



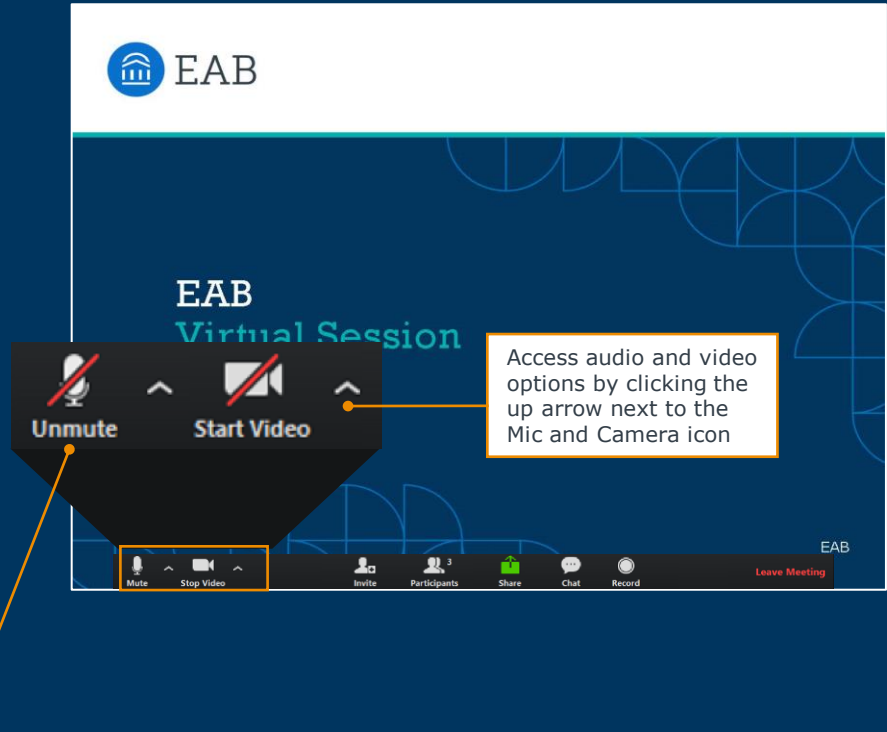
Student Success System Leaders Summit

Day One

We will begin at 1:32 p.m. Eastern
Time once everyone has joined!

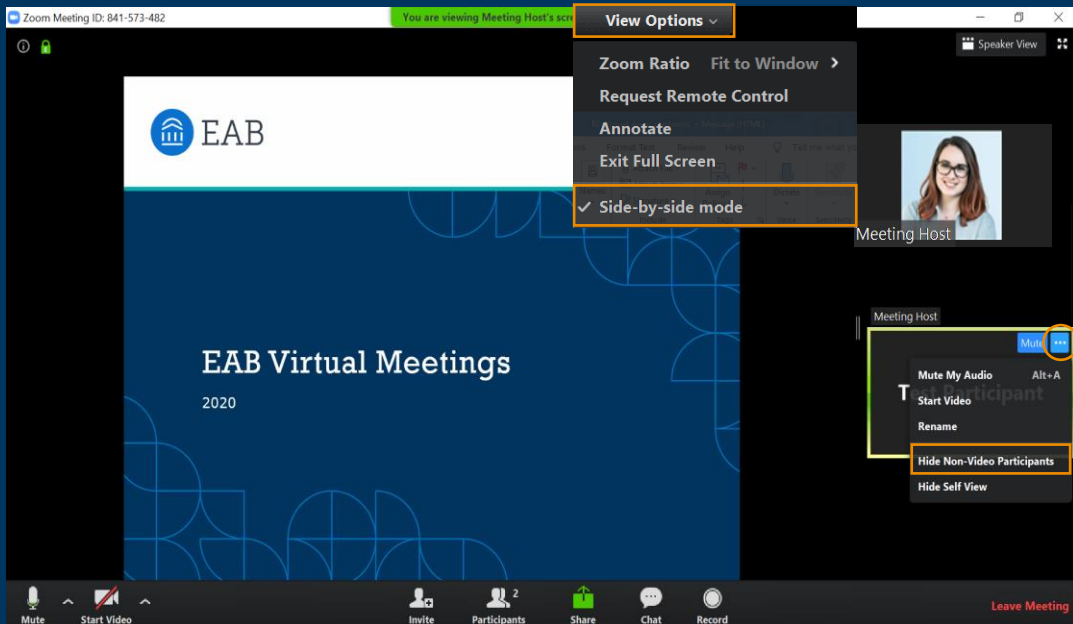
Audio Mute/Unmute and Video Stop/Start

- You are welcome to have your camera on whenever you wish, but we request that you turn it on during breakout sessions.



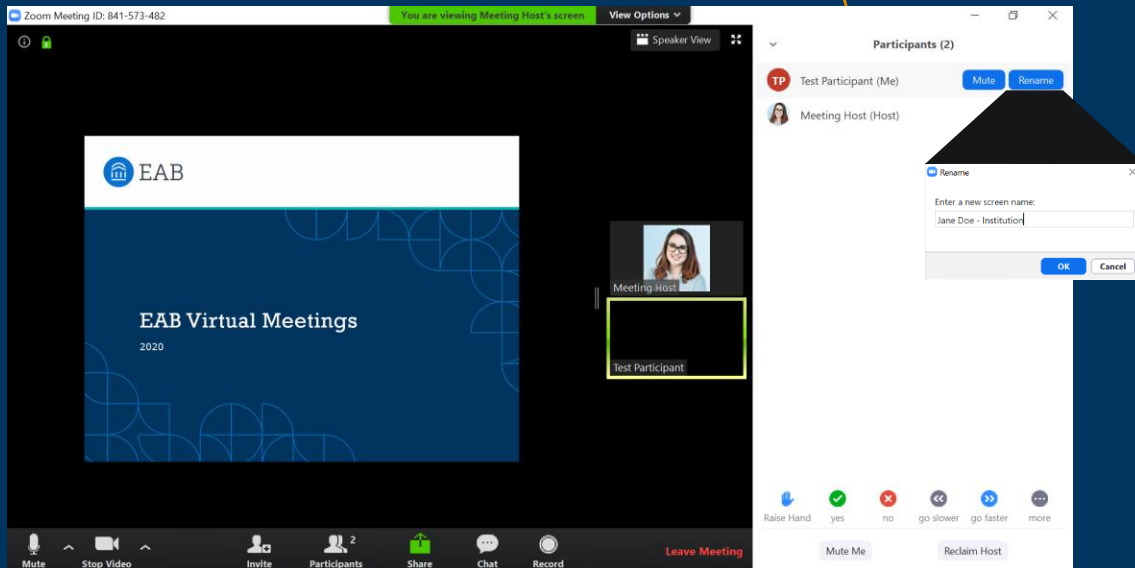
Suggested Zoom View

Enable side-by-side viewing of video and slides: View Options, then side-by-side mode



Update Your Name

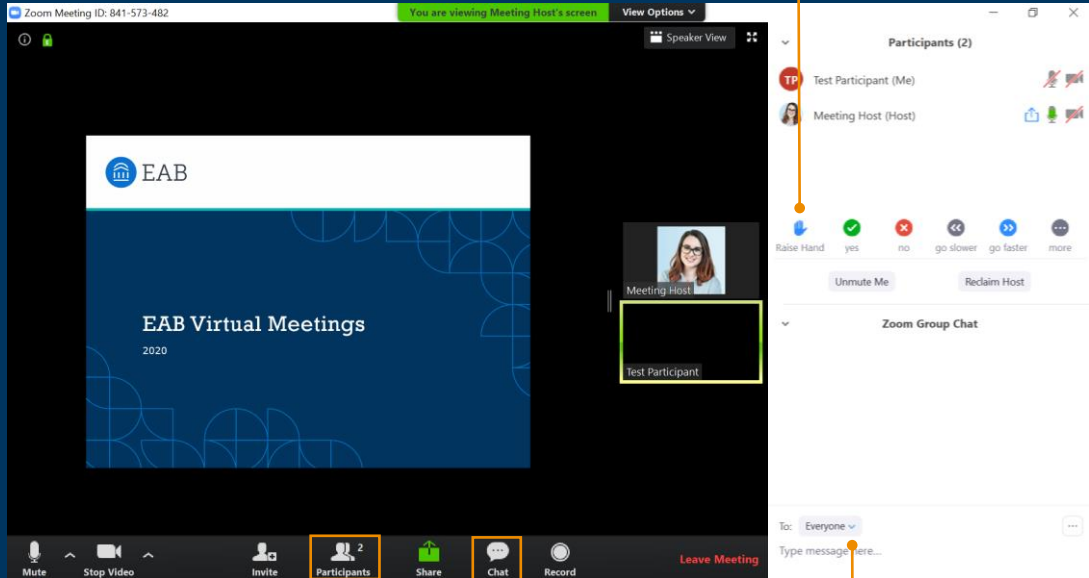
Update your name and add your institution. You may also add pronouns if you wish (example: they/them/theirs)



Open Participants menu

Chat and Nonverbal Feedback

Use icons to communicate answers and signals to presenter



Open Participants and Chat

Select whether you want to chat with everyone or a specific person

Introductions



Amanda Johannsen
Director, Student Success

ajohannsen@eab.com



Rich Staley
*Vice President, Technology
Partner Success*

rstaley@eab.com

Agenda- Day 1

1:30 p.m. – 4:00 p.m.

1:30 p.m.	Welcome and Introductions
2:00 p.m.	Crafting a System-Wide Navigate Narrative
3:00 p.m.	Break
3:10 p.m.	Discussion: Responding to “Hold-Out” Campuses
3:45 p.m.	Group Share Out
4:00 p.m.	Adjournment

*Please note all times are listed in Eastern Time.

Agenda- Day 2

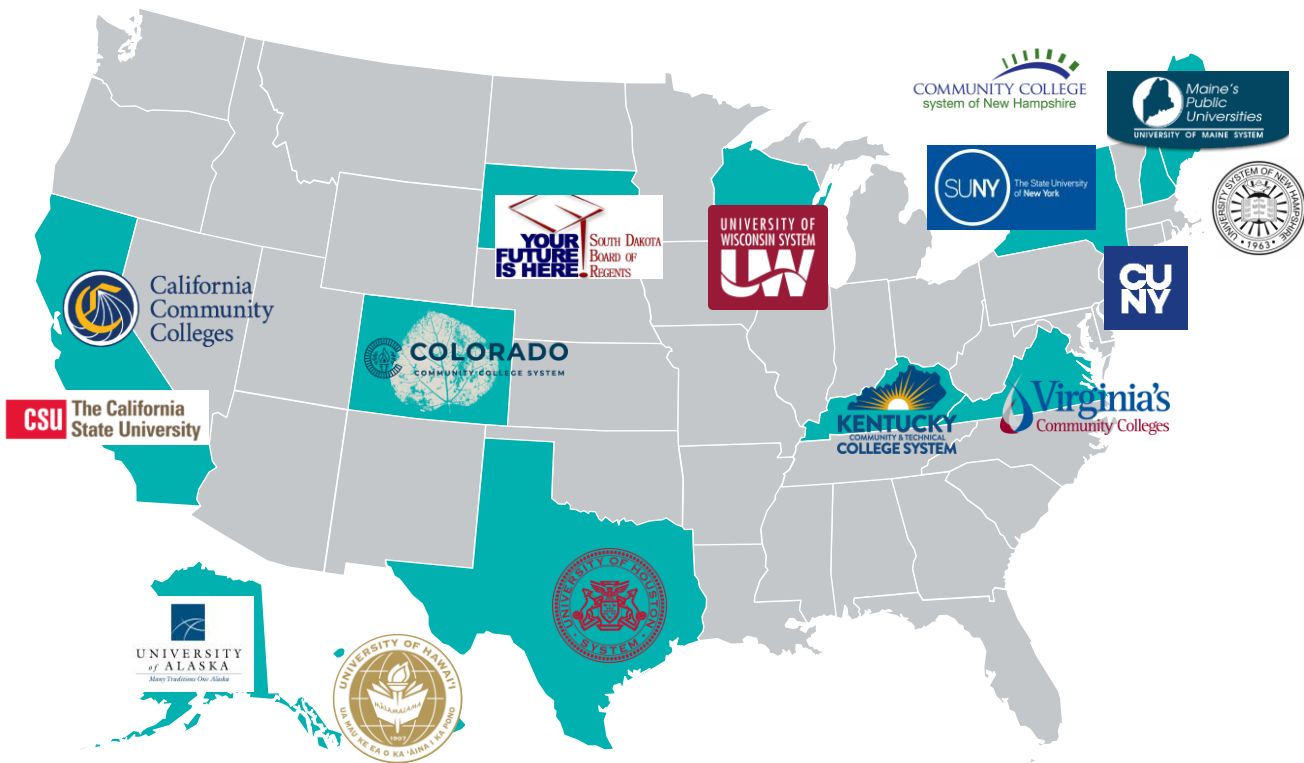
1:30 p.m. – 3:30 p.m.

1:30 p.m.	Welcome Back
1:40 p.m.	Long-Term Vision: Maintaining Momentum Across Campuses Over Time
2:25 p.m.	Break
3:10 p.m.	Group Share Out
3:25 p.m.	Closing Remarks
3:30 p.m.	Adjournment

*Please note all times are listed in Eastern Time.

Systems Across the Student Success Collaborative

9



Our systems represent approximately

4 million students

Almost **1 in 4 post secondary students in the U.S.**

Ice Breakers



EAB

Crafting a System-Wide Navigate Narrative

Virginia Community College System and California State
University System

Meet Your VCCS Presenters



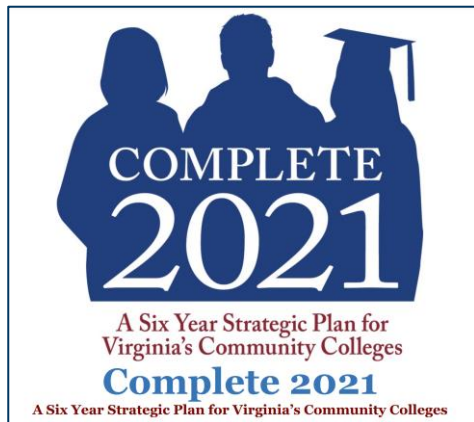
Jhansi Eturu
*Director of Integrated
Strategies and Technologies*



Kendra Wood
*Holistic Student Support
Coordinator*

Why Navigate?

Continuously Tie Value Back to Strategic Planning



...To triple the credentials students earn in academic and workforce areas.

A Six Year Strategic Plan for Virginia's Community Colleges

Virginia's community colleges serve an estimated 400,000 people across the state. The opportunities we provide include some of the most cutting-edge and highly-demanded training and education available.

Over the next ten years, Virginia will need to fill 1.5 million jobs. The majority of these jobs will require a postsecondary credential – an associate degree and the certifications and licensures that are our bread-and-butter.

To accommodate the demand for these middle-skill-level jobs (more than a high school degree but

Holistic Support

Navigate

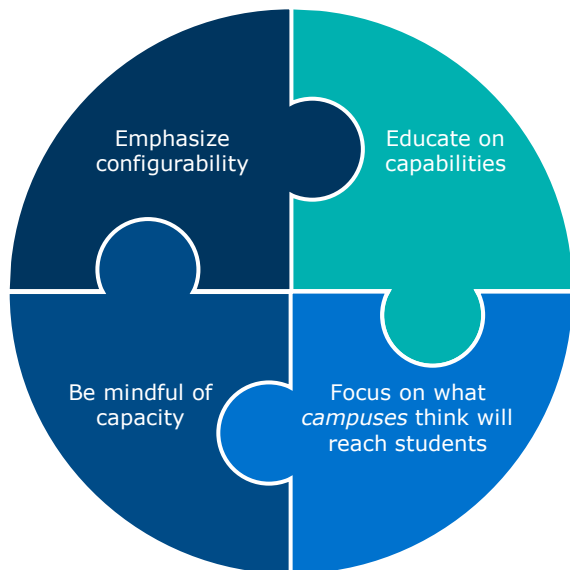
Breaking Down Siloes

Everyone understands these key terms but Navigate is the way we can put these into action.

Pitching the Value of Navigate at the Campus Level

15

Focus on the Right Themes To Encourage Continued Engagement



● Educate on impact

Ensure campuses understand the impact specific features can have.

● Focus on what *campuses* think will reach students

Ask: "What does this look like on your campus?". While one college may run a texting campaign, an appointment campaign may be a better fit for another college.

● Be mindful of capacity

Position Navigate as a strategic tool that can add to campus leader's capacity. Recognize capacity constraints when deciding what new projects or ideas to tackle.

● Emphasize configurability

VCCS system schools all use the same SIS, which is not configurable at the campus level. Explaining that Navigate is configurable empowers them as they expand their use of the tool.

Building Relationships with Campuses

Create An Environment Where Colleges Feel Comfortable Talking About Navigate



Demonstrate Understanding

- Kendra worked on Navigate at the college level prior to working at the System Office
- Understands college perspective and can anticipate potential roadblocks or hesitation
- Ensures colleges feel valued and listened to



Focus On College-Specific Conversations

- In past system-wide implementations, a core group with representation from each campus worked on strategy
- Now, college-specific groups meet bi-weekly with system leadership present
- Allows colleges to have autonomy and create their own flavor of Navigate

Let Colleges Lead Conversations



Listen First

Don't jump straight to solution design



Act Quickly on Feedback

Follow through to establish trust and build partnership



Jump in Only Where Needed

Ask yourself where the system voice is truly needed

Changing the Narrative from “System Owned” to “College Owned”



Empower Colleges with Their Own Support Structure

“The colleges are driving things now- processes, innovation, and enhancements of the tool. We can sit back and help where we are needed”

Jhansi Eturu



But over time, as individual colleges turn to their Strategic Leaders for answers and advice, the System can take more of a backseat

Executive Buy-In at the System level

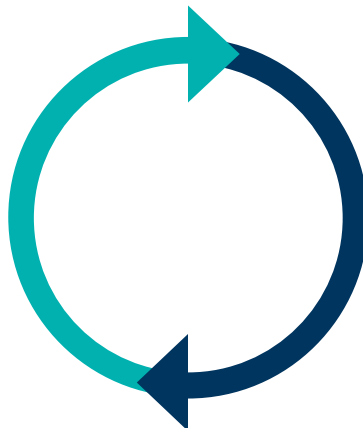


Strive for a Two-Way Street



How We Bring Navigate to Executives

- Truly believe in the power of the tool we're promoting
 - Ask executives to help message Navigate to the broader system and other leaders when necessary
 - At the start of implementation: shared EAB research content and success stories from other institutions to highlight use cases and best practices



How Executives Bring Navigate to Us

- See a problem and ask if Navigate has a solution
- Hear updates from college presidents and ask how we can replicate those successes elsewhere
- Now: Receive EAB research content and success stories from other institutions and *proactively* come to us to implement use cases and practices

Meet Your CSU Presenters



April Grommo

*Assistant Vice Chancellor for
Enrollment Management*



Duan Jackson

*Interim Systemwide
Director, Student Advising
Initiatives*



Liz Reed

*Assistant Director,
Enrollment Management
Technology*

Our Navigate Journey and GI2025

Lean into Common Goals When Discussing Navigate

Pre-2017



2017



2021

7

CSU campuses
separately using
Navigate



Signed system-wide Navigate
contract, sharing the cost with
individual campuses

18

out of 23 CSU campuses
currently using Navigate

WHAT IS GRADUATION INITIATIVE 2025?

California State University's ambitious initiative to
increase graduation rates for all CSU students
while eliminating opportunity and achievement
gaps.

GOALS

FIRST-YEAR STUDENTS

4-Year Goal:



2019 Rate:
28%

6-Year Goal:



2019 Rate:
62%

TRANSFER STUDENTS

2-Year Goal:



2019 Rate:
41%

4-Year Goal:



2019 Rate:
78%

BUILDING ON SUCCESS

The Graduation Initiative 2025 follows the success of the first
Graduation Initiative, launched in 2009.

Key Elements of the Navigate Narrative

What to Emphasize at the System Office and on Campuses



Adaptability

At the System Office...

Ensure leaders are up to date on how Navigate allows for flexibility without requiring additional resources.
Example: Sacramento State used Navigate to schedule COVID-19 tests for students.

At the campus level...

Help campuses see new uses for the platform. Appeal to their individual needs.
Example: during COVID-19, campuses expanded Navigate to new care units.



Data

Leverage Navigate heavily when gathering data for system-wide initiatives. Use data capabilities to make reporting and other processes faster and easier.

Ensure campuses understand how Navigate data can make their work (such as program reviews) more efficient. Emphasize instant access to data, without the need for Institutional Research or other teams.



Specific “Wins”

Don't assume system stakeholders are aware of the successes campuses are having with Navigate. Highlight wins regularly in the context of broader system goals.

Showing campuses how Navigate has been successful for their peers makes them feel more comfortable expanding their use of the tool.

Key Elements of the Navigate Narrative

What to Emphasize at the System Office and on Campuses



Equity

At the System Office

GI2025 strives for equitable improvements including eliminating equity gaps in degree completion. Ensure System Leaders understand how campuses can use and are using Navigate to address equity.

At the campus level

Help campuses understand how Navigate can be used to work towards equity-related goals. Example: CSU Fullerton disaggregates appointment data to ensure equity in advising access.



CALIFORNIA STATE UNIVERSITY
FULLERTON

Finding from Analysis by Race/Ethnicity



Hispanic/Latinx students' **advising engagement lagged** during the pandemic.



Key Insight

- Pilot group virtual advising with Hispanic/Latinx advisors
- Work with resource center to engage students and address pandemic challenges



Black students **engaged with virtual advising at a higher rate** than traditional services.



- Continue to offer some virtual advising services when in-person operations resume

Continued Communication and Education



You're Never Done Telling the Navigate Story

1

At the System Level

- April and Liz create short white papers to update executives on progress
- Present campus success stories at system board of trustee's meetings
- Continue to educate and combat misperceptions about what Navigate is and how it is truly being used
- Communication and education are especially important during leadership changes

2

At the Campus Level

- Give extra attention to groups of most resistance
- Ensure campus-level executives (who are sharing the cost with the system) understand what Navigate is and how it is being leveraged

The Importance of Liz's Dedicated Role

- Gives system office the capacity to partner with campuses
- Builds strong, personal relationships with campus leaders
- Can comfortably nudge campuses to expand their use of the tool
- Serves as an advocate for campuses at system office, making them feel safe and heard

Bringing Naysayers Onboard

Listen to and Address Critic's Concerns to Strengthen the Narrative



Identify and include opponents

- Welcome their perspective and work as a team to address concerns
- At the system leadership level, work to understand what Navigate skeptics need to learn about the tool's capabilities, campus successes thus far, or upcoming plans for the platform.
- At the campus level, invite opponents to join leadership teams
- For one CSU school, a skeptical professor transformed into a faculty champion!



Include non-participating campuses

- Invite non-participating campuses to system-wide gatherings and meetings
- Provides opportunity for learning about Navigate's value firsthand from peers



EAB

Responding to “Hold-Out Campuses”

Discussion

What does a “hold-out
campus” mean to you?

Discussion Questions



Do you have **baseline expectations** for how campuses should use Navigate/Starfish in your system?



What practices have been effective in **engaging campuses** that have not met your expectations or have been slower to move forward? What has not been so successful?



How do you manage expectations around technology use in the context of all your asks?



How do you support colleges when this technology implementation **might not be at the top of each college's priority list**?

Tips for a Great Breakout

28



Introduce Yourself

When you first chime in during the conversation, share a bit about your role and experience.



Don't Be Afraid of Silence

Take time to process questions and consider what insights you may have to share.



Give Everyone a Chance to Speak

Be sure each group member has a chance to share.



Let the Conversation Evolve

Is your group starting to discuss a question or topic that isn't on the list? That's ok! This is time for you all to discuss whatever is most helpful and interesting.

Facilitators



Joey Fluriach



Trevor Hannum



Amanda Johannsen



One of these Strategic Leaders will join your breakout room to help facilitate conversation and provide insight where needed.

Final Thoughts for Day 1

Please take a moment to answer the brief poll question on your screen.

We'll see you tomorrow for Day 2!



Washington DC | Richmond | Birmingham | Minneapolis | New York | Chicago

202-747-1000 | eab.com