



# 2025 Case Study Compendium

Highlighting 27 Institutions that  
Improved Outcomes to Deliver a Return  
on Education for Their Students

Navigate360 for Four-Year Institutions



# A Comprehensive Partnership for Student Success

Best-in-Class Support and Industry Expertise Across the Entire Student Journey

Higher education is undergoing a transformative shift driven by changing perceptions of college value, evolving talent markets, emerging technologies, and a rapidly changing economy. College and university leaders recognize the urgency of embracing technology to address evolving student expectations and enrollment challenges. However, the proliferation of disconnected 'point solutions' has made finding an all-in-one solution to recruit, retain, and empower students throughout their journey imperative.

## Students want:



Personalized, caring communication



Holistic support for pre-enrollment, academic, and life decisions



Help finding the right next step after graduation



## So institutions need:



Easy access to data that follows students from recruitment to enrollment



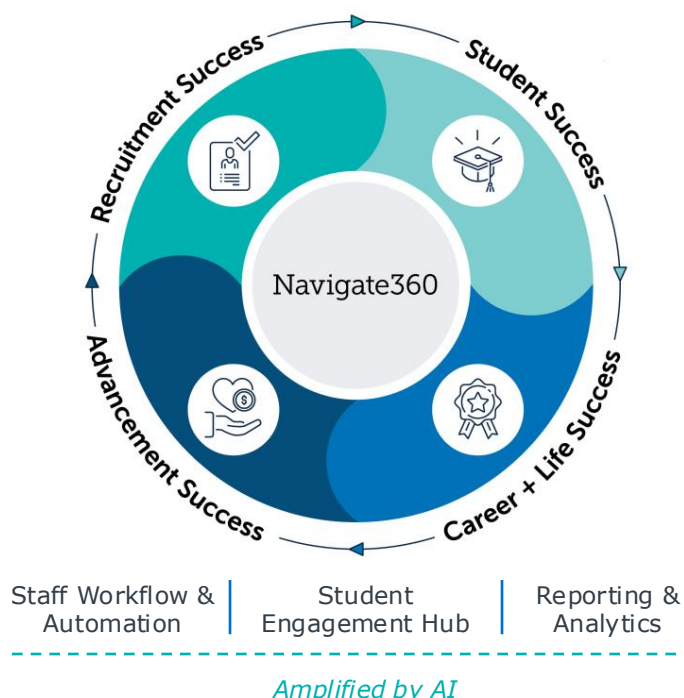
Efficient staff workflows that free up time for student interaction



Guided ways to explore career paths and meet potential employers

## What Makes EAB's Student CRM Different?

**Navigate360 is the leading student CRM for higher ed.** It unites administrators, faculty, staff, and students in a collaborative network that supports the entire student experience from recruitment to career. Navigate360 is powered by over a decade of student success research honed from billions of student interactions—and now, it's also amplified by AI.



## Transformational Results for Partners

With **10+** years of experience across **850+** schools and **10M** students, we help our partners reach their goals.

**3-15%** Typical graduation rate improvement

**2-12%** Typical retention rate improvement

**5:1** Typical ROI for Navigate360 partners

Want to learn more about Navigate360? Visit us at [eab.com/navigate360](https://eab.com/navigate360)

# Table of Contents

Institution	Highlighted Result	Page
<b>Coordinating Student Interventions</b>		
<b>Virginia Commonwealth University</b> <ul style="list-style-type: none"> <li>• Large public university (23,000 undergraduate students)</li> <li>• 59% six-year graduation rate</li> </ul>	<b>8%</b> Increase in four-year graduation rate	6
<b>University of Wisconsin-Milwaukee</b> <ul style="list-style-type: none"> <li>• Large public university (24,029 undergraduate students)</li> <li>• 44% six-year graduation rate</li> </ul>	<b>16.1 percentage-point</b> Gap in success rate for URM students that was eliminated for grant recipients	8
<b>University of South Alabama</b> <ul style="list-style-type: none"> <li>• Midsize public university (16,200 undergraduate students)</li> <li>• 36% six-year graduation rate</li> </ul>	<b>12%</b> Increase in retention	10
<b>University at Albany</b> <ul style="list-style-type: none"> <li>• Midsize public university (13,500 undergraduate students)</li> <li>• 65% six-year graduation rate</li> </ul>	<b>\$5M+</b> Additional tuition dollars from Navigate360 campaigns	12
<b>Center City University</b> ( <i>pseudonym</i> ) <ul style="list-style-type: none"> <li>• Small private university (3,900 undergraduate students)</li> <li>• 48% four-year graduation rate</li> </ul>	<b>13%</b> Higher freshman retention vs. comparable peers	14
<b>North Carolina Central University</b> <ul style="list-style-type: none"> <li>• Midsize public HBCU (4,748 students)</li> <li>• 48% four-year graduation rate</li> </ul>	<b>90%</b> Retention rate of Black male students	16
<b>Concordia College</b> <ul style="list-style-type: none"> <li>• Small private university (2,010 undergraduate students)</li> <li>• 75% six-year graduation rate</li> </ul>	<b>3.4 percentage-point</b> Increase in retention	18
<b>University of North Carolina School of Medicine</b> <ul style="list-style-type: none"> <li>• Medical school (896 students)</li> </ul>	<b>96%</b> Portion of students contacted via Navigate360	20

# Table of Contents

Institution	Highlighted Result	Page
-------------	--------------------	------

Engaging Students with Student-Facing Technology		
<b>Waverton State University</b> ( <i>pseudonym</i> ) <ul style="list-style-type: none"> <li>• Midsize public university (15,000 undergraduate students)</li> </ul>	<b>15%</b> Increase in four-year grad rate across 5 years	21
<b>William Paterson University</b> <ul style="list-style-type: none"> <li>• Midsize public university (9,429 students)</li> <li>• 56% six-year graduation rate</li> </ul>	<b>\$1.4M+</b> Tuition and fee revenue from additional students retained thanks in part to Navigate360	23
<b>Middlemore University</b> ( <i>pseudonym</i> ) <ul style="list-style-type: none"> <li>• Public university (9,000 undergraduate students)</li> </ul>	<b>21.1 percentage-point</b> Higher retention for students who made a course plan in Navigate360	26
<b>Washburn University</b> <ul style="list-style-type: none"> <li>• Midsize public university (5,472 students)</li> <li>• 51% six-year graduation rate</li> </ul>	<b>21 percentage-point</b> Four-year grad rate increase	28
<b>Red Mountain University</b> ( <i>pseudonym</i> ) <ul style="list-style-type: none"> <li>• Private university (4,385 undergraduate students)</li> </ul>	<b>2%</b> Increase in first-year retention since 2016	30
<b>Elizabeth City State University</b> <ul style="list-style-type: none"> <li>• Small public HBCU (1,695 undergraduate students)</li> <li>• 39% six-year graduation rate</li> </ul>	<b>35 percentage-point</b> Increase in preregistration, 2018-19	31
<b>St. Francis College</b> <ul style="list-style-type: none"> <li>• Small private college (2,372 students)</li> <li>• 54% six-year graduation rate</li> </ul>	<b>130%+</b> Increase in students checking off onboarding to-dos in the Navigate360 student app	33
<b>Gallaudet University</b> <ul style="list-style-type: none"> <li>• Small private university (1,427 students)</li> <li>• 44% six-year graduation rate</li> </ul>	<b>11.4 percentage-point</b> Retention rate increase	35

# Table of Contents

Institution	Highlighted Result	Page
<b>Leveraging Data-Driven Insights</b>		
<b>California State University Fullerton</b> <ul style="list-style-type: none"> <li>• Large public university (34,305 undergraduate students)</li> <li>• 67.8% six-year graduation rate</li> </ul>	<b>\$29.4M</b> Total return on investment from Navigate360 campaigns	37
<b>Georgia State University</b> <ul style="list-style-type: none"> <li>• Large public university (25,900 undergraduate students)</li> <li>• 51% six-year graduation rate</li> </ul>	<b>\$3M</b> Estimated additional tuition revenue	40
<b>Auburn University</b> <ul style="list-style-type: none"> <li>• Large public university (25,000 undergraduate students)</li> <li>• 78% six-year graduation rate</li> </ul>	<b>\$2M</b> Potential tuition and fee revenue	42
<b>Middle Tennessee State University</b> <ul style="list-style-type: none"> <li>• Large public university (21,913 undergraduate students)</li> <li>• 52% six-year graduation rate</li> </ul>	<b>4.3%</b> Increase in four-year graduation rate	44
<b>Salisbury University</b> <ul style="list-style-type: none"> <li>• Midsize public university (7,900 undergraduate students)</li> <li>• 59% six-year graduation rate</li> </ul>	<b>2.2%</b> Increase in retention	46
<b>Buena Vista University</b> <ul style="list-style-type: none"> <li>• Small private university (1,619 undergraduate students)</li> <li>• 54% six-year graduation rate</li> </ul>	<b>11.1%</b> Increase in fall-to-spring freshman retention	48
<b>Transforming Academic Advising</b>		
<b>Florida State University</b> <ul style="list-style-type: none"> <li>• Large public university (31,000 undergrads)</li> <li>• 80% six-year graduation rate</li> </ul>	<b>11.3%</b> Increase in retention of junior CARE students	50
<b>University of South Carolina</b> <ul style="list-style-type: none"> <li>• Large public university (25,600 undergrads)</li> <li>• 73% six-year graduation rate</li> </ul>	<b>3.7%</b> Increase in four-year graduation rate	52
<b>University of Alaska Anchorage</b> <ul style="list-style-type: none"> <li>• Large public university (15,090 undergrads)</li> <li>• 32% six-year graduation rate</li> </ul>	<b>13.8%</b> Increase in Alaska Native six-year grad rate	54
<b>Samford University</b> <ul style="list-style-type: none"> <li>• Small private university (3,000 undergraduate students)</li> <li>• 73% six-year graduation rate</li> </ul>	<b>\$674K</b> Additional tuition revenue	56
<b>Grand View University</b> <ul style="list-style-type: none"> <li>• Small private university (1,800 undergrads)</li> <li>• 50% six-year graduation rate</li> </ul>	<b>3.6%</b> Increase in fall-to-fall first-year retention	58

## Seeing Early ROI by Focusing on Specific Populations

Virginia Commonwealth University, Public Research University, Richmond, Virginia

- **About:** Virginia Commonwealth University (VCU) enrolls 23,000 undergraduate students and has a 59% six-year graduation rate.
- **Challenge:** VCU has steadily improved its first-year retention rate, but needed a new way to identify and address the less-obvious needs of populations who are unlikely to complete, especially those beyond the first year.
- **Solution:** In fall 2014, VCU advisors used Navigate360 predictive analytics to run advising campaigns that proactively intervened with 12 student subpopulations.
- **Impact:** Persistence-focused campaigns resulted in the retention of an additional 65 students in the spring of 2015 and \$346,000 in spring tuition and fees revenue. Momentum from campaigns and other initiatives has positively impacted four- and six-year graduation rates.

### Impact Highlights

**8%**

Percentage point increase in four-year graduation rate (spring 2014 to spring 2016)

**3%**

Percentage point increase in six-year graduation rate (spring 2014 to spring 2015)

**\$346K**

Additional spring 2015 tuition revenue

## Enabling Focused Advising Initiatives Across a Decentralized System



**Navigate360 Webinar**  
Inspires the Plan



**Navigate360 Training**  
Helps Build Buy-In



**Navigate360 Toolkit**  
Supports Execution

VCU leaders impressed by the “population-specific campaign” concept introduced in a Navigate360 webinar

EAB consultant trained 40+ advisors from seven programs to use Navigate360 for interventions

Navigate360 toolkit provides guidance to help advisors design and execute campaigns

## Interventions Impacting Key Micro Metrics

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

## Campaigns Yielding Impressive Overall Results

---

### Intervention Campaigns Improving Persistence

65<sup>+</sup>

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

\$346K

Additional spring 2015 semester tuition and fees revenue

### Graduation Application Campaign Boosting Graduation Rates

8%

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

3%

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

“ Although VCU has had success in getting students to return to its Richmond campus for a second year, the university has struggled to get them all the way to graduation. Now the school is turning to big data to help it identify students who are most at risk of falling through the cracks.”

*The Washington Post (June 14, 2015)*

*Cited in USA Today (June 22, 2015)*

**The Washington Post**

 **USA TODAY**

## CASE STUDY

# University of Wisconsin-Milwaukee Eliminates Equity Gaps Among Completion Grant Recipients

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

- **About:** The University of Wisconsin–Milwaukee (UWM) is a public research university with a total enrollment of 24,029, a 75% retention rate and a 47% six-year graduation rate.
- **Challenge:** As a part of EAB's [Moon Shot for Equity](#) initiative, UWM sought to eliminate equity gaps in retention and graduation. However, financial hurdles created a barrier to completion for many students who were otherwise in good academic standing. Moreover, these barriers disproportionately impacted students who are first-generation and/or low-income, as well as under-represented minority students (URM), including Black, Hispanic and multi-racial students.
- **Solution:** UWM piloted a completion grant program to award eligible students with 90+ credits a one-time grant to address small registration-preventing balances.
- **Impact:** Grant recipients completed at a higher rate. There were no equity gaps in retention or graduation between non-URM and URM students who received the grant, compared to the control group which had a 16.1% gap in retention/graduation.

### Impact Highlights

# 16.1

Percentage point gap in retention/graduation rate between URM students and their peers that was eliminated for grant recipients

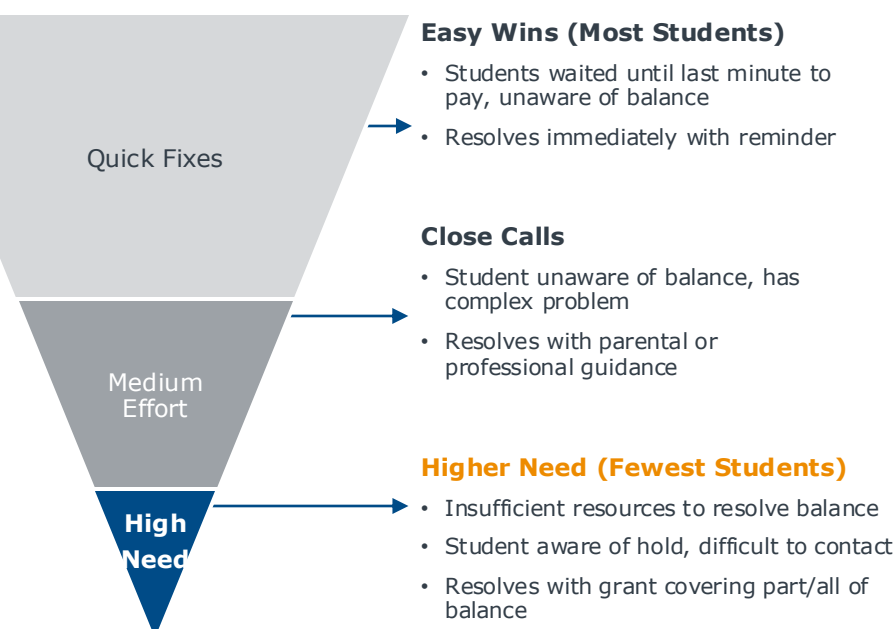
# 1.7

Percentage-points higher retention and graduation for URM grant recipients than their peers

## Understanding Which Students are Most Impacted by Holds

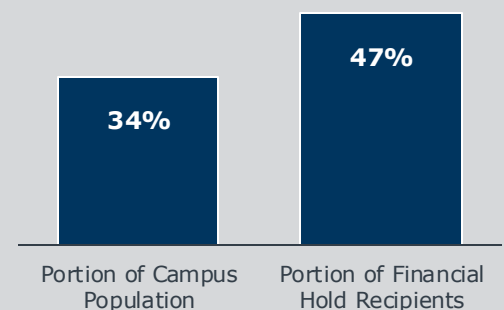
*Align Retention Grant Programs with Proactive Hold Resolution Initiatives*

### The Universe of Unpaid Balances



UWM disaggregated data on financial holds and learned that URM students were disproportionately represented in the population of students with a financial hold.

### URM Representation at UWM





# Reducing Red Tape in Grant Distribution Through Clear Eligibility Criteria

## Resolving Balances for Students in Need

### Student Eligibility Criteria

- ✓ Full-time status
- ✓ Enrolled (and not graduating) in current term
- ✓ >2.5 GPA
- ✓ 90+ cumulative credits (or 30+ for associate degree)
- ✓ Degree-seeking
- ✓ Not discontinued from program
- ✓ Outstanding balance between \$1,500 and \$6,500 (above threshold preventing registration)

Through their Moon Shot partnership with EAB and the other institutions in their region, UWM identified the best opportunities for addressing equity gaps, including deploying retention grants. They sourced \$250,000 in annual institutional funding for this effort, with \$121,131 allocated to the Fall term.

In Fall 2021, UWM pulled a list of eligible students after the deadline for the second installment of payment plans passed. UWM then randomly assigned each eligible student a number. Student #1 was awarded funding up to \$5,000 to resolve their registration-preventing balance, followed by Student #2, and so forth until all funds were exhausted.

#### Reduced Red Tape:



No application or action required by student to be considered



Initiated by UWM and automatically awarded to eligible students

**127** Students met eligibility criteria:



**105**

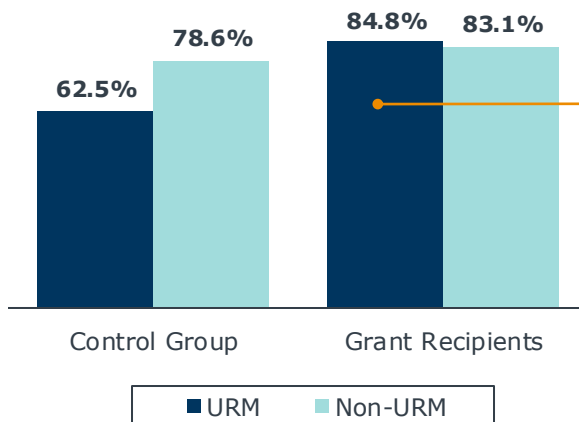
Randomly ordered students received grants until funding was exhausted

**22**

Students did not receive funds and were assessed as a control group

## Results: Eliminated Gaps for Grant Recipients

### Graduated/Retained to Spring 2022



Among the grant recipient group, URM students graduated or were retained **1.7 percentage** points higher than Non-URM students

“We have a moral imperative to end inequities. By awarding completion grants, we can directly address small financial gaps that pose large barriers for our students”

Dr. Mark Mone  
Chancellor, University of Wisconsin-Milwaukee

# Integrating Navigate360 into Campus-Wide Policies and Practices for Quick Wins and Long-Term Change

University of South Alabama, Public Research University, Mobile, Alabama

- **About:** The University of South Alabama (USA) is a public research university with a total enrollment of 16,211 and a six-year graduation rate of 36%.
- **Challenge:** Since 2005, USA had experienced declining retention in the midst of enrollment growth. With six- and four-year graduation rates plateauing at 36% and 17%, respectively, USA sought to help students graduate on time and improve overall student performance.
- **Solution:** USA developed a four-pronged strategy to help more students graduate in a timely manner with the right major. They used Navigate360 data to identify areas of focus. USA then launched two campaigns in 2016, one to encourage high credit-hours students to graduate and the second to enroll students in need of additional support in intensive academic coaching.
- **Impact:** Through its partnership with EAB, USA was able to increase retention by 12% across four years and graduate an additional 126 students in 2016.

## Impact Highlights

**12%**

Increase in institutional retention across four years

**126**

More students who graduated in 2016 due to Navigate360 High-Hours Campaign

## Capturing Quick Wins by Helping High-Hours Students Graduate



### Using Navigate360 Data

to identify enrolled students with:

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



### Shared list of 340 identified students

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

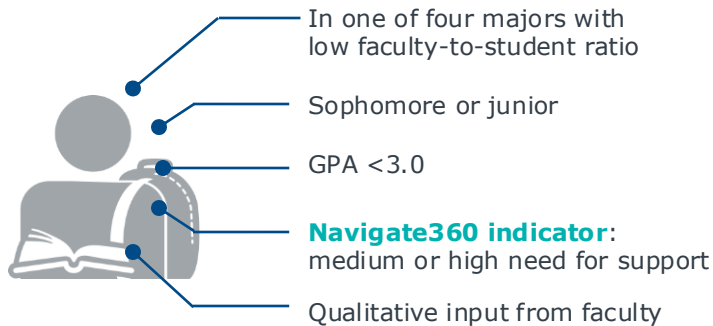


**126** more students graduated in 2016 because of the high-hours campaign

## Identifying Students with Greatest Need for Intensive Academic Coaching

### Piloting an Academic Success Coach Campaign for High Need Students

**1** Using the following factors, USA found 200 students to focus on (later expanded program to 400)



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



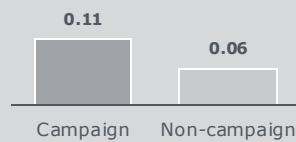
Access Navigate360 alerts and mid-term grades



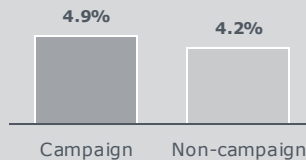
Provide support across academic struggle, financial distress, and personal problems

#### Results: High Need Cohort Making Positive Progress

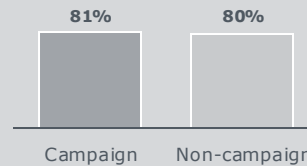
##### Increase in Cumulative GPA



##### Increase in Credit Completion



##### Retention Rate



Of students said coaching helped them a lot

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

### Four-Pronged Strategy for Transforming Student Success at USA

Convening academic success committee

#### Structure



Using institutional reports for internal performance metrics

#### Performance



#### Practice



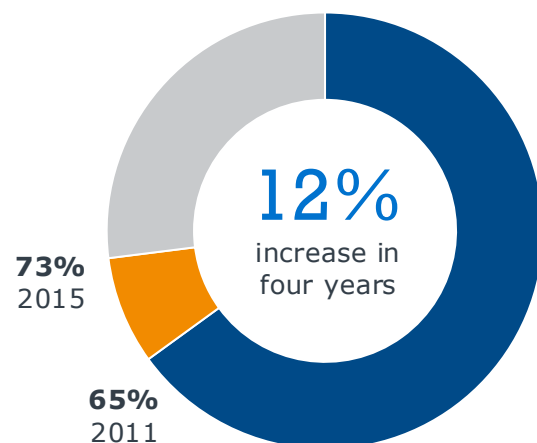
Focus on high-need majors with academic coaching

#### Campaigns



Encouraging high-hours students to graduate

### Growth in Institutional Retention



# Collaborating to Support and Reenroll Vulnerable Students Leads to \$5M in Additional Revenue

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

- **About:** The University at Albany, part of the SUNY system, has 13,500 undergraduate students, a 65% six-year graduation rate, and an 83% retention rate.
- **Challenge:** In recent years, Albany has experienced enrollment growth, a new president, and a new strategic plan emphasizing student success. More than half of Albany students receive financial aid through the New York State Grant Programs and 45% are Pell recipients. Albany had achieved some success enacting a variety of practices to improve retention, but the impact was not what they hoped due to poor coordination among student-facing offices across campus. They needed a driving force to create a more collaborative culture.
- **Solution:** Albany partnered with EAB in 2015 and implemented Navigate360 in student-facing offices across campus. Advisors use Navigate360 to work with Grant students to keep them in compliance, and advisors also reach out to unenrolled students to get them back on campus.
- **Impact:** Navigate360 allows Albany's various offices to collaboratively support students and keep them on track to graduation. Through multiple campaigns, Albany has re-enrolled thousands of additional students resulting in over \$5M in tuition revenue.

### Impact Highlights

## \$4M+

Additional tuition dollars from Grant students reenrolled through Navigate360 campaign

## \$1M+

Additional tuition revenue from a separate Navigate360 reenrollment campaign

## Navigate360's Coordinated Care Network Enables Easy Collaboration

### Financial Aid



### Advisement

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

### OUTCOME:

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

### Academic Support Center



### Departmental Advisors

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

### OUTCOME:

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

### Residence Life



### Faculty

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

### OUTCOME:

Student receives **help and support when they need it most**—over 60 wellness checks were requested by faculty in the last year

## Scholarship Compliance Campaign Leads to \$4M+ in Tuition Revenue

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

### EAB Technology Helps Keep Students in Compliance

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

Navigate Student Success Collaborative	
Fall 2017 Semester Campaigns	
Appointment Campaigns    Progress Report Campaigns	
NAME	STATS
Reenrollment for Spring 2018 Sent: 12/14/2017   <a href="#">Quick Stats</a>	Appts. Made (55%) Attend. Rate (22%) Reports Created (10%)
Congrats! You Made the Dean's List! Sent: 12/14/2017   <a href="#">Quick Stats</a>	Appts. Made (45%) Attend. Rate (73%) Reports Created (81%)
Resolve Academic Hold Sent: 11/12/2017   <a href="#">Quick Stats</a>	Appts. Made (77%) Attend. Rate (89%) Reports Created (57%)
Meet with a Transfer Advisor Sent: 10/24/2017   <a href="#">Quick Stats</a>	Appts. Made (73%) Attend. Rate (68%) Reports Created (22%)



862

Previously noncompliant Grant students reenrolled through the campaign



\$4M+

Additional tuition dollars from reenrolled students

## Reenrollment Campaign Leads to \$1M+ in Tuition Revenue



1

### Identify

Used the EAB platform to identify currently enrolled students with 2.0+ GPA who [weren't graduating or enrolled](#) for Spring term



2

### Outreach

Created a watch list of these students and began [outreach](#) from advisors



3

### Learn

Received [300+ student responses](#) citing difficulty connecting with advisors, financial hardship, and other concerns



4

### Connect

Connected with campus departments to [address individual student issues](#)

1,960

Students contacted through the campaign

1,574

Students re-enrolled through the campaign

307

More students enrolled in Spring semester than in the previous year

\$1M+

Additional tuition revenue from re-enrolled students

# CASE STUDY

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

Center City University\*, Small Private University, urban campus in the Midwest

- **About:** Center University (CCU) is a Hispanic-Serving Institution with a nontraditional population of approximately 9,000 undergraduate and graduate students. CCU has a 48% four-year graduation rate and a 72% annual persistence rate.
- **Challenge:** Historically, CCU's undergraduate student body was primarily part-time, online, and/or evening transfer students. In 2015, they launched a new full-time daytime program serving largely first-generation, low-income students. In 2018, CCU merged these populations, building the Undergraduate College with the mission of improving equity in degree attainment and employment. However, siloed and reactive departments using multiple technology systems prevented students from getting proactive support and progressing toward a degree.
- **Solution:** CCU's Undergraduate College hired a team of success coaches (high-touch academic advisors) to collaborate with faculty to support students. They then implemented Navigate360 to strengthen coordination between faculty, coaches, and additional support staff, facilitating holistic support and improving student outcomes.
- **Impact:** CCU students now have 13% higher first- to second-year retention compared to local students with a similar academic profile. 90% of faculty responded to progress reports in Navigate360, and 98% of students surveyed reported that faculty and success coach outreach was helpful.

### Impact Highlights

**90%**





Faculty progress report response rate

**13%**

Higher retention of CCU freshmen vs. comparable local students

## Addressing Process Challenges Within the Undergraduate College

*EAB's Navigate360 Helps CCU Break Down Siloes and Shift to a Data-Informed Culture*

Persisting Challenges in CCU's New Undergraduate College	Implemented in 2018, Navigate360 Provides Transparency and Actionability
Siloed support offices <b>lacked visibility</b> into how others communicated with students	 Teams of faculty, coaches, learning specialists, and student success staff <b>collaboratively review centralized student information</b> in Navigate360 and assign interventions
Faculty couldn't <b>identify students' coaches</b> to request follow-up with students who may need support	 Faculty <b>submit progress reports</b> in Navigate360 to update the appropriate coach on student progress and flag students for follow-up
Coaches lacked visibility into students' <b>real-time academic performance</b>	 Coaches use communication campaigns and filterable watch lists, informed by <b>real-time grade and attendance data</b> , to prioritize support
Support staff received <b>outdated info from other offices</b> , often too late to keep students on track	 Financial advisors and coaches use real-time verification, hold, and FAFSA information to ensure students are eligible to <b>register for the next term</b>

## All Campus Stakeholders Use Navigate360 to Collaborate and Connect

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



### Faculty

Submit progress reports throughout the term

**90%+**

Response rate to progress reports

**24,234**

Total alerts about students issued, July 2018 to June 2019



### Success Coaches

Monitor student progress with outreach campaigns and customizable lists

**11,496**

Advising, coaching, and financial aid appts. logged in Navigate360 in one year

**87.7%**

Percentage of full-time students who met with their advisor



### Support Units

Receive referrals from faculty and coaches and support students

**236%**

Increase in tutoring appointments compared to prior year

**1600%**

Increase in referrals over prior term

**93%**

Percentage of student financial cases successfully closed



### Students

Use Navigate360 Student app to find resources and important to-dos

**98%**

Percentage of freshmen adopting Navigate360 Student app

**98%**

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



**EAB really takes the guesswork out of everything.”**

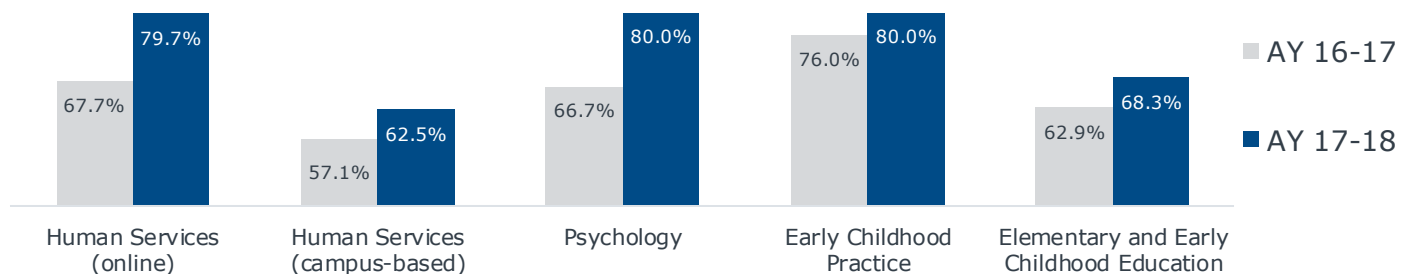
–CCU Advisor



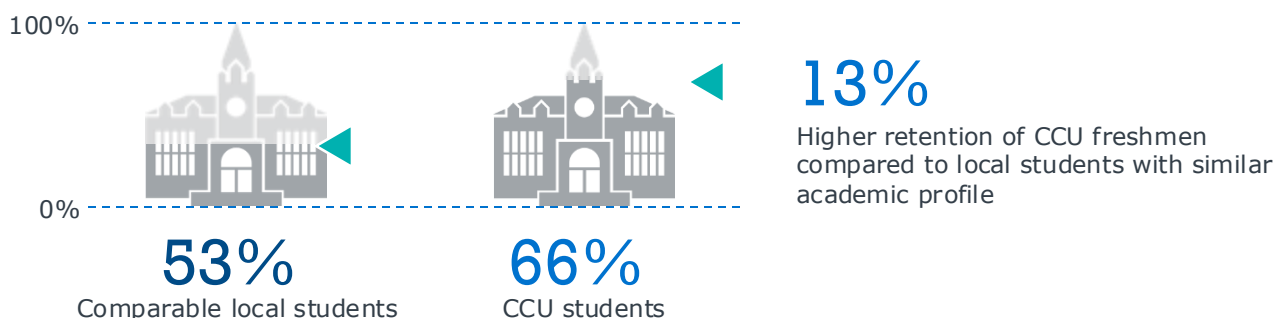
## Impressive Retention Across Student Populations

### Improving Transfer Retention Rates Across Majors

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



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



## CASE STUDY

# Using Navigate360 to Foster Black Male Student Success

North Carolina Central University, a midsize public HBCU in Durham, NC

- **About:** North Carolina Central University (NCCU) is a Historically Black College/University (HBCU) with 4,748 degree-seeking undergraduate students, a 52% six-year graduation rate, and a 76% retention rate.
- **Challenge:** Male students, who make up just a third of NCCU's enrollment and graduate at a lower rate than their female peers, lacked a place on campus to build community and belonging. With limited resources, NCCU's Men's Achievement Center needed to engage, support, and retain male students.
- **Solution:** NCCU launched the African American Male Initiative (AAMI) in 2009 to help create a space for men on campus that offers programming, coaching, and support to foster personal, academic, and professional growth. AAMI staff use Navigate360, EAB's Student Success Management System, to monitor the progress of all students, collaborate with faculty and other offices to flag and address student needs, and analyze data that informs interventions and bolsters grant applications.
- **Impact:** Men participating in AAMI have a 90% retention rate compared to a 72% retention rate of Black male students that attend NCCU but are not part of AAMI. AAMI students also have a 57% four-year graduation rate, compared to a 23% rate for all Black male students at NCCU.

### Impact Highlights

**90%**

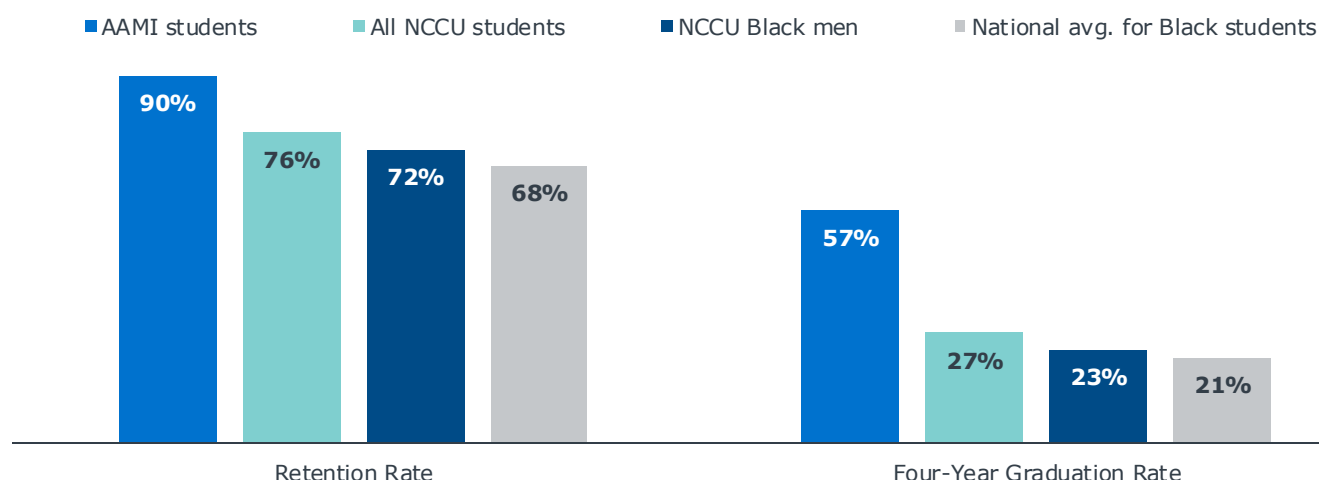
Retention rate of Black male students participating in the African American Male Initiative (AAMI)

**57%**

Of AAMI students graduate in four years

## Intensive, Holistic Support Makes a Notable Difference

*High-Touch Programs Such as AAMI Can Mitigate Systemic Barriers to Success*



Sources: National Student Clearinghouse Research Center, "Persistence and Retention" (July 8, 2021): <https://nscresearchcenter.org/persistence-retention/>.  
National Center for Education Statistics, "Status and Trends in the Education of Racial and Ethnic Groups" (February 2019) [https://nces.ed.gov/programs/raceindicators/indicator\\_RED.asp](https://nces.ed.gov/programs/raceindicators/indicator_RED.asp).



# How AAMI Staff Support Students Using Navigate360

Making It Easy to Meet Student Needs and Address Concerns and Challenges



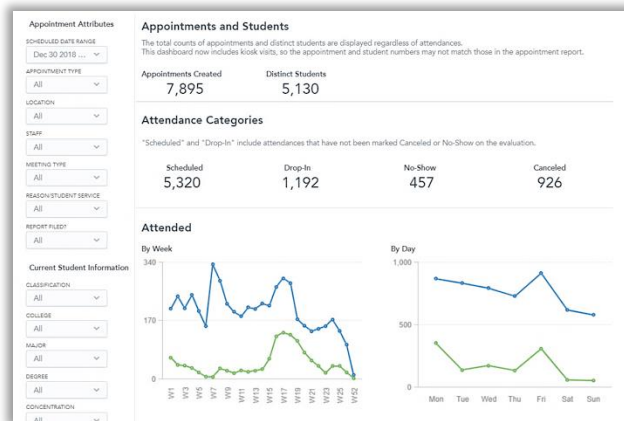
Use **advanced search, tags, and student lists** to monitor progress of all AAMI participants, particularly higher-need students



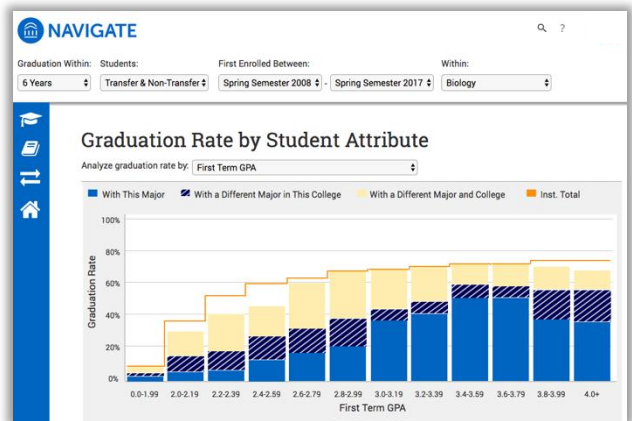
Review **faculty progress reports** to identify students struggling with coursework and attendance



Access data on student outreach, appointment rates, GPA, and credit hours for **grant compliance reporting**



Analyze data to **identify trends** that negatively impact GPA and use this to inform interventions



“With 160 students, I cannot keep up with all of them every day. When I get a Navigate360 alert, that lets me know my student is in need so I can call them into my office. It makes my life a whole lot easier.”

—Dr. Roderick Heath, Director of the Men's Achievement Center and AAMI at NCCU

## CASE STUDY

# How EAB's Navigate360 Helped a Small Private College Support Students and Redeploy Staff During Pandemic

Concordia College, Small Private College, Moorhead, MN

- **About:** Concordia College is a small private Christian school with 2,010 students, an 83.6% retention rate and a 75% six-year graduation rate.
- **Challenge:** During the COVID-19 pandemic, Concordia was forced to cease in-person operations. Their emergency response team worried that many students wouldn't have the necessary resources or support to access their online courses and finish the semester.
- **Solution:** Concordia College has been part of EAB's Student Success Collaborative partner for six years, going live with Navigate360 in 2015. While ceasing in-person operations, Concordia emailed all students a departure form to assess immediate needs and used Navigate360 to reach unresponsive students. Additionally, faculty submitted Navigate360 Progress Reports to flag students struggling with remote learning. Leveraging the Coordinated Care Network they built with Navigate360 in the months prior, Concordia redeployed support staff to quickly act on students' challenges and concerns.
- **Impact:** Using Navigate360 to reach students, Concordia saw a 16% increase in departure form submissions, and 93% of faculty participated in a campaign to identify students struggling in online courses. Additionally, Concordia redeployed more than a dozen staff to follow up on student concerns and better meet time-sensitive student needs.

### Impact Highlights

**3.4** percentage point

Retention increase from Fall 2019 to Fall 2020, due in part to Navigate360-enabled student support efforts

**93%**

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

**15**

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

## Navigate360 Helps Concordia Staff Assess Needs of All Students During Pandemic

Immediately following the transition to remote instruction due to COVID-19 in March 2020, Concordia's **emergency response team, comprised of stakeholders from Student Development and Campus Life**, emailed all students a departure form to assess their plans and identify students in need of support. In the following weeks, they relied on Navigate360 to uncover even more students struggling to cope.

1

Sent **departure forms** to all students to determine their:

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

**83%**

of students completed form sent via email

2

Used a **Navigate360 text message campaign** to follow up with students who didn't submit their forms

**99%**

of students completed form after Navigate360 text campaign

3

Launched **Progress Reports in Navigate360**, allowing faculty to flag struggling students. Faculty submitted alerts based on:

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

**93%**

of faculty submitted Progress Reports

**425**

students flagged by faculty (23% of all students)

## Providing Timely Student Support Based on Insights from Navigate360

Departure forms



Navigate360 text messaging



Navigate360 Progress Reports



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

▶ After pivoting to remote instruction, the Student Development and Campus Life division **redeployed staff to act on this time-sensitive information about student needs**, ensuring students received quick help.

### PHASE 0: Prior to the Pandemic

Building a **Coordinated Care Network** with a phased Navigate360 rollout laid the groundwork for Concordia's quick pandemic response



### PHASE 1: Leading Up To and During Transition to Virtual Operations

Ensuring all **basic student needs** are met

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

### PHASE 2: Across the Semester with Continued Virtual Operations

Providing **continued care** to foster success

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

**15** Staff members redeployed in one 40-person division to meet urgent student needs

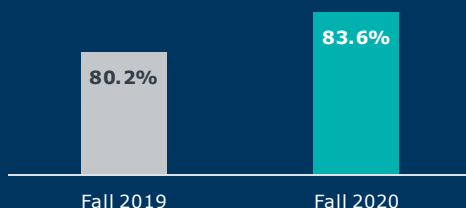
**\$60K** Emergency aid given to 313 students for needs identified by departure forms and Navigate360

### Safeguarding Student Success During a Pandemic

**3.4** percentage point

First-year retention increase from Fall 2019 to Fall 2020, due in part to Navigate360-enabled student support efforts

First-Year Retention



“

Our work with Navigate360 across the last year helped us develop a **philosophy of how we want to coordinate care for students**. When the pandemic hit, staff were already accustomed to helping support a range of student needs outside their office, which was critical to our success during this incredible time.”

—Lisa Sethre-Hofstad,  
VP for Student Development and Campus Life

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

# UNC Medical School Efficiently Supports Students with Navigate360

University of North Carolina School of Medicine in Chapel Hill, NC

- **About:** The University of North Carolina School of Medicine (UNC Med) is one of the top-ranked medical schools in the country. UNC Med enrolls 896 students.
- **Challenge:** Prior to launching Navigate360, UNC Med struggled to provide holistic student support. Advisors had to look in many different places to get a full view of students' backgrounds, course schedules and goals, and ongoing challenges and potential concerns.
- **Solution:** UNC Med launched Navigate360 in 2020 and has already seen a positive impact. Advisors no longer need to manually track students with flags or attendance issues, and all relevant staff can easily and centrally access the full picture of their students to provide holistic, comprehensive support.
- **Impact:** Since launching Navigate360 in Fall 2020, 96% of UNC medical students have been contacted via Navigate360, and 89% have appointment activity logged in the platform.

## Impact Highlight

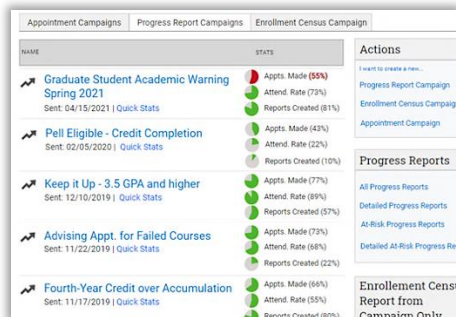
**96%**

Of the student population receiving text/email messages through Navigate360

**89%**

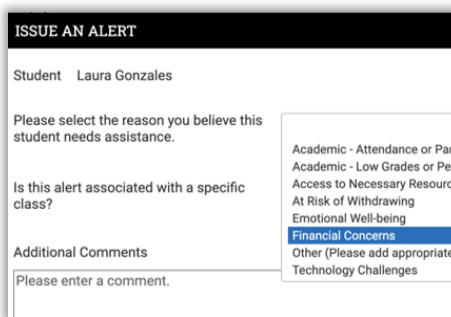
Of the student population with an appointment activity logged in Navigate360

## Stakeholders Across Campus Leverage Navigate360 to Support Students



The screenshot shows a dashboard with tabs for 'Appointment Campaigns', 'Progress Report Campaigns', and 'Enrollment Census Campaigns'. Under 'Appointment Campaigns', there are several campaigns listed with their status (e.g., 'Graduate Student Academic Warning Spring 2021' is 'Active'). Under 'Progress Report Campaigns', there are reports for 'Appointments Made' and 'Reports Created' for various campaigns. Under 'Enrollment Census Campaigns', there are reports for 'Appointments Made' and 'Reports Created' for the 'Enrollment Census Report from Campaign Only'.

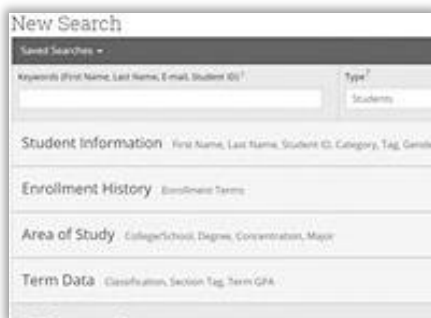
**Advisors run campaigns to schedule required appointments each semester and follow up with unresponsive students**



The screenshot shows the 'ISSUE AN ALERT' form. It includes fields for 'Student' (Laura Gonzales), a dropdown for 'Please select the reason you believe this student needs assistance.', a checkbox for 'Is this alert associated with a specific class?', and a text area for 'Additional Comments'. A dropdown menu is open, showing options: 'Academic - Attendance or Participation', 'Academic - Low Grades or Performance', 'Access to Necessary Resources', 'At Risk of Withdrawing', 'Emotional Well-being', 'Financial Concerns' (highlighted), and 'Other (Please add appropriate comment)'.

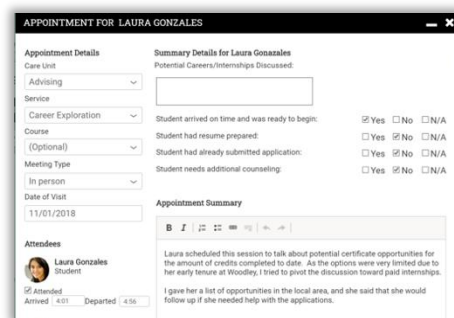
**The Office of Academic Excellence receives alerts from advisors about students in need of tutoring and other academic support**

**Student Affairs uses Advanced Search to identify and contact specific populations, such as students on a leave of absence**



The screenshot shows the 'New Search' form. It includes a 'Saved Searches' dropdown, a search bar with a placeholder 'Keywords (First Name, Last Name, E-mail, Student ID)', and a 'Type' dropdown set to 'Students'. Below the search bar are several filters: 'Student Information' (First Name, Last Name, Student ID, Category, Tag, Gender), 'Enrollment History' (Enrollment Status), 'Area of Study' (College/School, Degree, Concentration, Major), and 'Term Data' (Classification, Section, Tag, Term GPA).

**Deans schedule appointments with students who have poor course attendance or academic performance**



The screenshot shows the 'APPOINTMENT FOR LAURA GONZALES' form. It includes a 'Summary Details for Laura Gonzales' section with a dropdown for 'Career Unit' and a text area for 'Potential Careers/Internships Discussed'. Below this are several checkboxes for 'Student arrived on time and was ready to begin:', 'Student had resume prepared:', 'Student had already submitted application:', and 'Student needs additional counseling:'. There are also checkboxes for 'Yes', 'No', and 'N/A'. The 'Appointment Summary' section includes a text area for 'Laura scheduled this session to talk about potential certificate opportunities for the amount of credits completed to date. As the options were very limited due to her early tenure at Woodbury, I tried to pivot the discussion toward paid internships. I gave her a list of opportunities in the local area, and she said that she would follow up if she needed help with the applications.'

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

Waverton State University\*, a midsize Public Research University

- **About:** Waverton State University\* is a public research university serving about 15,000 undergraduates with a 74% six-year graduation rate and a 90% retention rate. It is part of a state-wide university system.
- **Challenge:** Despite a strong first-year retention rate, many students were failing to graduate in four years. In 2014, Waverton's president set a goal to increase the four-year graduation rate by 12 percentage points by 2019. But with student caseloads approaching 800 in some advising units, advisors were stretched too thin to give all students the attention they needed to succeed.
- **Solution:** Waverton leveraged EAB's student success platform, Navigate360, to improve cross-campus collaboration, implement new data-driven strategies, and improve their organizational structures. They leveraged EAB's student-facing app, Navigate360 Student, to provide their undergraduates with a comprehensive, personalized advising experience.
- **Impact:** Waverton successfully launched Navigate360 Student to more than 12,000 users, including 77% of first-year and transfer students. With this and other strategies implemented since 2014, Waverton's four-year graduation rate increased 15 percentage points.

### Impact Highlights

## 12K+

Navigate360 Student users, including 77% of first-year and transfer students

## 15

Percentage point increase in four-year graduation rate across five years

## Refining Student Interventions and Improving Collaborative Processes

*Navigate360 Helps Remove Barriers and Address Capacity Challenges Within Advising*

### Challenge



Students fall behind academically or have poor attendance in class, but advisors don't know until it's **too late to intervene**

### Solution

Faculty use Navigate360 Progress Reports to **identify students** in need of support and connect them with advisors and resources



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

Financial Aid uses Navigate360 to **coordinate outreach about mini-grants** and retain students in need who are close to the finish line



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

Advisors use **insights about specific factors** from Navigate360 to tailor student conversations and inform ongoing retention campaigns



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

**New retention specialists** use Navigate360 data to tailor supplemental student outreach, easing the workload of existing advisors

\*"Waverton State University" is a pseudonym

## Waverton's Tactics for Mobile Student Success

Navigate360 Student App Supplements Advisor Support and Empowers Students

### Step One: Drive Student App Downloads



**Orientation:** Freshmen who download the app receive a free Navigate360-branded shirt that they wear to Convocation



**Online:** One-stop-stop website and emails to incoming students explain how Navigate360 will make their lives easier and help them stay on the path to graduation



**First-Year Seminar:** 'Introduction to Waverton State' instructors encourage students to download Navigate360 and use it as a guide throughout the semester

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



Provide streamlined **appointment scheduling and advisor communication** to ease the burden of asking for help



Ensure alignment between students' academic interests and longer-term goals through the **Major and Career Explorer**



Remind students to register for the next term—and uncover barriers to registration—with **Quick Polls**

### Widespread Adoption of Navigate360 Student

12,749

Total Navigate360 Student adopters two years after launch

77%

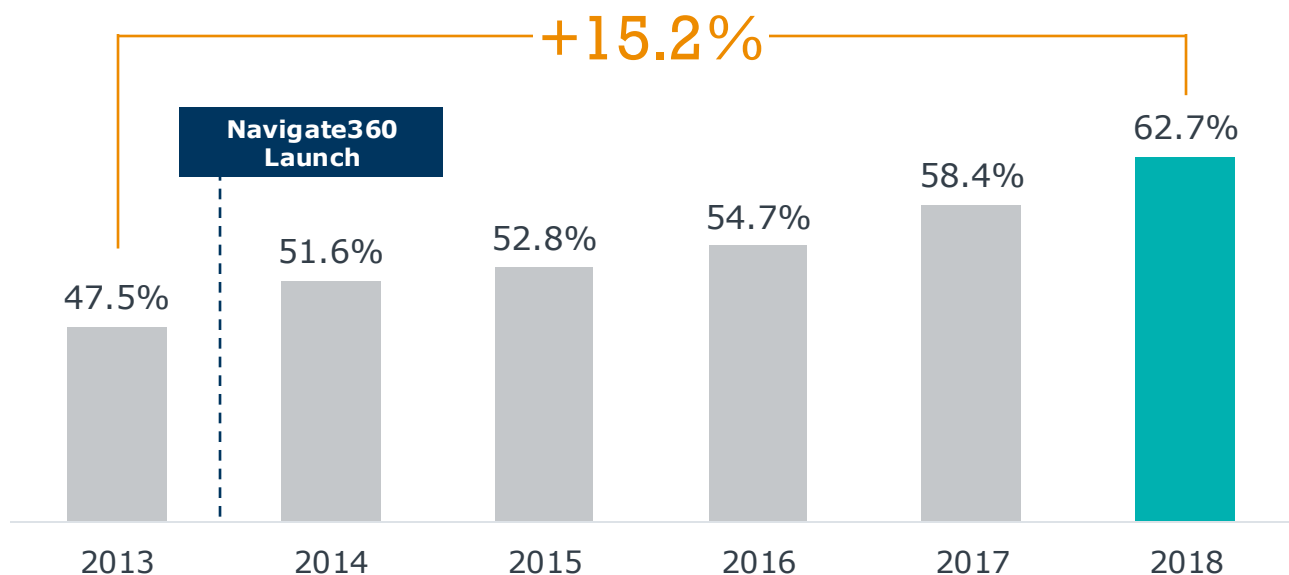
Adoption among first-year and transfer students

44,565

Total tasks completed in Navigate360 Student by all users

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

#### Four-Year Graduation Rate





# A Seamless Platform Transition Leads to Stronger Student Engagement and Retention

## BACKGROUND

William Paterson University of New Jersey (WP) is a midsize public Hispanic-Serving Institution with 9,429 students, 40% of whom are first-generation. WP offers over 150 degree and certificate programs, including 57 online programs, and has a 71% retention rate and 56% six-year graduation rate.

## OPPORTUNITY

After several years using a basic student success platform, WP wanted to reach and engage students more effectively. Excited about the student-facing tools in EAB's Navigate360 CRM, they implemented the platform in 2022. Their priorities included a smooth implementation and transition between platforms, better coordination for outreach to students, and stronger student engagement—including for online learners.



## KEY RESULTS

► **\$1.4M+**

Tuition and fee revenue from additional students retained thanks in part to Navigate360

► **81%**

Of Navigate360 student app logins are return users

► **724**

Automated LMS login reminder alerts sent to online learners in just three months

## SOLUTION

WP seamlessly transitioned from their prior platform to Navigate360, thanks in large part to the support provided by their EAB team, including their Launch Consultant and Strategic Leader, who met with WP's implementation team weekly to conceptualize what various workflows and processes could look like with the new platform.

Today, stakeholders across campus—from student success leadership, to support offices, to faculty, to both in-person and online students—use Navigate360 on a regular basis. Key features, including multi-modal outreach campaigns, student self-service tools, and the LMS integration have been integral to driving outcomes.

## IMPACT

Students are highly engaged in the Navigate360 app—81% of logins are from repeat users. WP's automated alert for LMS utilization has helped hundreds of online learners stay on top of their academic work. And Navigate360 has supercharged overall student support practices, improving retention efforts and contributing to over \$1.4M in additional revenue.

## A Seamless Transition to Navigate360

Comprehensive Change Management Guidance Throughout Implementation and Beyond

**1**

### Implementation

Navigate360 team (Launch Consultant, Strategic Leader, and Business Analyst) provided **clear guidance on all steps and milestones**—conceptualizing what WP needed to accomplish

**2**

### Training

WP rolled out Navigate360 office-by-office, building out care units on a rolling basis. They **worked with teams** to understand and build out workflows for their unique needs and processes

**3**

### Value Stream

Senior leadership championed Navigate360, **emphasizing the value it provides** to students, staff, and faculty. Insights gleaned from the platform informed institutional strategic planning

## Engaging Students With Self-Service Tools

Students Have One-Stop Access to Resources that Provide Value Across Their Time on Campus

During their initial search for a new student success platform, WP prioritized finding one with a self-service app that students could use across their time on campus. Navigate360's student-facing app consolidates access to a wide variety of WP's important resources in one place, providing continued utility and value.

Students can **schedule appointments** with all support services (except ones covered by privacy laws) in the app

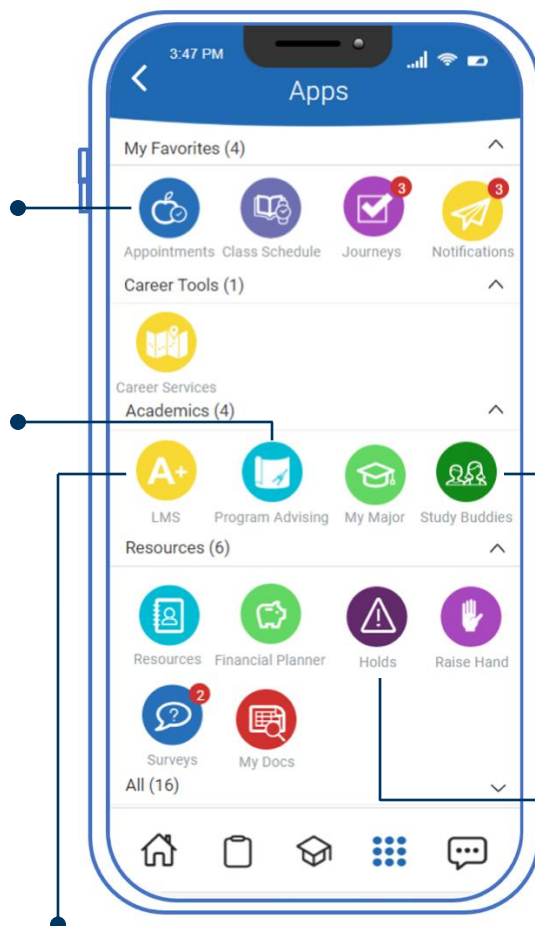
**4,627**

Appointments logged in WP's first semester with Navigate360

WP integrated **Program Advising** into the first-year seminar, providing a collaborative virtual workspace for advisors to help students draft comprehensive four-year course plans

Advising leadership also added course plan completion into **advisors' success metrics**

WP is on track to have **all first-year students** create a four-year course plan in Navigate360



**81%**

Of Navigate360 student app logins are return users

**Study Buddies** consolidates contact information and connects students with peers—it's proven especially popular and valuable for WP's online learners

**500+**

Students using Study Buddies in 360+ unique courses

**63%+ faster**

**Hold** resolve time for students using the Navigate360 student app compared to non-users

## Re-engaging Online Learners with Navigate360's Automated LMS Utilization Alert

Concerned about lagging outcomes for their many online learners, WP wanted to efficiently **flag and contact students who weren't logging into the LMS** to access essential course materials and assignments

### Rolling Out the Automated Alert

Using **Navigate360's LMS Integration**, WP created an **automated workflow** that initiates when students have not logged into the LMS in five days:

- ✓ Student receives email reminder
- ✓ A case is created, prompting the student's advisor to follow up

Add Automation

When you activate your automation, we will run your saved search or report at the frequency you specify below. New students who match your criteria will have the automation action applied according to the rules you specify below.

\*Automation Name  
No LMS Login

Automation Configuration

Automation Conditions ⓘ

\* IF... Students Match The Criteria in This Search or Report  
No LMS Login in Past 5 Days

\* THEN... Take This Action  
Add to Appointment Campaign

Next Activate Automation Cancel

### Early Success

**724**

automated login alerts issued in just three months

**222**

positive student responses to the alert

**91%**

of closed cases resulted in positive student outcomes



## Connecting Students to Campus Events and Support Services

Coordinated Outreach Breaks Through the Communications Barrier to Prompt Action

Staff across campus use Navigate360 campaigns because students consistently respond when prompted via the platform. Navigate360 makes it easy for WP to coordinate outreach while avoiding over-communication.



### First-Year Experience

Invite freshmen to Welcome Day, the most effective means of getting them to attend advising and registration appointments before the start of classes

Use appointment campaigns and reminders to prompt and track RSVPs for Career events

.....

**140%+**

Higher Welcome Day attendance when inviting students via a Navigate360 campaign

Several events, including the Major Minor Fair, Internship and Job Fair, and Certification and Minors events, saw **noticeably higher engagement**



### Student Success

Encourage freshmen, particularly those considered most in need of support because their high school GPA is below 2.5, to attend advising and academic support appointments

.....

**+0.67**

Higher GPA for freshmen with high support needs who attended an academic support appointment compared to those who did not

**11 percentage-point**

Higher persistence rate for freshmen with high support needs who attended an advising appointment compared to those who did not



### Faculty

Submit progress reports to flag struggling students

Invite students to attend office hours, which all faculty share in the student-facing app

.....

“A professor using an appointment campaign to guide students to office hours described Navigate360 as a **‘game changer’** in terms of his students’ academic performance and persistence.

He’s **gotten students to respond consistently to the outreach** – something he hasn’t been able to do in his years of teaching.”

-Linda Refsland, Executive Director of Academic Success

## Navigate360 Campaigns Support Retention Efforts

**4.3 percentage-point**

Higher retention for students flagged with an alert in Navigate360 who attended an advising appointment, compared to flagged students who did not attend an appointment

**9.8 percentage-point**

Higher retention for students who scheduled and attended an advising appointment in Navigate360 compared to WP’s average retention rate

**\$151,500**

Additional tuition and fee revenue

**\$1.28M**

Additional tuition and fee revenue

Take the first step toward improving your student experience with an all-in-one technology solution.  
**Schedule a demo at [eab.com/navigate360](https://eab.com/navigate360).**

# Using Navigate360 to Standardize Dynamic Program Advising and Retain More Students

Middlemore University\*, a midsize public university in the Eastern United States

- **About:** Middlemore University\* enrolls 9,000 undergraduate students and has a 78% retention rate and a 51% six-year graduation rate.
- **Challenge:** Across Middlemore's 60+ undergraduate degree programs in seven colleges, advising and course planning processes varied greatly. With siloed and inconsistent student support, retention rates remained stagnant over several years. Middlemore needed an innovative strategy to keep students on track and improve outcomes.
- **Solution:** Middlemore expanded their existing Navigate360 partnership by implementing Program Advising and One-Click Registration. Meanwhile, the Office of Undergraduate Studies used this as an opportunity to establish standardized processes, procedures, and plan formats to ensure every student on campus enjoyed the same comprehensive, dynamic plan-building experience.
- **Impact:** Students who created course plans in Navigate360 retained at a 21.1 percentage-point higher rate than their peers without plans. This higher rate indicates that Middlemore retained about 90 additional students, equating to more than \$360K in estimated tuition revenue.

## Impact Highlights

**+21.1** percentage points

Higher retention for students who made a course plan in Navigate360 compared to students who didn't make one

**\$360K+**

Estimated tuition and fee revenue from 90 additional students retained

## Standardizing Program Advising Across Campus

*Technology Empowers Advisors to Deliver Consistent and Holistic Guidance to All Students*

### BEFORE Navigate360

*Disparate advising practices and materials*

- Middlemore's Undergraduate Studies team **audited these varying procedures** as an initial step in the process of standardizing plans campus-wide

*Sample insights from program advising audit:*



#### Course Plan Building

Some advisors used the course catalog to guide students, while others used major plans or curriculum sheets



#### Registration Holds

Requirements for removing registration holds varied between colleges and majors

### WITH Navigate360

*Standardized workflows and four-year plan format*

- A new Advising Director works with each college's Lead Advisor to ensure **standardization of advisor workflows**, training, and expectations
- Undergraduate Studies staff redesigned each major's plan to ensure **all course plans are standardized** and built into Navigate360

*Sample of a templated four-year plan in Navigate360*

Computer Science B.S.			
This template lists the course requirements you must take in order to graduate. The list of courses from top to bottom is the order recommended to complete Middlemore's Computer Science program.			
Program Template Courses	Has Requisite	Planned Term	Grades
✓ MATH 152 Statistical Methods All first year students must complete this course		Fall 2020	P
✓ MATH 152 Statistical Methods		Fall 2020	P
✓ ENGL 111 Writing and Inquiry A pre-requisite for many courses on this template			
✓ ENGL 111 Writing and Inquiry		Spring 2020	B
> ✓ CTI 110 Web, Programming, & Database Basics	Requisite	Fall 2020	B
> ✓ CIS 110 Introduction to Computers		Fall 2020	A
> ✓ CTI 120 Network and Security Foundation		Fall 2020	B
> ✓ Arts Requirement		Fall 2020	A+
> ✓ CTS 115 Information Systems Business Concepts		Spring 2021	W

\*"Middlemore University" is a pseudonym

# Navigate360 Is a Central Element of Program Advising at Middlemore

## Integrating the Technology into Advisor and Student Workflows

► Advisors use a new, **standardized Navigate360 communication calendar** to easily send outreach campaigns that guide students through the registration process:

Navigate360 campaign timing	Recipients	Goal
Mid-February	All assigned students	Prompt students to draft a <b>Navigate360 course plan for next term</b> prior to their advising appointment
Late February to Early March	Students who haven't yet built a plan in Navigate360	Remind students to <b>build their course plan</b> prior to meeting with their advisor
March to April	All assigned students	<b>Offer advising appointment</b> time slots for students to review their course plan
April and May	All assigned students	Prompt students to <b>register</b> directly in Navigate360

► Students start their **Navigate360 course plan as a required assignment** in UNI100, a seven-week seminar most freshmen take their first semester, adjusting and finalizing the plan across the entire semester:

### 14-Week Semester

Week 4

Week 6

Week 12

Week 14

As a UNI100 assignment, student **drafts Navigate360 course plan**

**Advisor reviews plan** and provides feedback in Navigate360's shared workspace, encouraging and responding to student edits

**Advisor approves plan**; student uses **One-Click registration**

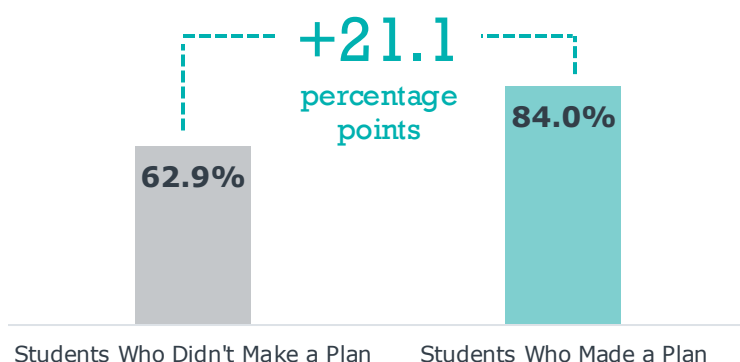
“Having students register with Navigate360 was great. **Navigate360 has made every single component of registration so much easier.** It's hassle free—not one student had an issue. It really was a cool experience to integrate Navigate360 into advising and registration. I would highly recommend it!”

—Middlemore Academic Advisor

## Students with a Course Plan in Navigate360 Retain at a Higher Rate

### Freshman Retention Rate, Fall 2019 to Fall 2020

Based on Whether Student Made a Course Plan in Navigate360



90

Estimated additional students retained after making a course plan in Navigate360

\$360K+

Estimated additional tuition revenue

### Holistic Student Support, Beyond Program Advising

During the pandemic, faculty submit progress reports on urgent student concerns—in conjunction with advisor campaigns, this ensures a coordinated network of student care

6

New pandemic-related alert reasons available in Navigate360 progress reports

13

Potential additional students retained due to use of pandemic alert reasons

2.2 percentage points

Higher retention for students with an alert reason in Navigate360 compared to those with no alert reason

\$50K+

Potential additional tuition revenue from students with alert reasons who were retained

## CASE STUDY

# Navigate360 Helps Students Take Ownership of Their Course Paths and Graduate on Time

Washburn University, a midsized open-access public university in Topeka, KS

- **About:** Washburn is an open-access university with 5,472 undergraduate students, nearly half of whom are first-generation. Washburn has a 69% retention rate and a 51% six-year graduation rate.
- **Challenge:** Many students, especially first-generation students, found the university catalog confusing and intimidating. Washburn experienced challenges guiding students through multi-semester course planning and faced stagnant student outcomes, including their four-year graduation rate. They sought a way to help students better understand course offerings and requirements so they could chart their own academic paths.
- **Solution:** Student success leaders at Washburn know that for students to graduate on time, they need to create a personalized path that evolves with them across their time on campus. By implementing Program Advising within EAB's Navigate360, Washburn incorporated informed course planning into their first-year seminar, allowing students to envision an achievable and adaptable path to graduation.
- **Impact:** Washburn's Navigate360 partnership, and the Program Advising tool in particular, have had an outsized impact: their four-year graduation rate increased 21 percentage points since launching Navigate360. Additionally, they've seen \$413,000 in tuition revenue from higher average retention and credit loads for students using building course plans in Navigate360.

### Impact Highlights

**21 percentage-point**

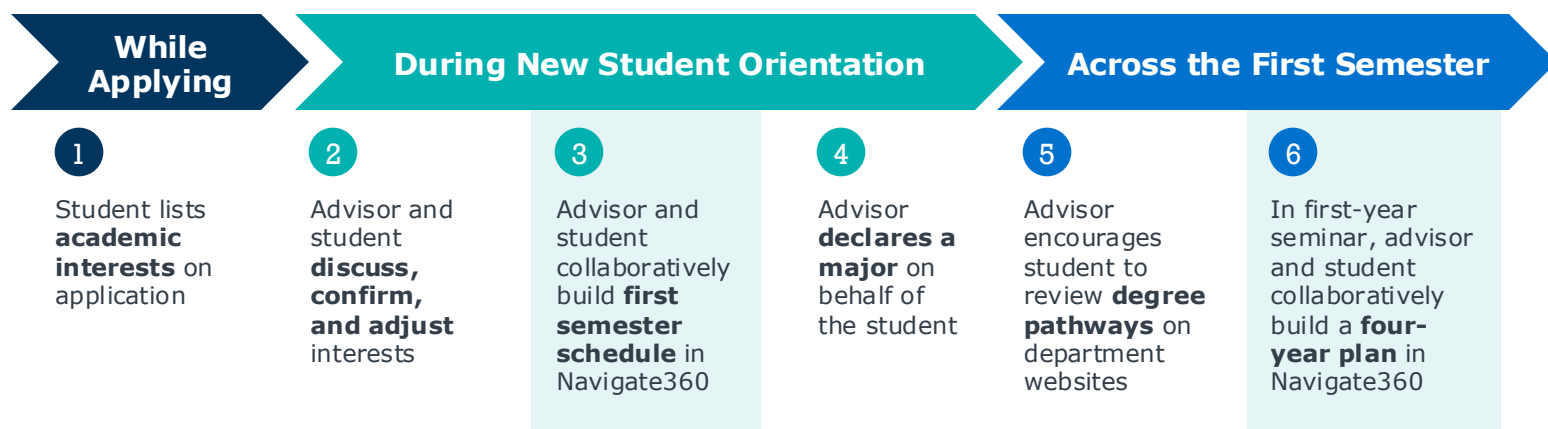
Increase in four-year graduation rate since launching Navigate360

**\$413,000**

Additional revenue from higher average retention and credit load of students using Navigate360 Program Advising

## Program Advising Conversation Starts Immediately

*Washburn Advisors Guide Students as They Discover Academic Paths and Chart Their Own*



# Incorporating Program Advising into Washburn's First-Year Seminar, WU101

*Navigate360 Is an Essential Tool for Engaging Students in Their Own Long-Term Success*

## Start of semester

Instructor ensures all students have **logged in to Navigate360**

## Mid-semester and beyond

Students **create four-year course plans** in Navigate360, reviewing with their advisor in person and in Navigate360's virtual shared workspace across the semester

### Weeks 3 and 10

Students complete **Navigate360 surveys** about their transition to college

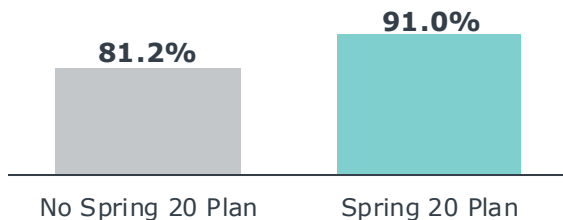
### Throughout the semester

Faculty instructor emphasizes effectively using Navigate360 as a **key skill for success** at Washburn

## The Impact of Building a Course Plan

*Higher Retention and Credit Loads, and Previously Stagnant Grad Rate on the Rise*

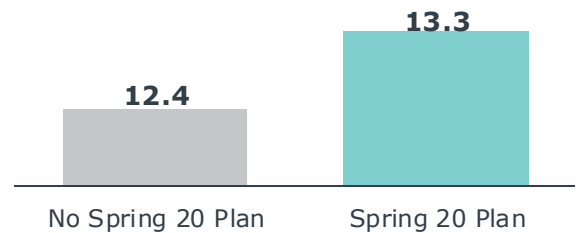
### Fall-to-Spring Retention of Freshmen and Sophomores



**\$316K**

Tuition revenue saved as a result of higher retention with Navigate360 Program Advising

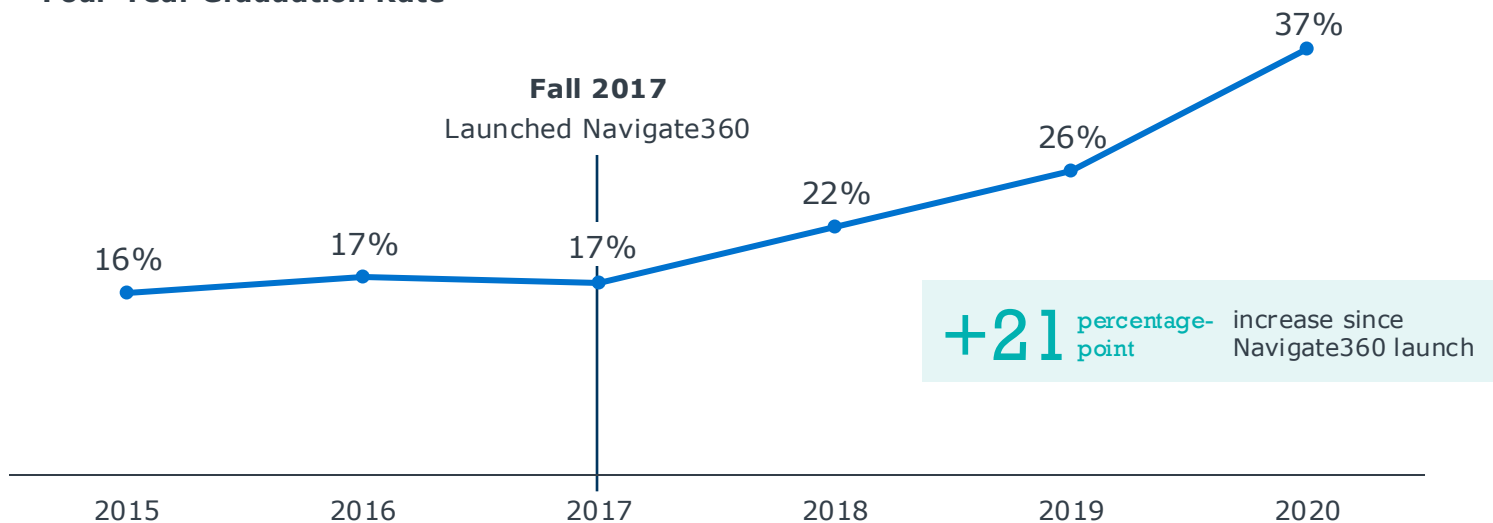
### Spring 2020 Avg. Credit Load of Freshmen and Sophomores



**\$97K**

Additional revenue from increased credit load of students who planned courses in Navigate360

## Four-Year Graduation Rate



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

Red Mountain University\*, Private University, urban campus in East Coast city

- **About:** Red Mountain University (RMU) is a private doctoral university with 4,385 undergraduate students, a 61% six-year graduation rate, and an 80% retention rate.
- **challenge:** Prior to collaborating with EAB, RMU's students and advisors lacked the tools to coordinate and communicate a plan to stay on track. Advisors needed insight into students' involvement and engagement on campus, and students needed a clear checklist to follow.
- **Solution:** RMU partnered with EAB in April 2017 with the goal of achieving 50% first-year adoption on EAB's student-facing mobile app. First, they created a first-year seminar syllabus that requires students to complete in-app assignments, driving both downloads and ongoing utilization. Second, they used in-app Quick Polls to help keep students on track, and provide advisors and administrators with powerful insights about student interests, needs, and concerns.
- **Impact:** RMU dramatically exceeded their adoption goal, with 94% of first-year students downloading the app. This contributed to a 2% increase in first-year retention compared to 2016.

### Impact Highlights

94%

First-year adoption of EAB's mobile app






2%

Increase in first-year retention since 2016

## Building the Navigate360 Mobile App into the First-Year Seminar

### ► How can the mobile app help students and benefit advisors?




Students are required to complete steps in the mobile app for class, and the app's data allows administrators, departments, and advisors to better engage with students.

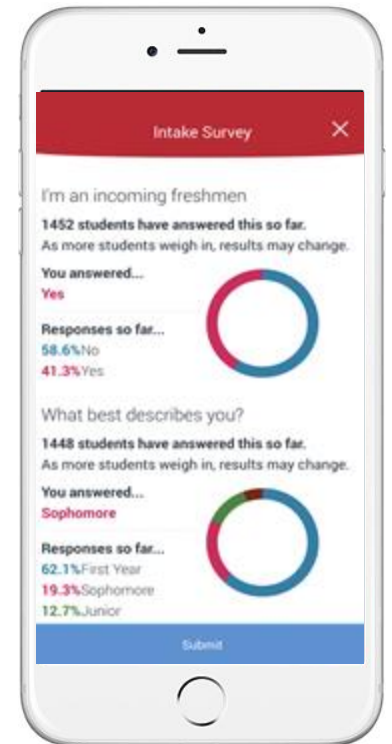
Mobile App Assignment		Benefit to RMU
<ul style="list-style-type: none"> <li>• Download the mobile app in class</li> <li>• Complete the Intake Survey</li> </ul>		Advisors receive Intake Survey responses and <b>send students targeted content</b> based on their interests
<ul style="list-style-type: none">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

## Quick Polls Connect Students to the Support and Resources They Need

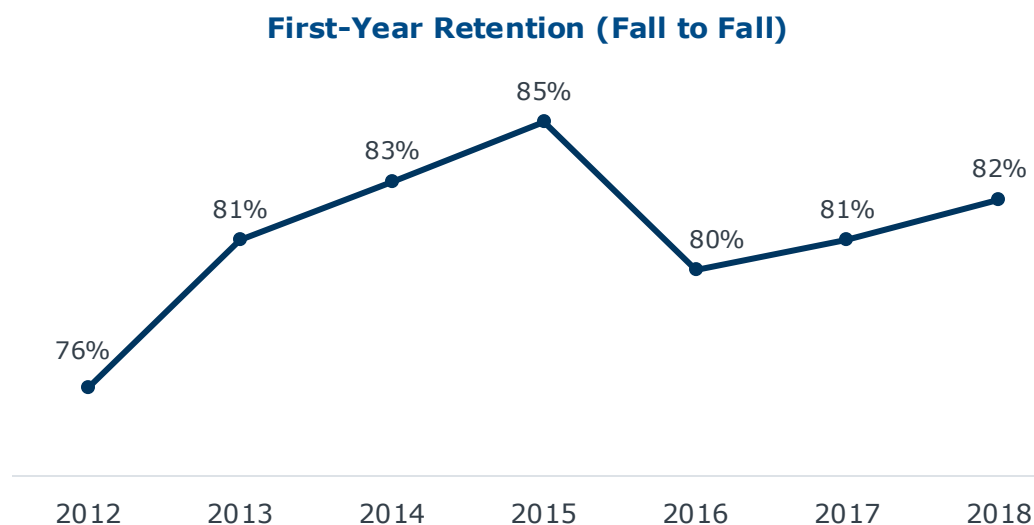
### ► How do in-app Quick Polls benefit students and RMU?

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

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



## Results: Strong App Adoption Drives Record-Breaking Retention Growth



**94%**

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



## CASE STUDY

# Guiding Students and Improving Advisor Visibility with Program Advising in EAB's Navigate360

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

- **About:** Elizabeth City State University (ECSU) is a historically black public university with 1,695 students, a 73% retention rate, and a 39% six-year graduation rate.
- **Challenge:** When creating course plans for multiple semesters, students at ECSU often didn't have full knowledge of degree requirements, and advisors lacked visibility into course availability. There was no standard process for collaboration between students and advisors and no way to encourage long-term planning.
- **Solution:** ECSU launched EAB's Navigate360 platform in 2016 and piloted the Program Advising tool with all freshman advisors in 2019. This tool provided a shared workspace where students could build plans based on their major, and advisors could add comments and flag errors. ECSU also used Quick Polls in Navigate360's student app to identify students in need of extra support. During the transition to virtual learning caused by the COVID-19 pandemic, ECSU relied heavily on Navigate360 to understand and act on urgent student needs.
- **Impact:** After launching Program Advising in Navigate360, ECSU saw a 35% increase in preregistration<sup>1</sup> over the previous year. The extensive use of Navigate360 among staff and students since 2016 has contributed to a 4% increase in the four-year graduation rate, and 5% and 12% growth in freshman and sophomore retention, respectively.

### Impact Highlights

**35 percentage points**

Improvement in preregistration rate<sup>1</sup>, 2018-2019

**4 percentage points**

Improvement in four-year graduation rate, 2017-2018

## Addressing Barriers to Long-Term Program Advising

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



### Barrier to Success

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

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



### Program Advising

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

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



### New Process at ECSU

All freshmen create a plan in Navigate360 that they refer to throughout their academic journey, ensuring they stay on course to graduate

Advisors attend trainings on Navigate360 so they go into every advising session prepared to help students complete their plans

**1,414**

Students with completed course plans in Navigate360 who registered for Fall

**+35 percentage points**

Higher preregistration rate with Navigate360 Program Advising

### Preregistration Rate

46%

2018

81%

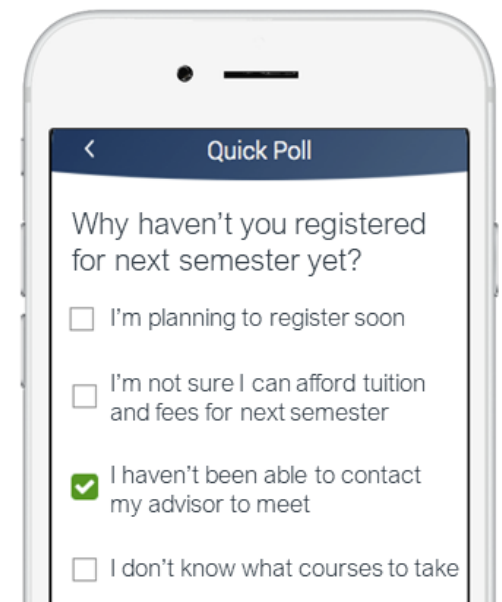
2019

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



## ECSU Stakeholders Use Survey Insights to Provide Timely Support

Navigate360 Quick Polls Engage Students in Campus Activities and Resources, Improving Retention



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

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



**Poll:** How are you feeling about college so far?

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



**Poll:** Why haven't you registered for next semester yet?

**Outcome:** Advisors identify students with financial concerns, lack of course options, etc. and offer them help

88%

of Navigate360 student users replied to a Quick Poll about registration barriers, allowing advisors to track those in need of support

90.2%

of students tracked in Navigate360 returned the following term

## Using Navigate360 to Support Struggling Students During the COVID-19 Pandemic

### Progress Reports

Encourage faculty to flag students who might struggle with remote learning (history of low participation, etc.)

8,170

Responses to Spring 2020 Progress Report Campaign

### Quick Polls

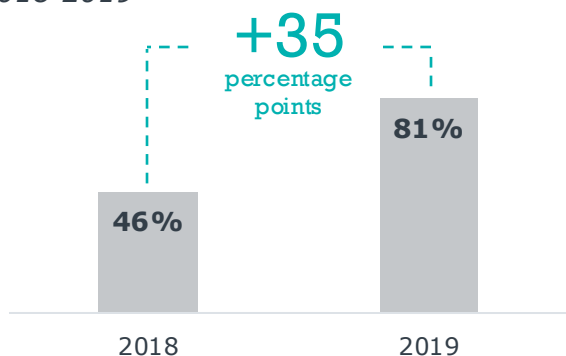
Identify students facing barriers to accessing online courses, including financial hardship or lack of technology

17

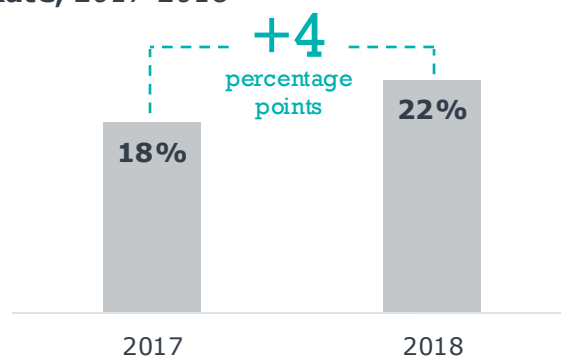
Students flagged for additional support from Quick Polls

## Comprehensive Navigate360 Partnership Drives Improvement

### Improvement in Preregistration Rate, 2018-2019



### Improvement in Four-Year Graduation Rate, 2017-2018



Between 2015 and 2017, ECSU saw major retention improvements while using the Navigate360 platform:

+5%

Increase in freshman retention

+12%

Increase in sophomore retention

“

“It's the many little things Navigate360 does to help enhance campus culture that ultimately leads to the data showing our improvement.”

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

”  
eab.com

# Guiding Students Through Onboarding

## App Nudges Prompt Students to Stay on Track of Deadlines

### St. Francis College

As incoming students prepared for enrollment at St. Francis College (SFC), a small private college in New York City, many struggled to figure out what exactly they needed to do before the semester started. Emails outlining key steps went unread, and some students were melting before they made it to the first day of class. Student success leaders at SFC leveraged Navigate360 to provide a robust onboarding checklist that guides students through each step of the process, starting before orientation and continuing throughout their first semester.



Brooklyn, NY



2,372 students



70% retention rate and  
54% six-year grad rate

#### Navigate360 Onboarding Checklist

- ✓ Robust checklist of to-dos, resources, reminders, and more in Navigate360 student app
- ✓ Admissions office can see student progress, and identify members of student support team
- ✓ Students use Navigate360 to schedule first advising appointment before Orientation

#### ASAP

Within 24 hours of activating their SFC email, students are prompted to download the Navigate360 app

#### Mid-Summer

Students are reminded to keep track of checklist items in the app and access resources like loaner laptops

#### Early Summer

In-app nudges remind students to complete skills assessments, sign up for Orientation, and submit transcripts  
Transfer students are prompted to schedule an advising appointment in the app

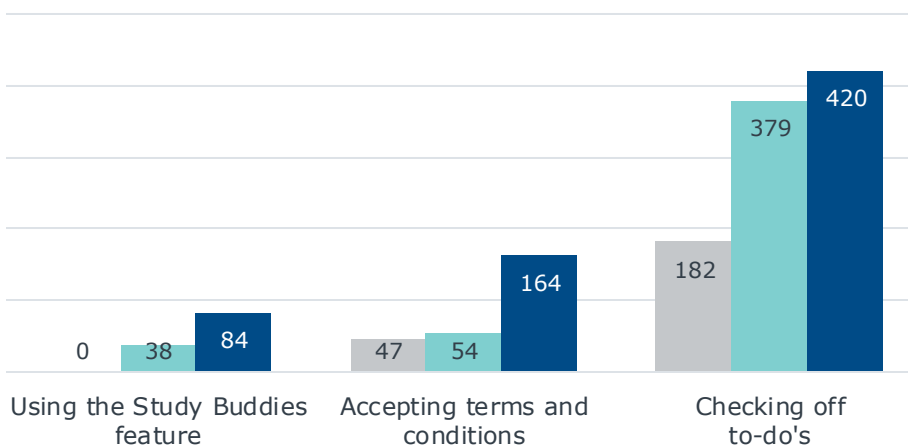
#### Late Summer

First-time students schedule advising appointments in the app so they can register for courses

**90%+** Portion of student app users who use the app multiple times

### Number of Unique Students Completing Steps in the App:

■ 2020 ■ 2021 ■ 2022



**60**

Additional new students completing online Orientation, a critical onboarding step, in 2022 vs. 2021



**130%+**

Increase in students checking off onboarding to-dos in the Navigate360 student app

## CASE STUDY

# How Navigate360 Fostered Student Belongingness to Improve Retention at a Small University

Blue Stone University\*, a small private university, urban campus in East Coast city

- **About:** Blue Stone University (BSU) is a private university in a large East Coast city. With an enrollment of 1,427 students, BSU's retention rate is 74.3% and six-year graduation rate is 43.6%.
- **Challenge:** BSU leveraged a basic student success platform for several years to address stagnant retention rates. However, BSU quickly hit a retention plateau, and had limited capability to truly engage students and allow staff to provide holistic support.
- **Solution:** BSU migrated to Navigate360 in 2018 with the goal of improving retention and engaging students to foster stronger sense of belongingness. Navigate360 allows BSU to connect advisors, faculty, and support staff across campus in a coordinated network with students at the center. Additionally, Navigate360's student-facing app empowers students to easily access the resources and support they need.
- **Impact:** Since migrating to Navigate360, BSU's retention rate has increased 11.4 percentage points. With 92% of students using it, the Navigate360 student app is an essential retention tool for BSU. Students using the app retain at a 1.7 percentage-point higher rate than the cohort average, generating over \$130K in additional tuition revenue in just one semester.

## Impact Highlights

**11.4** percentage-point

Retention rate improvement across four years since migrating to Navigate360

**\$130K+**

Additional tuition revenue for one semester due to higher retention rate for students using Navigate360 student app

## Migration to Navigate360 Allows BSU to Become More Student-Centric

*Technology Ensures Students Feel Fully Supported and Connected*

### Why BSU Migrated to Navigate360

#### Basic student success platform



Faculty- and staff-initiated "red flags" **appear punitive and feel discouraging** to students



Appointment and outreach functionality **places the burden on staff** to contact students, so communication flows one-way



No student-facing app available, preventing students from easily accessing resources and **feeling connected** to campus



**NAVIGATE**



Alerts appear as neutral notifications, which students find less jarring and **more empathetic**



Students can schedule appointments and contact advisors and faculty themselves, allowing them to easily **get help when they need it**



Intuitive, guiding student-facing mobile and desktop app provides on-demand resources and fosters a **sense of belongingness** at BSU

## Navigate360 Mobile App Helps BSU Engage and Retain Students

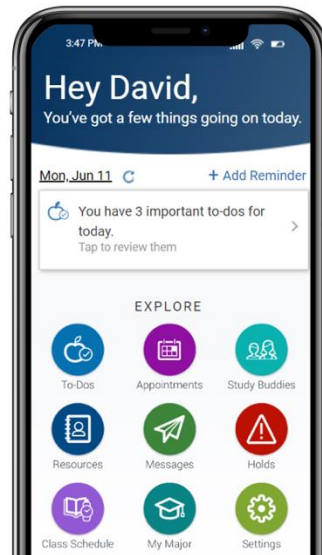
*A Wide Variety of Tools to Reach, Connect with, and Guide Students*

### BSU's Most-Used Features in the Navigate360 Student App

**Notifications** ensure students get important info right away

**Appointment scheduling** makes it easy for students to find time with advisors and tutors, virtually or in person

**Resources and wayfinding tools** help students find what they need on campus

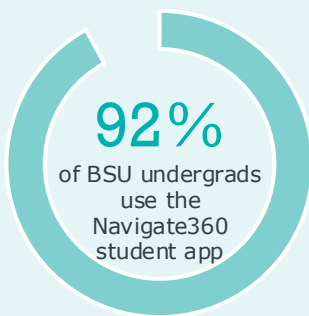


**Quick Polls** allow BSU to pulse check students' wellbeing and triage resources and support

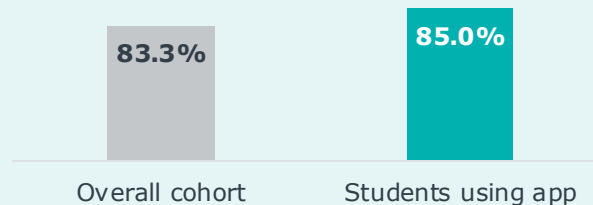
**63%**

of students who said they were struggling with virtual learning in a Quick Poll had an advising appointment scheduled within one month

**Multi-modal messaging** helps advisors to reach students wherever they are



### Fall 2020-Spring 2021 Undergraduate Retention



**\$130K+**

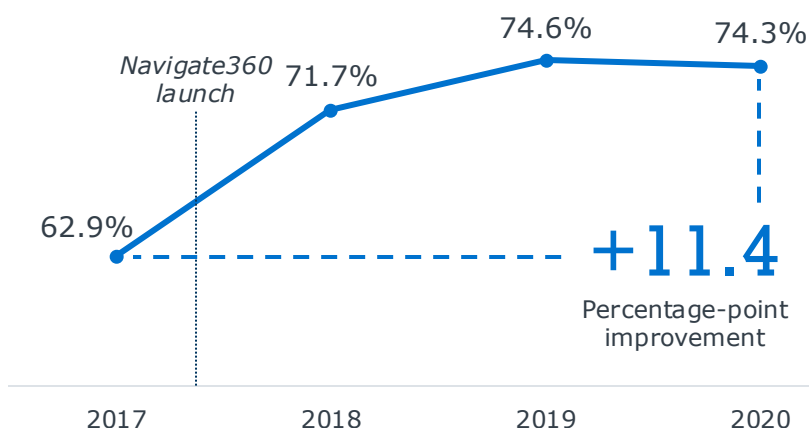
Additional tuition revenue in one semester due to higher retention rate for students using Navigate360

► In summer 2020, NSU gifted all students tablets with Navigate360 pre-loaded, ensuring everyone, including students without personal computers, could reliably access needed resources and support during the pandemic.

## Better Technology is Key to Improving Student Outcomes

*Navigate360 Boosts Student Success at BSU*

### First-Time Freshman Fall-to-Fall Retention Rate



“We feel we're shifting to a 21<sup>st</sup> century technology with mobility. Navigate360 is a much more valuable tool.”

-Associate Provost, Student Success and Academic Quality

## CASE STUDY

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

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

- **About:** California State University Fullerton (CSUF) is a large public university serving 34,305 undergraduate students with a 67.8% six-year graduation rate and an 88% retention rate.
- **Challenge:** At CSUF, decentralized advising and support offices lacked standard processes to train staff or direct students to needed resources. Faculty were not sufficiently engaged in collaborating with success staff to fully support students. Additionally, achievement gaps between traditional and underrepresented student populations were concerningly wide.
- **Solution:** CSUF built new Student Success Centers across campus, where staff use Navigate360 to monitor and connect with students, as well as engage and supplement faculty in supporting students outside the classroom. They also assessed procedural inequalities that disproportionately affect students of color and hired new specialists that use Navigate360 to improve key outcomes.
- **Impact:** By working to understand and remove barriers to completion, CSUF lowered the achievement gap between underrepresented minority (URM)<sup>1</sup> and non-URM students by 7 percentage points. CSUF also used Navigate360 campaigns to see a \$29M+ return on investment in three years.

### Impact Highlights

**\$29.4M+**

Total return on investment from Navigate360 reenrollment campaigns in three years

**7 percentage points**

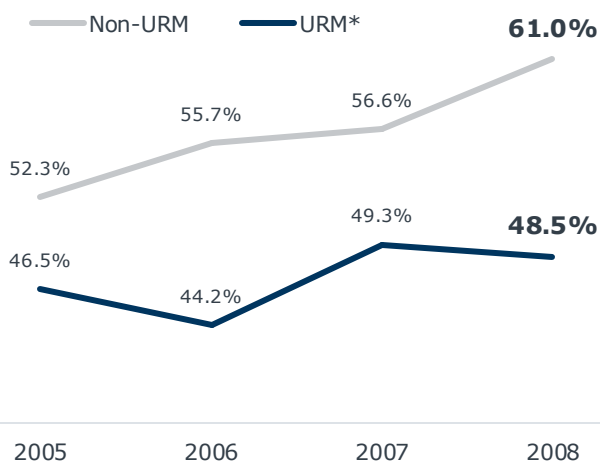
Smaller achievement gap between URM and non-URM students for 2013 cohort vs. 2008 cohort

## Achievement Gap Revealed Need for Investment

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

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

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



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

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

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

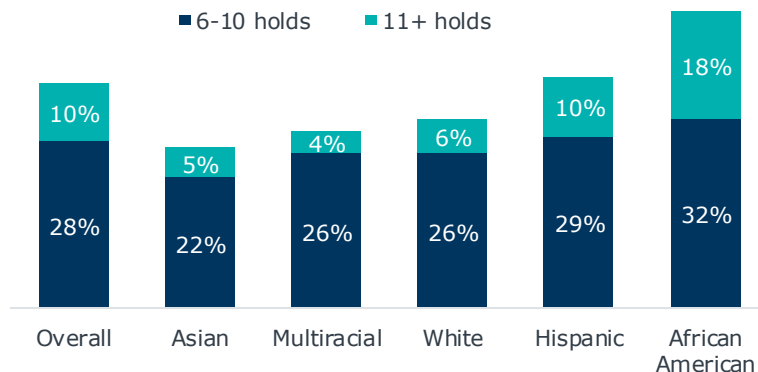
## Four Major Initiatives to Improve Student Success

<p><b>1</b></p> <p>Implement <b>EAB Navigate360</b></p> <ul style="list-style-type: none"> <li>✓ Appointed Student Success and IT leaders as co-chairs of Navigate360 implementation team</li> <li>✓ Leveraged EAB Consultant as a go-to partner to all offices in the advising community</li> </ul> <p><b>135%</b> Increase in notes posted in Navigate360, 2016 to 2018</p>	<p><b>2</b></p> <p>Improve <b>Physical Space</b> to Serve Students</p> <ul style="list-style-type: none"> <li>✓ Established new Student Success Centers at all CSUF colleges, designed offices for efficiency</li> <li>✓ Showcased diverse staff backgrounds with profiles in waiting area</li> </ul> <p><b>\$181</b> Student-initiated semesterly fee that funds Success Centers</p>	<p><b>3</b></p> <p>Engage <b>Faculty</b> in Student Success</p> <ul style="list-style-type: none"> <li>✓ Formally recognized faculty for their impact in academic advising</li> <li>✓ Shared students' stories about the impact of faculty conversations outside the classroom</li> </ul> <p><b>331%</b> Increase in Navigate360 staff and faculty users, 2016 to 2018</p>	<p><b>4</b></p> <p>Audit <b>Procedural Inequalities</b></p> <ul style="list-style-type: none"> <li>✓ Examined data on higher rates of account holds among African American students</li> <li>✓ Surveyed students about account holds, revealing that different populations interpret these in distinct ways</li> </ul>
---	---	--	--

## Registration Holds Are a Barrier to Completion

### Number of Registration Holds in Years 1 and 2

Analysis of Fall 2014 Freshman Cohort (n≈4,400 students)



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

### New Efforts to Address Barriers

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

## New Specialists Use Navigate360 to Tangibly Impact Student Success

### Two New Specialist Positions Help Keep Students on Track



**Retention Specialists** contact non-enrolled students for the upcoming term prior to start of classes



**Graduation Specialists** conduct workshops where seniors learn how to qualify and apply for graduation

### How Specialists Use Navigate360

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

**NAVIGATE**

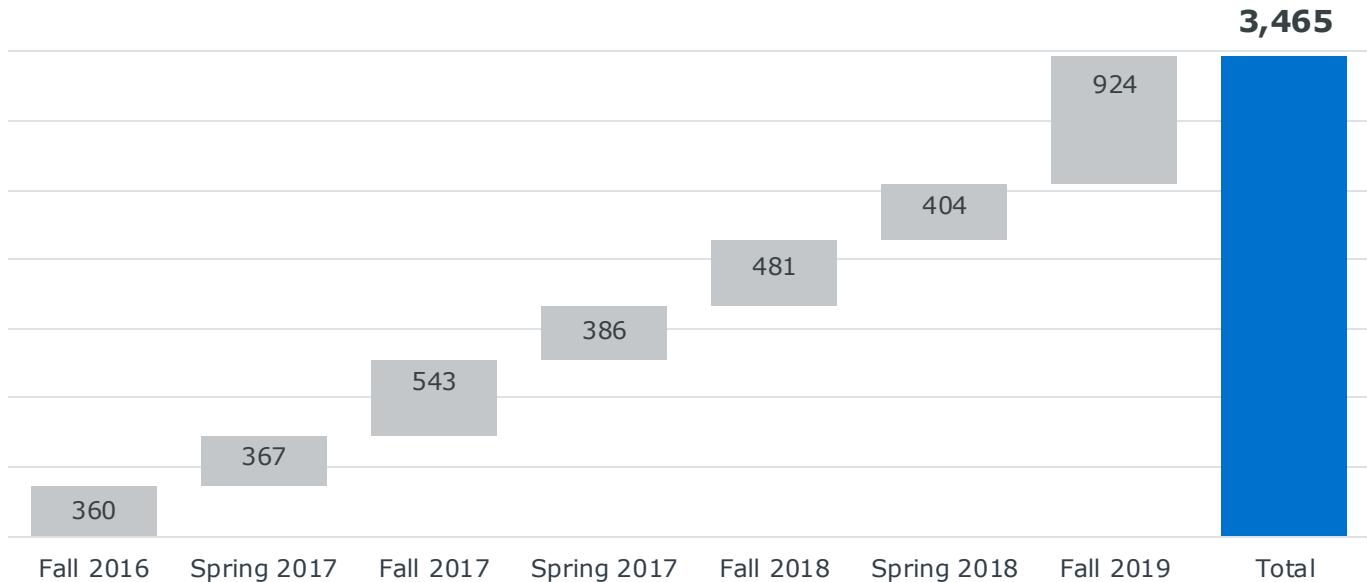
Active Campaigns

Appointment Campaigns | Progress Report Campaigns

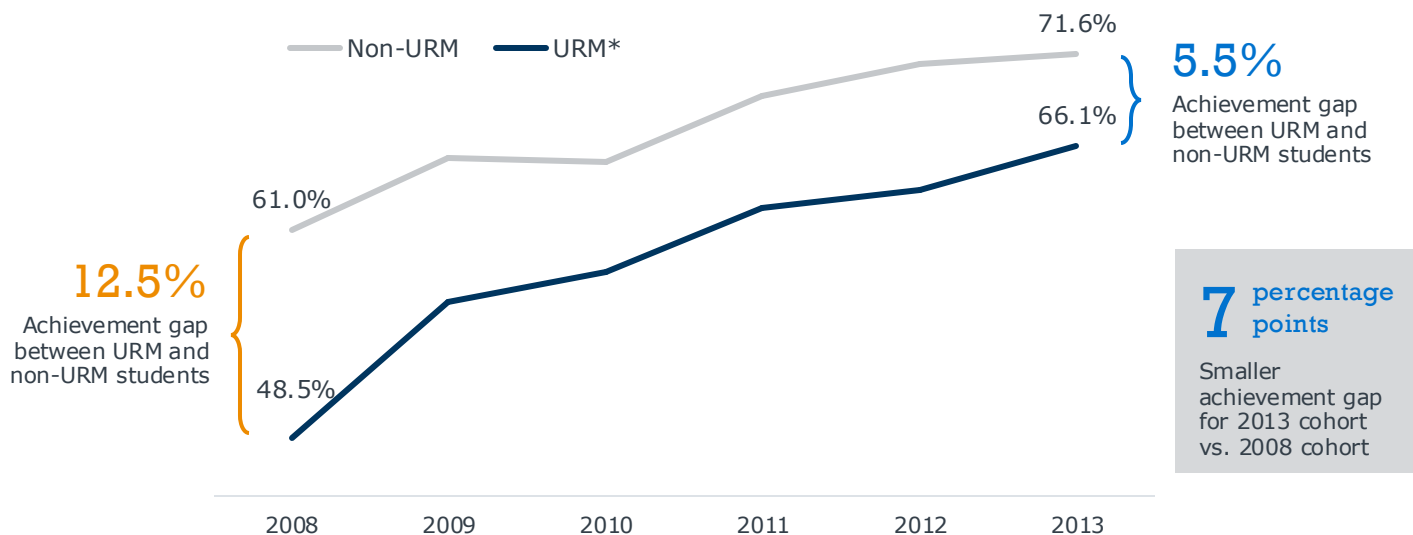
NAME	STATS
Planning for Next Term Sent: 10/10/2018   Quick Stats	<ul style="list-style-type: none"> <li>Appts. Made (60%)</li> <li>Attend. Rate (73%)</li> <li>Reports Created (8)</li> </ul>
BIOL Missed Success Marker Sent: 03/10/2018   Quick Stats	<ul style="list-style-type: none"> <li>Appts. Made (55%)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

## A Massive Return on Investment: Supporting Students with Navigate360

### Multiyear Reenrollment Campaigns Add Up to Thousands More Students Retained Students Reenrolled via Navigate360 Campaigns Each Semester



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



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



# Improving Student Outcomes with Data-driven Advising and Institutional Transformation

Georgia State University, Public Research University in Atlanta, GA

- **About:** Georgia State University is a public research university with a total enrollment of 25,945 and a six-year graduation rate of 51%. GSU has historically served large populations of low-income and underrepresented minority students.
- **Challenge:** Ten years ago, GSU's six-year graduation rate hovered around 32% and was especially low for their growing population of Pell students. When Georgia joined Complete College America in 2011, GSU was required to implement a plan to improve student outcomes, with state appropriations tied to these improvements.
- **Solution:** GSU saw an opportunity to target resources through structured, data-driven interventions such as course redesign, supplemental instruction, freshmen learning communities, and fee-drop grants. In 2012, GSU joined the Student Success Collaborative and extended this data-driven approach to academic advising.
- **Impact:** GSU's advisors use Navigate360 daily, helping students make smarter decisions, reduce time to degree, and increase their likelihood of success—contributing to a 3% increase in six-year graduation rate since 2012.

## Impact Highlights

### 3%

Percentage point increase in graduation rate since 2012

### \$3M

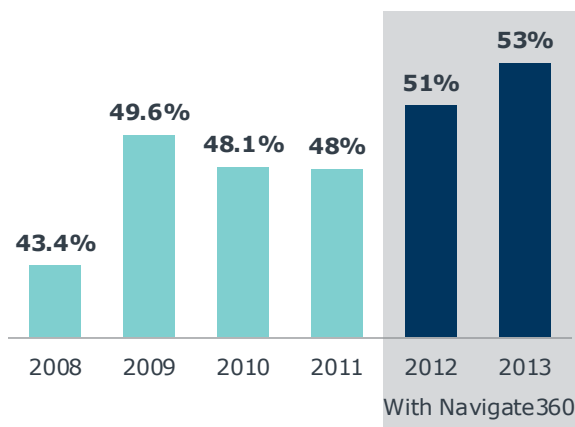
Estimated additional tuition revenue in one year

### 8

Fewer credit hours at completion on average since 2012

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

### Moving the Dial on Graduation Outcomes



**Bachelors  
Degrees  
Conferred  
(2012 to 2014)**

**+18%**

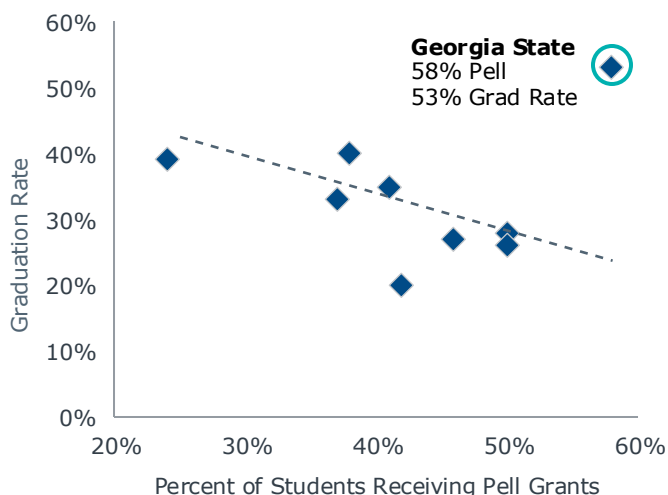
African American

**+26%**

Latino/a

### Outperforming Peers With Low-Income Students

Graduation and Pell Rates of Urban Research Universities





## Creating a Culture Where Numbers Matter

### Targeting Resources With New Analytics

#### Prior to 2012

High attrition due to delayed admission into certain academic majors




Unclear which students needed support in which courses





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



#### After 2012

  
Redesigned Pre-Nursing, Pre-Business sequences based on Navigate360 insights

  
Used analytics to strengthen supplemental instruction offerings

  
Retention grants (fee drops) deployed based on student need

*Among other initiatives*

### Integrating Navigate360 into Advising Enterprise



**41K+**

Total interventions in Navigate360 per year

“

Navigate360 allows us to be hugely supportive of *any* student. We can encourage students that are on path with the data; we can provide a visual to students who are off path; or if a student is right in the middle, we can teach them about the hill they have to climb.

Advisor

GEORGIA STATE UNIVERSITY

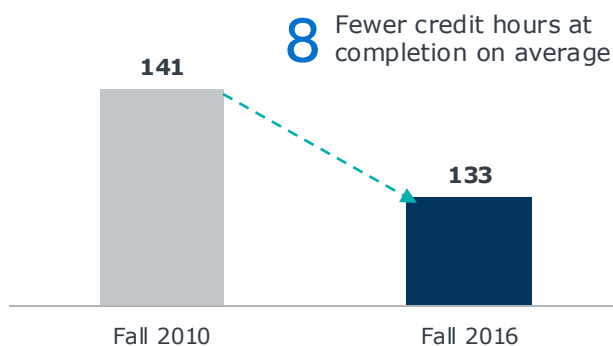
”

## Maintaining Institution-Level Gains While Shifting Focus to Student Progress

### Decreasing Time to Degree...

#### Average Credits at Time of Graduation

*All Students*



### ...And Reducing Overall Cost for Students



**\$4M**

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

## CASE STUDY

# How a High-Performing Institution Improved the Experience and Retention of Students in a Selective Major

Auburn University, Public Research University, Auburn, AL

- **About:** Auburn University is a high-performing institution serving 25,000 undergraduate students in 13 colleges and schools, including the College of Engineering. Auburn has a 78% six-year graduation rate and a 90% retention rate.
- **Challenge:** Auburn's College of Engineering has a rigorous curriculum. Some pre-engineering students struggle to maintain the minimum required GPA and are referred outside of Engineering to select another major. Auburn wanted to reduce the number of students referred outside of Engineering by identifying students who are at risk of not qualifying for the major and providing them with intensive tech-enabled advising support.
- **Solution:** Auburn partnered with EAB in 2014 and implemented Navigate360 across campus. Within the highly selective Engineering program, advising leadership uses Navigate360 alerts and cases to flag and support students at risk of not qualifying for the major to retain them within Engineering. A dedicated counselor then advises these students, enforcing positive academic behaviors.
- **Impact:** Through these efforts, in just three years Auburn decreased the portion of students leaving the Engineering program as a result of mandatory referrals by 73 percentage points. In 2018, they retained 94% of pre-Engineering Success Contract students at the university, thus generating \$2M in estimated tuition and fee revenue.

### Impact Highlights

## 66%

Reduction in the number of referrals out of Engineering in the first year of Auburn's Navigate360 partnership

## \$2M

Potential tuition and fee revenue from additional engineering students retained in 2018

## Previous Process for Admittance to Engineering Was Overly Manual

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



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



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



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



Students who don't qualify are **referred out of Engineering** for advising to select another major

### Questions for EAB:



How can we identify qualified students more efficiently?



How can we prevent more students from being referred out?

## A New Tech-Enabled Process Improves the Experience on Both Sides



### Navigate360 Allows Staff to Anticipate Students' Likelihood to Qualify for Major

- 1** Advisors **identify** GPA-eligible and -ineligible students using Advanced Search and **monitor** the two tracks using Watch Lists
- 2** Advisors **flag** students not on track to qualify for the Advising Director with early alerts
- 3** Advising Director **assigns** flagged students to a dedicated counselor's caseload
- 4** Counselor **meets weekly** with referred students to create and follow academic contracts



### Academic Contracts Help Students Build Better Habits

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

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

### New Counselor Provides Dedicated Support

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

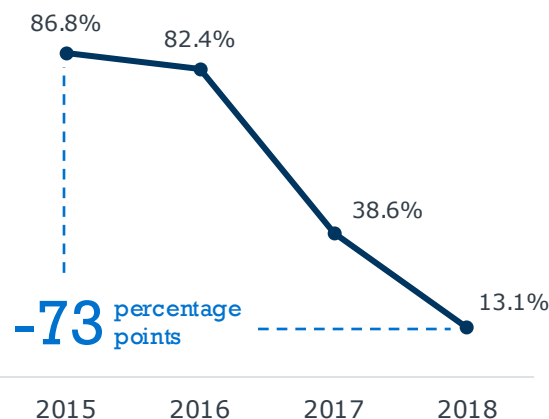


**50 students**

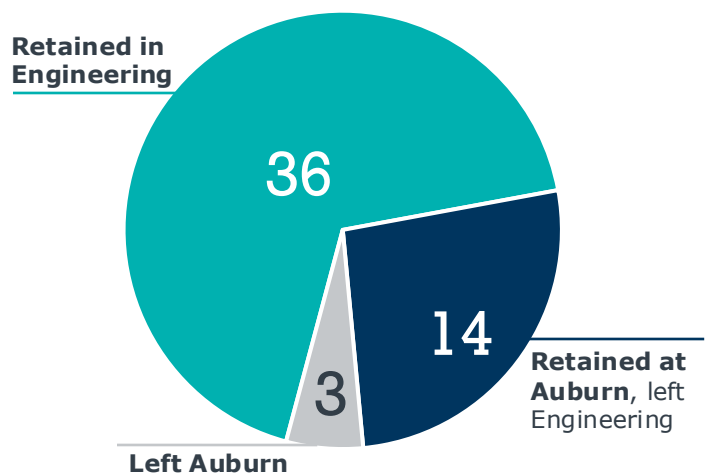
Average student caseload for the academic counselor

## Decreasing Mandatory Referrals and Retaining More Students at Auburn

### Portion of Students Leaving Engineering Who Were Mandatorily Referred Out:



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



**66%**

Reduction in the number of referrals out of Engineering in the first year of Auburn's Navigate360 partnership

**94%**

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

**\$2M+**

Potential **tuition and fee revenue** from students on a Success Contract retained in 2018

# Strategic Interventions Generate Rapid Results and Ongoing Impact

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

- **About:** Middle Tennessee State University (MTSU) is a public research university with a total enrollment of 21,913 and a six-year graduation rate of 52%.
- **Challenge:** In response to state-wide pressure to improve outcomes, MTSU created the "Quest for Student Success" plan, but needed a way to track and move the dial on metrics across the institution. MTSU's advising units were also severely understaffed and under-resourced to serve a challenging student population on the ground.
- **Solution:** MTSU set out to drive rapid gains through changes informed by data and best practices. Joining the Collaborative in spring 2014 allowed MTSU to empower staff with data and execute a campus-wide strategy focused on persistence.
- **Impact:** Through its partnership with EAB, within the first 120 days of launching the platform, MTSU was able to increase overall persistence by 1.5 percentage points, retaining an additional 390 students for \$1.5M in spring tuition revenue. They also improved four-year graduation by 4.3%.

### Impact Highlights

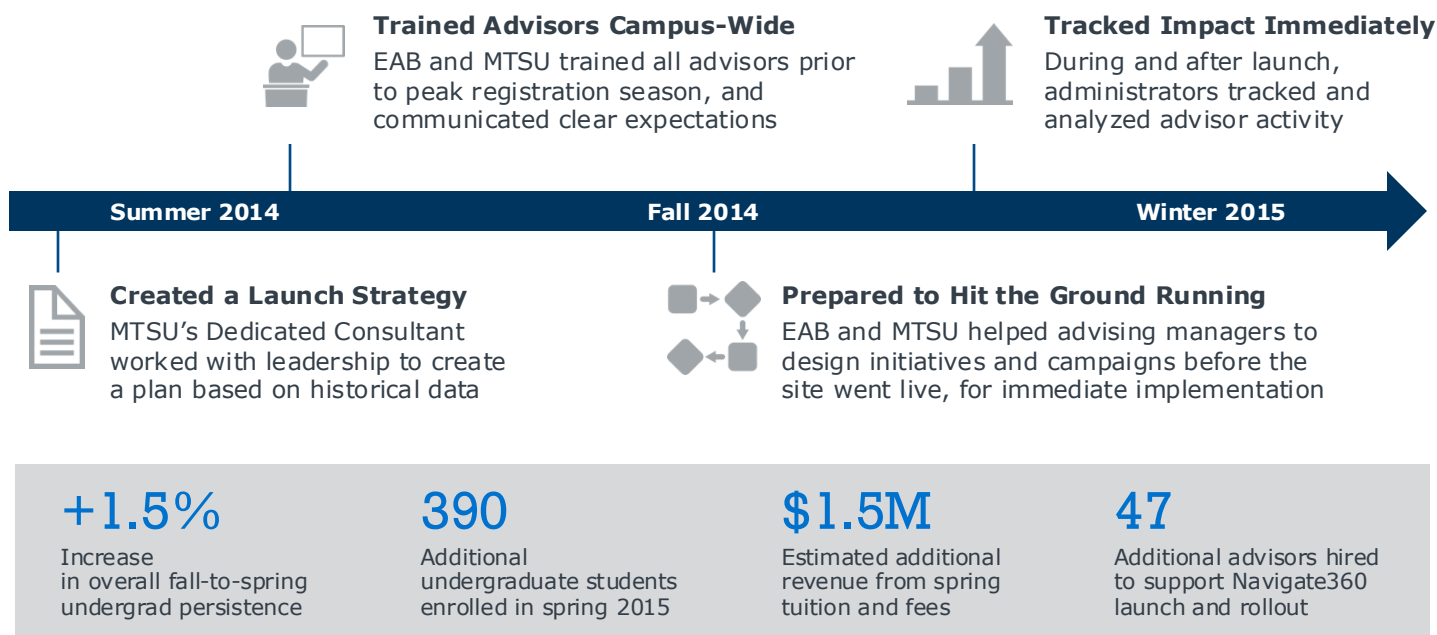
**4.3%**

Increase in four-year graduation rate since 2014

**8.5%**

Increase in first-time freshman retention rate since 2014

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



# Building a Coordinated Network of Persistence Campaigns

## Using Navigate360 to Plan and Scale Efforts



### Identify

Navigate360 lists and filters allowed staff to quickly identify 2,500+ stop outs



### Prioritize

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



### Manage

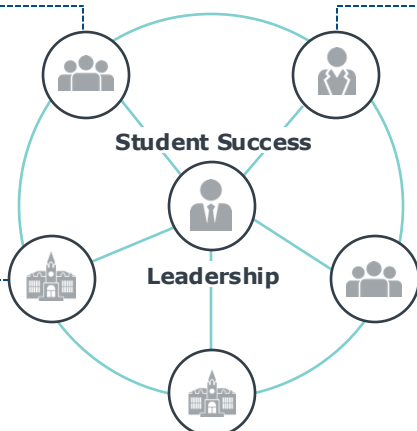
Navigate360 toolkits provided a framework and resources for campaign management

### Stop Outs

Units used outreach to engage stop outs in re-enrollment conversations

### BHS Students with Registration Holds

Prioritized contacting students in Behavioral & Health Sciences who had simple hold barriers to registration



### Struggling Freshman

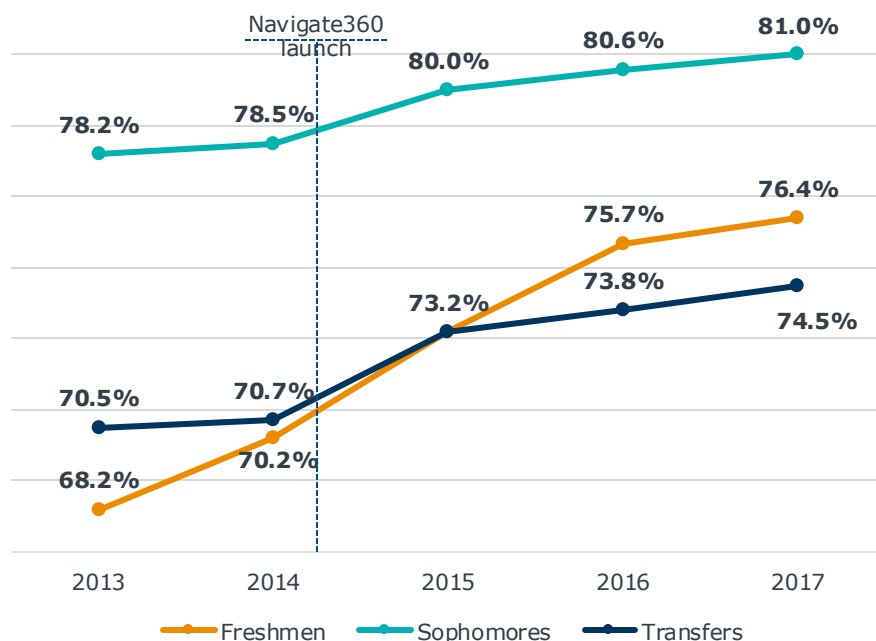
Based on EAB analysis of historical first-year GPA patterns, created REBOUND program to contact new freshman with fall GPA <2.0 to offer specialized early-return advising

### Students Close to Completion

One department targeted likely returners: Low and Medium need students with few credits remaining

## Seeing Impressive Multiyear Gains With Navigate360

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



### Overall Results

**11.5%** Increase in students completing **30 credit hours** in their first year since 2014

**8.5%** Increase in first-time **freshman retention** since 2014

**3.2%** Increase in **sophomore retention** since 2014

## Rallying Campus Around Data-Driven Best Practices to Improve Retention by 2% in Less Than One Year

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

- **About:** Salisbury University is a public master's university with an undergraduate enrollment of 7,900 and a four-year graduation rate of 46%.
- **Challenge:** Advising at Salisbury was owned by faculty and housed within each school, with no shared information about goals or outreach efforts. Many students were not well-prepared for critical courses in their degree path, with some stopping out as a result, or delaying their time to graduation. As enrollment increased, Salisbury "outgrew" its faculty advising model but lacked sufficient resources and buy-in to move to a hybrid professional-faculty model.
- **Solution:** Over the course of one year, Salisbury's AVP of Academic Affairs and Assistant VP of Enrollment Management led the charge to rally campus around new, data-driven best practices. They conducted a large-scale retreat that brought together advising, student affairs, and enrollment management to collaborate and build a campus-wide population-specific campaign calendar. Simultaneously, they enacted programmatic changes to encourage timely degree completion.
- **Impact:** As a result of these efforts, Salisbury saw a 2% increase in first-time, full-time retention and successfully made the case to transition to a hybrid advising model for the fall of 2016.

### Impact Highlights

**2.2%**

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

**\$340K**

Additional tuition revenue from increase in retention

### Overview: Instilling a Data Driven Mindset

*How Salisbury Transformed Their Student Success Culture Across 2016*



Identified and shared relevant Navigate360 historical insights with each department



Convened a "Retention Think Tank" with the help of EAB to bridge various functions

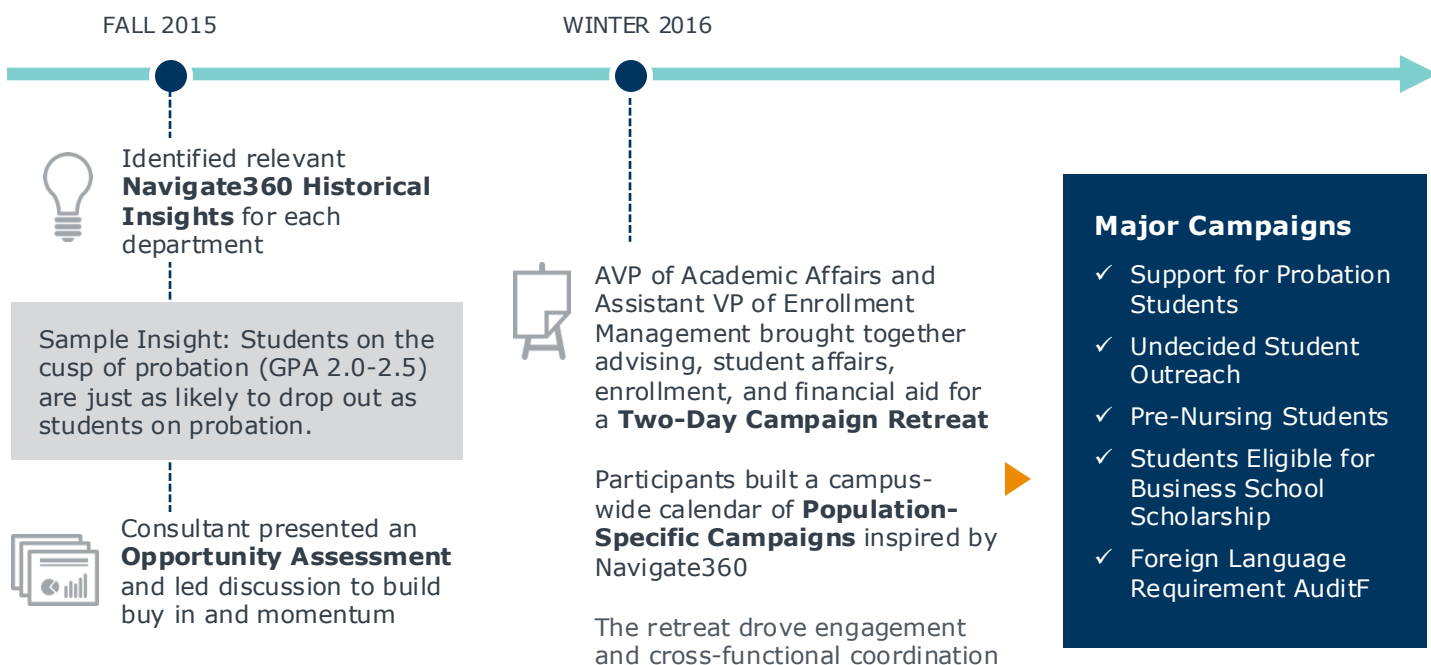


Brought stakeholders together to build a central, coordinated campaign calendar



Enacted best practice programmatic changes to encourage timely degree completion

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



## Encouraging Timely Degree Completion with Data-Driven Programmatic Changes

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

- Academic departments charged with creating four-year plans for every major
- Embedded recommended grades from Navigate360 into the plans and identified courses that did not have enough seats to meet demand
- 120 new degree plans now housed on a student-facing landing page

**Creation of New "Mini-Mesters"** Promotes Credit Accumulation

- Historical data from Navigate360 and new four-year plans helped make the case to pilot two condensed courses offered in the first or last 8 weeks of the semester
- Mini-mesters give more students the ability to complete critical courses within the recommended credit ranges

### Results After the First Year

**26**

Additional students retained through revised probation efforts, including campaigns

**+2.2%**

Increase in first-time, full-time retention 2015 to 2016

**\$340K<sup>+</sup>**

Additional tuition revenue from increase in retention



President approved the transition to a centralized advising model to be in place by the fall of 2016



## CASE STUDY

# Technology and Cross-Campus Initiatives Help Solve Retention Crisis at a Small Private University

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

- **About:** Buena Vista University (BVU), a small private Christian university with 1,959 undergraduate students, has a 74% retention rate and a 62% six-year graduation rate.
- **Challenge:** Between 2017 and 2018, BVU was unable to retain 40% of their freshman class. They identified various contributing factors, including a decline in the average high school GPA and test scores for incoming students. While they understood why students weren't retaining, BVU lacked an efficient process to identify, intervene with, and monitor students in need of help to keep them on track.
- **Solution:** BVU partnered with EAB in the Spring of 2018 to address their retention problem. They hired four new staff members focused on retention and launched progress reports campus-wide so faculty could flag disengaged and struggling students. In the Fall of 2019, they expanded EAB's Navigate360 to additional offices beyond advising, who used the platform to contact students with registration holds, connecting them with the support needed to reenroll.
- **Impact:** Over the past four years, the portion of BVU freshman with a 2.5+ first-semester GPA increased by 15.3 percentage points, and fall-to-fall persistence increased by 13.2 percentage points.

### Impact Highlights

**15.3** percentage points

Increase in the percent of freshmen with a 2.5+ first-semester GPA

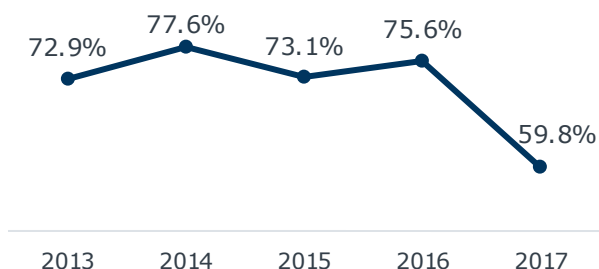
**13.2** percentage points

Increase in fall-to-fall freshman retention

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

*Using Technology to Make Data Actionable*

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



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

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

## Three New Initiatives to Address the Retention Dilemma



Retention and recruitment liaisons scale holistic care



Engaged faculty with Navigate360 progress reports



Contacted students with holds using Navigate360

## Engaging All Campus Stakeholders in Retention Efforts

### 1 Retention and recruitment liaisons scale holistic care

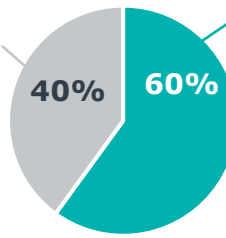
BVU hired four staff members dedicated to **recruiting, engaging, and retaining students**.

They use Navigate360 to share notes with colleagues and to monitor and support student progress.

#### Liaison role:

##### Recruitment & engagement

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



##### Retention

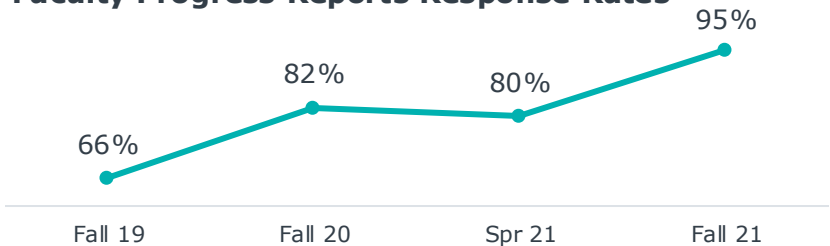
- Provide advising and career support
- Use Navigate360 to contact and monitor students
- Engage faculty in retention initiatives and help them learn to use Navigate360

### 2 Engaged faculty with Navigate360 progress reports

Before rolling out progress reports, BVU leadership told faculty exactly how and when to use the reports.

The instructions emphasized **focusing on students who are struggling** and flagging *why*, instead of spending time reporting on every student.

#### Faculty Progress Reports Response Rates



### 3 Contacted students with administrative holds using Navigate360 email campaigns

As a small school, BVU lacked the resources to individually contact all students with registration holds, which contributed to those students not retaining.

The Registrar and Business Office can now use **Navigate360 to easily and efficiently identify and contact students with holds**, encouraging them to stop by and address the issue.

#### Please schedule your Business Office appointment.

Hello Jane,

You have a hold on your account for an unpaid balance. You can pay this online in BeaverNet. To meet with a staff member, schedule an appointment by clicking the link below and selecting a time that works with your schedule.

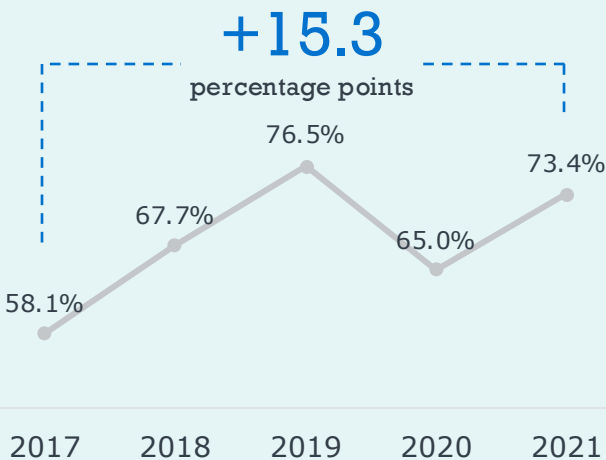


## 113

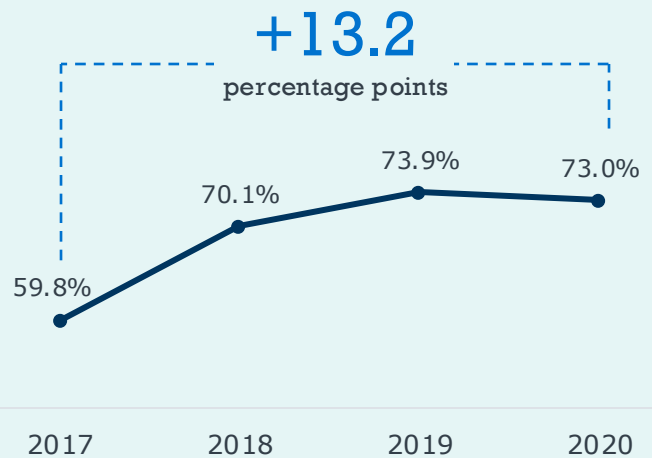
Students with Registrar or Business Office holds contacted through Navigate360 campaigns

## Academic Performance and Retention Improve Substantially

### Percent of Freshmen with 2.5+ GPA by Cohort Entry Year



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



# Providing Exceptional Support to First-Generation Students Beyond the First Year

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

- **About:** Florida State University (FSU) enrolls 31,000 undergraduate students and has a six-year graduation rate of 80%. The Center for Academic Retention and Enhancement (CARE) is FSU's central office for preparing, recruiting, and ensuring the success of first-generation, socioeconomically disadvantaged students. CARE currently serves approximately 1,500 students.
- **Challenge:** In analyzing the progression of CARE students, FSU recognized a significant drop-off in the retention of sophomores. FSU needed to more effectively and efficiently integrate student academic information into the individualized attention CARE provides.
- **Solution:** FSU now requires all CARE sophomores to participate in College Life Coaching. Coaches use EAB's Navigate360 platform to enhance their impact and improve the overall experience for these students.
- **Impact:** The most dramatic outcome of College Life Coaching for CARE sophomores has been a significant increase in retention from sophomore to junior year, with the largest gains coming in the last two years as FSU began using EAB technology.

### Impact Highlight

## 11.3%

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

## The Missing Piece in Student Support

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

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

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



Pre-college programs to prepare middle and high school students for college



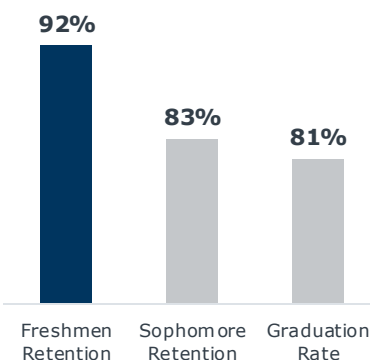
Seven-week Summer Bridge program for incoming first-generation freshmen



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

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

### CARE Retention and Graduation Rates<sup>1</sup>



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



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







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

Joined Navigate360 in  
2015

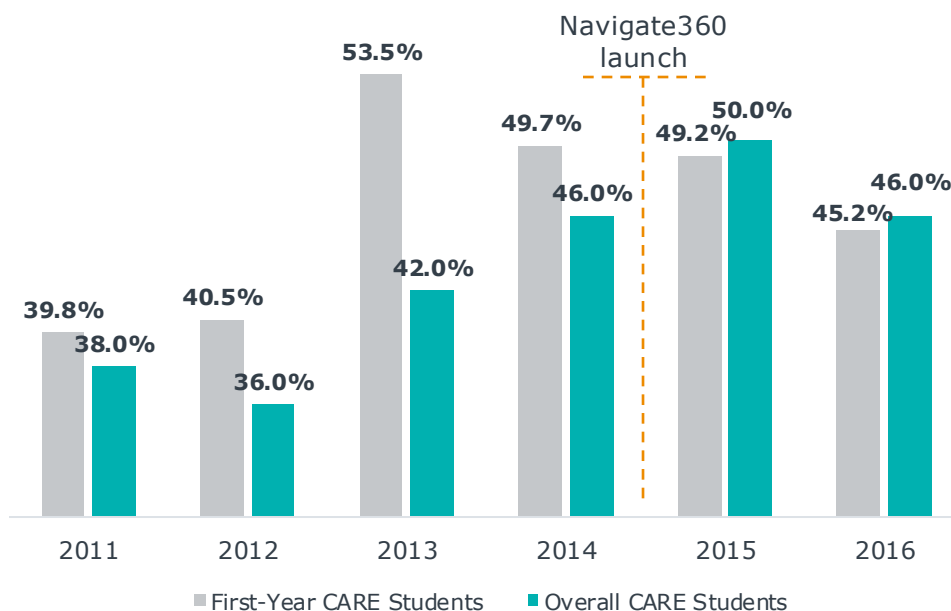
## Transforming the Student Experience

How College Life Coaches Use EAB Technology to Support Students

Navigate360 Feature	How Coaches Use It	Impact on the Student Experience
 <p>Student Overview</p>	Frame conversations and recommendations with greater awareness of student's academic situation	Students receive <b>tailored and accurate advice</b>
 <p>Reports and Auto. Appt. Reminders</p>	See which students still need to schedule a coaching appointment	Students <b>never miss out on coaching</b> due to scheduling issues or forgetfulness
 <p>Meeting Cancellation Alerts</p>	Avoid putting a strain on the relationship with the student	Students learn about cancellations sooner, <b>eliminating frustration</b>
 <p>Notes</p>	Organize notes in alignment with the coaching model and hit on the key elements that will bring value	Coaches stay on task in meetings, saving time and providing <b>clear next steps</b> for students

## Closing the Sophomore Gap with Technology-Enabled Support

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



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

**11.3%**

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

1) Retention data from 2011-2014 cohorts; graduation data from 2008 cohort

## How a High-Performing University Improved the Student Experience with Navigate360

University of South Carolina, Large Public Institution in Columbia, South Carolina

- **About:** The University of South Carolina (USC) enrolls 25,556 undergraduate students and has a six-year graduation rate of 73%.
- **Challenge:** Despite strong institutional performance, USC's advising structure was fragmented and advising practices were non-standardized. As a result, students' experience (and satisfaction) varied widely across colleges, departments, and individual advisors.
- **Solution:** USC joined EAB's Student Success Collaborative to coordinate different offices and improve the student experience. USC established an advising taskforce and implemented recommendations based on EAB's best practice guidance, and connected advising and student services together in a Coordinated Care Network.
- **Impact:** During a time of considerable enrollment growth, USC saw a 3.7% increase in their four-year graduation rate, as well as a 1% increase in their six-year graduation rate.

### Impact Highlights

**3.7%**

Increase in four-year graduation rate

**1%**

Increase in six-year graduation rate

## Transforming Academic Advising

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

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

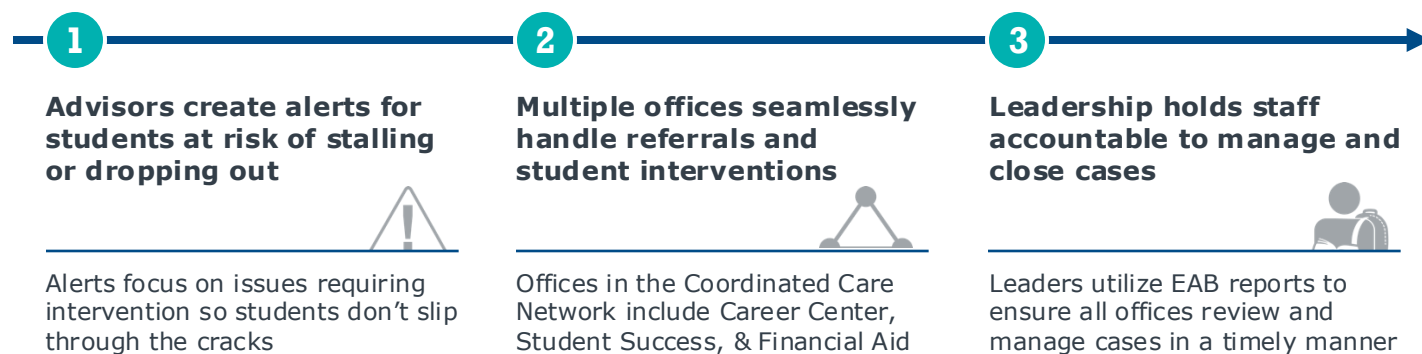
### Navigate360 Platform Utilization at USC

**7,500** Average unique monthly users

**120K** Average monthly log-ins

**53K** Total student appointments scheduled in 2017

## Strategically Managing Alerts Across the Coordinated Care Network



**1,507**

Staff-generated referral alerts created in 2017

**<1%**

Percentage of alert cases open at the end of 2017

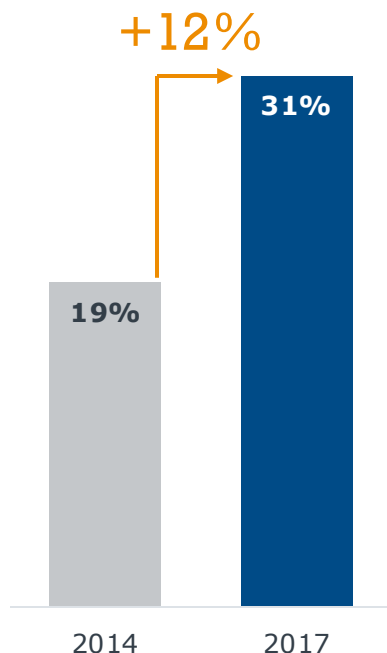
Top three referrals in 2017:

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

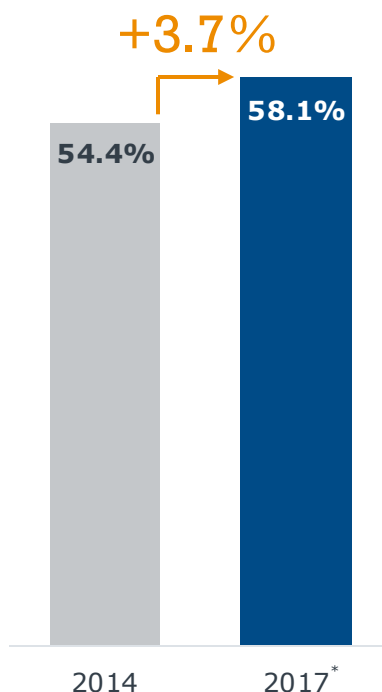
## Use of EAB Technology Pivotal in Improving Satisfaction, Long-Term Outcomes

### Student Satisfaction with Advising

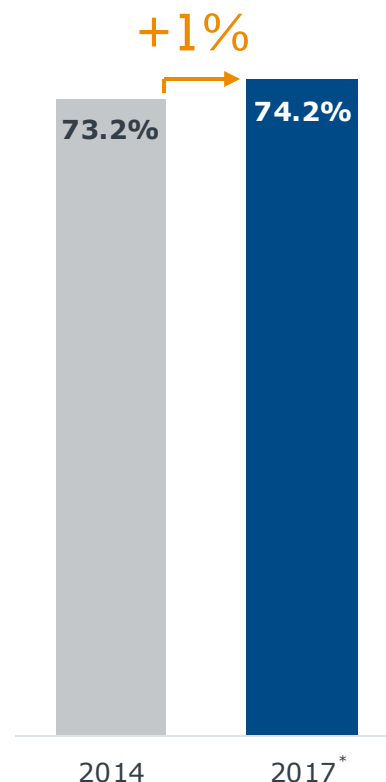
Percentage of Students Who Said They Were "Extremely Satisfied" With Advising at USC



### Four-Year Graduation Rate



### Six-Year Graduation Rate



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

## CASE STUDY

# Promoting Equity and Improving Completion Rates at a Large Public University

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

- **About:** University of Alaska Anchorage (UAA) is an open-admissions public university serving 15,090 undergraduates. At UAA, 94% of students are commuters, 57% are 25 or older, and 34% are ethnic minorities, including many Alaska Native students. Overall, UAA has a 32% six-year graduation rate and a 67% retention rate.
- **Challenge:** Many incoming UAA students are underprepared for college, leading to excess credit attempts and low retention and completion rates. Concerningly, data showed an equity gap for Alaska Native students specifically.
- **Solution:** To better support all students as they transition to college life, UAA developed a new first-year advising program that uses degree maps based on placement test data to help students choose the right courses. They implemented Navigate360 to ensure staff and students have the tools they need to succeed.
- **Impact:** Alaska Native student outcomes have improved markedly over five years—this student population’s six-year graduation rate increased by 13.8%, and their retention rate increased by 5.9%. More freshmen are taking appropriate credit loads and passing lower-division courses. Additionally, UAA now has a 5% higher first-time, full-time (FTFT) overall retention rate compared to peer institutions.

### Impact Highlights

**13.8%**

Increase in six-year grad rate for Alaska Native students over five years

**5.9%**

Increase in retention for Alaska Native students over five years

**5.0%**

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

## UAA Students, Particularly Alaska Natives, Need Support to Complete

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

*Students placed into pre-college courses:*

**52%**  
Of new students placed into pre-college writing

**61%**  
Of new students placed into pre-college math

*Students take too long to complete:*



**6.8 years**

Average time to complete a bachelor’s degree

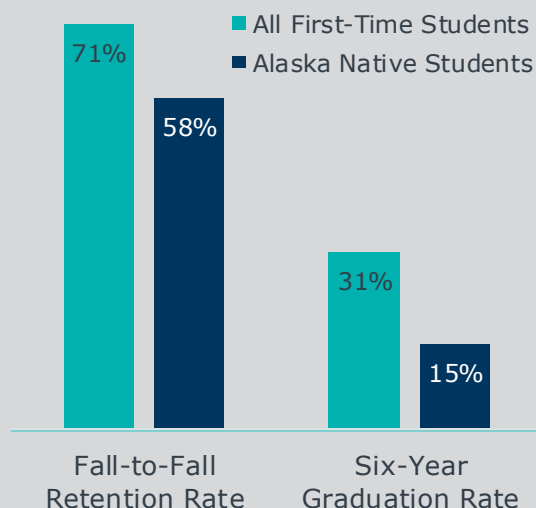


**32 credits**

Average excess credits at completion of bachelor’s degree

### Completion Gap Impacting Alaska Native Students

*2013 Cohort of FTFT Students*





# Navigate360 Empowers Advisors to Better Support First-Year Students

Technology-Aided Efforts Ensure All Students Stay on Track



## Upon Admission

- First Year Advisor (FYA) assigned a caseload of about **175 incoming students**
- FYA proactively **contacts students via Navigate360** to welcome them to UAA
- Frequent and thorough trainings turned Navigate360 into a **pivotal collaborative space** for advisors, faculty, and leadership

100%

Of UAA professional advisors (nearly all advisors on campus) use Navigate360



## During Orientation

- Student meet with FYA to register, using **degree maps** saved in Navigate360 to identify the right courses
- Degree maps suggest appropriate courses based on **academic readiness**, ensuring students only take on what they can handle
- Student downloads the **Navigate360 Student** app, with useful features like calendar sync and deadline reminders

55%

Increase in Navigate360 Student app downloads since appointment scheduling feature launched



## Throughout First Year

- FYA proactively **manages and monitors caseload** with Navigate360 campaigns and alerts
- Student meets with FYA to register for the next term using **degree maps as a guide**
- At the end of the year, student transitions to a major advisor
- All bachelor-seeking students must take three **Alaska Native-focused credits** to graduate, promoting inclusivity

From Fall 2018 to Spring 2020:

41%

Increase in advisor adoption of Navigate360

53%

Increase in advising appointments

## Using Navigate360 During the Ongoing COVID-19

### Crisis Progress reports

Survey faculty on which students are dropping off the grid and may need tutoring or other support

### Alerts and cases

Dedicated team triages advising, tutoring, and online learning tech support issues

### Multi-modal communication

Text message campaign informs students that the course withdrawal deadline was delayed

## Alaska Native and Overall Student Outcomes on the Rise



### Alaska Native Students

+13.8%

Increase in six-year grad rate for Alaska Native students across five years

+5.9%

Increase in fall-to-spring retention for Alaska Native students across five years



### All First-Time Freshmen

+4.4%

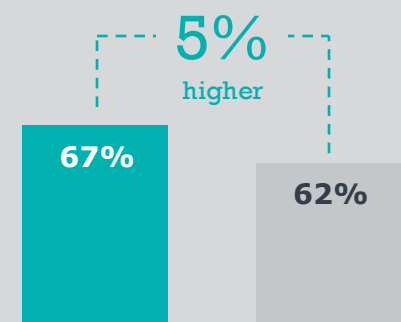
Increase in bachelor-seeking freshmen taking a full credit load (12+ credits)

+3.8%

Increase in bachelor-seeking freshmen passing lower division courses

### Overall Retention Higher Than Peer Institutions

FTFT Student Retention Rate



University of Alaska Anchorage

Avg. for Open Admissions Universities

# It Starts With the Faculty: Improving Campus-Wide Engagement in Advising

Samford University, Small Private Institution, Birmingham, AL

- **About:** Samford University is a private Christian university with 3,000 undergraduate students and a six-year graduation rate of 73%.
- **Challenge:** A communication gap existed between faculty advisors and student support staff due to inconsistent tools and processes for monitoring and supporting student progress. Faculty were aware of student issues but lacked the time to fully address them, while student support staff had the capacity to intervene but didn't know which students needed help.
- **Solution:** Faculty leadership established new policies requiring midterm grade submissions, while student support staff began using EAB's holistic student data to strategically intervene with students in need of support.
- **Impact:** First-year retention increased 2% within one year of EAB Navigate360 implementation with no additional investment in tutoring, supplemental instruction, or other student success measures.

### Impact Highlights

**90%**

Average faculty progress report response rate since launching Navigate360

**2%**

Increase in first-year retention one year after full Navigate360 launch

**\$674K**

Additional tuition revenue

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

### Before EAB implementation



Disengaged faculty members



Communication gap between faculty and staff



Some students slipping through the cracks

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

#### Engage Faculty Through Policy Change

- Navigate360 implementation process reveals the need to better incorporate the **faculty perspective**
- Faculty senate begins requiring **midterm grade submissions**

#### Strengthen Communication Channels

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

#### Equip Support Staff with Better Tools

- Navigate360 provides **holistic insights** that allow staff to strategically work with faculty and intervene with students in need of support
- Staff improve **efficiency and effectiveness** with better data

## Best Practices: How Samford Secured Faculty Buy-in



### Work With Faculty Governance

Samford's faculty senate requires grade submissions; staff [report on progress and outcomes](#) to close the loop



### Be the Faculty's Partner

When faculty express concerns about a student, staff work with other offices in a ["coordinated care network"](#) to intervene



### Turn Naysayers into Champions

Leadership [engage with naysayers](#) to hear and address concerns; faculty can access student performance data in EAB to understand *why* their involvement matters



### Keep Building Bridges

Samford's [EAB dedicated consultant](#) encourages and supports campus-wide faculty participation—navigating staff turnover and shifting priorities

90%

Average faculty progress report **response rate** since launching EAB



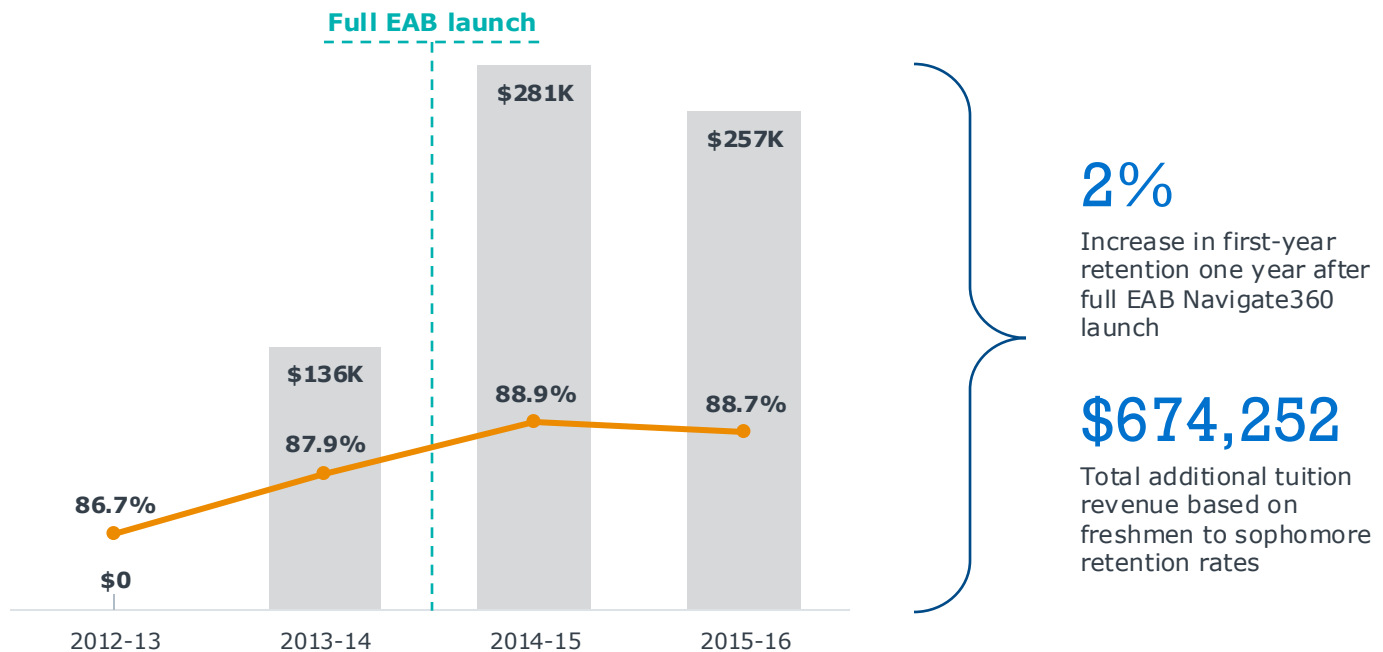
Academics thrive on open inquiry, so **transparency is critical to encourage faculty involvement**. When faculty saw the volume of initiatives being impacted by their progress report submissions, they were willing to put in the time and effort to provide insight on their students.

-Associate Provost for Administration



## Retention Continues to Climb Without Any Additional Investment in Staff

### First-Year Retention and Additional Tuition Revenue



## Improving Student Outcomes by Focusing on Deep and Broad Technology Adoption

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

- **About:** Grand View University (GV) is a private liberal arts college in Iowa with 1,800 undergraduate students, a 50% six-year graduation rate, and a 68% retention rate.
- **Challenge:** Academic advising was disjointed, with inconsistent plans of study, unconnected silos of support, and students expressing confusion about where to seek assistance. Previous efforts to impact student success were not effective in mitigating these issues.
- **Solution:** In Fall 2017, GV launched a new advising model to coordinate student care via a network of professional advisors and campus support. After partnering with EAB, GV strategically brought faculty and support units onto the platform through trainings that started with a strong foundation of necessary knowledge and grew from there based on a user's role and needs.
- **Impact:** Since joining the Collaborative in early 2017, GV has seen a 5.6% increase in students registered for Fall 2018, as well as a 3.6% increase in fall-to-fall first-year retention.

### Impact Highlights

**5.6%**

Increase in students registered for Fall 2018

**3.6%**

Increase in fall-to-fall first-year retention

**1.9%**

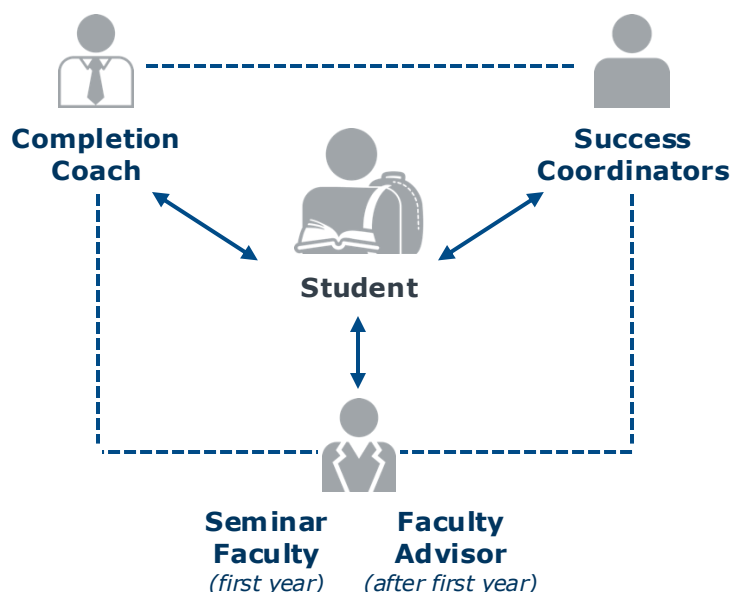
Increase in fall-to-spring retention

**97.8%**

Percentage of full-time faculty using Navigate360

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

*After Restructuring Advising, GV Relied on Navigate360 to Address Missing Links Between Staff*



### With Navigate360, Staff in the Student Success Network Can:

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

## Tailored Trainings for Different 'Types' of Users

*Training is Campus-Wide Because Student Success is Everyone's Business*

### For Frequent Users

<ul style="list-style-type: none"><li>• Student overview &amp; messaging</li><li>• Alerts &amp; progress reports</li><li>• Availability &amp; calendar sync</li></ul> <b>Basic Training</b>	<ul style="list-style-type: none"><li>• Notes/advising summaries</li><li>• Appointment campaigns &amp; scheduling</li><li>• Case management</li><li>• Advisor skill development</li></ul> <b>Intermediate Training</b>	<ul style="list-style-type: none"><li>• Advanced search</li><li>• Institution Reports</li><li>• Population Health Dashboard</li></ul> <b>Administrative Training</b>	<ul style="list-style-type: none"><li>• Predictive model</li><li>• Success Markers</li><li>• Major Explorer</li></ul> <b>Advanced Training</b>

### For Infrequent Users

- Intro to Navigate360 & goals
  - Student information page
  - Issuing an alert
- Quick-Start Training**

### EAB Provides Ongoing Support



Templatized guides for training users on the platform



Onsite support and EAB-led training sessions



Regular leadership check-ins to assess progress and strategy

## Achieving Robust Staff Adoption and Positive Student Outcomes in One Year

### PLATFORM UTILIZATION

97.8%

Percentage of full-time faculty using the Navigate360 platform

70%

Percentage of students who had an advising appointment scheduled through Navigate360 in the first year of usage

3,305

Advising summary reports among student population of 1,800

### STUDENT OUTCOMES

5.6%

Increase in students registered for Fall 2018

3.6%

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

1.9%

Increase in fall-to-spring retention



I feel [Navigate360] could be fantastic. In less than four hours I already have three student appointments, which is way better than in the past."

-GV faculty member





202-747-1000 | [eab.com](https://eab.com)

 [@eab](https://twitter.com/eab)  [@eab\\_](https://www.linkedin.com/company/eab_)  [@WeAreEAB](https://www.facebook.com/WeAreEAB)  [@eab.life](https://www.instagram.com/eab.life)

## 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).