



COMMUNITY COLLEGE RESOURCE

# Leverage Technology to Transform Student Success and Data Management

2024 Case Study Compendium for Community and Technical Colleges



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For over a decade, EAB has been **the trusted technology partner** for 850+ higher education institutions nationwide, including hundreds of community colleges. As enrollment and retention pressures rise, it's critical to **modernize** and personalize the student experience, **unify** campus data for better decision making, and **automate** time-intensive processes to ensure every student interaction counts. This compendium showcases how our community college partners leverage EAB's student success and data technologies for transformative results in enrollment, retention, faculty engagement, reporting, and more.

## Navigate360

Higher Ed's Leading CRM for Community Colleges

Institution	Highlighted Result	Page
<b>Unlock Prospective Student Recruitment</b>		
<b>Central Virginia Community College</b> • Small institution (3,388 students)	<b>\$522K</b> Tuition revenue from 344 new students enrolled in six months	5
<b>Cerro Coso Community College</b> • Midsize institution (5,000 students)	<b>100%</b> Increase in prospect inquiries received	5
<b>Elevate Faculty Engagement</b>		
<b>Arapahoe Community College</b> • Midsize institution (9,600 students)	<b>225%</b> Increase in early alerts	6
<b>Pueblo Community College</b> • Midsize institution (5,000 students)	<b>191%</b> Increase in faculty appointments scheduled in one academic year	8
<b>Forsyth Technical Community College</b> • Large institution (10,000+ students)	<b>20 percentage-point</b> Increase in faculty response rates in one academic year	10
<b>Optimize Guided Onboarding</b>		
<b>Germanna Community College</b> • Midsize institution (7,207 students)	<b>\$507,770</b> Additional and preserved tuition revenue in one semester	12
<b>Mt. Hood Community College</b> • Large institution (33,000 students)	<b>&lt;2hrs</b> Acceptance turnaround time	14
<b>Technical College of the Lowcountry</b> • Small institution (2,000 students)	<b>60%</b> Newly admitted students enrolled in courses during fall term (34% above projected goal)	16

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Institution Highlighted Result Page

## Transform Academic Advising

### Milwaukee Area Technical College

- Large vocational-technical college (25,000 students)
- **Moon Shot for Equity partner**

**10 percentage-point**

Higher persistence rate through equity initiatives

17

### Broward College – PARTNER SPOTLIGHT

- Large public state college (38,976 students)
- **Strategic Advisory Services partner**

**\$1.4M**

Total ROI for all tracked Navigate360 initiatives

19

## Edify

The Data Hub for Community Colleges

## Automate Data Preparation and Compliance Reporting

### El Camino College

- Large community college (20,400 students)

**2**

Months from project initiation to implementation

26

### Northampton Community College

- Large institution (20,000+ students)

**\$950K**

State funding loss avoided on critical report thanks to Edify

29

## Inform Enrollment and Student Success Strategy

### North Iowa Area Community College

- Small community college (2,500 students)

**Unified enrollment data**

Combined CRM, National Student Clearinghouse, LMS, and ERP data into single platform

31

### Community College of Allegheny County

- Large institution (20,000+ students)

**Data-driven student support**

Historical reports, segmented stop-out analysis, and more

33

## Activate Institutional Data Across a Community College System

### Community College System of New Hampshire

- Community college system (26,000 students)

**5%**

Increase in fall-to-spring persistence at one campus

35

[Read the stories](#)



To learn more about EAB's full range of solutions for community colleges, see page 37.



# Navigate360 Success Stories

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SECTION

1


# Unlock Prospective Student Recruitment

Outreach and Tracking Tools Reach More Prospective Students and Improve Yield


## ▶ Cerro Coso Community College

Cerro Coso Community College's prospect management strategy was inefficient, with disconnected data and slow follow-ups. After a year with another CRM, implementation remained incomplete. Within 90 days of implementing Navigate360's Recruitment Management (RM) module, they streamlined processes, centralizing data for efficient tracking, personalized communication, and improved student service without staff overload.



 Ridgecrest, CA

 4,919 students

 45% retention rate

### ✘ Challenges prior to Navigate360's Recruitment Management module

- Previous recruitment tool implementation took **more than a year**, still incomplete
- Highly **manual process**, info collected in **disparate systems** and spreadsheets
- Inquiry form **managed by one small team**; each request required **individual follow up**
- Tracking and yield data was **time consuming, not easily shareable** with other offices

### ✔ Early Recruitment and Enrollment Wins with Navigate360

- **90 days** to launch
- Track and communicate with prospects **at scale** from inquiry through registration
- All prospective student info **lives in one place**
- Manage recruitment and retention in **one system**
- Better tracking of yield **data and analytics**

**100%**

*Increase in inquiries received*


**447%**


*Increase in prospect emails sent without hiring more staff*


## ▶ Central Virginia Community College

Central Virginia Community College faced challenges scaling prospect management. Exploring other CRMs, they found none were built with community colleges in mind. In 90 days, they launched Navigate360 RM, piloted an automated inquiry form, and streamlined post-inquiry workflows to enhance student service while improving staff efficiency.



 Lynchburg, VA

 3,388 students

 63% retention rate

### ✘ Challenges prior to Navigate360's Recruitment Management module

- Prospect tracking and follow up **manually managed** by staff
- **Couldn't connect** with prospects at scale earlier in the funnel
- Other CRM options were **costly, did too much**—not built with community colleges in mind

### ✔ Early Recruitment and Enrollment Wins with Navigate360

- **90 days** to launch
- With RM, piloted new **automated inquiry form** at Open House, with impressive results:
  - 39** inquiries    **24** applications    **11** enrolled
- Redesigned **post-inquiry workflows** save staff time

**56%** *Yield in inquiry-to-applied stage*

**30%** *Yield in inquiry-to-enrolled stage*

**\$522K** *Tuition revenue from 344 students enrolled via the RM module in the first six months of use*

## COMMUNITY COLLEGE

# Navigate360 Interventions Lead to Increase in Advising Appointments and Much-Needed Funds for Students

Arapahoe Community College, Midsize Institution in Littleton, CO

- **About:** Arapahoe Community College, with three campuses and 9,600 students, is part of the Colorado Community College System. The three-year graduation rate is 20%.
- **Challenge:** Prior to partnering with EAB, Arapahoe struggled to gain traction with other early alert systems and faculty were wary of new student success technology. Departments and offices operated in silos, which led to uncoordinated and overwhelming communication to students. Advising appointments were also difficult to manage and track, and advisors found it challenging to maintain their caseloads.
- **Solution:** Arapahoe introduced Navigate360's early alert feature to streamline the process for faculty and ensure all student cases are properly triaged and addressed. Additionally, email and text message campaigns encourage students to schedule and attend advising appointments, lowering the no-show rate.
- **Impact:** The volume of early alerts increased 225% with Navigate360 compared to the previous system, which led to increased distribution of much-needed emergency funds. Following the outreach campaigns, the no-show/cancellation rate for advising appointments was just 7%.

## Impact Highlights

# 225%

Increase in early alerts in Navigate360 vs. previous system

# \$9,641

Emergency fund dollars distributed due to early alerts

# 92.9%

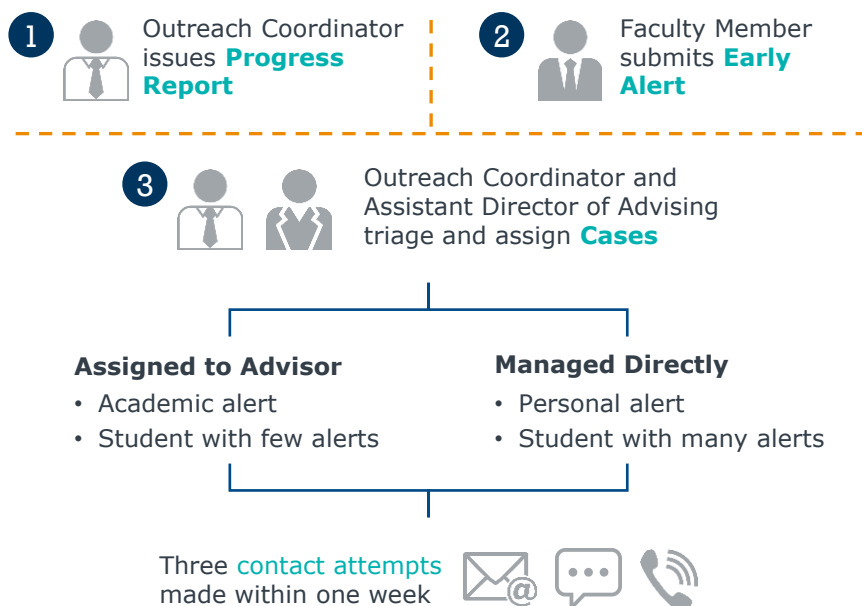
Portion of advising appointments attended following nudging campaigns

## Straightforward Triage Process in Navigate360 Ensures All Cases Are Addressed

### Flaws in Pre-Navigate360 Early Alert System

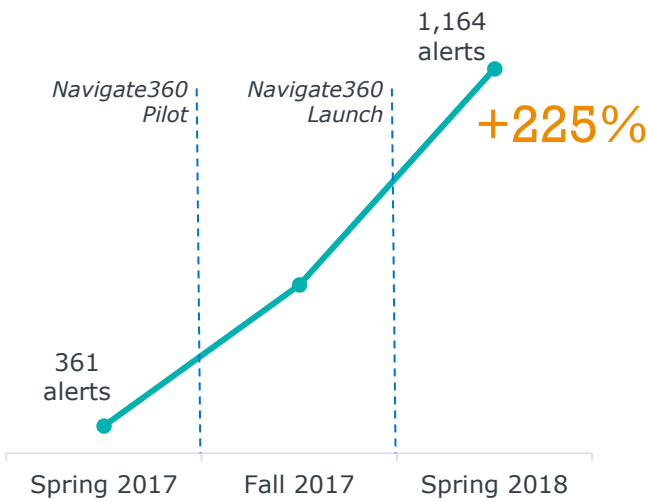
- ✗ Faculty **passively issued alerts**, inconsistently across and within departments
- ✗ Email reminders were minimal, poorly timed, and **not actionable**
- ✗ Faculty were required to enter **redundant information** each time they issued an alert
- ✗ Faculty **didn't receive updates** after issuing an alert
- ✗ Early alerts **didn't generate trackable cases**

### Navigate360's Early Alerts

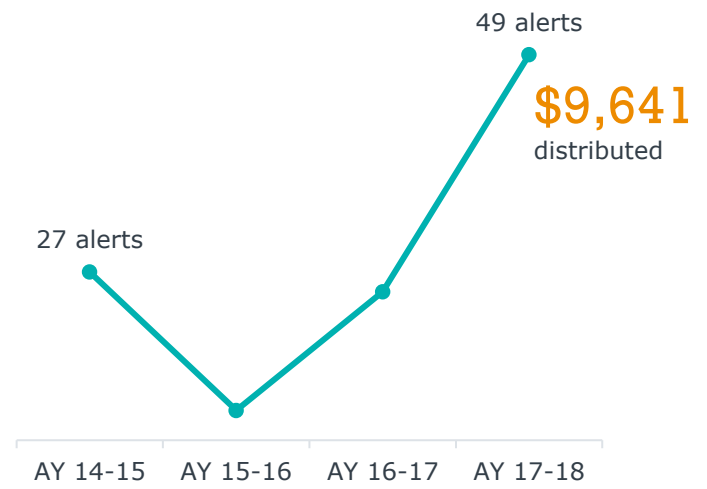


# Increase in Early Alerts Directs More Money to Students Who Need It

## Total Volume of Early Alerts



## Emergency Fund Alerts and Utilization

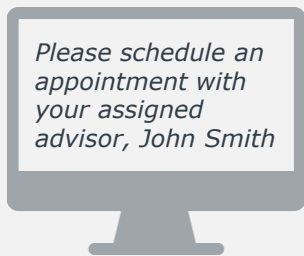


“Using early alerts has raised my awareness of issues beyond the classroom. **I’ve found myself asking deeper questions about the student.** Is there a family or financial issue impeding their success? Would a minor homework extension help this particular student to succeed?”

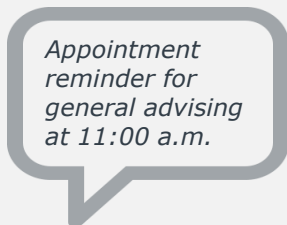
– Faculty Member

# Registration Campaigns and Text Nudging Show Promising Results

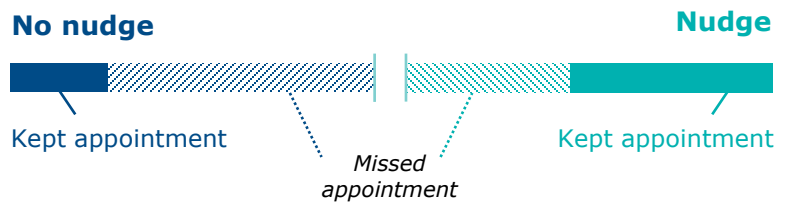
### 1 Fall Registration Email Campaign to All Currently Enrolled Students



### 2 Text Nudging to Select Students

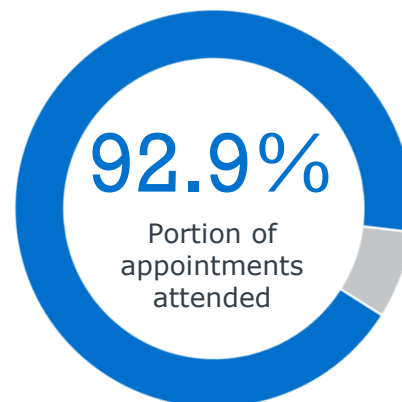


Students were **50% more likely** to keep their appointment when they received a text reminder



### All Advising Appointments Scheduled Since March 2018

5,106  
Appointments attended



391  
No-shows or cancellations

## COMMUNITY COLLEGE

# Leverage Faculty Partnerships and Technology to Address the Community College Enrollment Crisis

Pueblo Community College, Midsize Institution in Pueblo, CO

- **About:** Pueblo Community College (Pueblo) is a Hispanic-Serving Institution with over 5,000 students across three campuses. Approximately 70% of Pueblo’s students are part-time, and 34% are first-generation.
- **Challenge:** Two years into the pandemic, Pueblo faced serious enrollment challenges. Higher-than-expected summer melt in Fall 2021 led them to investigate causes that could threaten future semesters. Cross-campus communication issues, limited access to faculty during summer, and a lack of buy-in to student success initiatives were among the most pressing contributors.
- **Solution:** Pueblo leadership identified a two-pronged approach to address their enrollment problem. First, they created clearer advising processes powered by Navigate360. They also leveraged Navigate360’s student app to engage students throughout the advising process.
- **Impact:** Pueblo’s initiative empowered faculty and staff to clarify their roles in the advising process, limit time spent on wrong-fit tasks, and develop mutually agreed upon strategies for more effective student care. The faculty progress report response rate—a measure of active use and collaboration with staff advisors—increased by 11.2% and faculty advising appointments increased 191% in the 2021-22 academic year. The new process increased student engagement as well, yielding a 42% increase in Navigate360 app usage across the same timeframe.

### Impact Highlights

## 11.2%

Increase in faculty response rate to progress reports

## 191%

Increase in faculty advising appointments scheduled

## Holistic Advising Model Empowers Staff & Faculty

*Right-fit and shared responsibilities create an equitable partnership*

### Coordinated Efforts

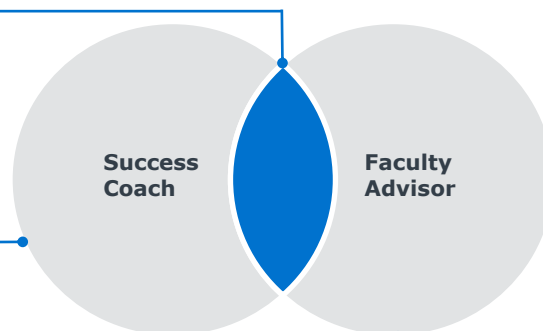
- **Sync faculty calendars** so staff can set student/faculty meetings based on real-time availability
- Monitor population health analytics and identify intervention opportunities
- Conduct early alerts and case referrals
- Collaborate on Success Coach Advisory Group to improve advising partnership

### Staff Responsibilities

- **Serve as student’s central point of contact**
- Message students through email or mobile directly from Navigate360
- Create academic planning templates for students to chart out courses for multiple semesters
- Assist with course advising and non-academic needs

### Faculty Responsibilities

- **Act as student’s key resource for all major-specific needs**
- Use Progress Reports for seamless case management
- Create regular campaigns to encourage students to schedule advising appointments



### Success Tip:

Pueblo started their Success Coach Advisory Group by having faculty and staff ask each other this question: **“what are 10 things you’d like me to know about your role?”**



# A Student-Centered, Tech Approach Powered by Navigate360

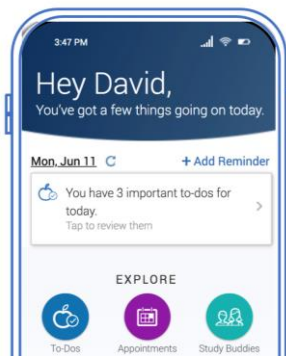
Navigate360 Technology Enables Comprehensive Student Support

## Tech Tools to Keep Students Connected to Campus and On Track

1

### Student Mobile App

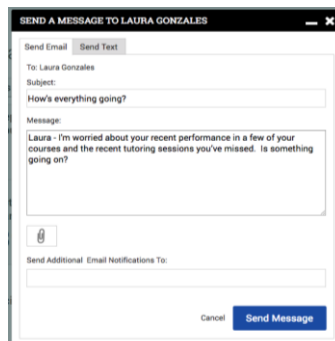
Customizable to-do lists walk students through onboarding, and help mitigate summer melt



2

### Multi-Modal Communication

Reach students wherever they are via text, email, and phone calls



3

### Ongoing Assessment

Use Navigate360 to explore data, discover pitfalls and enhance enrollment outcomes

Pueblo is performing an ongoing analysis of why students didn't re-enroll to improve retention efforts going forward.



“Navigate360 is our mothership. It's where we note every decision made, why we did something, when we met with someone. The transparency and accountability [it provides] is a gamechanger.”

-Heather Speed, Vice President of Student Success

## Navigate360 Equips Advising Partners to Engage (and Re-engage) Students

Pueblo has set the stage to increase the number of applicants who successfully matriculate each term—and to re-engage the students they previously lost to melt—by strategically focusing efforts on Navigate360 utilization and more equitable advising partnerships between faculty and staff. **Pueblo is also deploying an "applied-to-enrolled" automated campaign through Navigate360 to stay connected to students and decrease enrollment barriers.**

### Navigate360 Facilitates Holistic Advising Among Pueblo Faculty\*

1,275%

Increase in faculty providing real-time availability

191%

Increase in faculty advising appointments

11.2%

Increase in faculty progress report response rate

116%

Increase in use of appointment campaigns

\*Data represents increase between 2020-21 and 2021-22 academic years

## COMMUNITY COLLEGE

# How Forsyth Tech Enhanced Retention and Streamlined Student Success Initiatives with Navigate360

Forsyth Technical Community College, Large Institution in Winston-Salem, NC

- About:** Forsyth Technical Community College is a public community college in Winston-Salem, North Carolina serving over 10,000 students. About 50% of Forsyth Tech's students attend part time and 34% of their students are Pell Grant recipients.
- Challenge:** Forsyth Tech struggled with low retention, and their student success platform limited their ability to truly engage students and provide holistic support. The platform's implementation process had been cumbersome, and they were unsuccessful in achieving strong utilization from students, faculty, or staff.
- Solution:** Forsyth Tech established a workgroup of campus leaders from diverse areas to choose a new student success partner. They chose Navigate360 because of its 1) ease of use, 2) comprehensive communications tools, 3) student-facing mobile app, 4) integration with their existing systems, and 5) 360-degree support from their Navigate360 implementation team.
- Impact:** With Navigate360, Forsyth Tech experienced positive outcomes in terms of both utilization and retention. In the first academic year after launch, they saw a 14% higher retention rate among students who attended advising appointments compared to those who did not. Forsyth Tech's faculty progress report response rate increased 20%, and student app usage increased by 432% within one year.

## Impact Highlights

# 14%

Higher retention among students who attended advising appointments vs. those who did not

# 432%




Increase in total new and returning users logging into the student app within one year

## Turning Tech Frustration into Campus-Wide Buy-In with Navigate360


*Forsyth Tech Developed Strategies to Train, Demonstrate, and Reinforce Navigate360 Use*







### Strategies to Create Student Buy-In

-  Students are advised to download Navigate360 at registration, through email, or in their first advising appointment
-  Advisors use Navigate360's Academic Planning module to help students build their course plan during advising sessions
-  Forsyth Tech Peer Advisors assist students with registration directly in Navigate360

**17** percentage points  
 Increase in Navigate360 App Return-User Logins  
 (From year 1 to year 2)




### Strategies to Create Staff & Faculty Buy-In

-  Student success workgroup held a series of "campus roadshows"
-  "Refresher" Navigate360 trainings offered each semester; versioned for different campus units
-  1:1 consultations and use-case specific trainings (examples: how to use Quick Polls, Early Alerts, Multi-modal communication tools)
-  EAB's support team provided support both during and after implementation

**20** percentage points  
 Increase in Faculty Response Rates  
 (From year 1 to year 2)



# Navigate360 Provides Comprehensive Tech-Enabled Student Support

Extending Forsyth Tech's Reach and Insight Beyond the Basics

## Previous Student Success System

### Essential Advisor Workflow Tools

- Smart student profile
- Early alerts
- Role-based permissions
- Multi-modal communications
- Appointment scheduling
- Shared notes

## Navigate360

### Mobile Guidance

- Term-to-term tools including onboarding checklist, study buddies, and major explorer
- Push notifications for holds and deadlines
- Surveys and quick polls



### Academic Planning

- Collaborative planning workspace
- One-click registration



### Financial Planning

- Breakdown of costs and funding options
- Personalized budget builder
- Financial guidance, links, and tips

### Analytics

- Historical trend dashboards
- Intervention measures
- Flexible analytics model
- Student support predictive model

### Advanced Workflow Tools

- Campaign management
- Saved dynamic searches
- Two-way texting

## Better Tech Empowers Students to Stay on Track

Advising Appointments Scheduled via Navigate360 Campaigns Tied to Higher Success Outcomes

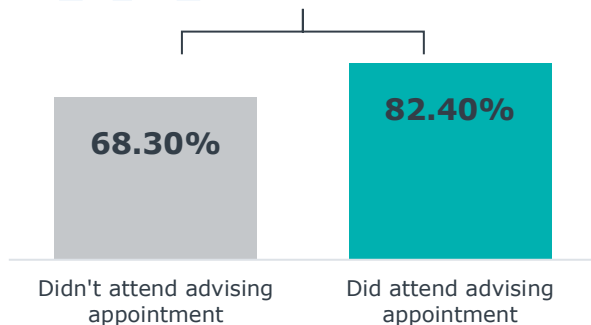
“Navigate360 planning and registration is a great tool to help students ‘see’ their pathway to degree completion, and the visual encourages persistence. **It is amazing to watch how accomplished the students feel when they register themselves.**”

-Forsyth Tech staff member

## Advising Appointments are a Key Factor in Reenrollment

Navigate360 Campaigns Make it Easy for Advisors to Efficiently Schedule Appointments with Their Student Caseload

**14.1** Percentage-point higher reenrollment rate



**\$50K** Tuition revenue attributed to higher courseloads

Students who attended advising appointments scheduled via Navigate360 campaigns registered for **.44 more credits on average** compared to those who did not attend appointments, totaling \$50K in tuition revenue

## COMMUNITY COLLEGE

# Eliminating Barriers to Onboarding and Making Academic Planning More Accessible for Students

Germanna Community College, Midsize Institution in Locust Grove, VA

- **About:** Germanna Community College (GCC), part of the Virginia Community College System (VCCS), has 7,207 credit-earning students, a 68% retention rate, and a 37% graduation rate.
- **Challenge:** Prior to VCCS’s system-wide implementation of EAB’s Navigate360, GCC struggled with a muddled onboarding process that left students confused and inefficient advising that didn’t focus on long-term academic planning. In the words of GCC’s Assistant Dean of Student Development, “Students were more confused than they were educated.”
- **Solution:** GCC automatically provides all student applicants with access to Navigate360 as a checklist for onboarding. GCC also integrated Navigate360’s Program Advising tool into its freshman orientation course, allowing students and advisors to easily collaborate on academic plans across students’ first term and beyond.
- **Impact:** GCC’s applicant-to-enrollee rate increased by 14.5% in one year. Additionally, students with an academic plan in Navigate360 enroll in 3.4 more credit hours per semester on average and are 12.7 percentage points more likely to persist, equating to a combined \$507,770 in additional and preserved tuition revenue each semester.

## Impact Highlights

# 14.5%

Increase in applicant-to-enrollee conversion rate after launching Navigate360

# \$507,770

Additional and preserved tuition revenue in one semester

## With Technology-Enabled Onboarding, More Applicants Are Enrolling

*Navigate360 Helps Remove Barriers to Enrollment and Reduce the Burden on Students*

### BEFORE NAVIGATE360

*Students expected to be proactive, intuiting next steps in the process*

- Applicants must complete multiple steps, like FAFSA and tuition payment, **without clear guidance on timing**
- Required steps to enroll are often **confusing for first-time applicants**
- No easy way for students to find the right person to **ask for help**
- Students often had to **wait hours** at the advising office to meet with their advisor

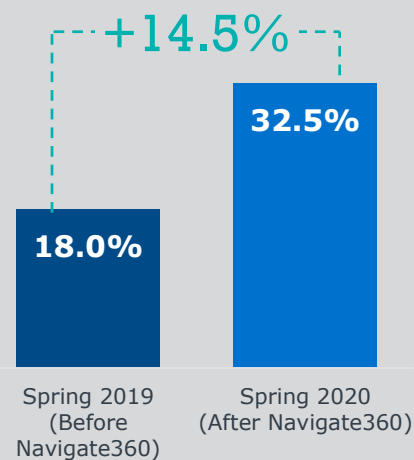
### AFTER NAVIGATE360

*Advisors use Navigate360 outreach campaigns to help applicants make appointments, pacing key onboarding steps*

- One day after applying, students receive **instructions to log into Navigate360** and access a prioritized to-do list
- Advisors use **campaigns** to help applicants schedule time to discuss onboarding steps
- Students can easily **identify and contact their assigned advisor** in Navigate360
- Students schedule advising appointments in Navigate360 and **check in using Navigate360 kiosks**, cutting wait times

### SEEING AN IMPACT

**Applicant-to-enrollee conversion rate** before and after using Navigate360 to improve onboarding



# A More Intuitive, Long-Term Approach to Academic Planning

Program Advising Workspace in Navigate360 Allows Students and Advisors to Easily Work Together

## BEFORE NAVIGATE360

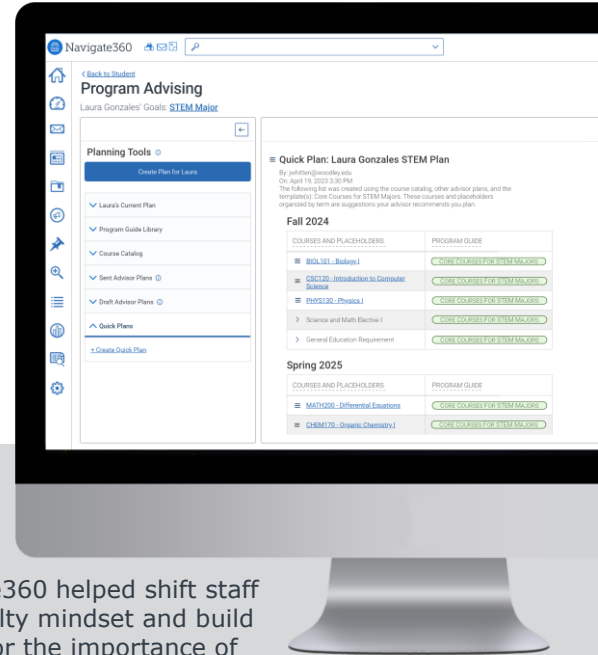
Difficult to track plans, duplicating work each semester

- Students complete a **pen-and-paper plan** while meeting with their advisor
- Students often lose this document and have to **start over every semester**
- Advisors had **no standardized way to store notes** or documents

## AFTER NAVIGATE360

Long-term planning that supports collaboration

- Students **build a multi-term plan in Navigate360** during their freshman orientation course
- Advisors can **access, share feedback, and approve** plans directly in Navigate360
- Both students and advisors can review and adjust plans in **future semesters**



## KEYS TO SUCCESS



Before launching Navigate360, leadership worked with faculty to ensure curriculum info was accurate and complete



GCC partnered with EAB to host Navigate360 trainings for all advisors and faculty, starting with basics

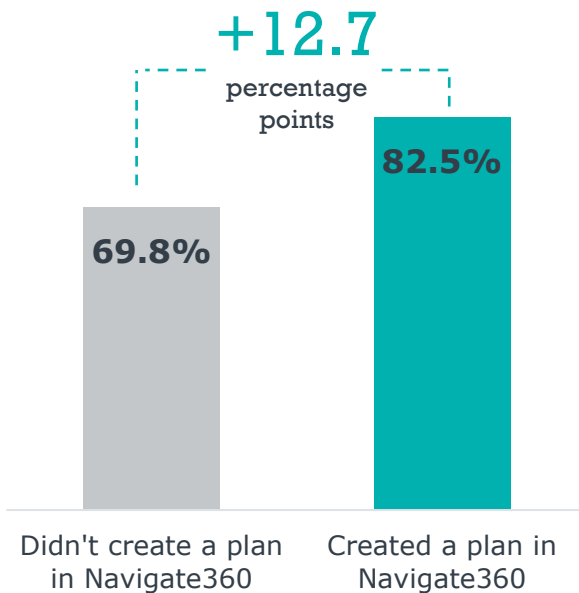


Navigate360 helped shift staff and faculty mindset and build buy-in for the importance of simpler academic planning

## Improved Academic Planning Process Pays Off

### Fall-to-Spring Reenrollment Rate

Based on Whether or Not Students Created an Academic Plan in Navigate360

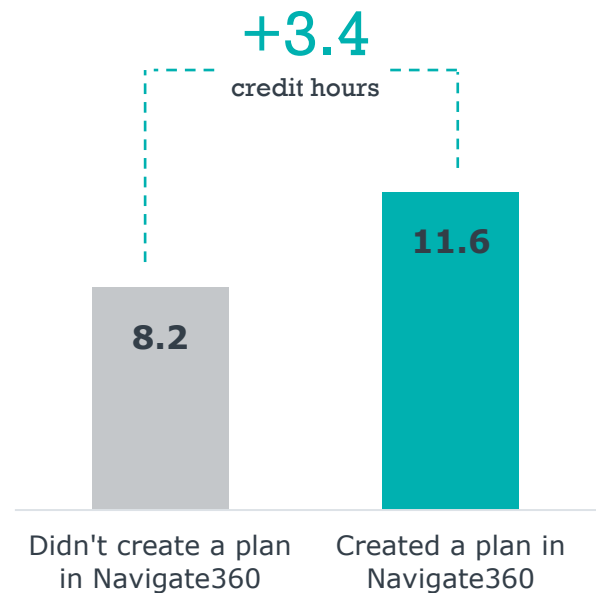


**\$173,450**

Tuition revenue for one semester from 91 additional reenrolled students

### Average Credit Hours Per Semester

Based on Whether or Not Students Created an Academic Plan in Navigate360



**\$334,320**

Tuition revenue for one semester from 585 students with higher course loads

## COMMUNITY COLLEGE

# Automating Admission Process Eliminates Common Enrollment Barriers

Mt. Hood Community College, Large Institution in Gresham, Oregon

- **About:** Mt. Hood Community College (MHCC) is a public community college with over 33,000 students across three campuses. The six-year graduation rate is 21%.
- **Challenge:** Prior to fall 2017, 68% of students were lost between application and registration. This high attrition rate was due to a number of outdated workflows. The college’s admission process was manual, tedious, and lacked coordinated processing, which resulted in delayed application review and student ID generation.
- **Solution:** In 2015, MHCC leadership cleared up an IT backlog and transitioned new leadership into key roles. A year later, MHCC partnered with EAB to address their admission workflow, automate their enrollment process, and instill a student success culture across campus.
- **Impact:** As a result, the turnaround time for acceptance dropped to less than two hours, and MHCC saw a 3% increase in percentage of applicants who registered within three days.

**Impact Highlights**


**3%**  
Increase in percentage of applicants who register within three days

**<2hrs**  
Turnaround time for acceptance to Mt. Hood, vs. 72 hours in fall 2015

## Overview: Creation of A Shared Student Success Vision

*How MHCC Is Transforming Their Culture Year After Year*

**1 Revealing campus blind spots**



EAB and MHCC leadership examined the onboarding process and determined that the ID provision was the biggest roadblock—and opportunity for improvement.

Leadership met with internal staff to look into the “ins” and “outs” of the admission process from the student perspective.


**2 Forming cross-department teams**



To build momentum and increase shared knowledge across departments, MHCC created teams from Admissions, IT, Records, and Registration based on:

- Experience
- Scope and magnitude of project
- Complementary skill sets

**3 Utilizing data to drive institutional change**

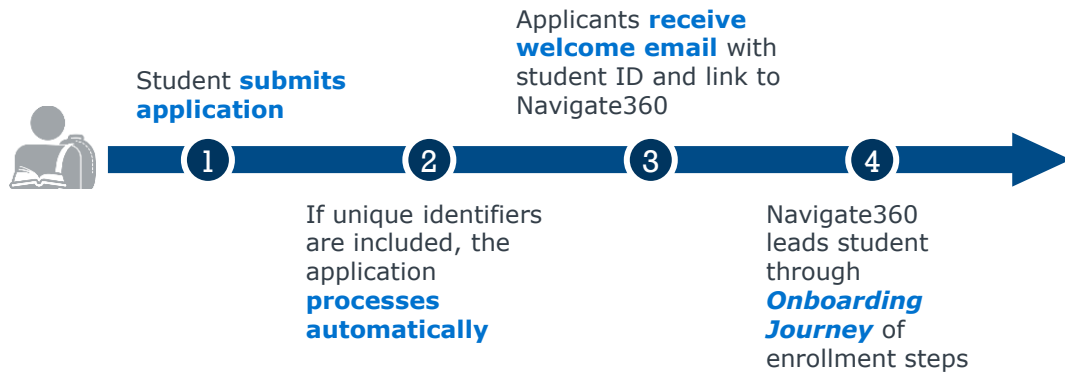


In order to gain buy-in and break silos, the project manager used data as a “teaching moment” to improve the process and empower staff. This enabled MHCC to identify areas where they could automate and increase staff capacity for more essential tasks.

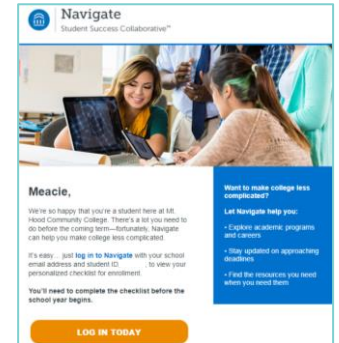
# Empowered by Data to Coordinate the Admission Process

Immediate Electronic Notifications Allow Students to Enroll Right Away

## The Navigate360 Onboarding Process

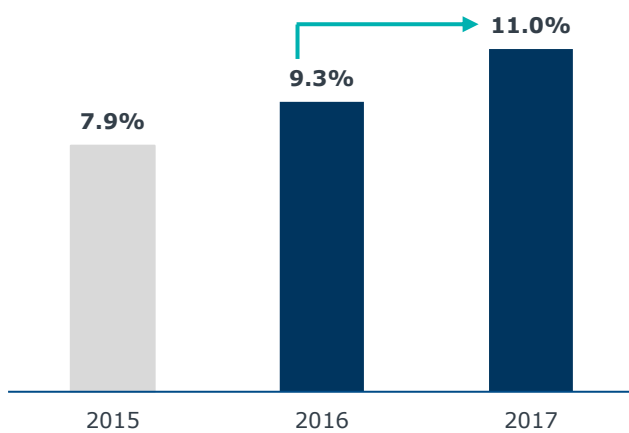


Total Time: <2 Hours



## Quick Acceptance Motivates Students to Continue Through to Registration

### Percent of Applicants Registered Within Three Days of Acceptance



Gains achieved in collaboration with Navigate360

### Intake Survey Supports Thoughtful Decision-Making

Sample Questions

- What major do you want to pursue?
- What are your goals coming to college?
- What are you good at? What do you care about?
- What other responsibilities do you have outside of school?

### Results After the First Year

11%

Fall applicants registered within three days of application, compared to 7.9% in 2015

90%

Of applicants receive an ID, welcome letter, and Navigate360 login within two hours

“

I love Navigate360! It gives students tons of information at their fingertips without the need to dive deep into our website to try to find what they need to know.

-Project Team Member

”



## TECHNICAL COLLEGE

## Inside a Technical College's Title III Award and Student Success Technology Investment

### BACKGROUND

Technical College of the Lowcountry (TCL) is a small two-year college in Beaufort, South Carolina with approx. 2,000 students, about 25% of whom attend full-time.

### OPPORTUNITY

#### TCL needed comprehensive student success technology to address gaps in retention and graduation rates

TCL found that only 30% of admitted students completed onboarding and ultimately enrolled, with just 20% graduating within three years. TCL saw an opportunity to transform their student experience by adopting both the Guided Pathways framework and a comprehensive student success technology but lacked the resources to implement these initiatives independently.

### SOLUTION

#### Investing in technology was vital to their success

TCL secured a Title III Strengthening Institutions grant in 2019 to address student success challenges and selected EAB's Navigate360 CRM to help them meet strategic goals and grant requirements. With Navigate360, they implemented Guided Pathways and tech-enabled onboarding and advising practices.

To ensure a sustained investment, TCL's Title III team, in collaboration with executive leadership, integrated these processes into their long-term student success strategy, enhancing the campus experience.

### IMPACT

#### Collaborative partnerships yield long-term sustainability and progress toward Title III goals

TCL's Title III and Navigate360 teams partner closely, ensuring sustained change in business processes and technology adoption through ongoing strategy conversations with their EAB Strategic Leader. TCL prioritized identification of early campus adopters during the implementation process, particularly among faculty, improving buy-in and utilization.



### KEY RESULTS

▶ **60%**

newly admitted students enrolled in courses during fall term (34% above projected goal)

▶ **42.4 percentage-point**

higher registration among those who attended an advising appointment via Navigate360 campaign vs. those who did not

▶ **\$68,200**

additional revenue in one semester due to increase in registration and persistence

▶ **83%**

Faculty response rate in the first progress report campaign

### TCL's Advice to Community Colleges Pursuing Title III and Technology:

- ✓ Include technology in your funding proposal and emphasize its long-term value among campus leaders
- ✓ Prioritize cross-campus training after selecting your technology
- ✓ Identify and nurture early adopters who can be involved in decision-making
- ✓ Partner with collaborative experts who can guide change management and tech adoption



**TECHNICAL COLLEGE**

# Milwaukee Area Technical College Closes Equity Gaps With Retention Grants and Process Innovations

Milwaukee Area Technical College, Large Vocational-Technical College in Milwaukee, WI

**About:** Milwaukee Area Technical College (MATC) is a public two-year vocational-technical college serving 25,000+ students. Their Fall 2021 fall-to-spring persistence rate for first-time degree-seeking students is 65%, and 55% of all enrollees during AY21 self-identified as students of color.

**Challenge:** In Fall 2021, MATC found that registration holds and small account balances were creating persistence barriers for thousands of students. These barriers disproportionately impacted first-generation, low-income, and underrepresented minority students. MATC partnered with EAB’s Moon Shot for Equity initiative to eliminate equity gaps in retention and ultimately graduate more students.

**Solution:** In Fall 2021, MATC activated a cross-departmental Retention Grants Team to develop and deploy a program that would incentivize students close to graduation to register for the following term. A Hold Reform team also worked to improve persistence outcomes by eliminating the deregistration process, removing a registration hold based on low account balance, and providing one free transcript despite an unpaid account balance.

**Impact:** 1,586 students were awarded micro-grants. The recipients persisted at a 10% higher rate than the general student population from Fall 2021 to Spring 2022. Further, an additional 467 students were able to register when MATC eliminated the registration hold.

## Impact Highlights

**10 percentage points**

Higher persistence rate for grant recipients compared to the general student population

**\$1M**

Dollars originally committed to providing micro-grants to all eligible students in year one during the pandemic; \$150k raised so far to sustain the program in the future

## Building the Retention Grant Program

*Proactive Retention Initiatives Take a Campus-Wide Approach*



15-stakeholder Retention Grants Team formed, with **faculty, staff, students, and alumni** represented



Developed **criteria:** students who demonstrated **“momentum to graduate”** and were **in good standing**



Awarded grants to **1,586** students identified as eligible



Team **trained on Navigate360** platform



Committed **\$1M** in seed funding to offer \$300 grants to **all eligible students**



**1,039**


Students pre-registered for the Spring 2022 semester after receiving a grant

# Align Retention Grant Programs with Proactive Hold Resolution Initiatives


## Reducing Barriers Through Process Innovation

Through their Moon Shot partnership with EAB, MATC identified other opportunities to address equity gaps, including several innovative hold resolution initiatives. In 2021, they performed a hold audit and discovered that 12,551 students registered at the last minute—within one week of classes beginning and up to two weeks after the semester began. This information was used to establish a correlation between late registration, course success, and academic suspension. In addition, 7,696 students were identified as having a hold on their accounts for tuition and/or fees. For those students with a balance of less than \$200, the hold was removed, allowing them to register.


### 1 Eliminated Deregistration List

 Implemented payment plan options for currently enrolled students with a balance


### 2 Increased Bursar Threshold

 Raised the account threshold from a balance greater than \$0 to balance greater than \$200

### 3 Restructured Academic Suspension Hold

 Created cross-divisional work team to address this hold and ensure students were receiving academic support rather than penalization

### 4 Discontinued Transcript Holds

 Provided one free transcript to all students that completed regardless of outstanding balance

467


Additional students able to register for classes when one hold was eliminated from their account


## Improved Transfer Pathways Through MOU Partnerships


In addition to the micro-grant and registration hold initiatives, MATC deepened their Transfer Pathways partnership with University of Wisconsin-Milwaukee (UWM). With guidance and support from the Moon Shot team, MATC and UWM addressed 1) confusing program information, 2) lack of formal data sharing, 3) unclear credit articulation, and 4) excess credits due to curricular variance.




### Transfer Pathways Improvement Goals


 Eliminate credit loss and excess credits through **curriculum realignment**

 Develop **co-branded marketing** materials to promote the program

 Perform **website audits** to ensure program information is accurate

 Enable **data-sharing between advisors** through a Memorandum of Understanding

 Restructure **academic pathways** based on student interest

 Increase number of **underrepresented students transferring** from MATC to UWM



**Breaking down barriers to help students persist**—and ultimately graduate or transfer—is central to our mission of transforming lives and the community we serve. We are pleased by these initial results and look forward to continued work to eliminate equity gaps by 2030.”

*Dr. Mohammad Dakwar, Vice President, Learning, Milwaukee Area Technical College*

**STATE COLLEGE**

# How an EAB Technology and Research Partnership Helped Drive Transformation for Broward College

Broward College, a Large Public State College in Fort Lauderdale, FL

## Partner Spotlight: A Relentless Commitment to Excellence

Since 1959, Broward College (BC) has led the way in providing transformative academic experiences to thousands of students. Based in Fort Lauderdale, Florida, BC has the second-largest enrollment in the Florida College System, serving 56,000 students annually across six campuses. Named one of the **top five community colleges by the Aspen Institute for 2023**, their staff and faculty work together to provide a coordinated and personalized student experience through use of technology, constant innovation, and best practice research.

In 2011, BC partnered with EAB's research solution, **Strategic Advisory Services**, to stay ahead of sector enrollment and retention trends, innovate with peers, and receive strategic guidance and insight to make better decisions. Across the past 12 years, BC has expanded the scope of their EAB partnership to include both research and **Navigate360 student success technology** solutions to address needs of students, staff and faculty, and the entire institution.

In the next few pages, you'll learn about the evolution, innovations, and impact of BC's ongoing partnership with EAB and how they leverage it to relentlessly improve and transform the community college experience.

### Broward College by the Numbers



- 56k students
- 4,000 full-time and part-time faculty and staff
- Hispanic-Serving Institution

# 34%

3Y completion rate

# 57%

Fall-to-fall retention rate

# 46%

First-generation

### A Proven Community College Leader



*Recipient of Gold Bell Seal for Workplace Mental Health*



*National HR Excellence Award Winner*

# Rising to the Student Success Challenge

## BC's Challenge

### Student Success Mired by Manual Workflows

In 2016, BC faced student success challenges in persistence and graduation. The biggest barriers to success were:

- Lack of standardization in advising
- No sustainable way to implement a case management model
- A highly manual, static academic planning system that didn't accommodate customization or flexibility to support student need
- No scalable method of communication to effectively reach their students in a timely and strategic manner

## BC's Solution

### Technology and Process Improvement

BC sought **student success technology** that would enable them to address retention imperatives and modernize their campus experience. BC turned to **Navigate360, EAB's CRM**, to fulfill these goals.

With Navigate360, BC improved the student experience by cutting advising wait times, streamlining the registration process, and providing students with coordinated and future-focused care.

For students, that meant a more supportive academic experience and a higher likelihood to persist and complete.

### BC chose Navigate360 because it:

- 1 Enabled **Guided Pathways**.
- 2 **Streamlined** the **advising** process.
- 3 Enabled **strategic, scalable communications** with students and among faculty and staff.
- 4 Allowed BC to build a **Coordinated Care Network** of student support.
- 5 Included membership to **EAB's Student Success Collaborative**, granting BC access to decades of research, an EAB consultant, and best practice-sharing events with **850+** partner institutions.

## Student Outcomes Improve with Navigate360

### Success by the Numbers

**+5%**

Increase in **FTIC cohort completion rate** in 1 year (2018)

**+2.09**

Higher **average semester credit load** among those who registered using Navigate360 vs. those who didn't (2020)

**\$1,424,473**

Total **ROI** for all tracked Navigate360 initiatives (2016–2023)

**+25%**

Increase in **new and returning Navigate360 student users** in AY22-23 (as compared to AY21-22)



[Learn more](#) about how Navigate360 can transform your student success initiatives.

# Tech-Enabled Support System for Staff

## BC's Challenge

### Slow Advising Processes Meant Lost Momentum for Students—and Frustration for Staff

BC struggled with advising and registration processes that were slow and labor-intensive, with past advisor caseloads of **up to 500** students and long appointment wait times. Academic plans were on paper, and weekly academic scorecards required **70+** staff and nearly **40** staff-hours per week to complete. These challenges burdened staff and made it difficult to have aspirational, future-focused conversations with students during advising appointments.

BC also lacked a mechanism to easily track student interactions between offices and flag concerns, leading to students losing momentum or stopping out.

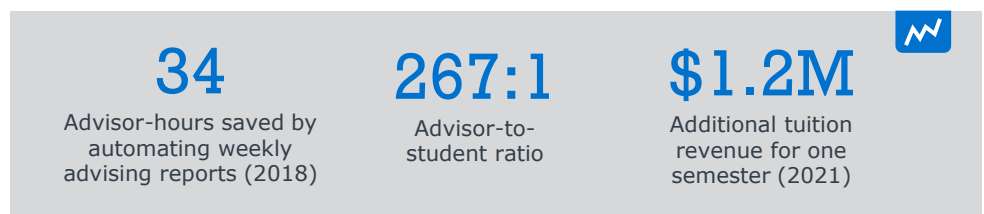
## BC's Solution

### Strategic Support with Technology and Process Enhancements

With data-driven insights from EAB, **BC leveraged Navigate360 to overhaul their advising processes** with time-saving workflows, such as appointment scheduling, academic planning, and **caseload management**. Navigate360 also enabled them to provide clear mechanisms for faculty and staff to communicate and help students stay on track with **campaigns** and **shared notes**.

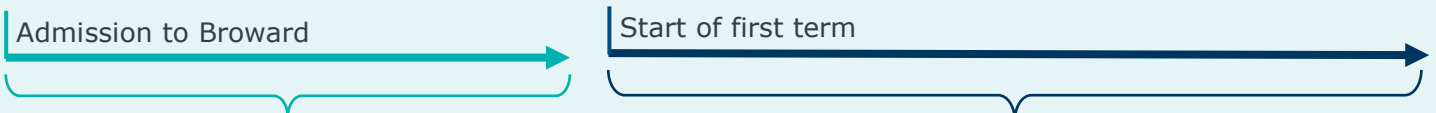
#### These enhancements:

- ✓ Saved staff time
- ✓ Decreased advisor caseloads by almost half
- ✓ Brought in more than \$1 million in additional tuition revenue



## An Innovative Approach to Advising and Caseload Management

### Tech-Enabled Workflows Yield Better Student Outcomes




Students assigned to a **success coach** who:

- Provides **virtual support** through onboarding and first-term registration
- Identifies coursework or life experience that may apply toward **graduation requirements**
- Looks for opportunities to earn **college credits** for high school coursework, work experience, etc.

Students assigned a program-specific **academic advisor** who:

- Encourages students to take the **maximum credit load** when feasible
- Connects students to other campus resources through **Navigate360 referrals**
- Helps students explore careers through the **Major Explorer** in Navigate360's student app
- Uses Navigate360 **outreach campaigns** to schedule appointments
- Uses Navigate360 advanced search to provide **tailored resources to specific student populations** with lower completion rates, such as African American males, students aged 35+, and Pell-eligible students

**A+** **93%**  
Surveyed students agree that their learning goals were met during advisor interactions

 **80%**  
Persistence rate for enrolled degree-seeking students who met with an advisor



# Engaging Faculty in Student Success Initiatives

## BC's Challenge

### Understanding Threats to Momentum

Before Navigate360, BC faculty lacked insight into threats to student persistence. With no clear process for communicating students' needs to other campus staff, those needs often went unaddressed.

Furthermore, faculty had no uniform way to connect students to resources in other campus areas, such as financial aid or career services. These breakdowns in the student experience caused momentum loss and made students more likely to stop out.

## BC's Solution

### Improved Communication, Strategic Support, and Ongoing Training

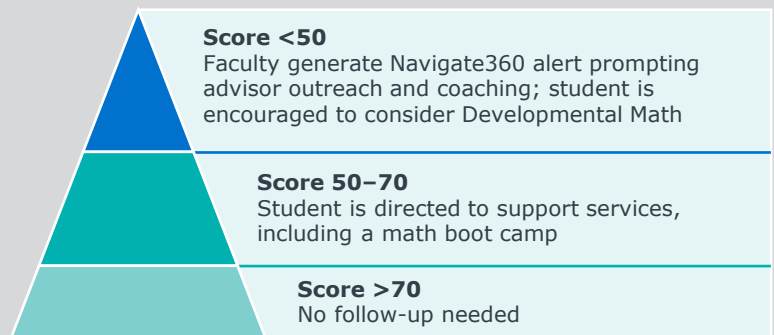
BC leveraged Navigate360 and EAB's proven practices to engage faculty in student success initiatives. Navigate360's **early alerts** and **Coordinated Care Network** made it easy for faculty to understand threats and help students stay on track. It also enabled them to **track and share interactions with relevant staff**, making BC student care more holistic.

## Interventions and Alerts Drive Student Success

### Scaling Early Student Support in College Algebra

BC collaborated with their EAB Strategic Leader (partner consultant) to launch an early intervention strategy and enhance retention and persistence in College Algebra, specifically based on how students performed on their first exam (2021–2022).

### Action Taken Based on First Algebra Exam:



**7%** Higher pass rate

**2%** Higher persistence rate

Results represent students who received intervention vs. those who did not.

Review examples of faculty-focused engagement initiatives across this page.

## BC's Robust Coordinated Care Network Empowers Faculty to Support Students

### Faculty Can Help Students Stay on Track by Proactively Flagging Concerns

A Coordinated Care Network is a system of providers connected by technology and processes that work together to make it easier for students to navigate higher education and receive holistic support. As the first line of support for most students, **faculty have a critical role to play by connecting students to their care network.**

With Navigate360, BC has built a broad and inclusive Coordinated Care Network for students with **17 Care Units**, or organized support services and offerings, and **40 different alerts.**

**229%** Increase in faculty who issued early alerts (2020–2022)

**59%** Reenrollment rate among those who received intervention (2022)



# Reimagining BC's Institutional Vision

## BC's Challenge

### Time-Bound Plans and Resistance to Change

In 2020, BC's cabinet began to lay groundwork for their new strategic plan. However, they struggled to elevate their vision beyond tactics and timelines and faced some resistance to change as they began to put their ideas into practice.

## BC's Solution

### Creating a "Social Enterprise" Plan

Through BC's partnership with **EAB's Strategic Advisory Services (SAS)**, BC leveraged a **network of community college experts** for strategic guidance and support who helped provide BC with the long-term strategic view of the future that they needed to focus on today.

With **customized workshops, diagnostics, and toolkits**, as well as **in- and out-of-industry best practice research** from EAB's SAS team, BC transformed their strategy into what they now call the Social Enterprise Plan. The collaborative partnership between BC and EAB helped BC "push past the discomfort" of change resistance and shift campus mindsets toward an innovative, research-driven vision.

### Based on EAB's guidance, BC's new plan is:

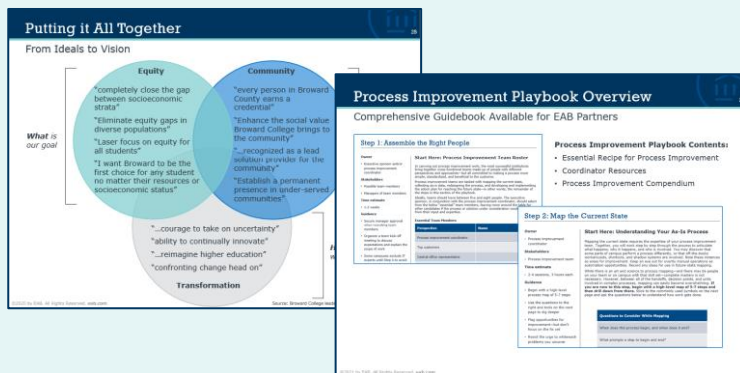
- ▶ Aspirational, operational, and inclusive
- ▶ Not time-limited
- ▶ Based on collective and strategic campus input
- ▶ Focused on both impact and outcome

### Year One Results

- Expanded college access by increasing memorandums of understanding with county municipal partners
- Enhanced student support by increasing access to technology resources

### Improving Equity and the Student Experience

BC's SAS partnership provided **institutional guidance** and **custom resources** for their biggest strategic challenges, including lifting the entire Broward County community through higher education access and outcomes, and designing a more modern student experience. The redesign project included an **enrollment audit** that enabled BC to improve both the recruitment and onboarding processes.



## Building Buy-In and Consensus

### EAB's Guidance on Building Widespread Campus Buy-In for Technology and Strategic Initiatives



Phase rollouts of new initiatives or technology



Be transparent and proactive in communications



Recruit early adopters to help promote



Explain the "WIIFM" (What's in it for me?) to each audience



Provide varied and ongoing trainings



Be strategic in collecting input and the decision-making process



### About Strategic Advisory Services

EAB's research and advisory support helps you **accelerate long-term initiatives** while staying responsive to rapid landscape shifts. Our higher ed experts bring **decades of community college experience** to inform our guidance and hands-on support. Our research agenda **adapts with your priorities**, so we are always at the forefront of your most pressing challenges.

**Implement change with confidence**

# The Next Steps

## What's Next for BC?

### Building a Better Future for BC

As BC's 12-year partnership with EAB continues to evolve, it serves not only as an opportunity for BC to improve their community college experience—it's also a blueprint for other community and technical colleges facing similar challenges. Here's a look at where BC is going from here:

#### Enrollment and Stop-Out Prevention

- Leveraging Navigate360 cohort data to better understand **enrollment and persistence barriers**.
- Piloting **retention advising initiative** that creates a "one-stop shop" of specialized advisors; they provide intensive support to FTIC students and those past the 75% benchmark who are at highest risk of stopping out.

#### Expanding the Coordinated Care Network

- Continuing to **build new Care Units** to help faculty respond to evolving student needs.
- Planning to add a **new alert feature** that provides a faculty follow-up report once a student's intervention case has been resolved.
- Recently added **Navigate360 Hand Raise** for three Care Units, **enabling students to self-identify about certain needs**.

#### Continuing a Tech-Enabled Hybrid Work Model

- Using **Navigate360 to support a continued hybrid working model**, meeting students' needs and increasing well-being needs of staff and faculty.
- **Improving equity and access** to services by continuing to enable virtual options. **60%** of students who access services **prefer virtual offerings**.



“

I think the beauty of being a part of this [EAB] community is that we learn from each other and share ideas. This is really all about the students, so if we have a practice to share or if there's something we can learn from a peer school to better help students, we want to do that.

*Janice Stubbs,  
Vice President, Student Success*

”





# Edify Success Stories

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SECTION

2

COMMUNITY COLLEGE

# Making LMS and SIS Data Accessible and User-Friendly in Record Time

El Camino College, a Member of the California Community College System

- **About:** El Camino College (ECC) is a large public community college in Torrance, CA with 20,400 students.
- **Challenge:** ECC wanted to create an integrated data source for Learning Management System (Canvas) and Student Information System (Colleague) data. Neither platform offered access to data in a digestible format. Conflicting and confusing coding systems in the LMS and SIS made it challenging for leaders to use data for strategic enrollment management and diversity, equity, inclusion, and access (DEIA) initiatives.
- **Solution:** ECC used Edify’s automated higher education data model to combine and standardize data from Canvas and Colleague in only two months. Edify matches fields automatically, even if they are coded differently within and between systems and platforms. EAB’s data experts used ECC’s standardized data to produce dashboards that allow decision-makers to view and act quickly on trustworthy SIS and LMS data to examine enrollment and registration metrics.
- **Impact:** ECC now has access to a unified student record based on clean, reliable data. With standardized, governed data from Colleague and Canvas available in a single location, decision-makers can consult rich dashboards to investigate registration trends, credits, and LMS usage metrics.
- **Future Impact:** ECC plans to integrate data from their CRM and their Starfish Student Success Platform, creating a more holistic and accessible data model.

**Impact Highlights**

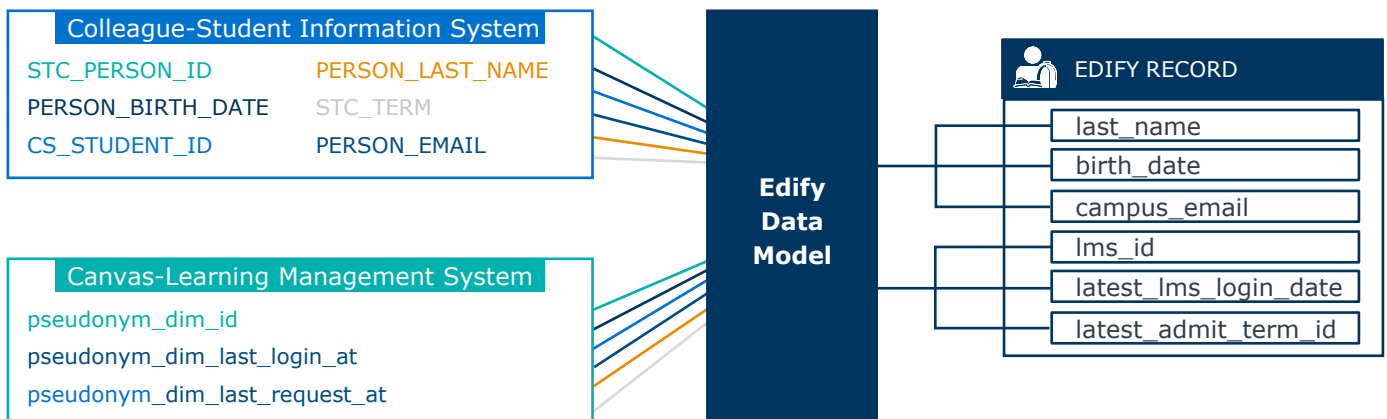
**2** Months from project initiation to implementation

“Edify is transforming how we look at data and will provide us with the Strategic Enrollment Management and DEIA dashboards we need to **solve our biggest challenges.**”

—Loic Audusseau, Chief Technology Officer

## Using EAB’s Edify to Merge SIS and LMS Data Automatically

Edify Standardizes Confusing, Duplicative Codes to Create a Unified, Useful Student Record



# Making LMS and SIS Data Accessible To Key Decision-makers

Extract and Standardize Canvas and Colleague Data to Examine Enrollment and Registration Metrics

ECC's integrated LMS and SIS data source allows leaders to access and apply validated data for innovative decision-making. Specifically, leadership monitors LMS utilization and course performance, point-in-time summaries of course registrations, and enrollment trends.

**Canvas LMS**

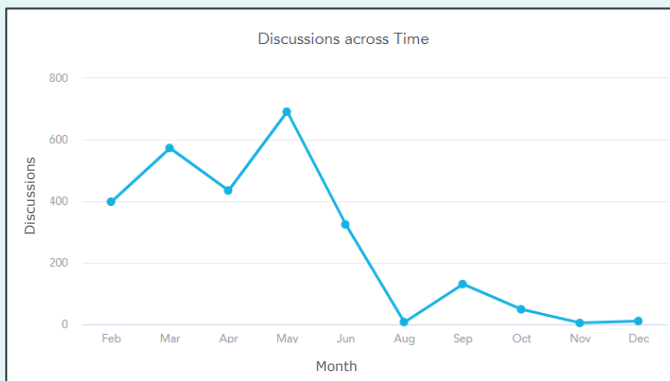
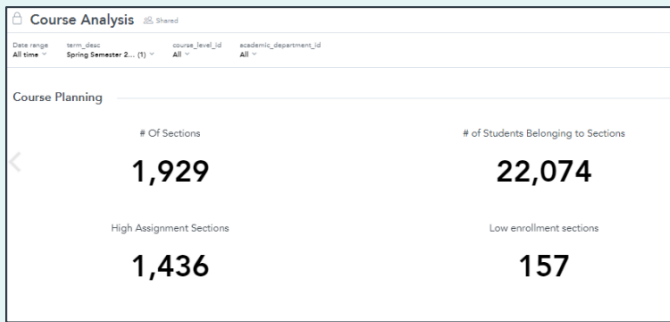
- Course data
- Activity data
- Assignment grades

**Colleague SIS**

- Demographic data
- Registration data
- GPA data

## EDIFY ANALYTICS

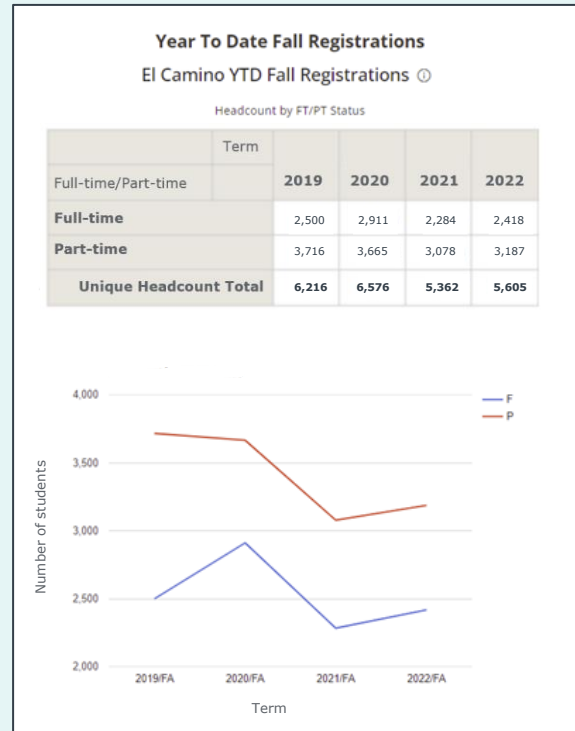
### LMS Analysis Dashboards



### Key metrics available for LMS usage analytics and section consolidation decisions

- Evaluate utilization metrics (logins, discussion entries, and student participation)
- Track low and high enrollment sections
- Track assignments by section

### SIS Dashboards



### Historical SIS data unlocked for course needs analysis and registration support preparation

- Point-in-time summary of historical course registration data
- Registrations around key periods in the academic year
- Current registration patterns for the upcoming term as compared to previous fall terms

## EAB Offers Incredible Time-to-Value And Strong Competitive Advantage

EAB's team of experts assisted ECC in producing a functional, comprehensive solution in only two months. Edify dashboards equipped ECC to make fast progress on key initiatives instead of spending additional months building and testing a home-grown solution or working with a vendor that lacks EAB's industry expertise.

	<b>ECC's partnership timeline with EAB's Edify</b>	<b>Typical build and buy timelines with alternative vendors or homegrown solutions</b>
Month 1	<ul style="list-style-type: none"> <li>✓ ECC met with EAB experts to determine needs and develop an implementation plan</li> <li>✓ ECC had insight into the model's design throughout a fully transparent integration process</li> </ul>	<ul style="list-style-type: none"> <li>• Assemble an internal committee or meet with the vendor team                             <ul style="list-style-type: none"> <li>- Vendors may (or may not) have experience in higher ed, and may offer minimal insight into the development process</li> <li>- Internal team may lack necessary expertise in data modeling</li> </ul> </li> </ul>
Month 2	<ul style="list-style-type: none"> <li>✓ Edify used pre-built data maps to join and validate ECC's Canvas and Colleague data sources automatically</li> <li>✓ EAB created custom dashboards for ECC's stakeholders</li> <li>✓ Project completed and implemented in two months</li> </ul>	<ul style="list-style-type: none"> <li>• Identify data needs and compile data                             <ul style="list-style-type: none"> <li>- Vendors typically lack pre-built maps to higher ed tech systems, causing long delays</li> <li>- Internal teams often lack a data dictionary to guide the process</li> </ul> </li> </ul>
Month 3	<p><b>Competitive Advantage: Automated Updates Free Time for Strategic Progress</b></p> <p>While other schools await project completion and implementation, ECC can make progress on important institutional priorities and data-informed innovation.</p> <p>Additionally, ECC's IR and IT team no longer spend time monitoring dashboards that come from the Edify model. Edify's data model refreshes nightly to provide automated dashboard updates.</p>	<ul style="list-style-type: none"> <li>• Data compilation complete; tool testing and data validation begins                             <ul style="list-style-type: none"> <li>- Vendors' testing and validation process may require significant staff time and involvement</li> <li>- Internal team may struggle to balance tool development with other priorities</li> </ul> </li> </ul>
Month 4		<ul style="list-style-type: none"> <li>• If tool suits need: reports developed and distributed                             <ul style="list-style-type: none"> <li>- Vendors' reports may not meet exact needs or offer transparency</li> <li>- Internal team must still manage dashboards for reporting, creating no relief on departmental resources</li> </ul> </li> </ul>
Month 5+		<ul style="list-style-type: none"> <li>• Otherwise, additional testing and development</li> </ul>

“EAB is a premier, responsive team, and we are leveraging EAB's expertise and Edify's capabilities for our LMS Dashboards and DEIA initiatives. We wouldn't have any data warehouse environment today if it wasn't for EAB.”

—Loic Audusseau, Chief Technology Officer

## COMMUNITY COLLEGE

# How Northampton Community College Simplified Compliance Reporting with Automated Data Preparation

Northampton Community College, Large Institution in Bethlehem, PA

**About:** Northampton Community College is a public two-year college serving 20,000+ students across three campuses in Pennsylvania. 65% of their students are first-generation and 96% of recent graduates are employed or continuing their education.

**Challenge:** Northampton struggled to meet annual compliance reporting requirements due to an ineffective data management process. It took weeks to complete each reporting cycle, and they often missed deadlines and requirements.

**Solution:** In Summer 2022, Northampton partnered with Edify, EAB's education data and analytics solution, to automate their compliance reporting process by creating saved, repeatable workflows that mirrored both IPEDS and state report structures. Northampton's IE staff were then able to easily run their reports, check for errors, and submit them on time.

**Impact:** With ongoing support from EAB's professional services team, they saved hundreds of hours and expect to save even more in future cycles. With automated, repeatable workflows in place, they will be able to pull future reports, validate the data and submit both state and federal reports in less than a day. Automating a necessary process like compliance reporting has freed them up to focus on projects supporting their primary data goal: to create a culture of data confidence across the institution.

## Impact Highlights

### \$950K

State funding loss avoided in only one day thanks to Edify and support from the EAB data team

### Hundreds

Of staff hours saved, now and in future reporting periods, freeing Northampton up to focus on broader data strategy and integration goals

## Northampton's New Process with Edify Saves Valuable Staff Time

*Edify Automates Data Preparation, Making It Easy to Hit Reporting Deadlines*

### Compliance Reporting Before Edify

- ✘ Process involved **multiple departments** pulling complex reports from **disparate systems**
- ✘ 1-2 staff responsible for reporting due to **staffing shortages**
- ✘ Reports were often **PDFs** that **couldn't be combined** and required **labor-intensive** analysis and aggregation
- ✘ Multiple interpretations of requirements created **confusion, redundancies**

### After Edify

- ✔ EAB's Edify team brought Northampton's **SIS data** (Workday Student) into Edify in raw form, where it was **transformed, cleansed, and validated**.
- ✔ The Edify team partnered with Northampton to create **workflows** that **mirrored federal and state reporting requirements**.
- ✔ Northampton used the workflows to run needed reports, which were **ready for validation within hours**.
- ✔ Northampton's IE team could easily **identify and correct report errors** by using Edify's backend raw data view.
- ✔ Northampton's reports were **submitted on time**. The **reports were saved** for the next reporting period and will only need to be updated if there are requirement changes.

## Quick and Quantifiable Wins with Edify

*Success Is Built on a Strong Data Solution Paired with Ongoing Professional Support*

Northampton saw tangible results with Edify in a matter of days—and in some cases as little as one day—saving them hundreds of staff hours and nearly a million dollars in potential state funding loss. But it was more than solid tech that helped them achieve their goals. With support from EAB’s professional services team, they were able to expand the capacity of their team and make meaningful progress in the first three months after deployment.

### Early Successes with Edify and EAB Professional Service

#### Hundreds

of **staff hours saved**, now and in future reporting periods

#### \$950K

State **funding loss avoided** with Edify and support from EAB’s professional services team

#### On Time

**Both** state and IPEDS **reports submitted** in the first full reporting period with Edify (Fall 2022)

#### Under Budget

Edify deliverables provided **ahead of schedule**, saving money

#### Expanded Capacity

EAB’s professional services team helps Northampton staff **work more efficiently** amid staff shortages

## What’s Next for Northampton with Edify

*Northampton Has Time to Think Bigger Now That Compliance Reporting Challenges Are Solved*

By automating the time-consuming compliance reporting process, Northampton has freed themselves up to set their sights on more strategic data management goals. They’ve already completed a data strategy alignment project with their EAB Strategic Leader and will now move into execution of much larger goals, ultimately helping them create an institution-wide culture of data confidence.

#### Integrate Starfish data into Edify and stand up Retention Scores tool

**Purpose:** Drive student success strategy and leverage underutilized retention tool

1

2

Create a Culture of Data Confidence

#### Enable self-service access to data

**Purpose:** Empower users across campus to pull the data they need by creating customizable dashboards

#### Incorporate National Student Clearinghouse data into Edify

**Purpose:** Use data to understand Northampton transfer student trends and inflect change and growth

4

3

#### Bring LMS and CRM data into Edify

**Purpose:** Unify all student data to better support and track the student experience

“It’s really about the partnership. It’s a whole team. A lot of companies have that standard customer success manager model, but EAB does it differently. Our strategic leader and technical project manager are always there asking, ‘Are we meeting your goals at a strategic level? Are we meeting what we promised we would do for you?’”

Brian Gardner, Chief Information Officer  
Northampton Community College

# Inside A Community College's Streamlined, Custom Enrollment Data Warehouse Implementation

## BACKGROUND

North Iowa Area Community College (NIACC) is a public community college in Mason City, Iowa with 2,500 students, about half of whom attend full-time.

## OPPORTUNITY

**NIACC had limited insight into its enrollment funnel and needed a way to make data visible and actionable**

Greg Bailey, NIACC's CIO, knew that to improve access to enrollment data, his institution needed to modernize its approach to data infrastructure in a cost-effective, customized fashion. NIACC sought a cloud-based data management platform that would enable deep data exploration. Bailey wanted to be hands-on with the implementation process and apply his institutional knowledge and technical expertise to ensure the platform was tailored to NIACC's needs.

## SOLUTION

**NIACC partnered with EAB to create a customized Strategic Enrollment Management (SEM) dashboard**

NIACC implemented EAB's Edify to centralize and synthesize Canvas, Colleague, Navigate, and National Student Clearinghouse data. During implementation, Bailey was in direct communication with EAB's engineers, vetting design and offering input on code.

## IMPACT

**NIACC's SEM Dashboard offers more accurate insight and puts less demand on the IR team**

The SEM dashboard allows NIACC to understand and strategize around trustworthy data. Bailey participates in weekly conversations with his designated Strategic Leader at EAB, uncovering potential future projects and exploring additional areas of interest for improving NIACC's data infrastructure.



## KEY RESULTS

- ▶ **Automated accuracy auditing** of enrollment data from Canvas and Colleague
- ▶ **Extensive CIO input** during implementation and setup
- ▶ **Decreased demand on IR** since enrollment dashboards now update automatically
- ▶ **Data from multiple sources** can now be cross-referenced in one user-friendly space:
  - Canvas
  - National Student Clearinghouse
  - Colleague ERP
  - Navigate CRM

“

It was important to me to have a level of connection with EAB's software development team. With EAB, there was no disconnect where I had to work through someone else—I was able to work directly with the team and share feedback on the code. **We spoke the same language.**

Greg Bailey, Chief Information Officer  
North Iowa Area Community College

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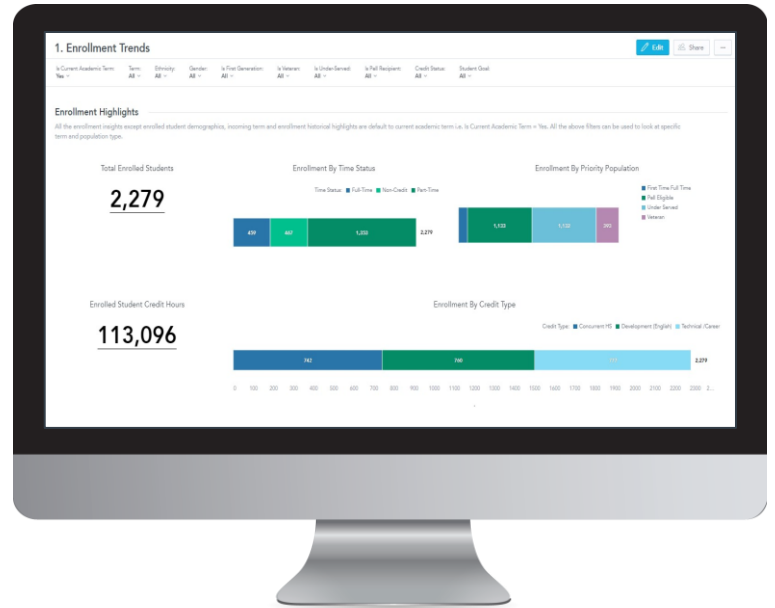


# Enrollment Visibility for Enhanced Strategy and Decisions

## HOW NIACC GAINED INSIGHT INTO THEIR ENROLLMENT FUNNEL

NIACC's Strategic Enrollment dashboard blends data from Colleague and the National Student Clearinghouse to offer deep enrollment insight segmented by subpopulations of students. The dashboard is tailored to NIACC's needs and offers nuanced data exploration through varied macro- and micro-level workspaces, including:

- Overall class outcomes
- Market expansion opportunities
- Pipeline snapshots
- Enrollment overview metrics



## EDIFY PARTNERSHIPS ARE TAILORED TO YOUR INSTITUTION'S UNIQUE NEEDS

Creating a trusted single source of truth for data on your campus is only the first step in your Edify partnership. The Edify team works directly with your institution to execute on your campus's most pressing data needs, whether they fall under Enrollment, Retention, Advancement, Finance, or elsewhere. During the implementation process and beyond, EAB will work to identify and deliver on improvements across the entire campus.



### Identify your institution's data goals and priorities

- Through a data strategy audit and meetings with the Edify team, determine your institution's first project
- EAB will synthesize necessary data sources into Edify's data warehouse



### Complete an initial project

- Choose your level of involvement during implementation—the process and platform are both fully transparent
- Initial project delivered within two months to one year, depending on complexity



### Plan and execute additional improvements and projects

- Continue working with your designated Strategic Leader to plan and execute projects
- Expand efforts beyond your initial focus area into other departments and offices





**COMMUNITY COLLEGE**

# Bringing a Multi-Dimensional Approach to Student Support and Attrition Analysis

The Community College of Allegheny County

- **About:** The Community College of Allegheny County (CCAC) is a multi-campus public community college in Pittsburgh, PA with 20,336 credit-earning students.
- **Challenge:** CCAC wanted to deliver a proactive, holistic, and tailored support approach across their Student Success Services team. CCAC encountered several limitations with their Ellucian Advise student success platform, including its lack of appointment scheduling functionality. CCAC sought an improved system but hoped to preserve all Advise data for reference. Additionally, CCAC wanted to investigate which factors made students most likely to stop out.
- **Solution:** CCAC implemented Navigate360 and Edify (EAB’s CRM and Data & Analytics Solution, respectively). Edify allowed CCAC to conduct a historical review of Advise data, including alerts, flags, student GPA, and Pell eligibility. CCAC also incorporated student records (broken down into subsets ) from an institution-developed platform, facilitating a comprehensive review. Navigate360 equipped CCAC to communicate with students, receive alerts regarding early academic needs of students, and track appointments.
- **Next Steps:** With data stored securely in Edify, CCAC plans to build a predictive model to improve their enrollment strategies. CCAC will also use Edify and Navigate360 to identify student issues or concerns, track which resources students are referred to, and measure which intervention and outreach strategies and resources have the greatest impact on student success and retention.

**Impact Highlights**

- 
 Edify attrition dashboards equip CCAC for an in-depth historical review of support activities
- 
 Navigate360 allows CCAC to deliver case management-style student support

## Seamless Data Archiving in EAB’s Edify

*Edify Facilitates a Smooth Transition Between Student Success Technologies*

<p><b>Advise CRM data for extraction included:</b></p> <ul style="list-style-type: none"> <li>• Alerts</li> <li>• Flags</li> <li>• Transactional data</li> <li>• Notes associated with each student</li> </ul>	▶	<p><b>Edify model archived data automatically:</b></p> <ul style="list-style-type: none"> <li>• Pre-built workflows connect with Advise data codes</li> <li>• Advise data archived securely with no data loss or corruption</li> <li>• Outputs have readable, useful labels rather than confusing codes</li> </ul>	▶	<p><b>New capabilities:</b></p> <ul style="list-style-type: none"> <li>• Historical review</li> <li>• Stopout analytics dashboards</li> <li>• Data governance</li> <li>• Automated dashboard updates</li> <li>• Ongoing service partnership with Edify data experts for future projects</li> </ul>
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# Edify and Navigate360 Enable a Multi-Faceted Student Support Strategy

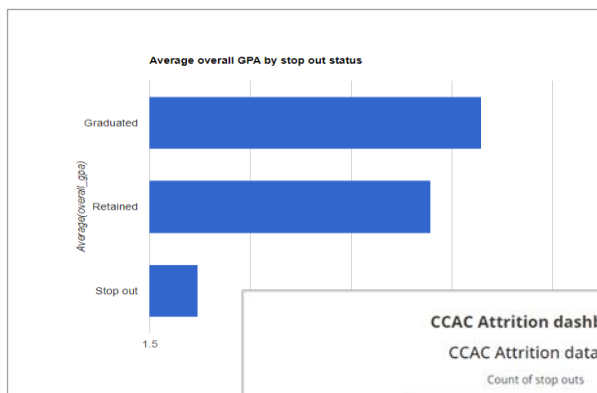
CCAC Can Take Informed Action to Address Factors that Lead Students to Stop Out

## 3 components of CCAC's support strategy

1

### Strategic Historical Review

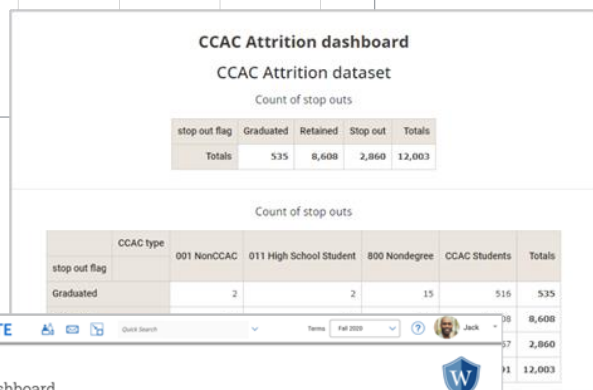
With an abundance of data stored in Edify, CCAC can conduct a rich historical review of alerts, flags, and transactional data to identify support activities that made a difference for students.



2

### Segmented Stopout Analysis

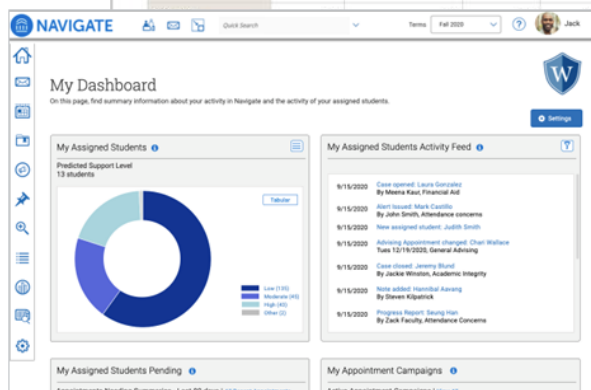
CCAC's decision-makers can investigate attrition data at a high level to understand trends. Additionally, advisors and Student Success Services staff can drill down to see which subsets of their student population tend to stop out at higher rates, then build support systems to address factors that lead these students to stopout.



3

### Tailored Student Support

Navigate360 equips advisors and Student Success Services staff to communicate directly with students, send automated messages based on alerts, and schedule appointments inside the app. Advisors and Student Success Services staff also have a continually refreshed record for each student, enabling ongoing tailored support.



## Taking Student Support Further with Navigate360

Moving from Advise to Navigate360 equips CCAC to Support Students Holistically

	Ellucian Advise	EAB Navigate360
<b>Features</b>	Did not offer adequate appointment scheduling	Offers in-app appointment scheduling, student communications, and direct support
<b>Coordination</b>	Did not provide coordinated care features	Allows staff to coordinate outreach and follow-up care for students
<b>Design</b>	Assembled from Ellucian's CRM, SIS, and analytics platforms	Built from the ground up as a standalone student CRM
<b>Strategy</b>	Did not lend to CCAC's case management approach to support	A suite of features facilitates a case management support system, treating each student's individual needs

## COMMUNITY COLLEGE SYSTEM

# Activating Institutional Data Across a Community College System with Edify

## The Community College System of New Hampshire

- **About:** The Community College System of New Hampshire (CCSNH) is a network of seven community colleges serving 26,000 students.
- **Challenge:** CCSNH sought to foster efficiency in several departments, including the Registrar, Advising, and Admissions offices, by improving access to pivotal decision-informing data. Data reports were manual and static, costing valuable Institutional Research (IR) staff time to generate and distribute. With a small IR team across the System, hundreds of employees to serve, and varying levels of user expertise, CCSNH needed an intuitive tool that would grant employees direct access to actionable data.
- **Solution:** CCSNH implemented Rapid Insight’s cloud-based dashboards in 2019, granting easy data access to employees across the system. Personalized dashboards allow users to prioritize work and make informed decisions. As a result, Institutional Researchers at the colleges can reclaim time for important strategic priorities.
- **Impact:** CCSNH can make informed decisions at all levels of the organization, from strategic planning to individual student assistance. Live, up-to-date dashboards provide academic counselors with lists of students who need assistance, enabling responsive and impactful support. Administrators use Rapid Insight, part of Edify, to identify programs with strong term-to-term persistence, sharing out best practices to improve retention in other programs. The resulting improvements in graduation rates and equity contributed to the selection of White Mountains Community College (a CCSNH campus) as a semi-finalist for a 2023 [Aspen Award for Community College Excellence](#).

### Impact Highlights

# +5%

Increase in fall-to-spring persistence at one campus

# “

The more people we empower to delve into the data, the better we’re going to be as an organization.”

—Scott Fields, Chief Operating Officer

## Identifying and Correcting Registration Errors

Dashboards Enable High-Touch Assistance

**1**

### Identify Students Experiencing Barriers to Registration



When a student intends to register for classes but fails to complete registration, dashboards alert relevant staff of the problem

**2**

### Provide Direct Assistance to Correct Problems



Program Coordinators reach out to students in need of assistance and offer registration help

**3**

### Minimize Complications at the Start of Each Semester



Dashboards reduced the number of registration errors, saving time for students, faculty, and administrators

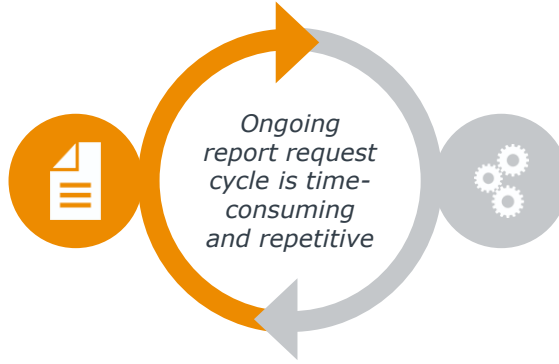
# Data Dashboards Increase IR Capacity at White Mountains Community College

## BEFORE

### Staff Conduct Outreach

Staff connect with students based on the most recent version of a persistence and registration report, then request a new report when the data becomes dated

### Staff Request New Data



### IR Generates Report

Institutional Researchers generate a static registration and persistence report reflecting the most recent data

### IR Delivers Report

## AFTER

### Staff Request Data

Staff request persistence and registration information from IR



### IR Generates Dashboard

IR creates a personalized Rapid Insight dashboard displaying program-level persistence and registration status on each student



### Dashboard Updates Automatically

Dashboards refresh to provide users with live, up-to-date information



**+5%**

*Increase in fall-to-spring retention at WMCC*

### Results Improve

Staff have live lists displaying which students need help, enabling faster and more impactful interventions

## Combining EAB's Navigate360 and Rapid Insight, Part of Edify

*Extending the Impact of Both Tools for Increased Student Success*

▶ EAB acquired Rapid Insight in 2021. As users of Rapid Insight and Navigate360, EAB's CRM, CCSNH is excited to coordinate their use of both platforms to further their student success initiatives.

### Rapid Insight, Part of Edify

#### Democratized Data Access

- Customized data dashboards
- Institution-wide insight sharing
- Actionable, trustworthy information



### Navigate360

#### Student Success Management

- Integrated student success analytics
- Student-centric communications
- Coordinated, holistic student support







"We really have the ability to leverage [Navigate360 and Rapid Insight] across the two platforms to make some impressive changes in the future... We're going to be able to tap into metrics that we haven't been able to get our arms around in the past."

*-Scott Fields, Chief Operating Officer, CCSNH*

# EAB Is Your Full-Service Community College Partner

Best-in-Class Support and Expertise to Solve Challenges Across Your Institution

<p>Our Solutions for Community Colleges</p>	<p>Institutional Strategy</p> 	<p>Recruitment and Enrollment</p> 	<p>Student Success</p> 	<p>Data Management and Analytics</p> 
<p><b>NAVIGATE360</b> Higher ed's leading student CRM to recruit, retain, and empower students in college and beyond</p>				
<p><b>EDIFY</b> A higher ed-specific and vendor-agnostic data warehouse, infrastructure, and analytics hub</p>				
<p><b>STRATEGIC ADVISORY SERVICES</b> Consultative access to EAB's best practice research, toolkits, diagnostics, and expert direction on community colleges' most pressing challenges</p>				
<p><b>RAPID INSIGHT</b> Access, prepare, and explore your data in a code-free, drag-and-drop workspace</p>				
<p><b>MOON SHOT FOR EQUITY</b> A comprehensive initiative to eliminate equity gaps at your institution by the year 2030</p>				
<p><b>ENROLL360 VIRTUAL TOURS</b> Immersive virtual tour platform creating a digital experience that generates higher inquiries and activates your recruitment team</p>				
<p><b>APPLY</b> An expansive college search network that connects colleges with right-fit students</p>				
<p><b>INTERSECT</b> A recruitment solution powered by Naviance, the leading college and career readiness platform used by 40% of US high school students</p>				

Visit [eab.com](https://eab.com) or email [eab2yrcommunications@eab.com](mailto:eab2yrcommunications@eab.com) to learn about our offerings and speak with an expert.



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## ABOUT EAB

At EAB, our mission is to make education smarter and our communities stronger. We work with thousands of institutions to drive transformative change through data-driven insights and best-in-class capabilities. From kindergarten to college to career, EAB partners with leaders and practitioners to accelerate progress and drive results across five major areas: enrollment, student success, institutional strategy, data analytics, and diversity, equity, and inclusion (DEI). We work with each partner differently, tailoring our portfolio of research, technology, and marketing and enrollment solutions to meet the unique needs of every leadership team, as well as the students and employees they serve. Learn more at [eab.com](https://eab.com).