in fall-to-spring retention for Alaska Native students across five years

**All First-Time Freshmen**
- +4.4%
  Increase in bachelor-seeking freshmen taking a full credit load (12+ credits)
- +3.8%
  Increase in bachelor-seeking freshmen passing lower division courses

**Overall Retention Higher Than Peer Institutions**

FTFT Student Retention Rate

<table>
<thead>
<tr>
<th>University of Alaska Anchorage</th>
<th>Avg. for Open Admissions Universities</th>
</tr>
</thead>
<tbody>
<tr>
<td>67%</td>
<td>62%</td>
</tr>
</tbody>
</table>

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Improving Student Outcomes by Focusing on Deep and Broad Technology Adoption

Grand View University, Small Private Institution in Des Moines, IA

- **About:** Grand View University (GV) is a private liberal arts college in Iowa with 1,800 undergraduate students, a 50% six-year graduation rate, and a 68% retention rate.

- **Challenge:** Academic advising was disjointed, with inconsistent plans of study, unconnected silos of support, and students expressing confusion about where to seek assistance. Previous efforts to impact student success were not effective in mitigating these issues.

- **Solution:** In Fall 2017, GV launched a new advising model to coordinate student care via a network of professional advisors and campus support. After partnering with EAB, GV strategically brought faculty and support units onto the platform through trainings that started with a strong foundation of necessary knowledge and grew from there based on a user’s role and needs.

- **Impact:** Since joining the Collaborative in early 2017, GV has seen a 5.6% increase in students registered for Fall 2018, as well as a 3.6% increase in fall-to-fall first-year retention.

### Impact Highlights

- **5.6%** Increase in students registered for Fall 2018
- **3.6%** Increase in fall-to-fall first-year retention
- **1.9%** Increase in fall-to-spring retention
- **97.8%** Percentage of full-time faculty using Navigate

### A New Approach to Advising: A Holistic Student Success Network

*After Restructuring Advising, GV Relied on Navigate to Address the Missing Links Between Staff*

With Navigate, Staff in the Student Success Network Can:

- Access records, notes, and data on shared students across offices
- Flag students in need of support and perform early interventions
- Easily communicate student needs and concerns to the appropriate resource for follow-up
- Quantify and understand the impact of advising and intervention activities
Tailored Trainings for Different ‘Types’ of Users

Training is Campus-Wide Because Student Success is Everyone’s Business

For Frequent Users

- Student overview & messaging
- Alerts & progress reports
- Availability & calendar sync

- Notes/advising summaries
- Appointment campaigns & scheduling
- Case management
- Advisor skill development

Intermediate Training

- Advanced search
- Institution Reports
- Population Health Dashboard

Advanced Training

- Predictive model
- Success Markers
- Major Explorer

Basic Training

For Infrequent Users

- Intro to Navigate & goals
- Student information page
- Issuing an alert

Quick-Start Training

EAB Provides Ongoing Support

- Templatized guides for training users on the platform
- Onsite support and EAB-led training sessions
- Regular leadership check-ins to assess progress and strategy

Achieving Robust Staff Adoption and Positive Student Outcomes in One Year

**PLATFORM UTILIZATION**

- 97.8%
  - Percentage of full-time faculty using the Navigate platform

- 70%
  - Percentage of students who had an advising appointment scheduled through Navigate in the first year of usage

- 3,305
  - Advising summary reports among student population of 1,800

**STUDENT OUTCOMES**

- 5.6%
  - Increase in students registered for Fall 2018

- 3.6%
  - Increase in fall-to-fall retention for first-year class

- 1.9%
  - Increase in fall-to-spring retention

“I feel [Navigate] could be fantastic. In less than four hours I already have three student appointments, which is way better than in the past.”

-GV faculty member
Impactful Changes at a Small School Ensure All Students Are Supported

Keuka College, a Small Private Institution in Keuka Park, New York

• **About:** With 1,000 on-campus and 700 off-campus undergraduate students, Keuka College is a small school that emphasizes experiential learning and preparing students for postgraduate success. They have a six-year graduation rate of 60%.

• **Challenge:** Prior to fall 2016, faculty conducted the majority of advising, sometimes delivering inconsistent care to students. Faculty advisors have unevenly distributed caseloads with little accountability, and at times, are unable to effectively intervene with the students most in need of support.

• **Solution:** Keuka College advisors now use EAB Navigate to track student performance and activity and to engage with their students. Keuka College also transitioned and added new Success Advisors to supplement and enhance faculty advising.

• **Impact:** From Fall 2017 to Fall 2018, overall retention increased 3.8%, and first-year retention increased 2.1%.

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Advising Staff Leverage EAB Navigate to Provide Holistic Support to Students

**Redefining the Advisor Role at Keuka College**

*Eight Success Advisors*, made up of both existing and new Keuka College staff, are responsible for:

- Collaborating and partnering with faculty to support student persistence and progression
- Using **EAB Navigate** to audit student data, track progress, identify risk issues, and collaborate on resolution
- Maintaining an advising relationship *students in need of support*, and helping them transition to college life
- Liaising between students and support services and referring students to other departments as needed

**How Success Advisors Use **EAB Navigate**

- **Contact students** who receive alerts, monitor student risk levels, close cases, and track advising appointments
- Create **progress report campaigns**, leading to all faculty reporting student grades in Week 5 of the semester
- Run **appointment campaigns** to connect with the students identified as at risk to fail any classes
- Collect **early progress reports with “grades”** to send in letter to students’ homes during break

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**Impact Highlights**

- **3.8%**
  Increase in overall retention, Fall 2017 to Fall 2018
- **2.1%**
  Increase in freshman retention, Fall 2017 to Fall 2018
- **99%**
  Faculty participation rate in Early Progress Reports
Seeing the Impact of Technology-Enabled Care on Highest-Need Students

Any student on Academic Contract (probation or suspension) is required to meet with advisor weekly.

**Previous Advising Model**
- No tracking mechanisms to monitor advisor and student weekly meetings
- Faculty advising approach is sometimes inconsistent and mainly prescriptive, so not all students are well supported

**New Advising Model**
- Weekly appointments are tracked in EAB Navigate, holding both student and advisor accountable
- Advisor works with student on academic reflection packet to develop success strategies, and takes notes in EAB Navigate

36% of Academic Contract students improved their GPA in spring 2016 under the previous advising model
71% of Academic Contract students improved their GPA after meeting weekly with Success Advisor in spring 2017

Fewer Students Slipping Through the Cracks

**Fall-to-Fall Retention Increase**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>67.6%</td>
<td>69.7%</td>
</tr>
<tr>
<td>Overall</td>
<td>79.0%</td>
<td>82.8%</td>
</tr>
</tbody>
</table>

A More Positive Student Experience

“If we are going to truly impact student success, we need to make sure the student is connected to a network of coordinated care resources.”

-Elizabeth Lambert, Dean of Student Engagement and Success