



2020 Case Study Compendium

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

Navigate for Four-Year Institutions



Table of Contents

Institution	Highlighted Result	Page
Coordinating Student Interventions		
Virginia Commonwealth University <ul style="list-style-type: none"> Large public university (23,000 undergraduate students) 59% six-year graduation rate 	8% Increase in four-year graduation rate	4
University of Wisconsin-Milwaukee <ul style="list-style-type: none"> Large public university (22,700 undergraduate students) 41% six-year graduation rate 	\$604,000 Revenue from Navigate registration campaigns	6
University of South Alabama <ul style="list-style-type: none"> Midsize public university (16,200 undergraduate students) 36% six-year graduation rate 	12% Increase in retention	8
University at Albany <ul style="list-style-type: none"> Midsize public university (13,500 undergraduate students) 65% six-year graduation rate 	\$5M+ Additional tuition dollars from Navigate campaigns	10
National Louis University <ul style="list-style-type: none"> Small private university (3,900 undergraduate students) 48% four-year graduation rate 	13% Higher freshman retention vs. comparable peers	12
Concordia College <ul style="list-style-type: none"> Small private university (2,010 undergraduate students) 75% six-year graduation rate 	16% Increase in student need responses with Navigate	14
Elevating Faculty Engagement		
Samford University <ul style="list-style-type: none"> Small private university (3,000 undergraduate students) 73% six-year graduation rate 	\$674K Additional tuition revenue	16
Engaging Students with Student-Facing Technology		
Waverton State University (<i>pseudonym</i>) <ul style="list-style-type: none"> Midsize public university (15,000 undergraduate students) 	15% Increase in four-year grad rate across 5 years	18
Robert Morris University <ul style="list-style-type: none"> Private university (4,385 undergraduate students) 	2% Increase in first-year retention since 2016	20
Elizabeth City State University <ul style="list-style-type: none"> Small public HBCU (1,695 undergraduate students) 39% six-year graduation rate 	35 percentage-point Increase in preregistration, 2018-19	22

Table of Contents

Institution	Highlighted Result	Page
Leveraging Data-Driven Insights		
California State University Fullerton <ul style="list-style-type: none"> Large public university (34,305 undergraduate students) 67.8% six-year graduation rate 	\$29.4M Total return on investment from Navigate campaigns	24
Georgia State University <ul style="list-style-type: none"> Large public university (25,900 undergraduate students) 51% six-year graduation rate 	\$3M Estimated additional tuition revenue	27
Auburn University <ul style="list-style-type: none"> Large public university (25,000 undergraduate students) 78% six-year graduation rate 	\$2M Potential tuition and fee revenue	29
Middle Tennessee State University <ul style="list-style-type: none"> Large public university (21,913 undergraduate students) 52% six-year graduation rate 	4.3% Increase in four-year graduation rate	31
Salisbury University <ul style="list-style-type: none"> Midsize public university (7,900 undergraduate students) 59% six-year graduation rate 	2.2% Increase in retention	33
Buena Vista University <ul style="list-style-type: none"> Small private university (1,619 undergraduate students) 54% six-year graduation rate 	11.1% Increase in fall-to-spring freshman retention	35
Transforming Academic Advising		
Florida State University <ul style="list-style-type: none"> Large public university (31,000 undergrads) 80% six-year graduation rate 	11.3% Increase in retention of junior CARE students	37
University of South Carolina <ul style="list-style-type: none"> Large public university (25,600 undergrads) 73% six-year graduation rate 	3.7% Increase in four-year graduation rate	39
University of Alaska Anchorage <ul style="list-style-type: none"> Large public university (15,090 undergrads) 32% six-year graduation rate 	13.8% Increase in six-year grad rate for Alaska Native students over five years	41
Grand View University <ul style="list-style-type: none"> Small private university (1,800 undergrads) 50% six-year graduation rate 	3.6% Increase in fall-to-fall first-year retention	43
Keuka College <ul style="list-style-type: none"> Small private college (1,000 undergrads) 60% six-year graduation rate 	3.8% Retention improvement, Fall 2017 to 2018	45

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
Inspires the Plan

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



Navigate Training
Helps Build Buy-In

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



Navigate Toolkit
Supports Execution

Navigate toolkit provides guidance to help advisors design and execute campaigns

Interventions Impacting Key Micro Metrics

	Campaign Type	Population and Intervention		Student Outcome
1	Academic Performance Improvement	Connect Business School students on probation to needed support resources	34%	Percent of students that raised GPA above 2.0
2	Major Selection	Assist Undeclared students who are unlikely to complete with major planning and declaration	19	Additional students enrolled in Education and Career Planning course
3	Transfer Persistence	Facilitate academic planning for low-GPA transfer Biology students	8%	Higher persistence than previous year cohort
4	Accelerating Degree Completion	Assist underperforming psychology students with course sequencing	25	Upper-class students enrolled in gatekeeper statistics course
5	Graduation Application	Remind qualified seniors to apply for graduation	19%	Increase in graduation candidates compared to spring 2014

Campaigns Yielding Impressive Overall Results

Intervention Campaigns Improving Persistence

65⁺

Additional students enrolled in spring 2015 due to five persistence-focused interventions

\$346K

Additional spring 2015 semester tuition and fees revenue

Graduation Application Campaign Boosting Graduation Rates

8%

Percentage point increase in four-year graduation rate for Spring 2016 compared to Spring 2014

3%

Percentage point increase in six-year graduation rate for Spring 2015 compared to Spring 2014

“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)

The Washington Post



USATODAY

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.

Impact Highlight

\$604K

Additional revenue from students registered through EAB campaigns from Fall 2015 to Fall 2016

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

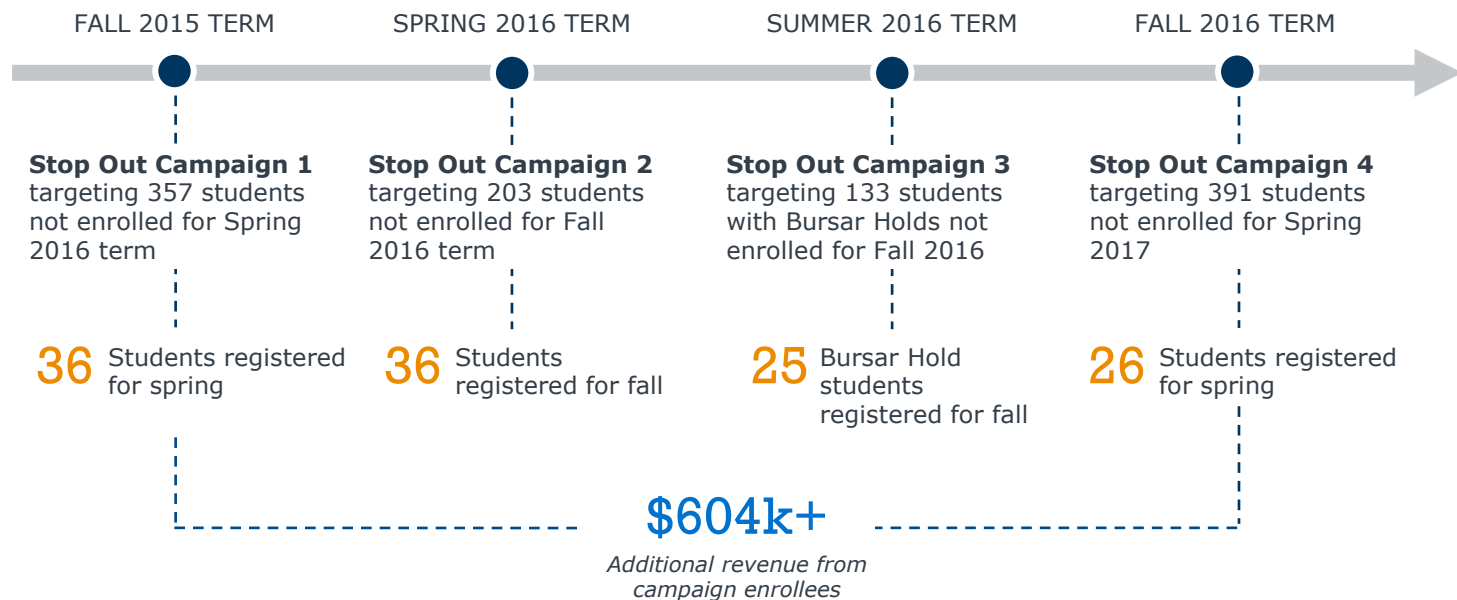
3

Campaign Development

Institution-wide priorities are regularly assessed to assist in Navigate advising campaign development and execution

Multiple Navigate Campaigns Bring Results

Outreach Efforts Result in 123 Students Returning to Campus



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.

Impact Highlights

12%

Increase in institutional retention across four years

126

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

Capturing Quick Wins by Helping High-Hours Students Graduate



Using Navigate Data

to identify enrolled students with:

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



Shared list of 340 identified students

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

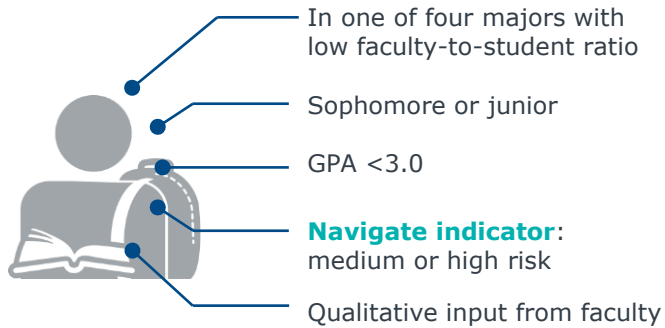


126 more students graduated in 2016 because of the high-hours campaign

Identifying 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)



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



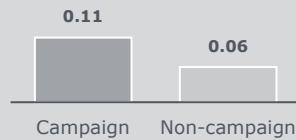
Access Navigate alerts and mid-term grades



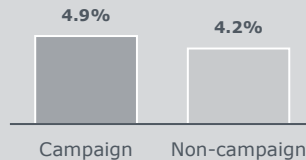
Provide support across academic struggle, financial distress, and personal problems

Results: High Need Cohort Making Positive Progress

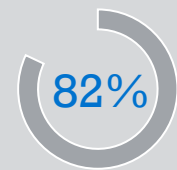
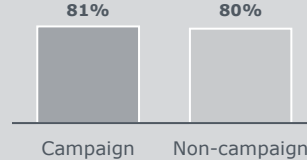
Increase in Cumulative GPA



Increase in Credit Completion



Retention Rate



Of students said coaching helped them a lot

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

Four-Pronged Strategy for Transforming Student Success at USA

Convening academic success committee

Structure



Using institutional reports for internal performance metrics

Performance



Practice



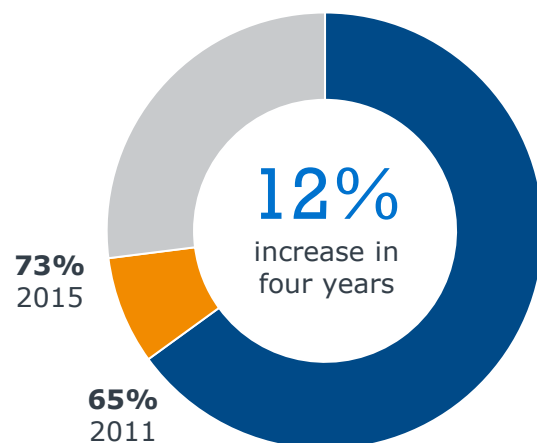
Targeting high-need majors with academic coaching

Campaigns



Encouraging high-hours students to graduate

Growth in Institutional Retention



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.

Impact Highlights

\$4M+

Additional tuition dollars from Grant students reenrolled through Navigate campaign

\$1M+

Additional tuition revenue from a separate Navigate reenrollment campaign

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

OUTCOME:

Counselors and advisors quickly and efficiently **resolve Grant compliance issues**

Academic Support Center



Departmental Advisors

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

OUTCOME:

Student has a **stronger start in his or her major** with more informed and accurate advising

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:

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**

Navigate Student Success Collaborative	
Fall 2017 Semester Campaigns	
Appointment Campaigns Progress Report Campaigns	
NAME	STATS
Reenrollment for Spring 2018 Sent: 12/14/2017 Quick Stats	Appts. Made (55%) Attend. Rate (22%) Reports Created (10%)
Congrats! You Made the Dean's List! Sent: 12/14/2017 Quick Stats	Appts. Made (45%) Attend. Rate (73%) Reports Created (81%)
Resolve Academic Hold Sent: 11/12/2017 Quick Stats	Appts. Made (77%) Attend. Rate (99%) Reports Created (57%)
Meet with a Transfer Advisor Sent: 10/24/2017 Quick Stats	Appts. Made (73%) Attend. Rate (68%) Reports Created (22%)



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.

Impact Highlights

90%





Faculty progress report response rate

13%

Higher retention of NLU freshmen vs. comparable Chicago students

Addressing Process Challenges Within the Undergraduate College

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

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

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

93%

Percentage of student financial cases successfully closed



Students

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

98%

Percentage of freshmen adopting Navigate Student app

98%

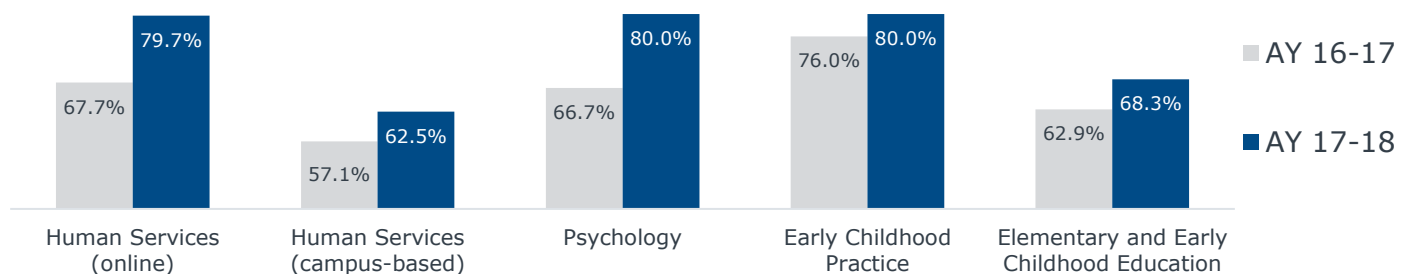
Percentage of students reporting that faculty and advisor outreach was helpful to them

“EAB really takes the guesswork out of everything.”
—NLU Advisor

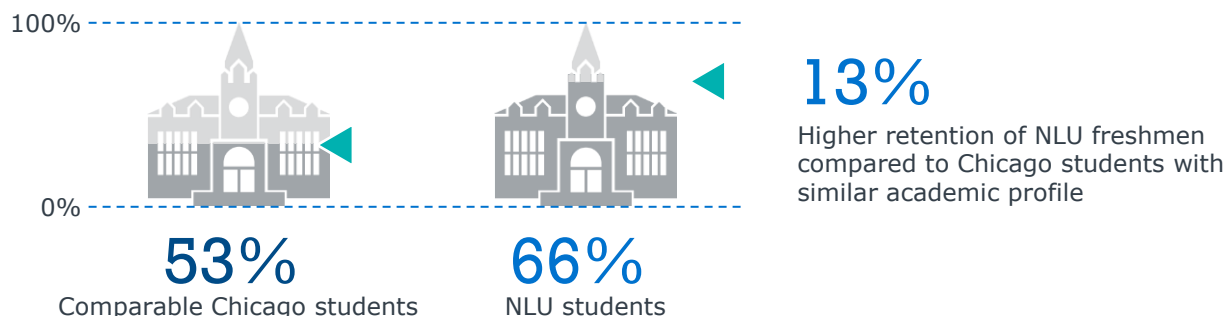
Impressive Retention Across Student Populations

Improving Transfer Retention Rates Across Majors

Academic Year (AY) 16-17 to AY 17-18



Surpassing Expectations for First-Time Full-Time Student Retention



CASE STUDY

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

93%

of faculty submitted Progress Reports

425

students flagged by faculty (23% of all students)

Providing Timely Student Support Based on Insights from Navigate

Departure forms



Navigate text messaging



Navigate Progress Reports



A holistic picture of immediate and longer-term **student needs**

▶ 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



PHASE 1: Leading Up To and During Campus Closure

Taskforce all **basic student needs** are met

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

PHASE 2: Across the Semester with Virtual Operations

Providing **continued care** to foster success

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

Various Staff Deliver Timely Support

\$60,000

Emergency aid provided to 313 students for needs identified by departure forms and Navigate¹

15

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

¹ The emergency aid was funded by Concordia's Student Development & Campus Life division

“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.

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

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

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



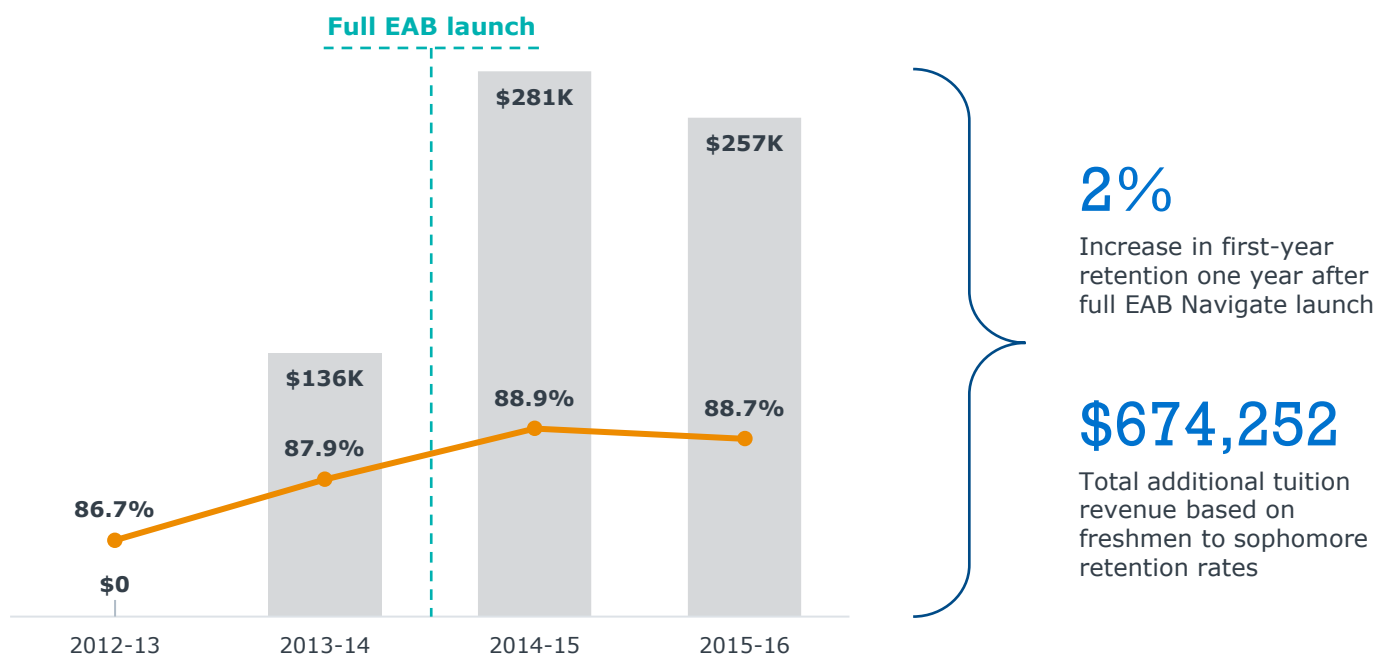
Academics thrive on open inquiry, so **transparency is critical to encourage faculty involvement**. When faculty saw the volume of initiatives being impacted by their progress report submissions, they were willing to put in the time and effort to provide insight on their students.

-Nancy Biggio, Associate Provost for Administration



Retention Continues to Climb Without Any Additional Investment in Staff

First-Year Retention and Additional Tuition Revenue



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**

Solution

Faculty use Navigate Progress Reports to **identify students** in need of support and connect them with advisors and resources



Some students are on the right track, but can't complete their degree due to relatively **small financial holds**

Financial Aid uses Navigate to **coordinate outreach about mini-grants** and retain students in need who are close to the finish line



Advising leadership lacks insight into what's working and what isn't when it comes to individual advisor interventions

Advisors use **insights about risk factors** from Navigate to tailor their student conversations and inform ongoing retention campaigns



Waverton's **high student-to-advisor ratios** prevent advisors from delivering holistic, coordinated support to all students

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%

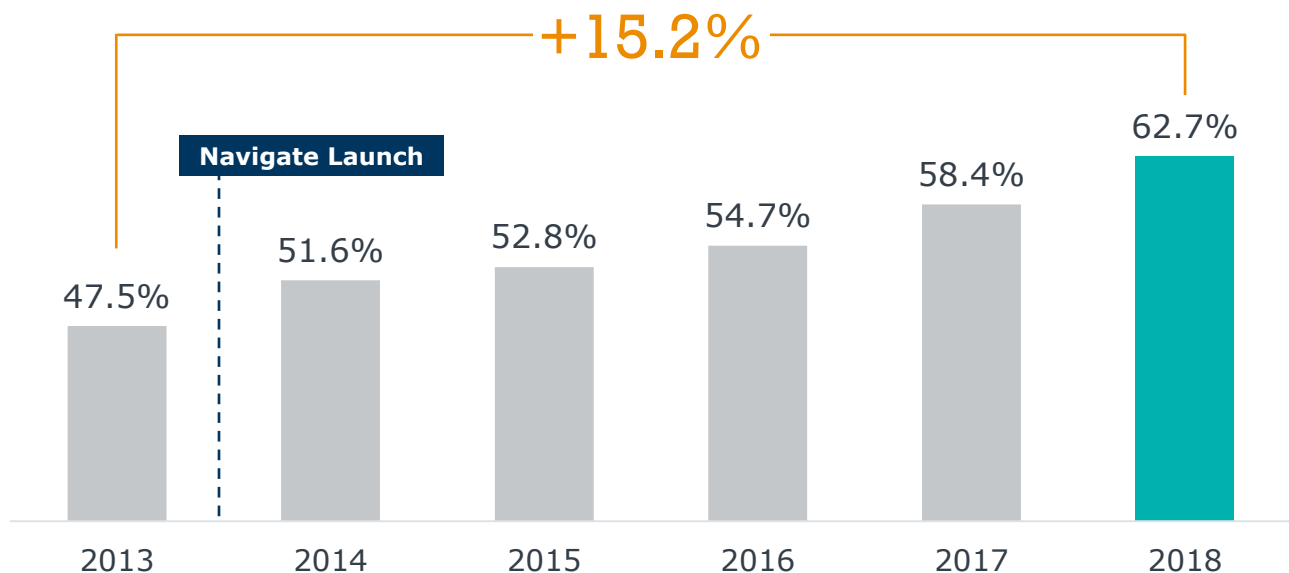
Adoption among first-year and transfer students

44,565

Total tasks completed in Navigate Student by all users

Results: More Students Graduate on Time Each Year

Four-Year Graduation Rate



RMU Improves Retention by Making EAB's Mobile App an Integral Part of the Student Experience

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.

Impact Highlights

94%

First-year adoption of EAB's mobile app






2%

Increase in first-year retention since 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.

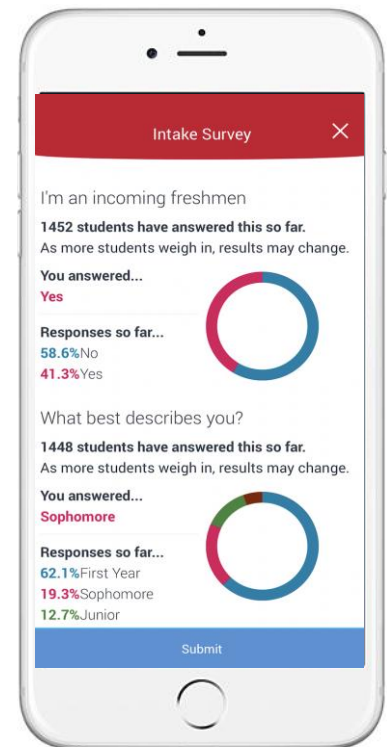
Mobile App Assignment		Benefit to RMU
<ul style="list-style-type: none"> • Download the mobile app in class • Complete the Intake Survey 		Advisors receive Intake Survey responses and send students targeted content based on their interests
<ul style="list-style-type: none"> • Take the Major Explorer quiz • Select favorite majors in the app 		Advisors and academic departments view quiz results and favorite majors, and send targeted messages/campaigns
<ul style="list-style-type: none"> • Take Quick Poll on college expectations • Learn where to find help 		Advisors use Quick Poll data to identify areas of struggle for students and send targeted follow-up
<ul style="list-style-type: none"> • Use app's GPS to find different offices on campus with helpful resources 		Advisors view favorite resources for their individual students to better understand interests and needs
<ul style="list-style-type: none"> • Advisors send appointment requests; students set up appointment reminders 		Student success leadership evaluates appointments made through the app to gauge utilization

Quick Polls Connect Students to the Support and Resources They Need

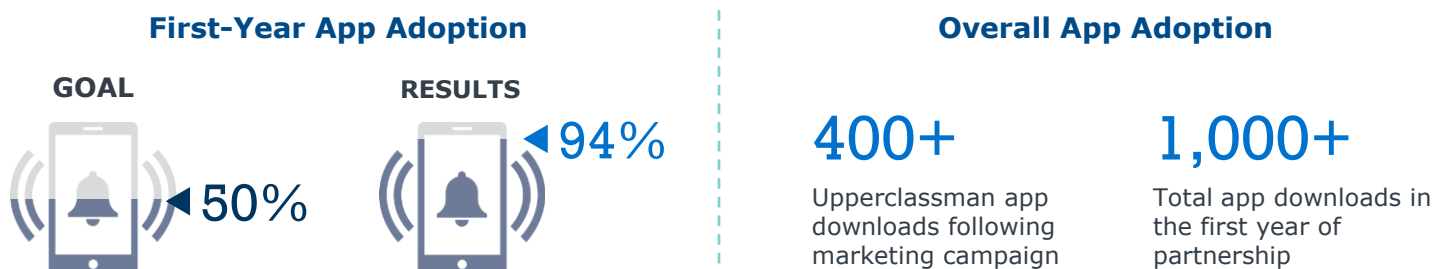
► How do in-app Quick Polls benefit students and RMU?

Students are prompted to respond to timely, actionable quick polls throughout the semester.

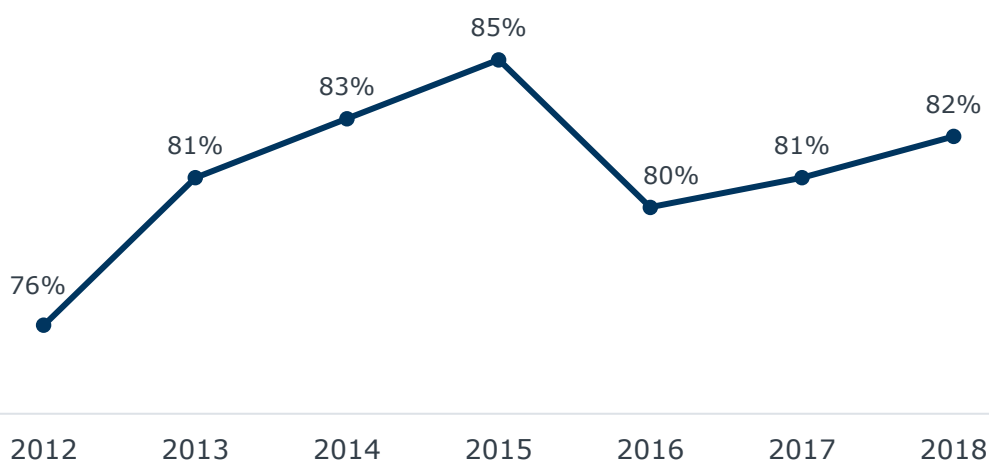
Goal	Quick Poll	Outcome
Drive engagement 	What are your general interests on campus?	Within weeks, freshmen looking to get involved were invited to info sessions
Identify roadblocks 	What are your biggest concerns about college?	130 students worried about paying for school are contacted with financial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



Results: Strong App Adoption Drives Record-Breaking Retention Growth



First-Year Retention (Fall to Fall)



94%

2017 fall-to-spring semester retention—a school record!

CASE STUDY

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 preregistration¹ 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

35 percentage points

Improvement in preregistration rate¹, 2018-2019

4 percentage points

Improvement in four-year graduation rate, 2017-2018

Addressing Barriers to Long-Term Academic Planning

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



Barrier to Success

Students don't have full knowledge of degree requirements, which can lead to decisions that increase time to degree

Advisors lack visibility into course offerings across multiple semesters, making it difficult to provide informed guidance



Academic Planning

Students can view degree maps, requirements, and completed coursework while automated guardrails prevent common errors and inefficiencies

Advisors can edit plans, add comments, flag courses, and identify and contact students with errors in their plans



New Process at ECSU

All freshmen create a plan in Navigate that they refer to throughout their academic journey, ensuring they stay on course to graduate

Advisors attend trainings on Navigate so they go into every advising session prepared to help students complete their plans

1,414

Students with completed Academic Plans in Navigate who have registered for Fall 2020

+35 percentage points

Higher preregistration rate with Navigate Academic Planning

Preregistration Rate

46%

2018

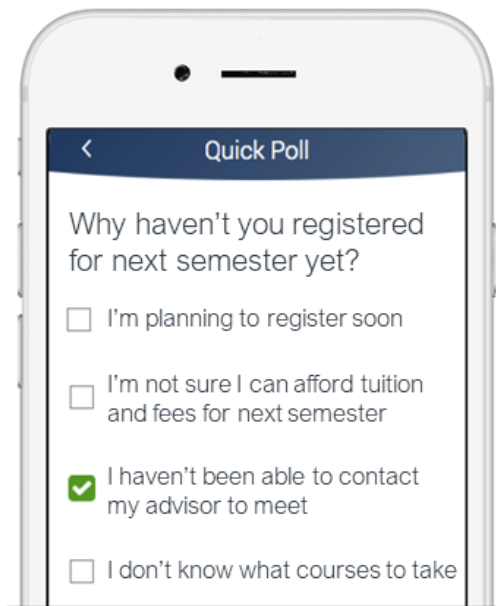
81%

2019

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

ECSU Stakeholders Use Survey Insights to Provide Timely Support

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



Poll: Welcome to ECSU! What resources do you need?

Outcome: Students receive resources based on key attributes (e.g., commuters) and interests e.g., volunteering)



Poll: How are you feeling about college so far?

Outcome: Relevant offices contact disconnected students to suggest clubs and activities, fostering a sense of belonging



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

90.2%

of students tracked in Navigate returned the following term

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

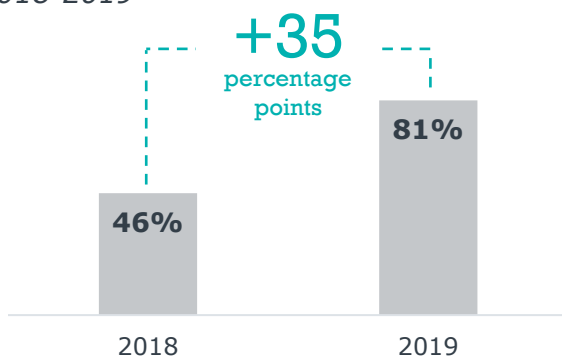
Identify students facing barriers to accessing online courses, including financial hardship or lack of technology

17

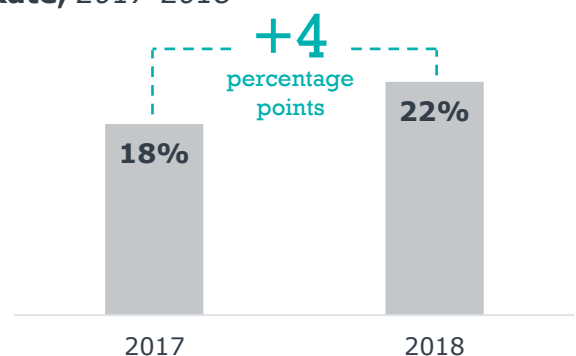
Students flagged for additional support from Quick Polls

Comprehensive Navigate Partnership Drives Improvements in Key Outcomes

Improvement in Preregistration Rate, 2018-2019



Improvement in Four-Year Graduation Rate, 2017-2018



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

”

CASE STUDY

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 concerning 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)¹ and non-URM students by 7 percentage points. CSUF also used Navigate campaigns to see a \$29M+ return on investment in three years.

Impact Highlights

\$29.4M+

Total return on investment from Navigate reenrollment campaigns in three years

7 percentage points

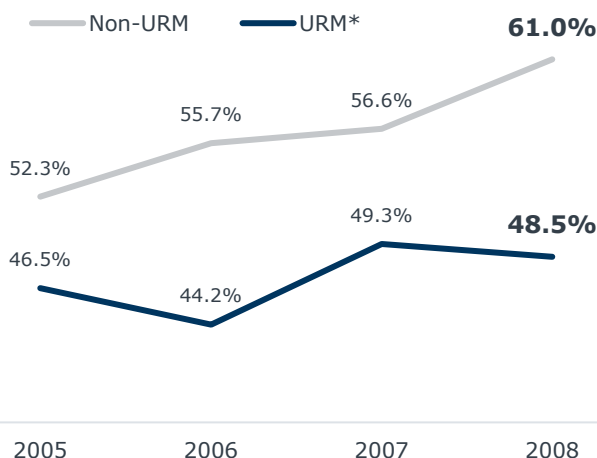
Smaller achievement gap between URM and non-URM students for 2013 cohort vs. 2008 cohort

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



* 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

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

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

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

\$181
Student-initiated semesterly fee that funds Success Centers

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

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

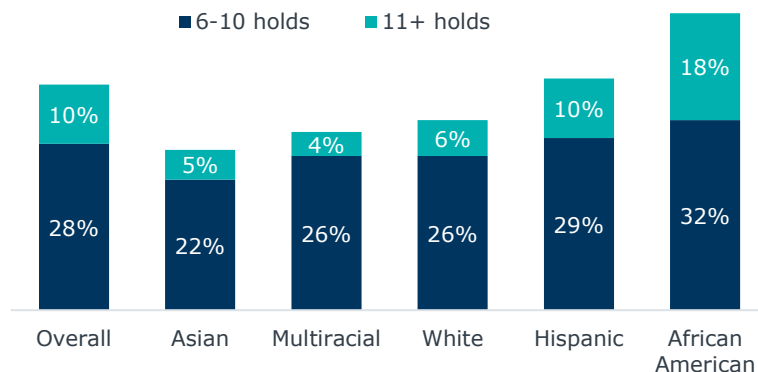
4
Audit **Procedural Inequalities**

- ✓ 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

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)



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

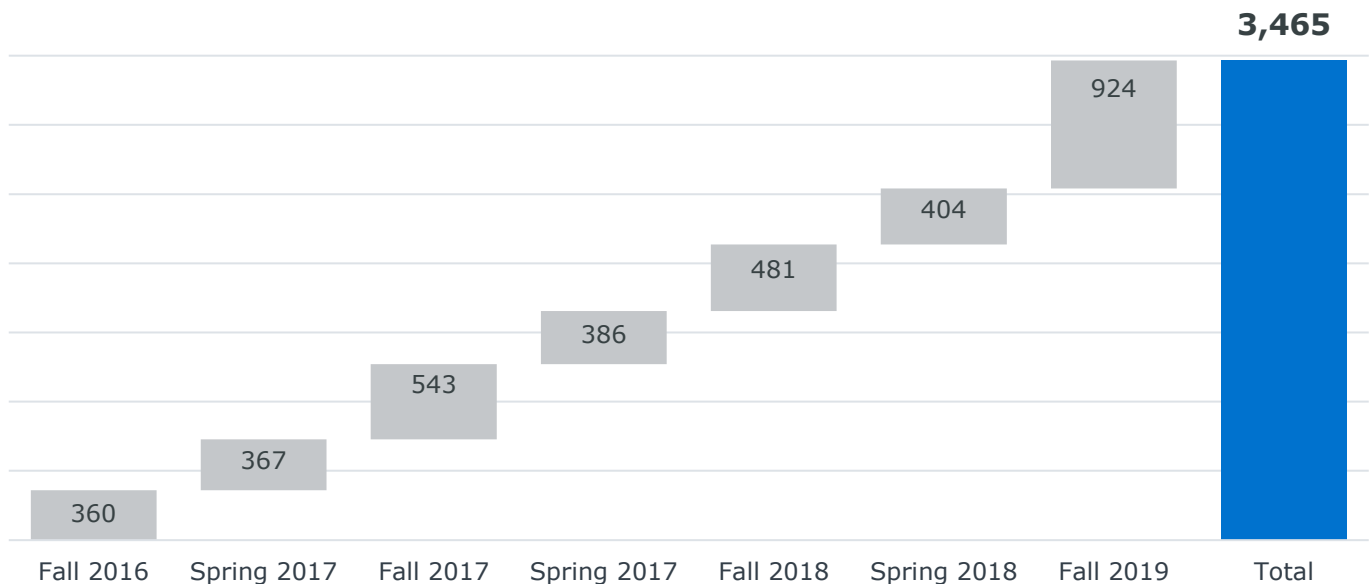
Active Campaigns

Appointment Campaigns | Progress Report Campaigns

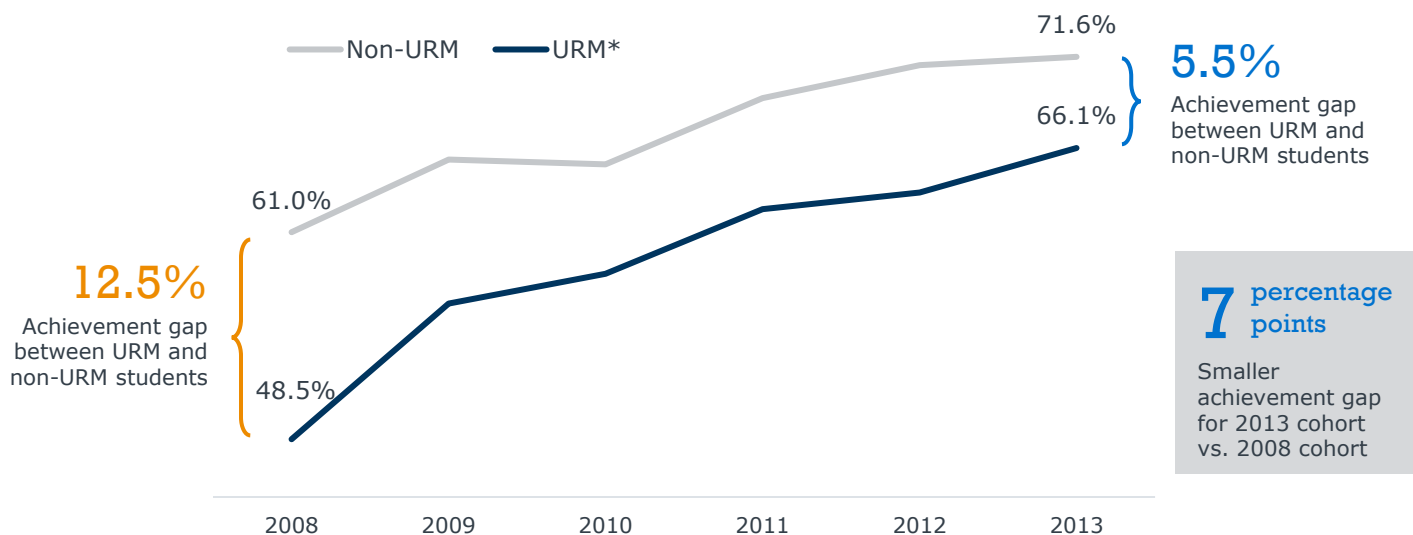
NAME	STATS
Planning for Next Term Sent: 10/10/2018 Quick Stats	<ul style="list-style-type: none"> Appts. Made (60%) Attend. Rate (73%) Reports Created (8)
BIOL Missed Success Marker Sent: 03/10/2018 Quick Stats	<ul style="list-style-type: none"> Appts. Made (55%) Attend. Rate (73%) Reports Created (8)
Pell Eligible - Credit Completion Sent: 03/05/2018 Quick Stats	<ul style="list-style-type: none"> Appts. Made (43%) Attend. Rate (22%)

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



Student Success Initiatives Help Drive Progress Toward Closing Achievement Gap Six-Year Graduation Rate by Freshman Cohort Entry Year



* 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.

Impact Highlights

3%

Percentage point increase in graduation rate since 2012

\$3M

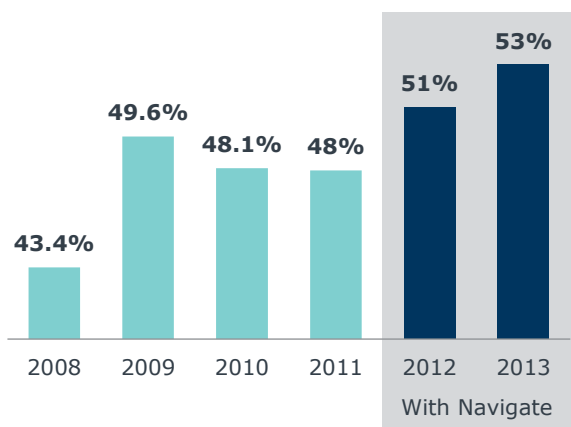
Estimated additional tuition revenue in one year

8

Fewer credit hours at completion on average since 2012

Making Impressive Gains Across All Students, Especially Special Populations

Moving the Dial on Graduation Outcomes



Bachelors Degrees Conferred (2012 to 2014)

+18%

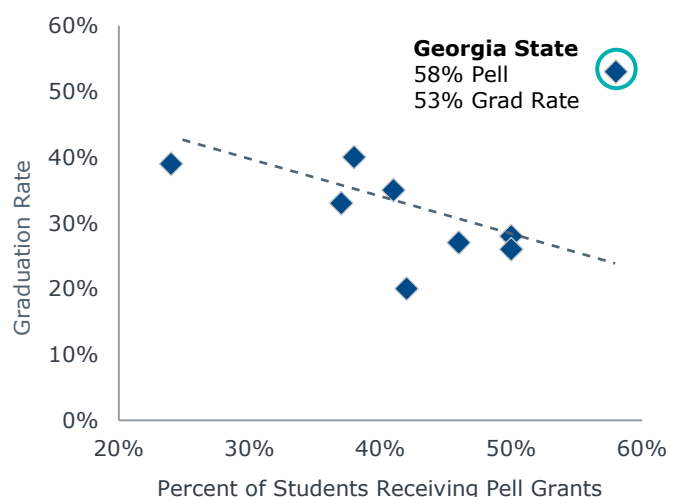
African American

+26%

Latino/a

Outperforming Peers With Low-Income Students

Graduation and Pell Rates of Urban Research Universities



Creating a Culture Where Numbers Matter


Targeting Resources With New Analytics

Prior to 2012

High attrition due to delayed admission into certain academic majors




After 2012




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

Unclear which students needed support in which courses

Used analytics to strengthen supplemental instruction offerings

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

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

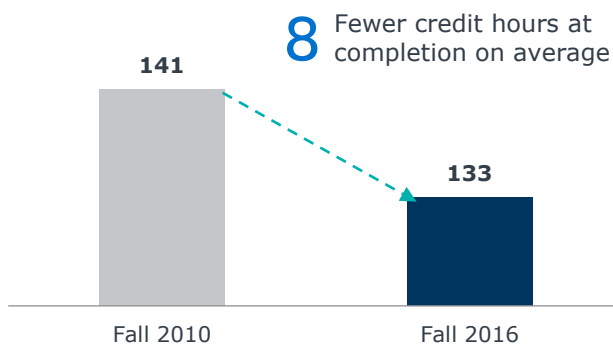


Maintaining Institution-Level Gains While Shifting Focus to Student Progress

Decreasing Time to Degree...

Average Credits at Time of Graduation

All Students



...And Reducing Overall Cost for Students



\$4M

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

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.

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

Previous Process for Admittance to Engineering Was Overly Manual

Process Consumed Staff Time and Left Students Without a Safety Net



New students interested in an Engineering major begin in "**pre-engineering studies**"



Advisors manually review 2,500+ transcripts to determine if each student **qualifies for the major**



Pre-engineering students must **qualify for the major** by completing pre-reqs and maintaining a 2.2 GPA



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?

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:

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

New Counselor Provides Dedicated Support

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

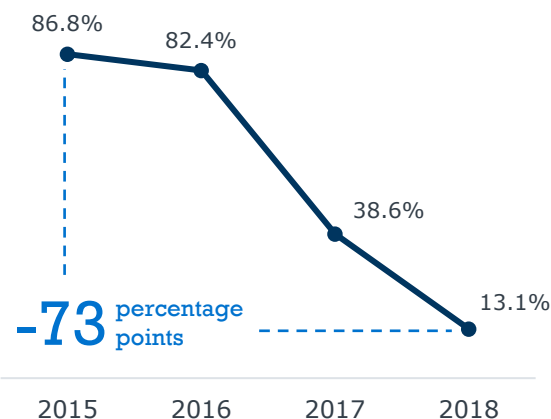


50 students

Average student caseload for the academic counselor

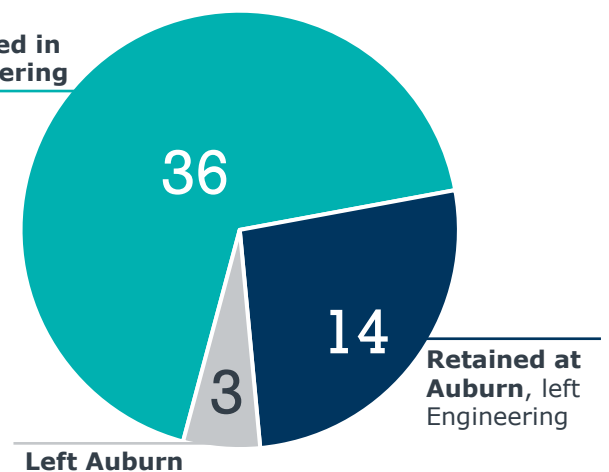
Decreasing Mandatory Referrals and Retaining More Students at Auburn

Portion of Students Leaving Engineering Who Were Mandatorily Referred Out:



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

Retained in Engineering



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%.

Impact Highlights

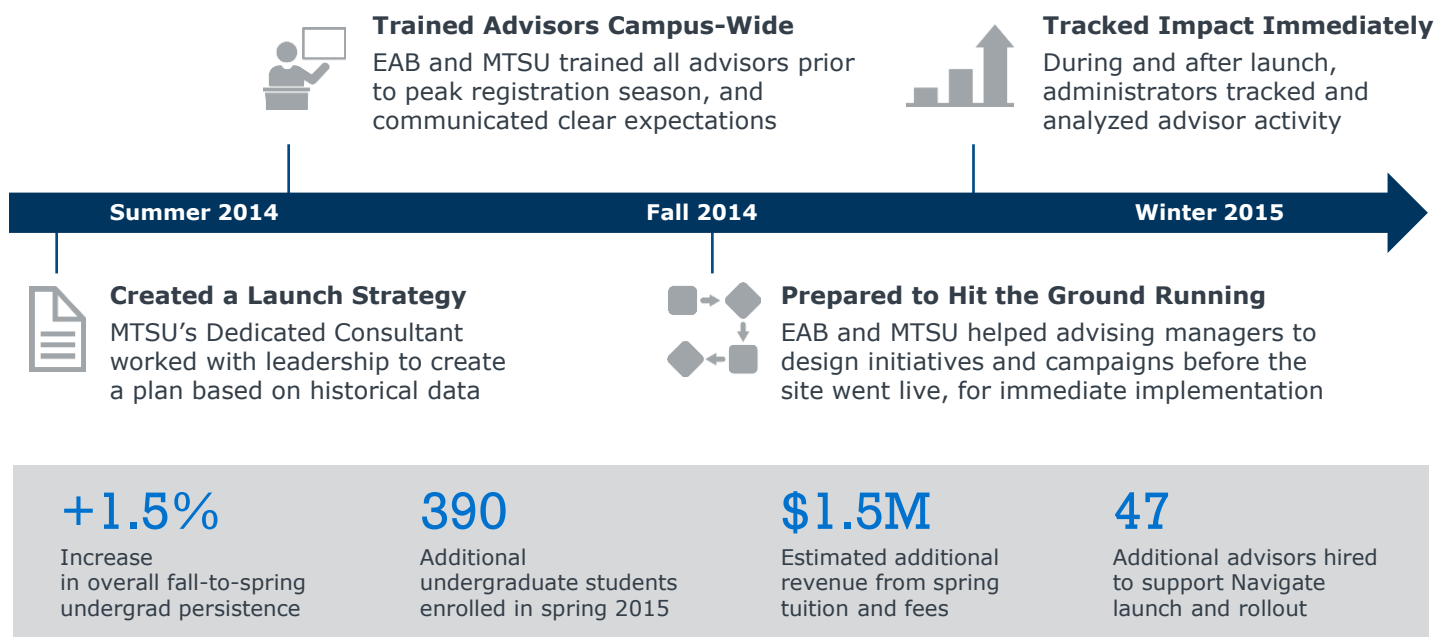
4.3%

Increase in four-year graduation rate since 2014

8.5%

Increase in first-time freshman retention rate since 2014

EAB Support During Launch Ensured High Engagement and Early Wins



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

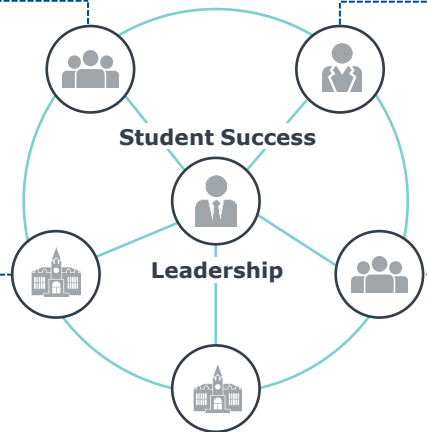
Navigate toolkits provided a framework and resources for campaign management

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

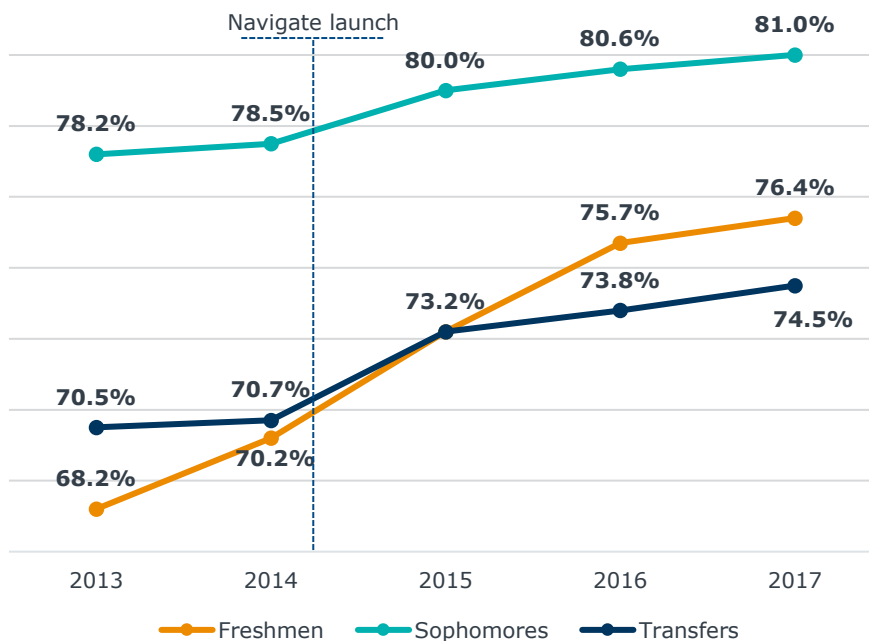
Based on EAB analysis of historical first-year GPA patterns, created REBOUND program to contact new freshman with fall GPA <2.0 to offer specialized early-return advising

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



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

2.2%

Percentage point increase in first-time full-time retention (2015 to 2016)

\$340K

Additional tuition revenue from increase in retention

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

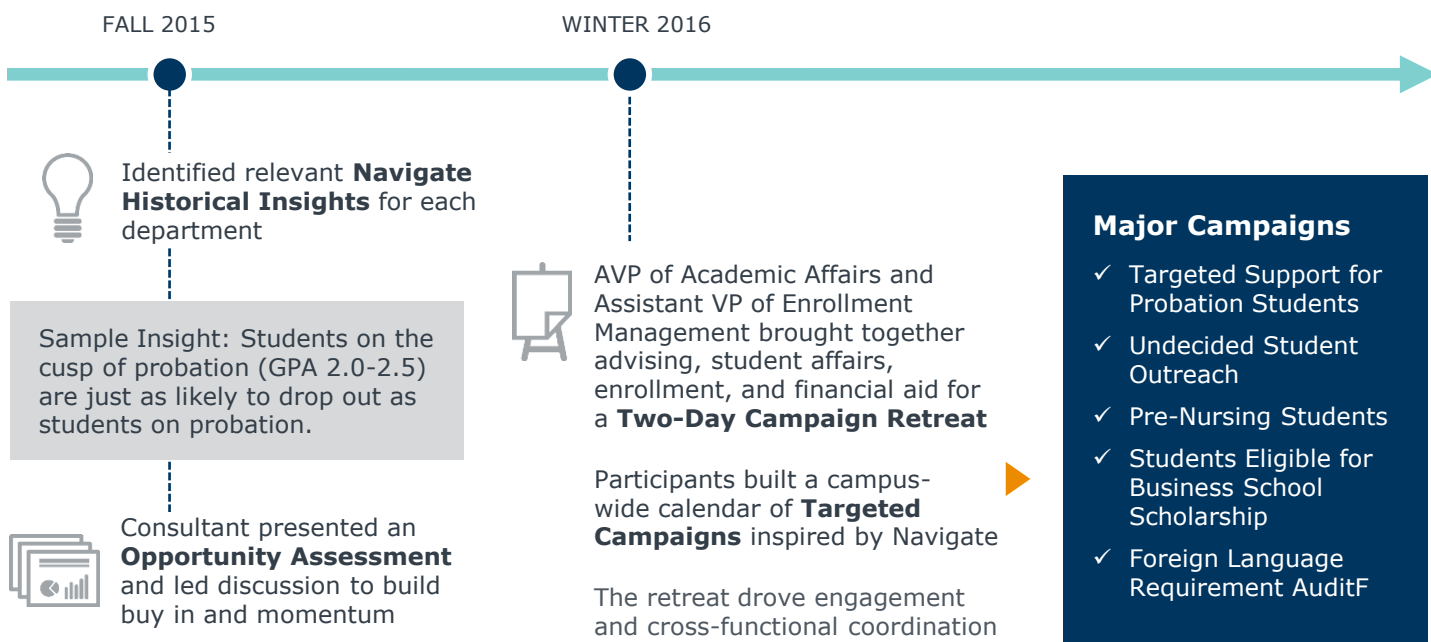


Brought stakeholders together to build a central, coordinated campaign calendar



Enacted best practice programmatic changes to encourage timely degree completion

Establishing a Culture of Collaboration and Action with the Help of EAB



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.

Impact Highlights

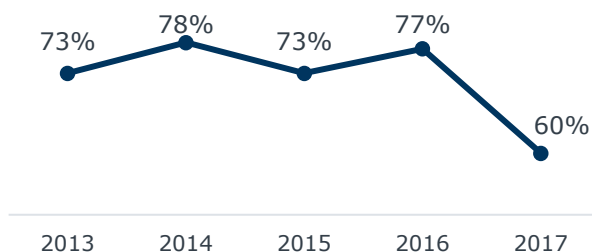
11.1 percentage points
Increase in fall-to-spring freshman retention

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

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

Using Technology to Make Data Actionable

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



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

Three New Initiatives to Address the Retention Dilemma



Hired new staff to support retention



Engaged faculty with Navigate progress reports



Contacted students with holds using Navigate

Engaging All Campus Stakeholders in Retention Efforts

1 Hired new recruitment and retention liaisons

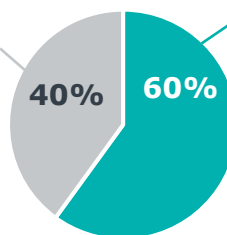
BVU hired four new staff members dedicated to **recruiting, engaging, and retaining students.**

They use Navigate to share notes with colleagues and to monitor and support student progress.

Liaison role:

Recruitment & engagement

- Visit high schools
- Contact potential applicants
- Plan on-campus events



Retention

- Provide advising and career support
- Use Navigate to contact and monitor students
- Engage faculty in retention initiatives and help them learn to use Navigate

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.

STUDENT NAME	REASON	SUBMITTED	OWNER	STATUS
<input type="checkbox"/> Derek Watkins	FAFSA	06/09/2018	Adam Ferguson	Closed
<input type="checkbox"/> Ida Goodman	Tutoring	06/16/2018	Lily Bass	Open
<input type="checkbox"/> Jacob Richards	Financial Advice	09/06/2018	Alfred Daniels	Closed
<input type="checkbox"/> Mattie McGee	General Advising	04/15/2018	Alex Bennett	In Progress

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.

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.

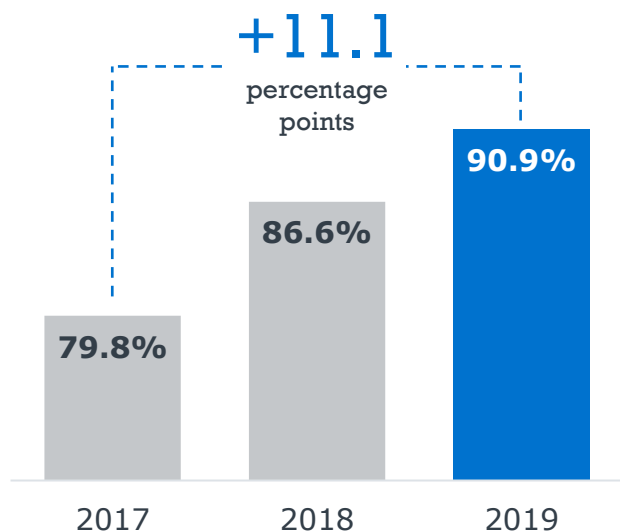


113

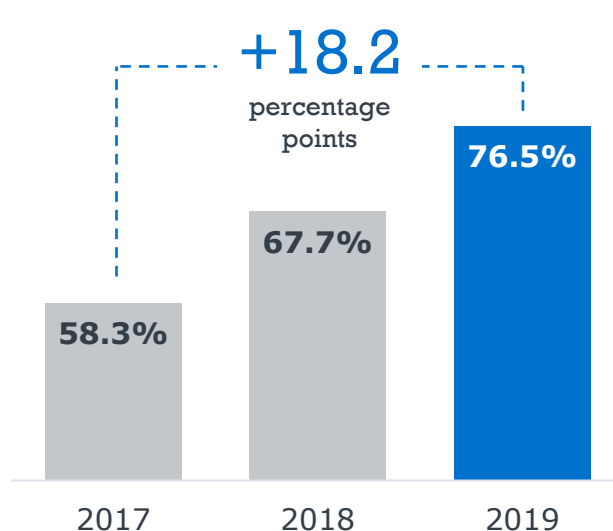
Students with Registrar or Business Office holds contacted through Navigate campaigns

Retention and Academic Performance Improve Substantially

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



Percent of Freshmen with First-Semester GPA > 2.5



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.

Impact Highlight

11.3%

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



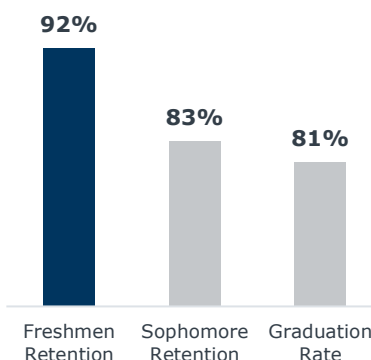
Seven-week Summer Bridge program for incoming first-generation freshmen



Dedicated tutoring, coaching, academic advising, and finance and STEM support

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

CARE Retention and Graduation Rates¹



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?



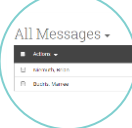



How can we efficiently manage outreach and scheduling of biweekly appointments?

Joined Navigate in 2015

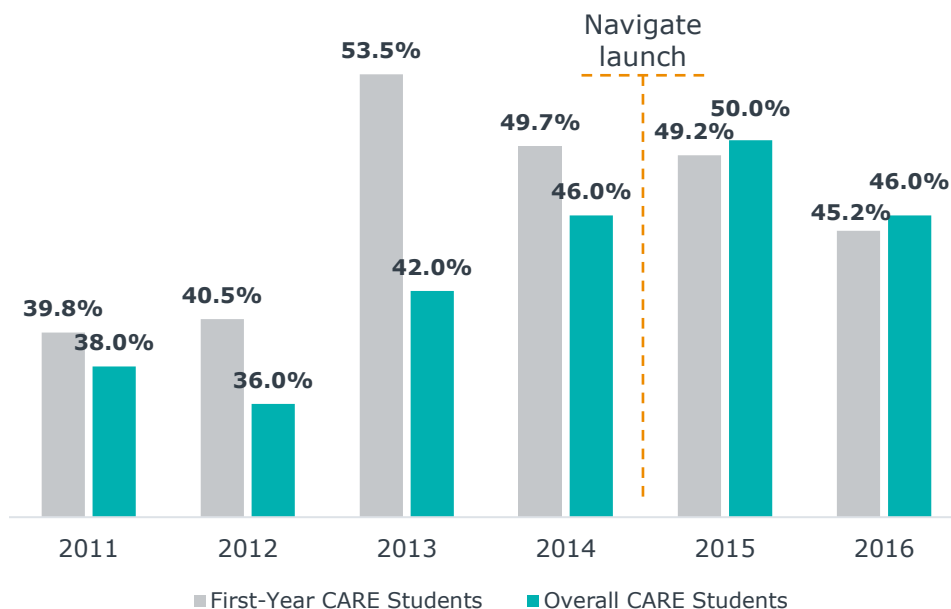
Transforming the Student Experience

How College Life Coaches Use EAB Technology to Support Students

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

Closing the Sophomore Gap with Technology-Enabled Support

Percentage of CARE Students With 3.0+ GPA After Spring Term



**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.

Impact Highlights

3.7%

Increase in four-year graduation rate

1%

Increase in six-year graduation rate

Transforming Academic Advising

EAB Best Practices and Technology Help Standardize and Elevate Advising

Sample Advising Taskforce Recommendations

- ✓ Create Advising Center and hire First-Year Advisors to improve consistency
- ✓ Establish new expectations and processes for advising across all years
- ✓ Standardize advisor training and certification curriculum
- ✓ Offer faculty-led programs to help students explore majors and careers
- ✓ Develop culture of student responsibility for academic planning

How EAB Technology Supports Action

- ▶ All advisors can now access a comprehensive **workflow and communications platform** and view **student risk data**
- ▶ Advisors communicate with students, run proactive campaigns, and coordinate with other units **using EAB technology**
- ▶ New staff **learn EAB technology during onboarding**; prior experience using EAB technology is weighed in hiring decisions
- ▶ **Simplified advising technology ecosystem** supports desired changes and growth in faculty advising
- ▶ **No-show tracking and self-service scheduling** foster student accountability and ownership

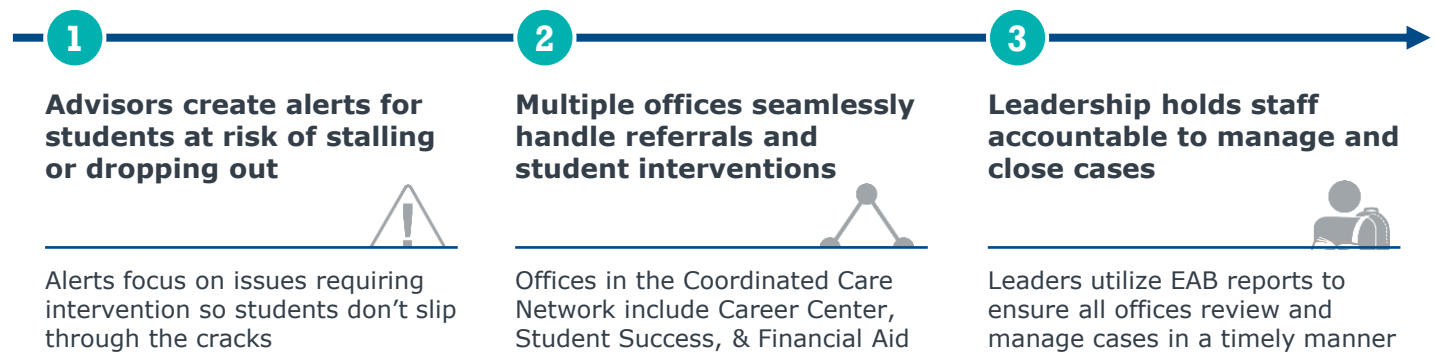
Navigate Platform Utilization at USC

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



1,507

Staff-generated referral alerts created in 2017

<1%

Percentage of alert cases open at the end of 2017

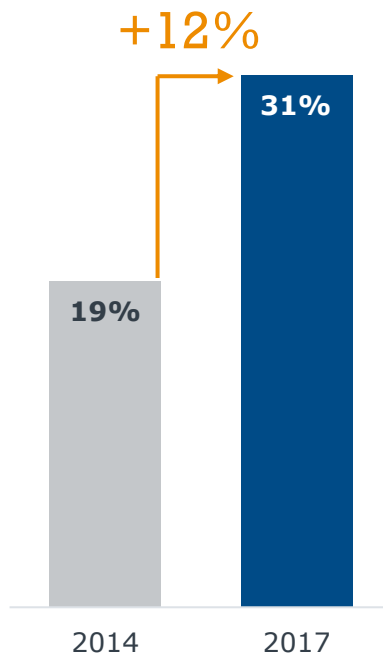
Top three referrals in 2017:

1. Major Change Advising
2. Student Undecided About Major
3. Office of Pre-Professional Advising

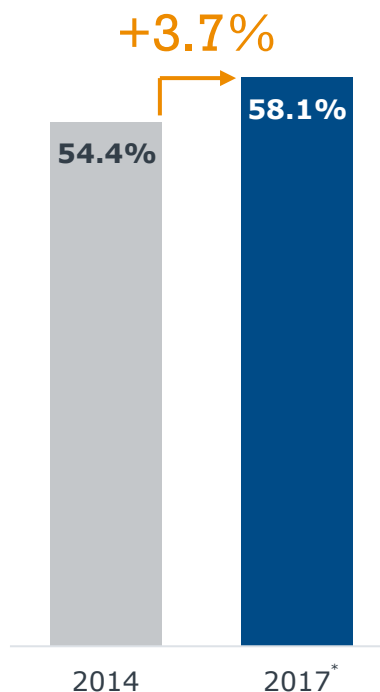
Use of EAB Technology Pivotal in Improving Satisfaction, Long-Term Outcomes

Student Satisfaction with Advising

Percentage of Students Who Said They Were "Extremely Satisfied" With Advising at USC



Four-Year Graduation Rate



Six-Year Graduation Rate



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

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.

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

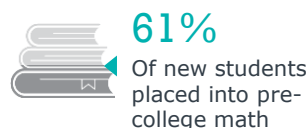
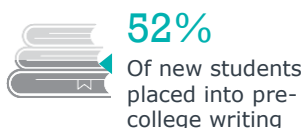
5.0%

Higher FTFT retention rate compared to average for open-admissions institutions

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:



Students take too long to complete:



6.8 years

Average time to complete a bachelor’s degree

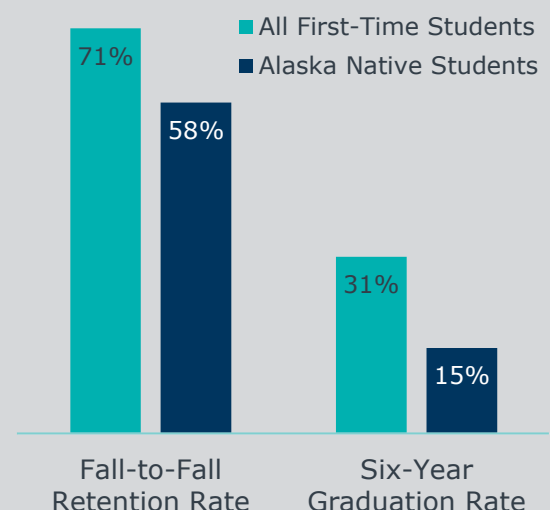


32 credits

Average excess credits at completion of bachelor’s degree

Alaska Native Students at Greater Risk of Not Completing

2013 Cohort of FTFT 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

From Fall 2018 to Spring 2020:

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%

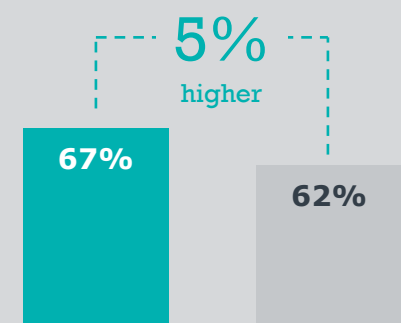
Increase in bachelor-seeking freshmen taking a full credit load (12+ credits)

+3.8%

Increase in bachelor-seeking freshmen passing lower division courses

Overall Retention Higher Than Peer Institutions

FTFT Student Retention Rate



University of Alaska Anchorage

Avg. for Open Admissions Universities

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%

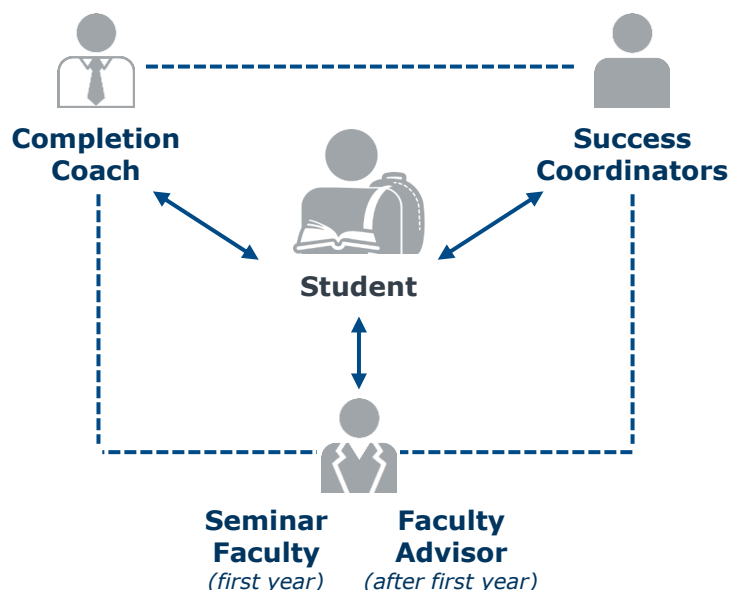
Increase in fall-to-spring retention

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



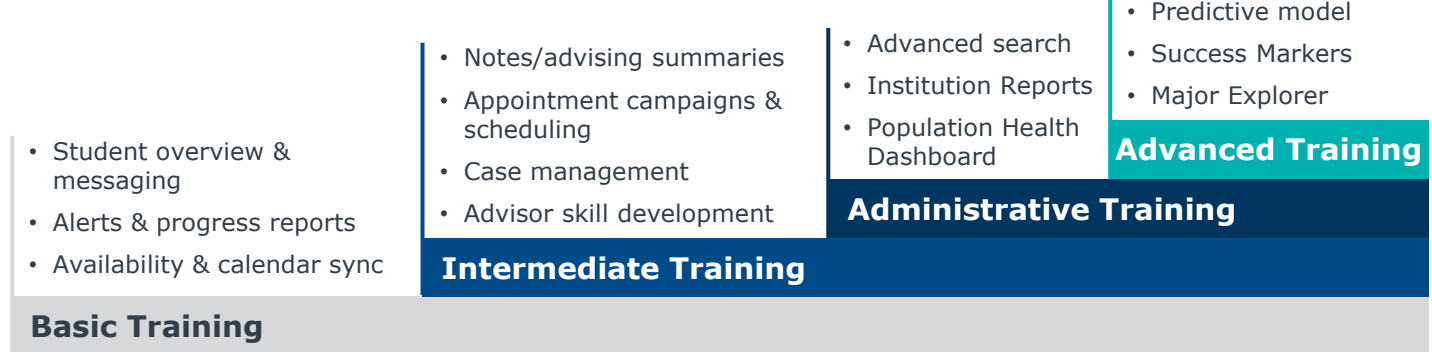
With Navigate, Staff in the Student Success Network Can:

- ✓ 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



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%.

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

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

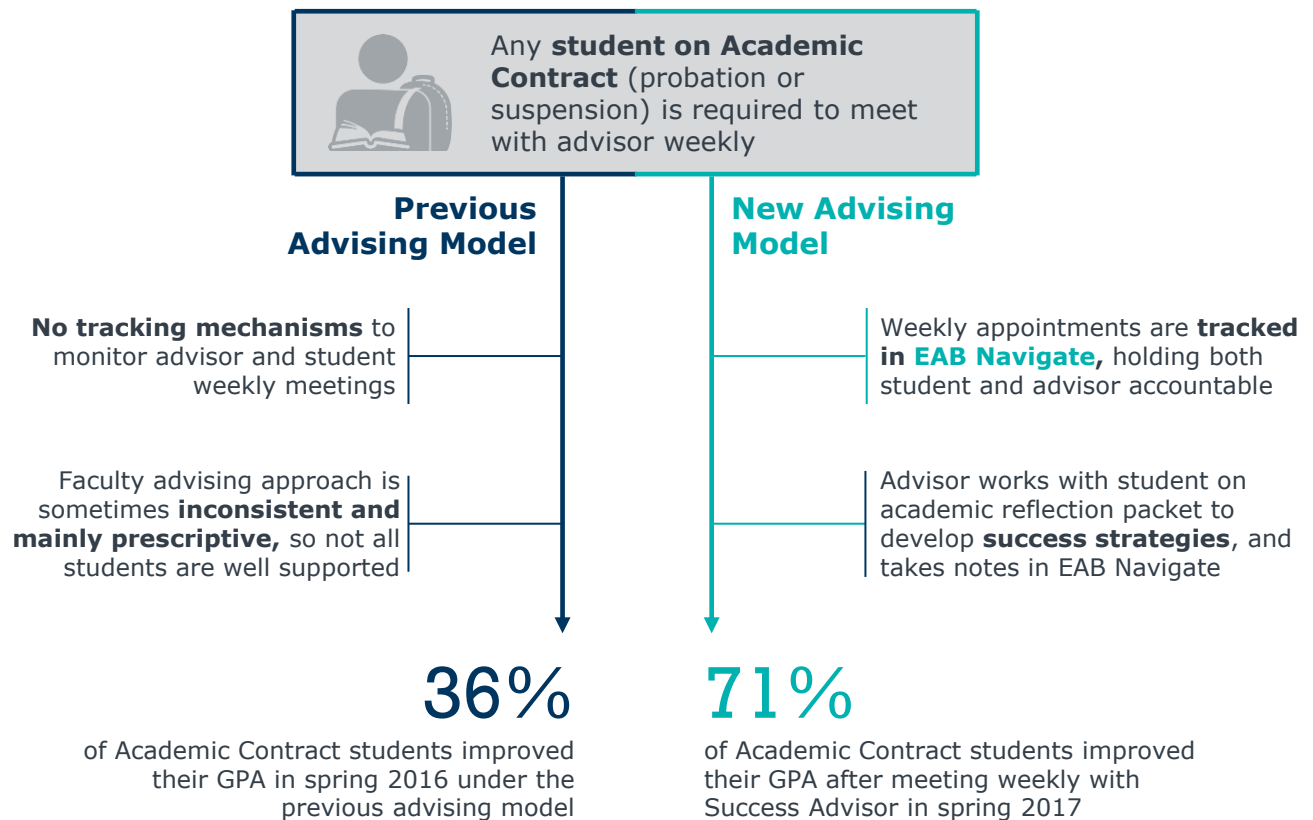


Run **appointment campaigns** to connect with the students identified as at risk to fail any classes



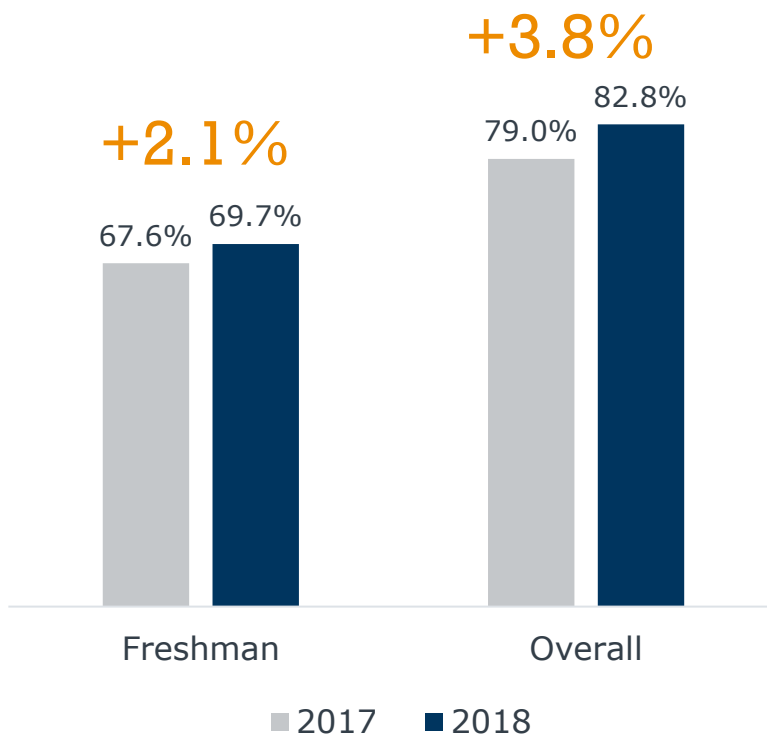
Collect **early progress reports with "grades"** to send in letter to students' homes during break

Seeing the Impact of Technology-Enabled Care on Highest-Need Students



Fewer Students Slipping Through the Cracks

Fall-to-Fall Retention Increase



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



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