



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



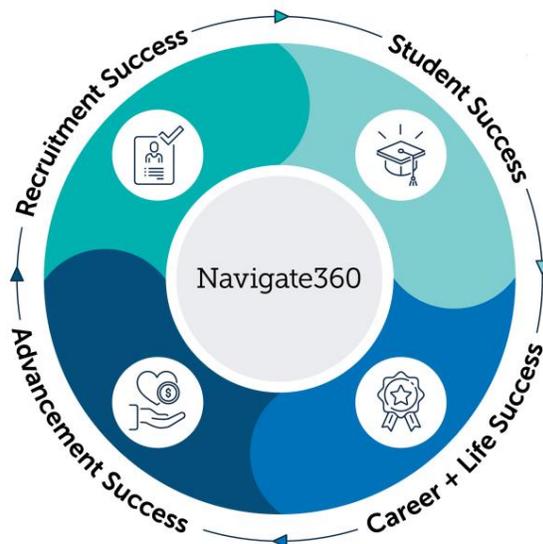
Efficient staff workflows that free up time for student interaction



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.



Staff Workflow & Automation

Student Engagement Hub

Reporting & Analytics

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

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Center City University (<i>pseudonym</i>) <ul style="list-style-type: none"> • Small private university (3,900 undergraduate students) • 48% four-year graduation rate 	13% Higher freshman retention vs. comparable peers	14
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St. Francis College <ul style="list-style-type: none"> • Small private college (2,372 students) • 54% six-year graduation rate 	130%+ Increase in students checking off onboarding to-dos in the Navigate360 student app	33
Gallaudet University <ul style="list-style-type: none"> • Small private university (1,427 students) • 44% six-year graduation rate 	11.4 percentage-point Retention rate increase	35

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Florida State University <ul style="list-style-type: none"> • Large public university (31,000 undergrads) • 80% six-year graduation rate 	11.3% Increase in retention of junior CARE students	50
University of South Carolina <ul style="list-style-type: none"> • Large public university (25,600 undergrads) • 73% six-year graduation rate 	3.7% Increase in four-year graduation rate	52
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Samford University <ul style="list-style-type: none"> • Small private university (3,000 undergraduate students) • 73% six-year graduation rate 	\$674K Additional tuition revenue	56
Grand View University <ul style="list-style-type: none"> • Small private university (1,800 undergrads) • 50% six-year graduation rate 	3.6% Increase in fall-to-fall first-year retention	58

FOUR-YEAR UNIVERSITY

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.

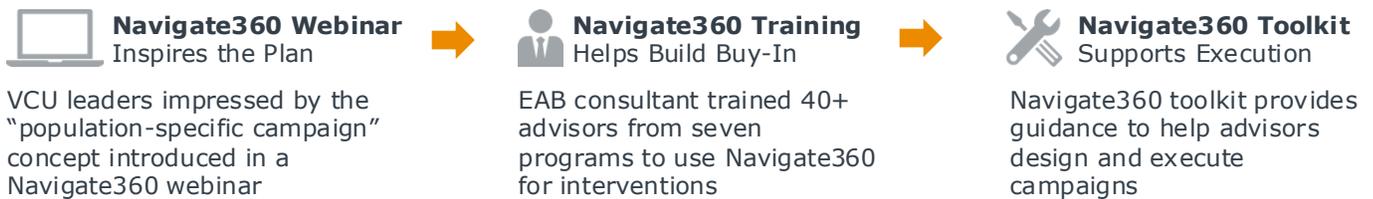
Impact Highlights

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



Interventions Impacting Key Micro Metrics

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

Campaigns Yielding Impressive Overall Results

Intervention Campaigns Improving Persistence

65⁺

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

\$346K

Additional spring 2015 semester tuition and fees revenue

Graduation Application Campaign Boosting Graduation Rates

8%

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

3%

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

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

The Washington Post (June 14, 2015)

Cited in USA Today (June 22, 2015)

The Washington Post

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

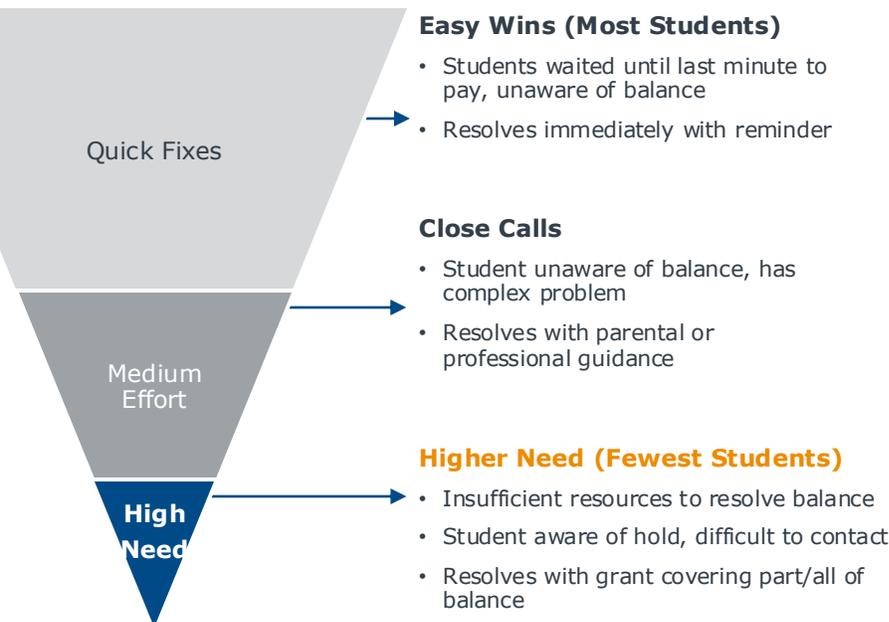
16.1
Percentage point gap in retention/graduation rate between URM students and their peers that was eliminated for grant recipients

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



UNIVERSITY of WISCONSIN
UWMILWAUKEE

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

Portion of Campus Population	34%
Portion of Financial Hold Recipients	47%

Reducing Red Tape in Grant Distribution Through Clear Eligibility Criteria

Resolving Balances for Students in Need

Student Eligibility Criteria

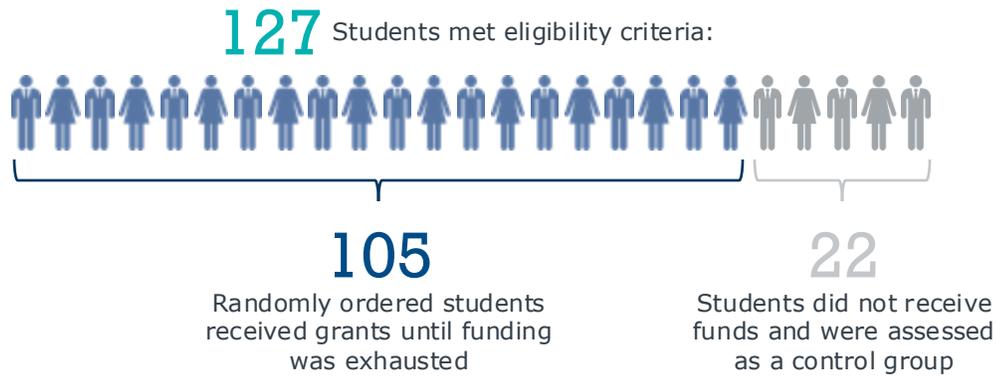
- ✓ Full-time status
- ✓ Enrolled (and not graduating) in current term
- ✓ >2.5 GPA
- ✓ 90+ cumulative credits (or 30+ for associate degree)
- ✓ Degree-seeking
- ✓ Not discontinued from program
- ✓ Outstanding balance between \$1,500 and \$6,500 (above threshold preventing registration)

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.

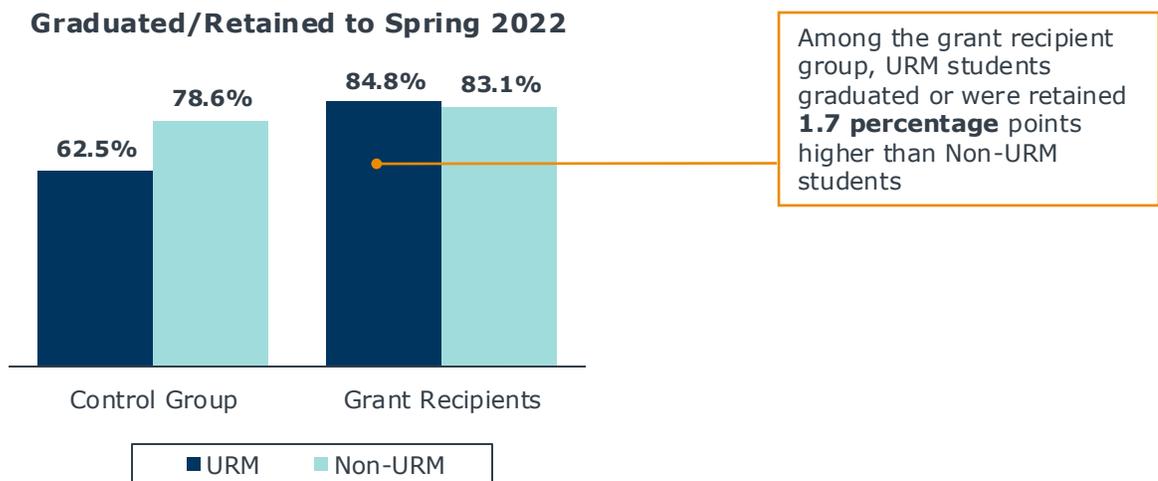
In Fall 2021, UWM pulled a list of eligible students after the deadline for the second installment of payment plans passed. UWM then randomly assigned each eligible student a number. Student #1 was awarded funding up to \$5,000 to resolve their registration-preventing balance, followed by Student #2,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



Results: Eliminated Gaps for Grant Recipients



“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

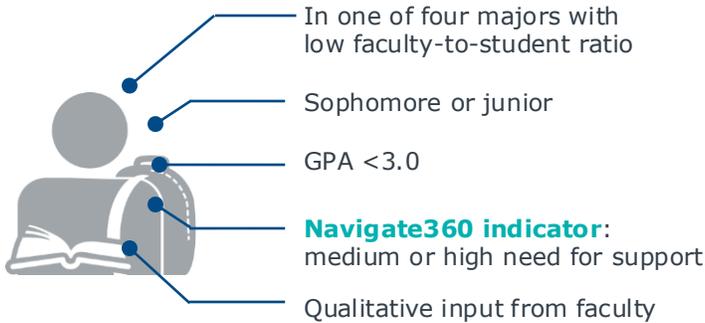


126 more students graduated in 2016 because of the high-hours campaign

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)

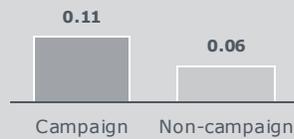


2 Assigned each student to a designated faculty member who serves as a high-quality academic coach. Academic coaches:

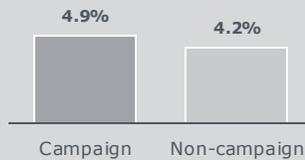
- Access Navigate360 alerts and mid-term grades
- Provide support across academic struggle, financial distress, and personal problems

Results: High Need Cohort Making Positive Progress

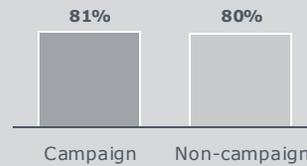
Increase in Cumulative GPA



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



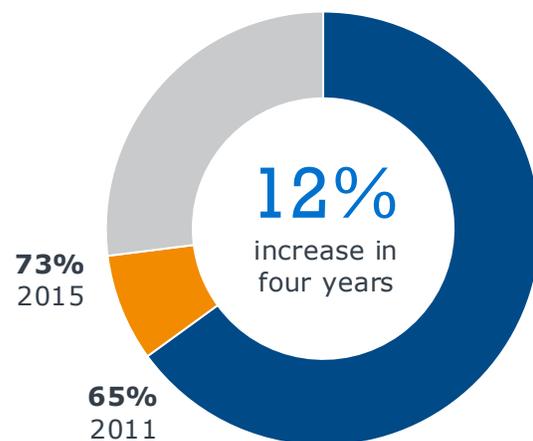
Focus on high-need majors with academic coaching

Campaigns



Encouraging high-hours students to graduate

Growth in Institutional Retention



FOUR-YEAR UNIVERSITY

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 Quick Stats	Appts. Made (55%) Attend. Rate (22%) Reports Created (10%)
Congrats! You Made the Dean's List! Sent: 12/14/2017 Quick Stats	Appts. Made (45%) Attend. Rate (73%) Reports Created (81%)
Resolve Academic Hold Sent: 11/12/2017 Quick Stats	Appts. Made (77%) Attend. Rate (89%) Reports Created (57%)
Meet with a Transfer Advisor Sent: 10/24/2017 Quick Stats	Appts. Made (73%) Attend. Rate (66%) 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 lacked visibility into how others communicated with students	 Teams of faculty, coaches, learning specialists, and student success staff collaboratively review centralized student information in Navigate360 and assign interventions
Faculty couldn’t identify students’ coaches to request follow-up with students who may need support	 Faculty submit progress reports in Navigate360 to update the appropriate coach on student progress and flag students for follow-up
Coaches lacked visibility into students’ real-time academic performance	 Coaches use communication campaigns and filterable watch lists, informed by real-time grade and attendance data , to prioritize support
Support staff received outdated info from other offices , often too late to keep students on track	 Financial advisors and coaches use real-time verification, hold, and FAFSA information to ensure students are eligible to register for the next term

All Campus Stakeholders Use 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%

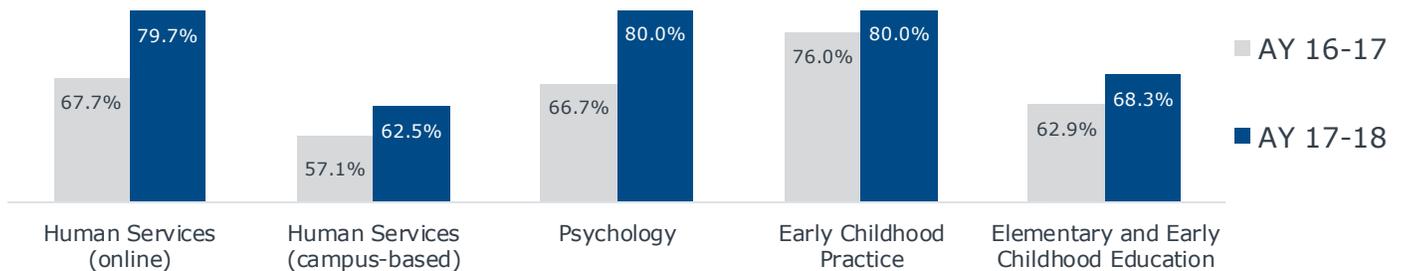
Percentage of students reporting that faculty and advisor outreach was helpful to them

“EAB really takes the guesswork out of everything.”
-CCU Advisor

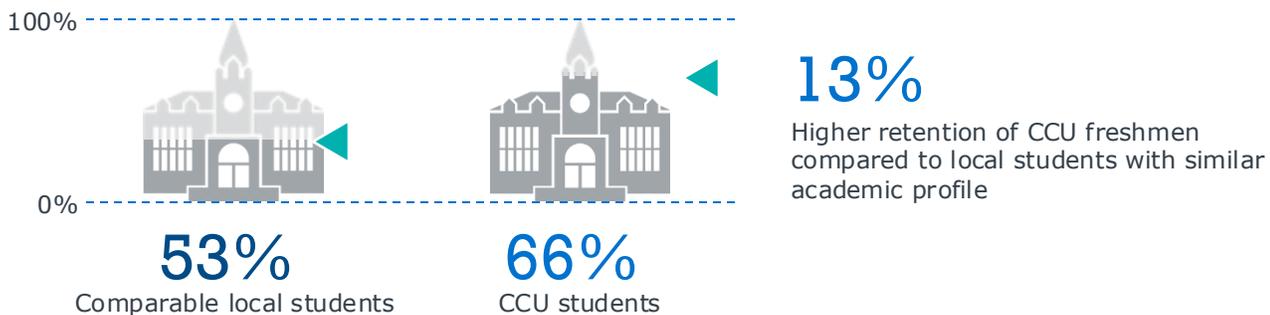
Impressive Retention Across Student Populations

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.

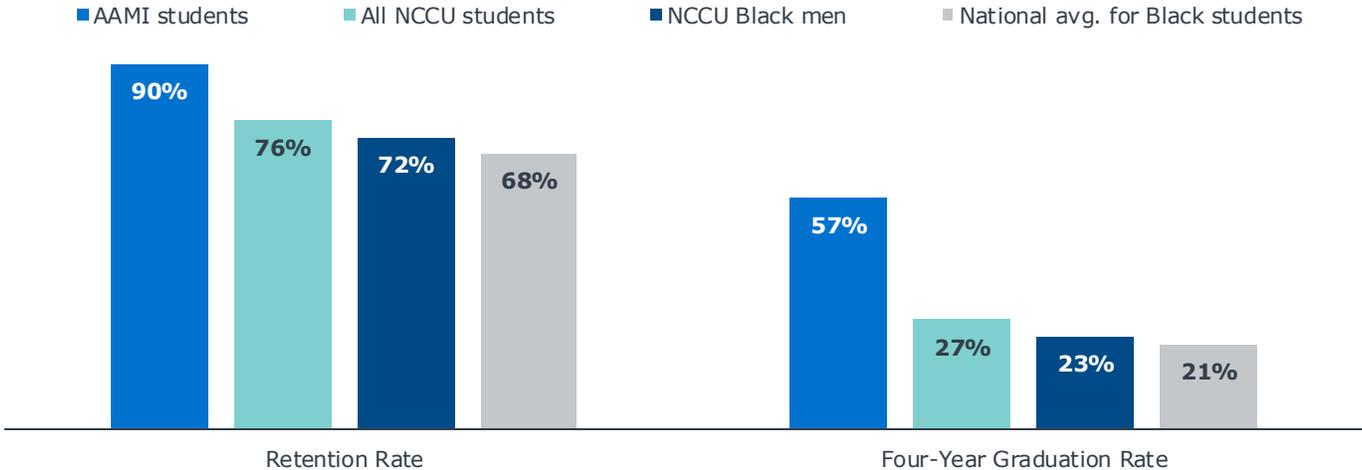
Impact Highlights

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.

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

New Search

Keywords (First Name, Last Name, E-mail, Student ID) Type

Student Information: First Name, Last Name, Student ID, Category, Tag, Gender, Race, Student List

Enrollment History: Enrollment Terms

Area of Study: College/School, Degree, Concentration, Major

Term Data: Classification, Section Tag, Term GPA

Performance Data: GPA, Hours, Credits

Course Data: Course, Section, Status



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

Student Feedback

Your information is secure. Security measures allow your school to adhere to government rules and regulations concerning FERPA and overall student privacy. Thank you!

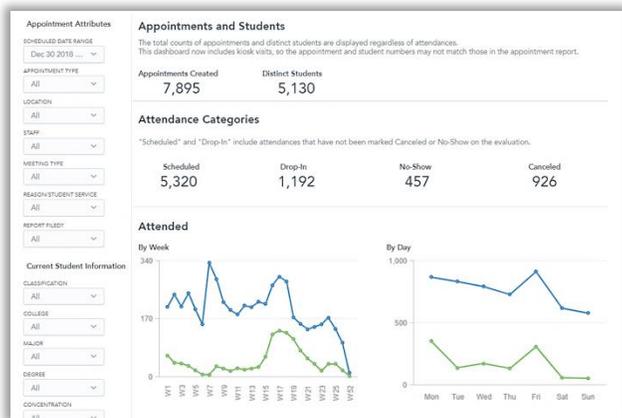
Professor Kaur: You have been asked to fill out progress reports for students in the following classes. Update each student based on your best knowledge of their performance at this point in the term.

BIO 230 - Ecology

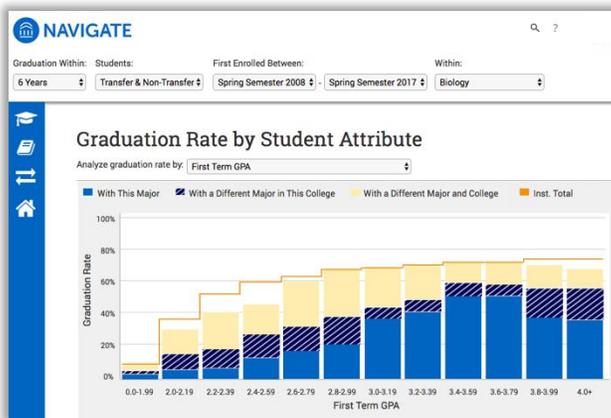
Student Name	I want to provide feedback on students in my courses (risk or kudos)	Alert Reasons (You must choose at least one if you have feedback)	How Many Absences?	Current Grade	Comments
1 Gonzalez, Laura	<input type="radio"/> Yes <input type="radio"/> No	Any Reason			
2 Bretton, Robert	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="checkbox"/> Positive Alert <input checked="" type="checkbox"/> Technology Challenges			Robert is a great contributor to class discussions. I know he is sharing a laptop with his siblings; would be great to find him one of his own.
3 Brooks, Tara	<input type="radio"/> Yes <input type="radio"/> No	Any Reason			
4 Byrd, Dennis	<input type="radio"/> Yes <input type="radio"/> No	Any Reason			



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

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

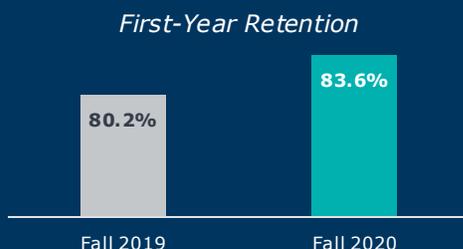
15 Staff members redeployed in one 40-person division to meet urgent student needs

\$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



"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%

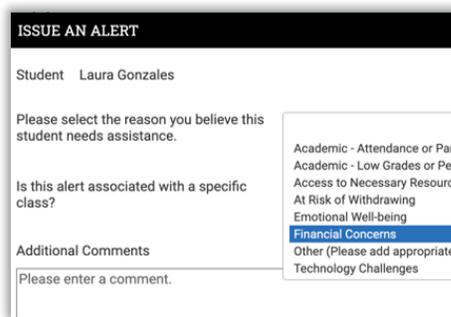
Of the student population with an appointment activity logged in Navigate360

Stakeholders Across Campus Leverage Navigate360 to Support Students



The screenshot shows a dashboard with three main sections: Appointment Campaigns, Progress Report Campaigns, and Enrollment Census Campaigns. Each section lists campaigns with their names, dates, and key metrics like 'Appts. Made' and 'Attend. Rate'.

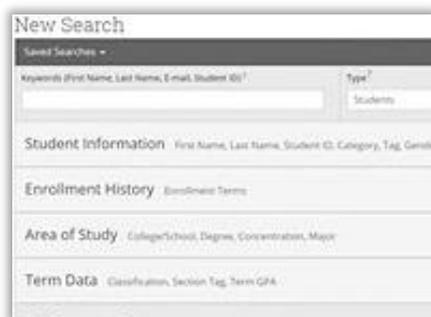
Advisors run campaigns to schedule required appointments each semester and follow up with unresponsive students



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 like 'Academic - Attendance or Part...', 'Academic - Low Grades or Perf...', 'Access to Necessary Resources', 'At Risk of Withdrawing', 'Emotional Well-being', 'Financial Concerns', and 'Other (Please add appropriate c...)'.

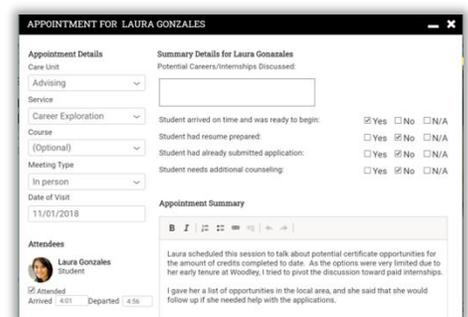
The Office of Academic Excellence receives alerts from advisors about students in need of tutoring and other academic support

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' interface. It features a search bar with a dropdown for 'Saved Searches', a text input for 'Keywords (First Name, Last Name, E-mail, Student ID)', and a 'Type' dropdown set to 'Students'. Below the search bar are several filter sections: 'Student Information', 'Enrollment History', 'Area of Study', and 'Term Data', each with its own set of filters.

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



The screenshot shows the 'APPOINTMENT FOR LAURA GONZALES' details page. It includes 'Appointment Details' (Care Unit, Advising, Career Exploration, Course, Meeting Type, Date of Visit) and 'Summary Details for Laura Gonzales' (Potential Careers/Internships Discussed, Student arrived on time, Student had resume prepared, Student needs additional counseling). There are also checkboxes for 'Yes/No/N/A' for several summary items. An 'Appointment Summary' section contains a text area with the appointment notes.

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**



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



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



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

Solution



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



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



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



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%

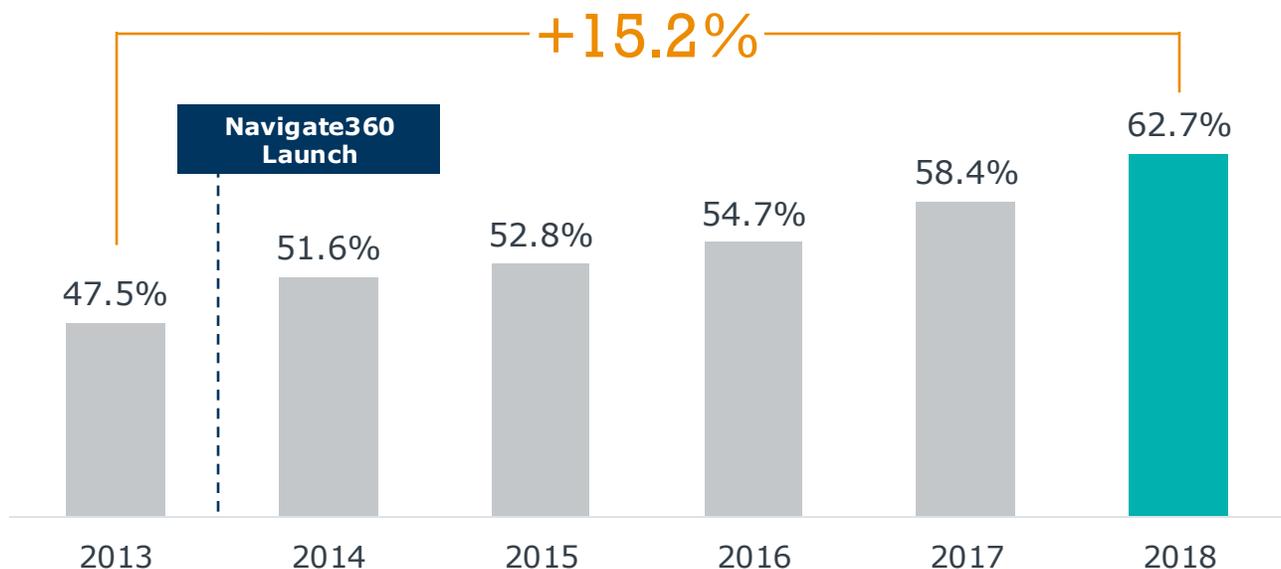
Adoption among first-year and transfer students

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

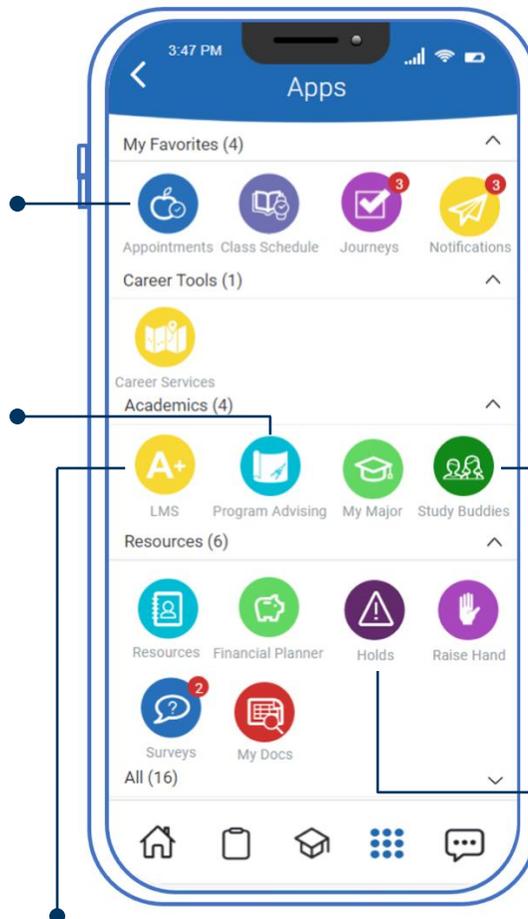
4,627

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

\$151,500

Additional tuition and fee revenue

9.8 percentage-point

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

\$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.**

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

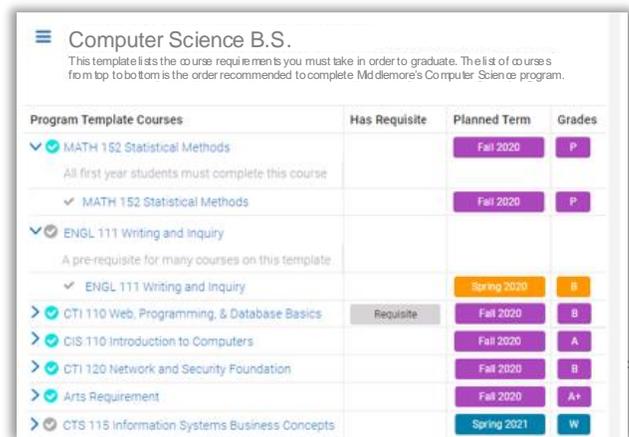
Requirements for removing registration holds varied between colleges and majors

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 <small>All first year students must complete this course</small>		Fall 2020	P
✓ MATH 152 Statistical Methods		Fall 2020	P
✓ ENGL 111 Writing and Inquiry <small>A pre-requisite for many courses on this template</small>		Spring 2020	B
✓ 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 Navigate360 course plan for next term prior to their advising appointment
Late February to Early March	Students who haven't yet built a plan in Navigate360	Remind students to build their course plan prior to meeting with their advisor
March to April	All assigned students	Offer advising appointment time slots for students to review their course plan
April and May	All assigned students	Prompt students to register 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**

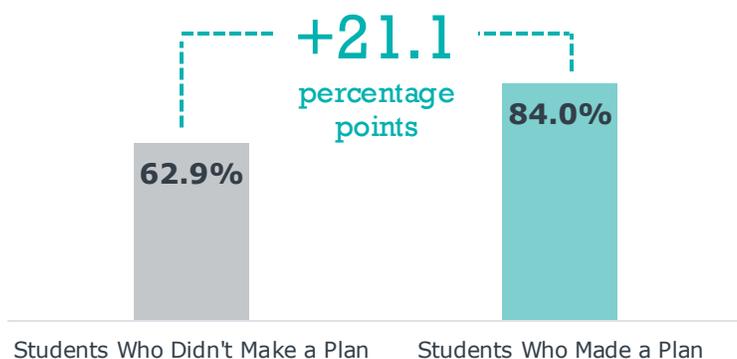
“Having students register with Navigate360 was great. **Navigate360 has made every single component of registration so much easier.** It's hassle free—not one student had an issue. It really was a cool experience to integrate Navigate360 into advising and registration. I would highly recommend it!”

—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

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

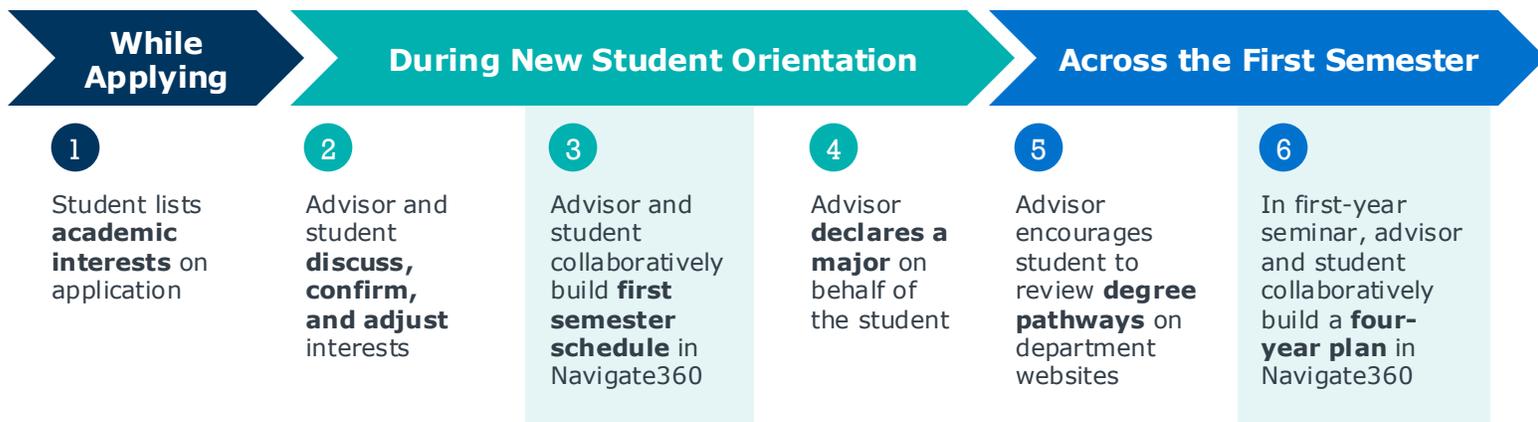
Increase in four-year graduation rate since launching Navigate360

\$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

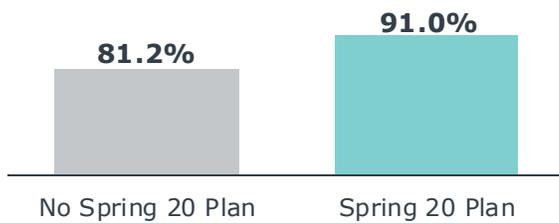
Throughout the semester

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

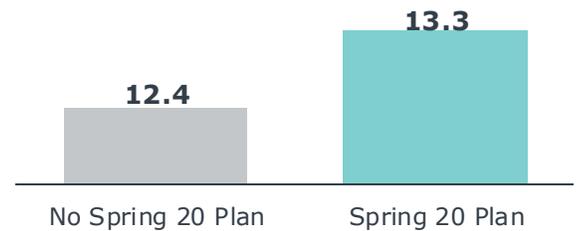
Fall-to-Spring Retention of Freshmen and Sophomores



\$316K

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

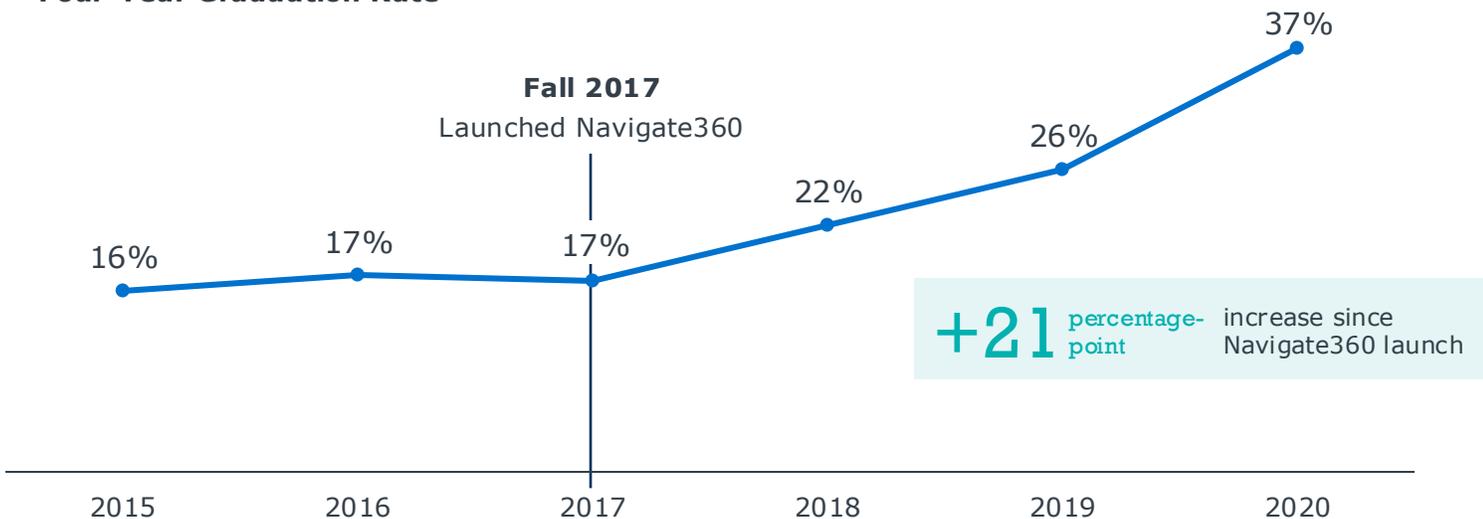
Spring 2020 Avg. Credit Load of Freshmen and Sophomores



\$97K

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

Four-Year Graduation Rate



FOUR-YEAR UNIVERSITY

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.

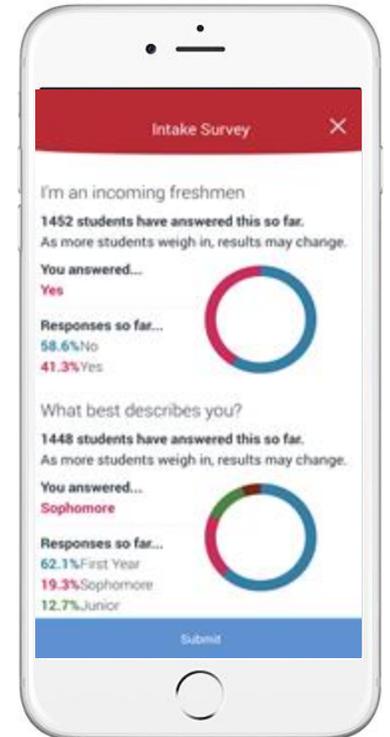
Mobile App Assignment		Benefit to RMU
<ul style="list-style-type: none"> • Download the mobile app in class • Complete the Intake Survey 		Advisors receive Intake Survey responses and send students targeted content based on their interests
<ul style="list-style-type: none"> • Take the Major Explorer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

Quick Polls Connect Students to the Support and Resources They Need

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

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

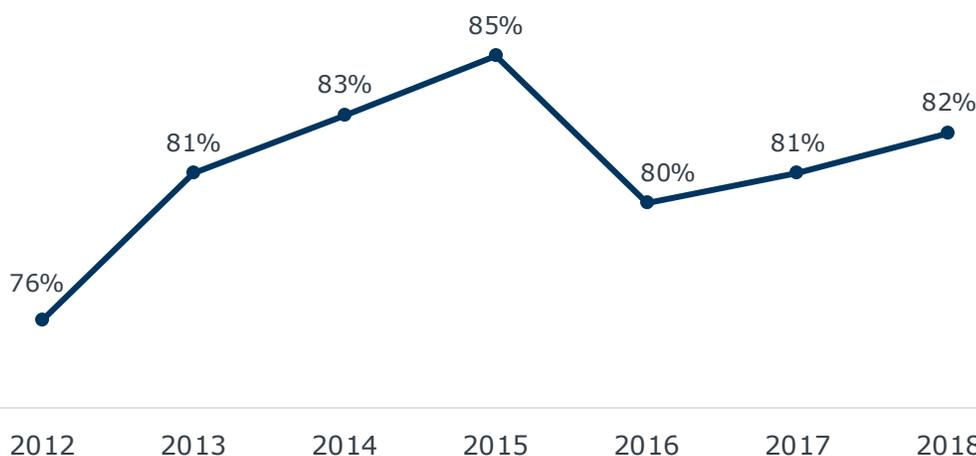
Goal	Quick Poll	Outcome
Drive engagement 	What are your general interests on campus?	Within weeks, freshmen looking to get involved were invited to info sessions
Identify roadblocks 	What are your biggest concerns about college?	130 students worried about paying for school are contacted with financial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



Results: Strong App Adoption Drives Record-Breaking Retention Growth



First-Year Retention (Fall to Fall)



94%

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

CASE STUDY

Guiding Students and Improving Advisor Visibility with 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 preregistration¹ 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 rate¹, 2018-2019

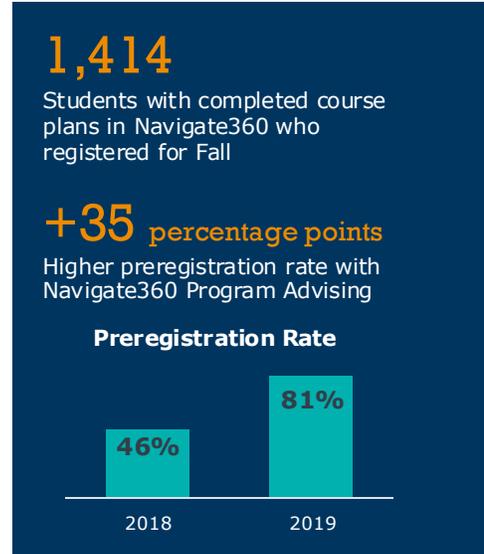
4 percentage points
Improvement in four-year graduation rate, 2017-2018

Addressing Barriers to Long-Term Program Advising

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

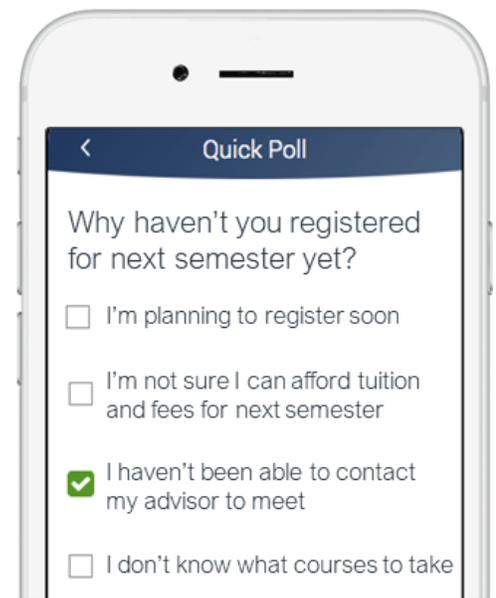
 Barrier to Success	 Program Advising	 New Process at ECSU
Students don't have full knowledge of degree requirements, which can lead to decisions that increase time to degree	Students can view degree maps, requirements, and completed coursework while automated guardrails prevent common errors and inefficiencies	All freshmen create a plan in Navigate360 that they refer to throughout their academic journey, ensuring they stay on course to graduate
Advisors lack visibility into course offerings across multiple semesters, making it difficult to provide informed guidance	Advisors can edit plans, add comments, flag courses, and identify and contact students with errors in their plans	Advisors attend trainings on Navigate360 so they go into every advising session prepared to help students complete their plans

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



ECSU Stakeholders Use Survey Insights to Provide Timely Support

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

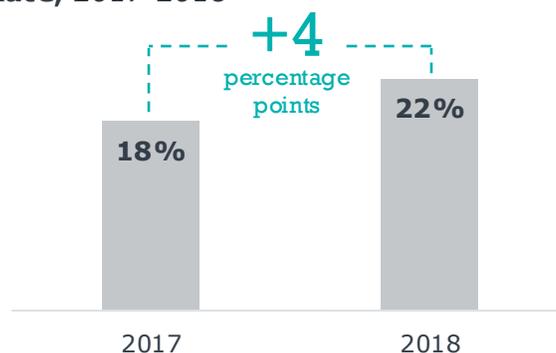
Students flagged for additional support from Quick Polls

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



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

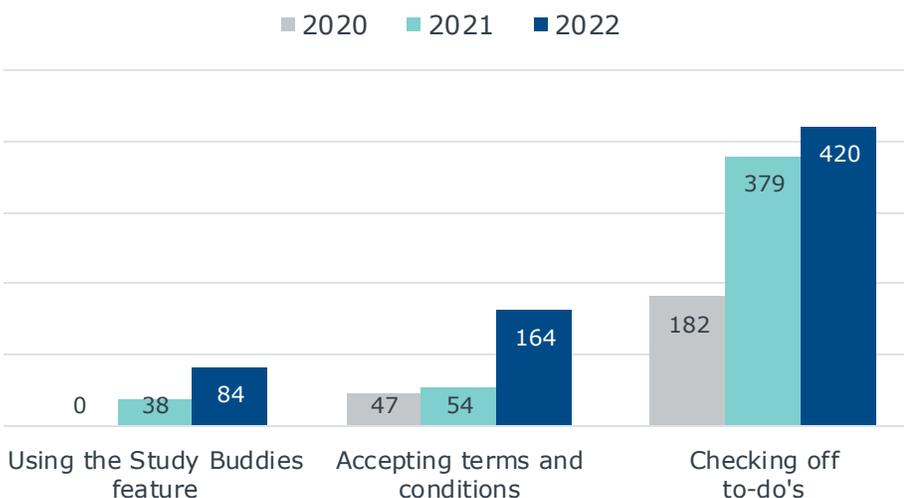
In-app nudges remind students to complete skills assessments, sign up for Orientation, and submit transcripts
Transfer students are prompted to schedule an advising appointment in the app

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:



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



- ✓ 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

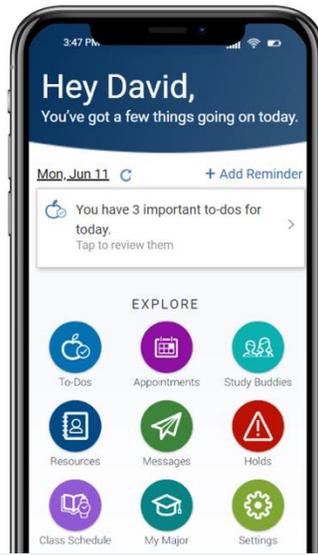
A Wide Variety of Tools to Reach, Connect with, and Guide Students

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

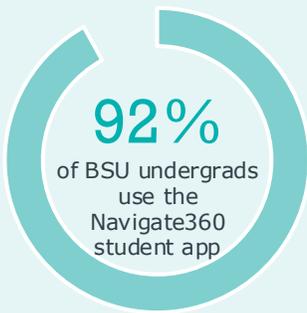


Quick Polls allow BSU to pulse check students' wellbeing and triage resources and support

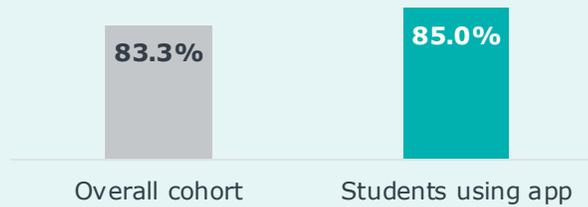
63%

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+

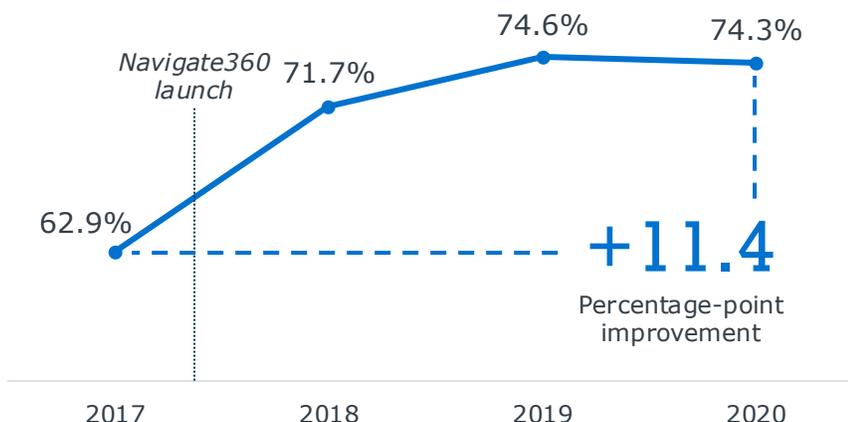
Additional tuition revenue in one semester due to higher retention rate for students using Navigate360

► 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 21st 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)¹ 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

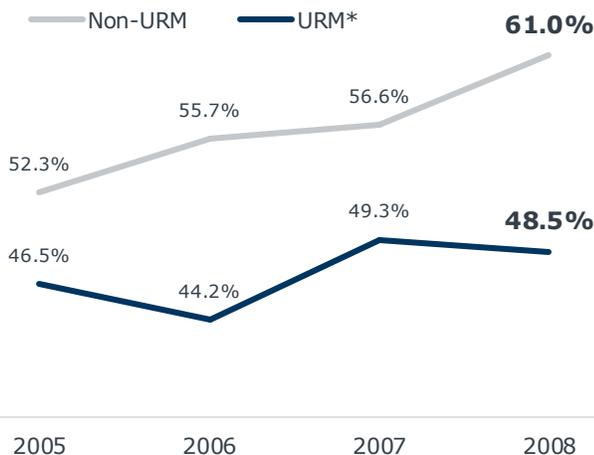
7 percentage points
Smaller achievement gap between URM and non-URM students for 2013 cohort vs. 2008 cohort

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

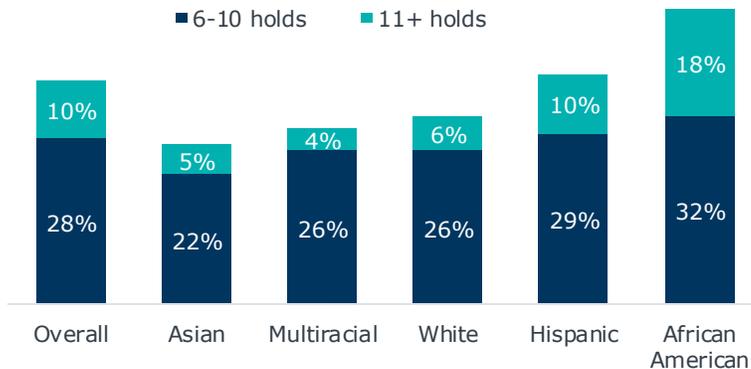
Four Major Initiatives to Improve Student Success

<p>1 Implement EAB Navigate360</p> <ul style="list-style-type: none"> ✓ Appointed Student Success and IT leaders as co-chairs of Navigate360 implementation team ✓ Leveraged EAB Consultant as a go-to partner to all offices in the advising community <p style="text-align: center;">135% Increase in notes posted in Navigate360, 2016 to 2018</p>	<p>2 Improve Physical Space to Serve Students</p> <ul style="list-style-type: none"> ✓ Established new Student Success Centers at all CSUF colleges, designed offices for efficiency ✓ Showcased diverse staff backgrounds with profiles in waiting area <p style="text-align: center;">\$181 Student-initiated semesterly fee that funds Success Centers</p>	<p>3 Engage Faculty in Student Success</p> <ul style="list-style-type: none"> ✓ Formally recognized faculty for their impact in academic advising ✓ Shared students' stories about the impact of faculty conversations outside the classroom <p style="text-align: center;">331% Increase in Navigate360 staff and faculty users, 2016 to 2018</p>	<p>4 Audit Procedural Inequalities</p> <ul style="list-style-type: none"> ✓ Examined data on higher rates of account holds among African American students ✓ Surveyed students about account holds, revealing that different populations interpret these in distinct ways <div style="text-align: center; margin-top: 20px;"> </div>
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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

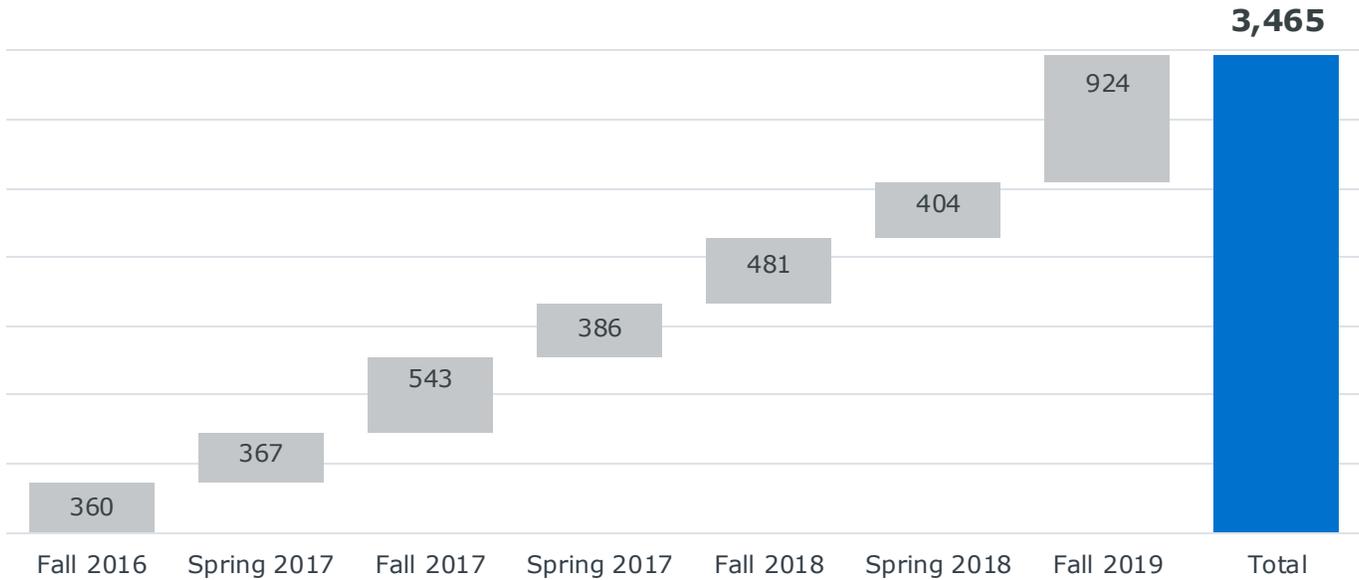
Active Campaigns

Appointment Campaigns | Progress Report Campaigns

NAME	STATS
Planning for Next Term Sent: 10/10/2018 Quick Stats	<ul style="list-style-type: none"> Appts. Made (60%) Attend. Rate (73%) Reports Created (8)
BIOL Missed Success Marker Sent: 03/10/2018 Quick Stats	<ul style="list-style-type: none"> Appts. Made (55%) Attend. Rate (73%) Reports Created (8)
Pell Eligible - Credit Completion Sent: 02/05/2018 Quick Stats	<ul style="list-style-type: none"> Appts. Made (43%) Attend. Rate (22%)

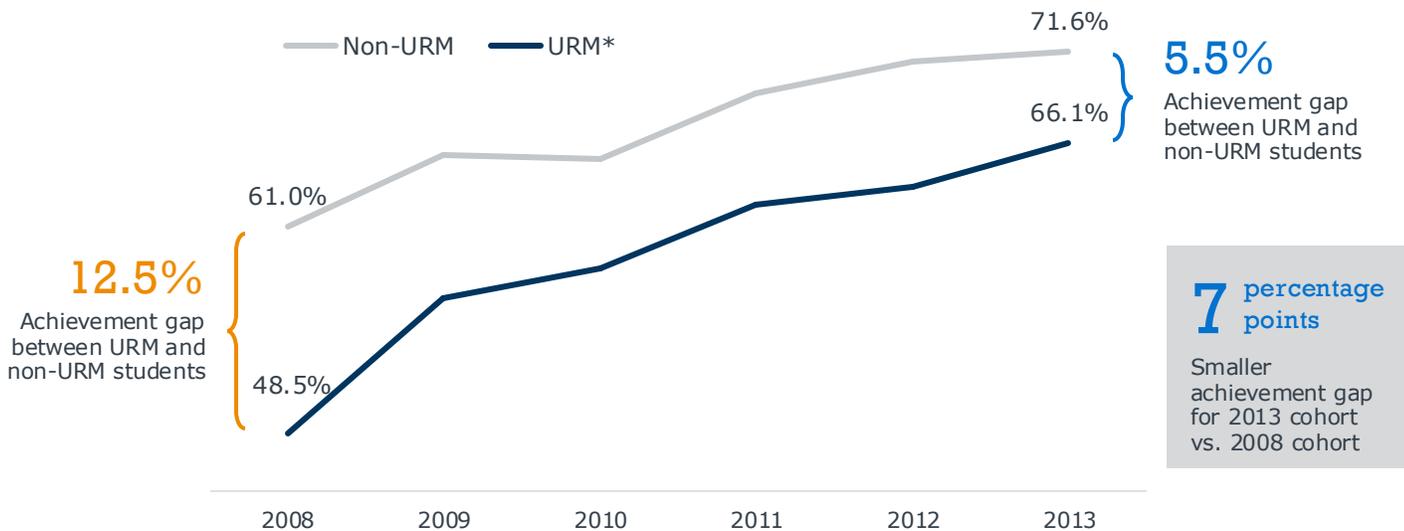
A Massive Return on Investment: Supporting Students with Navigate360

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



\$19.7M Total tuition revenue from 3,465 reenrolled students
 + **\$13.3M** Tuition revenue for a second year, based on 77% retention rate
 - **\$3.6M** Cost to employ 10 retention specialists for four years
 = **\$29.4M** Total return on investment from Navigate360 reenrollment campaigns

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.

FOUR-YEAR UNIVERSITY

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

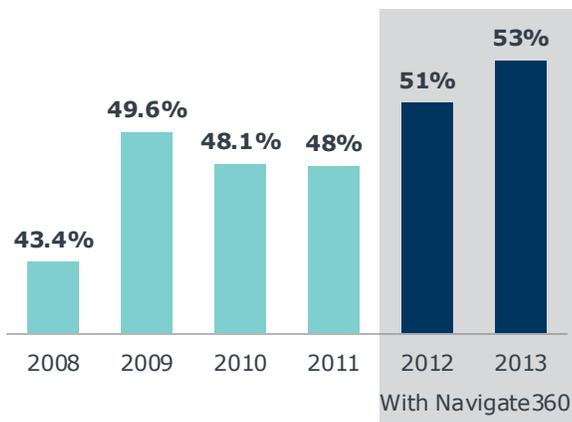
3%
Percentage point increase in graduation rate since 2012

\$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



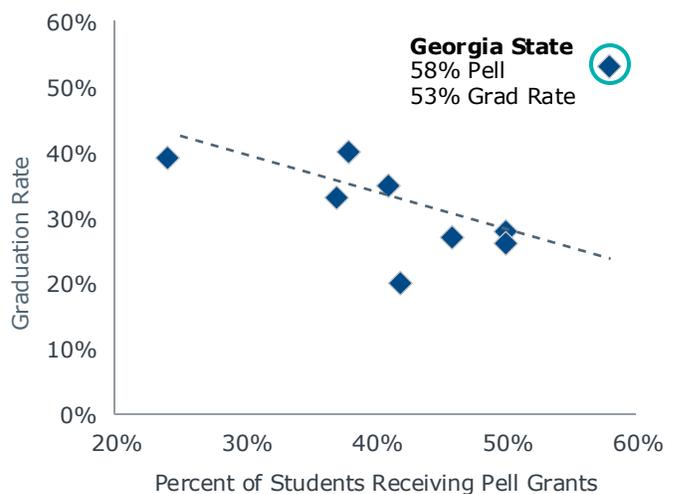
Bachelors Degrees Conferred (2012 to 2014)

+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



After 2012



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

Unclear which students needed support in which courses




Used analytics to strengthen supplemental instruction offerings

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




Retention grants (fee drops) deployed based on student need

Among other initiatives

Integrating 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

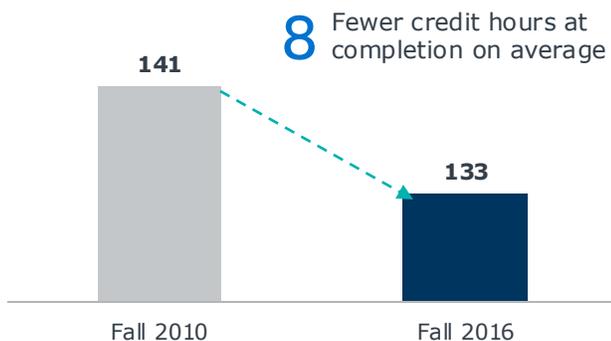


Maintaining Institution-Level Gains While Shifting Focus to Student Progress

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.

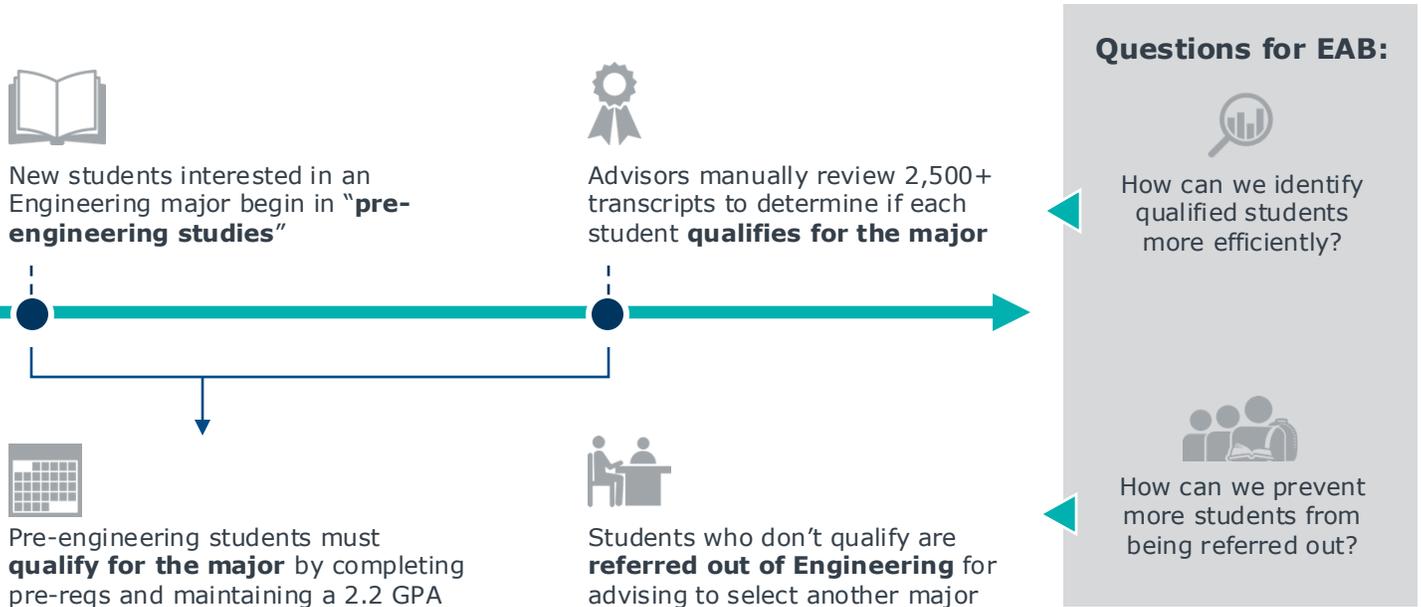
Impact Highlights

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



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

New Counselor Provides Dedicated Support

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

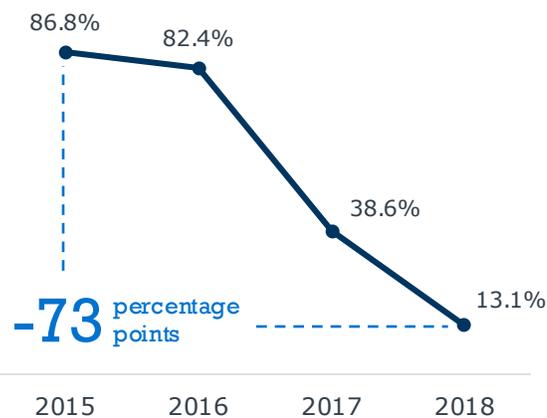


50 students

Average student caseload for the academic counselor

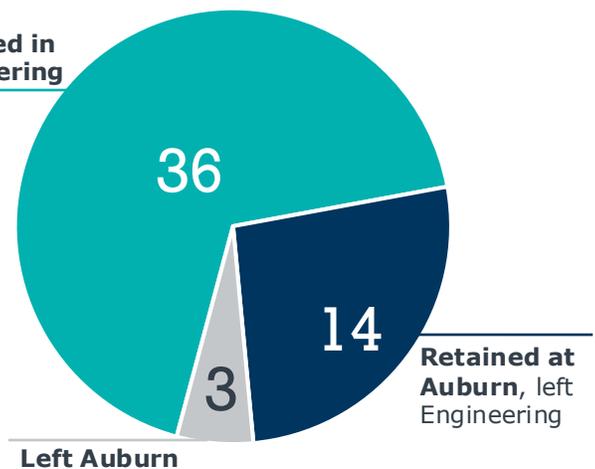
Decreasing Mandatory Referrals and Retaining More Students at Auburn

Portion of Students Leaving Engineering Who Were Mandatorily Referred Out:



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

Retained in Engineering



66%

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

FOUR-YEAR UNIVERSITY

Strategic Interventions Generate Rapid Results and Ongoing Impact

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

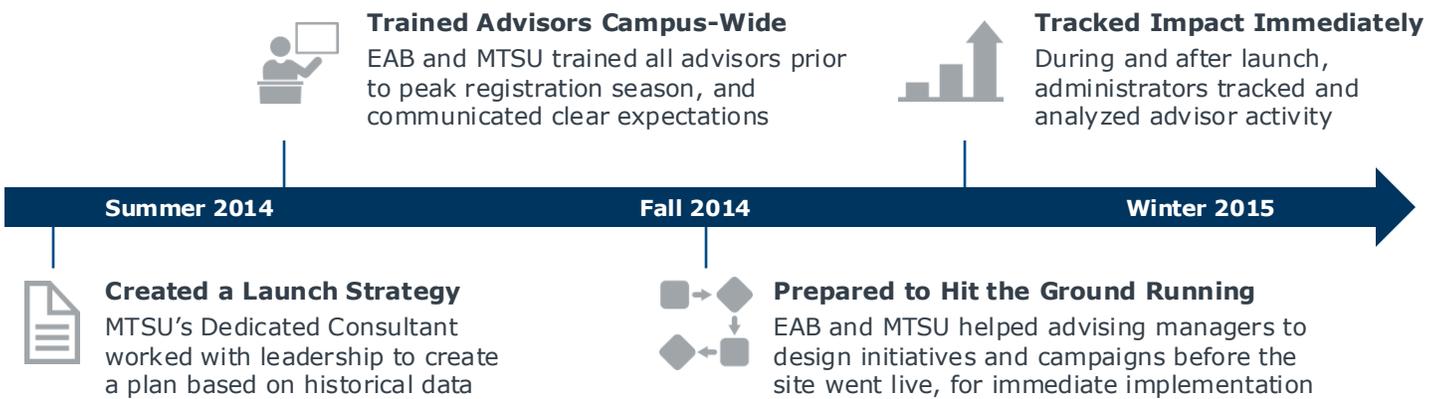
- **About:** Middle Tennessee State University (MTSU) is a public research university with a total enrollment of 21,913 and a six-year graduation rate of 52%.
- **Challenge:** In response to state-wide pressure to improve outcomes, MTSU created the "Quest for Student Success" plan, but needed a way to 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



+1.5% Increase in overall fall-to-spring undergrad persistence	390 Additional undergraduate students enrolled in spring 2015	\$1.5M Estimated additional revenue from spring tuition and fees	47 Additional advisors hired to support Navigate360 launch and rollout
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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

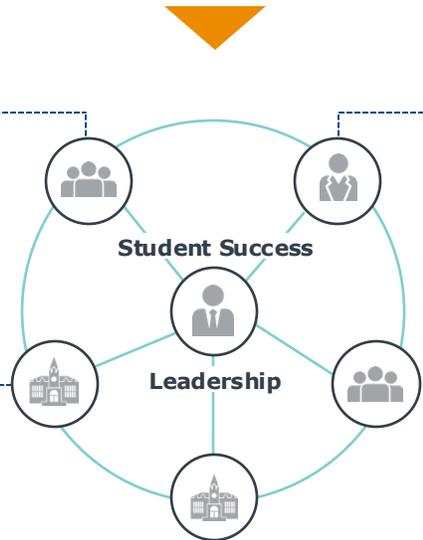
Navigate360 toolkits provided a framework and resources for campaign management

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

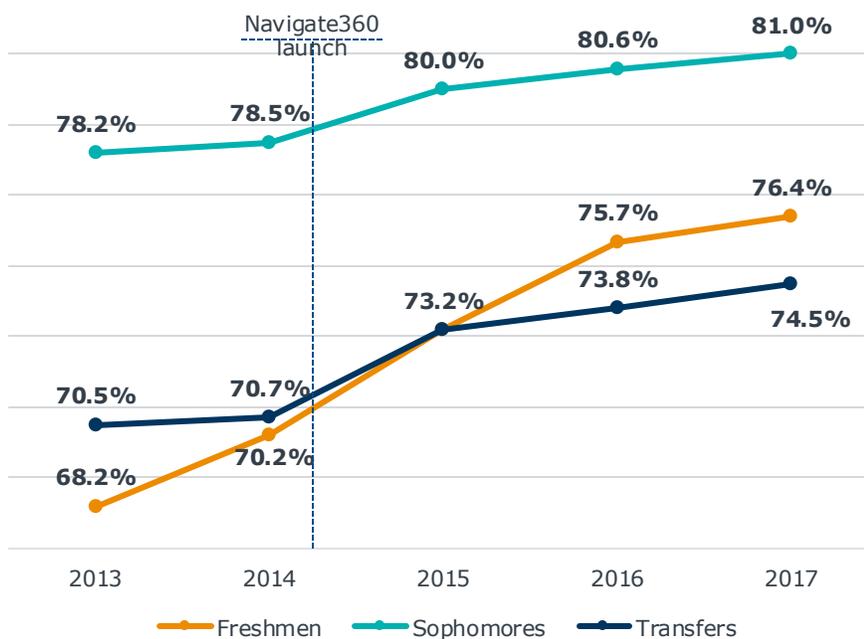
Based on EAB analysis of historical first-year GPA patterns, created REBOUND program to contact new freshman with fall GPA <2.0 to offer specialized early-return advising

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

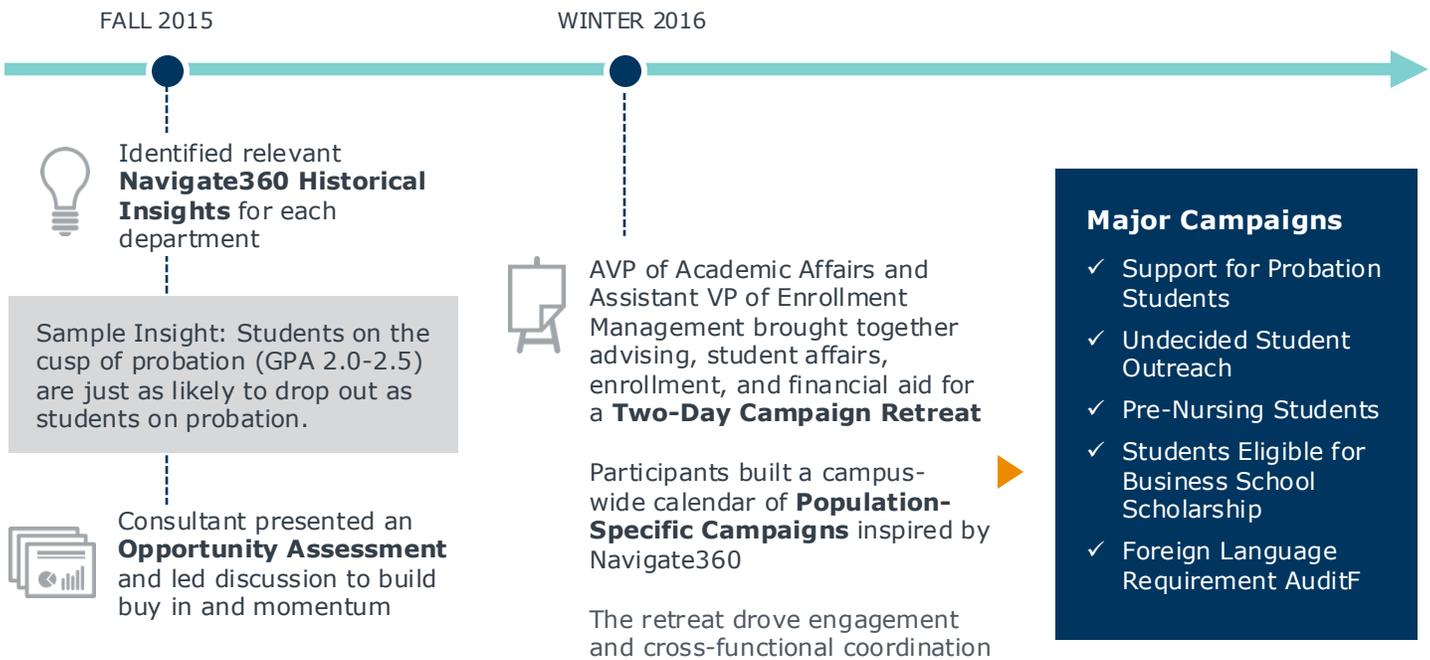


Brought stakeholders together to build a central, coordinated campaign calendar



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+

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

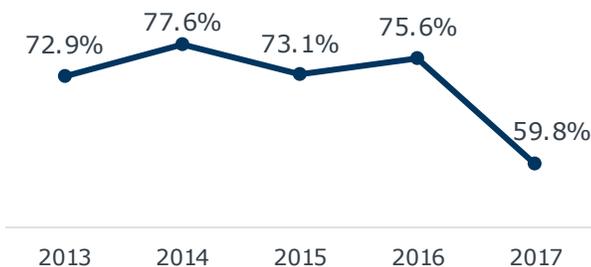
15.3 percentage points
Increase in the percent of freshmen with a 2.5+ first-semester GPA

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



1

Retention and recruitment liaisons scale holistic care



2

Engaged faculty with Navigate360 progress reports



3

Contacted students with holds using Navigate360

Engaging All Campus Stakeholders in Retention Efforts

1 Retention and recruitment liaisons scale holistic care

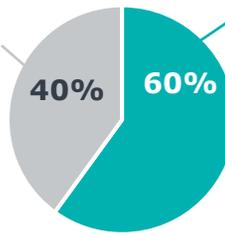
BVU hired four staff members dedicated to **recruiting, engaging, and retaining students.**

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

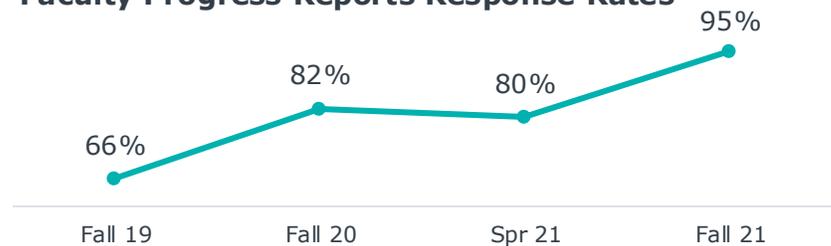
- Provide advising and career support
- Use Navigate360 to contact and monitor students
- Engage faculty in retention initiatives and help them learn to use Navigate360

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

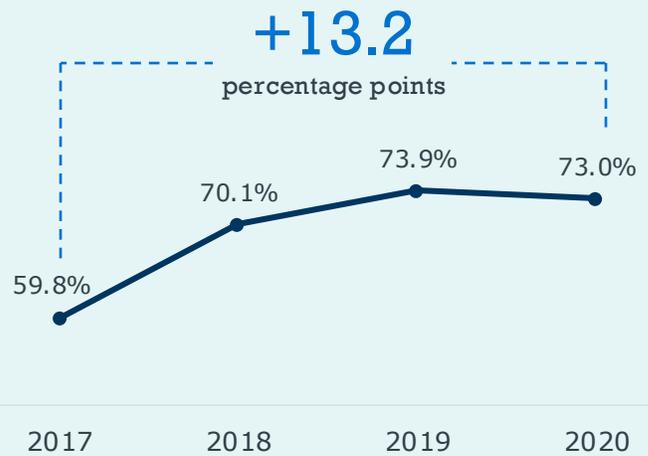
Students with Registrar or Business Office holds contacted through Navigate360 campaigns

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...

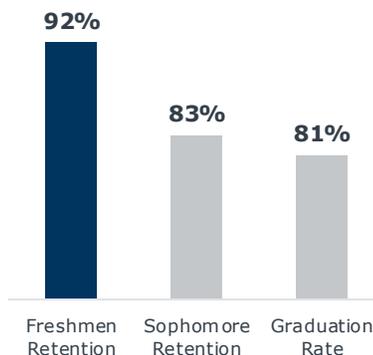
The Center for Academic Retention and Enhancement (CARE)

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 Rates¹



- 
 How do we track and leverage college-level academic performance information?
- 
 How can we import accurate and updated student data for our coaches to access?
- 
 How can we efficiently manage outreach and scheduling of biweekly appointments?

Joined Navigate360 in 2015

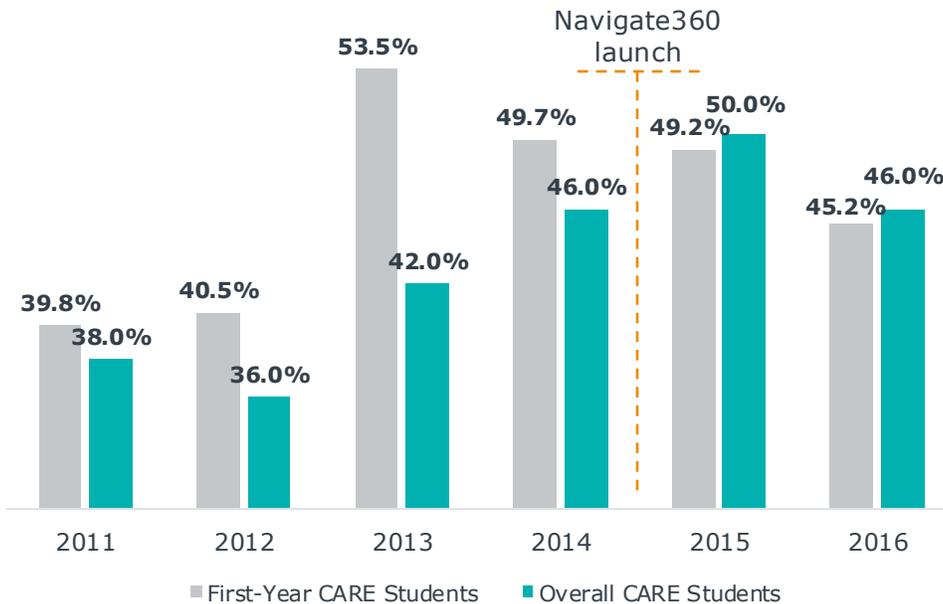
Transforming the Student Experience

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 tailored and accurate advice
 <p>Reports and Auto. Appt. Reminders</p>	See which students still need to schedule a coaching appointment	Students never miss out on coaching due to scheduling issues or forgetfulness
 <p>Meeting Cancellation Alerts</p>	Avoid putting a strain on the relationship with the student	Students learn about cancellations sooner, eliminating frustration
 <p>Notes</p>	Organize notes in alignment with the coaching model and hit on the key elements that will bring value	Coaches stay on task in meetings, saving time and providing clear next steps for students

Closing the Sophomore Gap with Technology-Enabled Support

Percentage of CARE Students With 3.0+ GPA After Spring Term



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

11.3%

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

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

How a High-Performing University Improved the Student Experience with 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

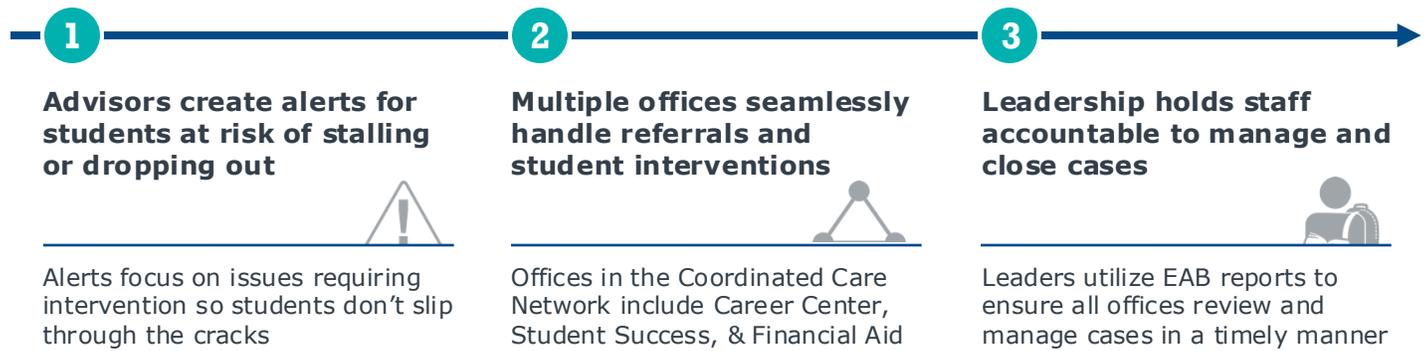
EAB Best Practices and Technology Help Standardize and Elevate Advising

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 workflow and communications platform and view student data
✓ Establish new expectations and processes for advising across all years	▶ Advisors communicate with students, run proactive campaigns, and coordinate with other units using EAB technology
✓ Standardize advisor training and certification curriculum	▶ New staff learn EAB technology during onboarding ; prior experience using EAB technology is weighed in hiring decisions
✓ Offer faculty-led programs to help students explore majors and careers	▶ Simplified advising technology ecosystem supports desired changes and growth in faculty advising
✓ Develop culture of student responsibility for academic planning	▶ No-show tracking and self-service scheduling 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

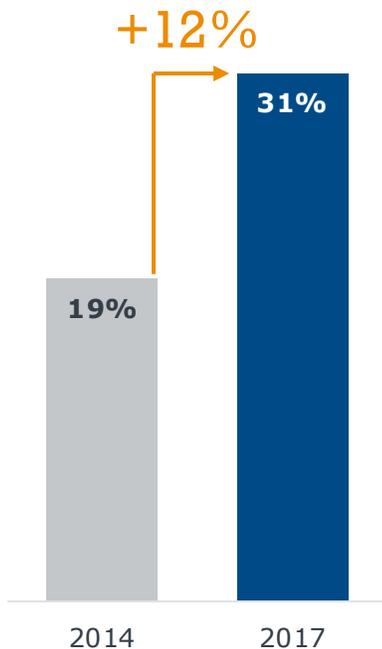
Top three referrals in 2017:

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

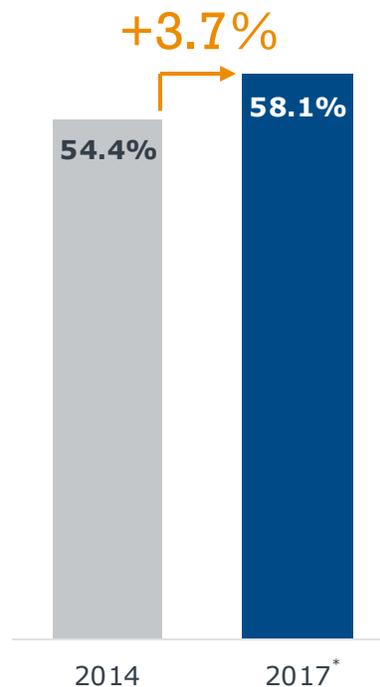
Use of EAB Technology Pivotal in Improving Satisfaction, Long-Term Outcomes

Student Satisfaction with Advising

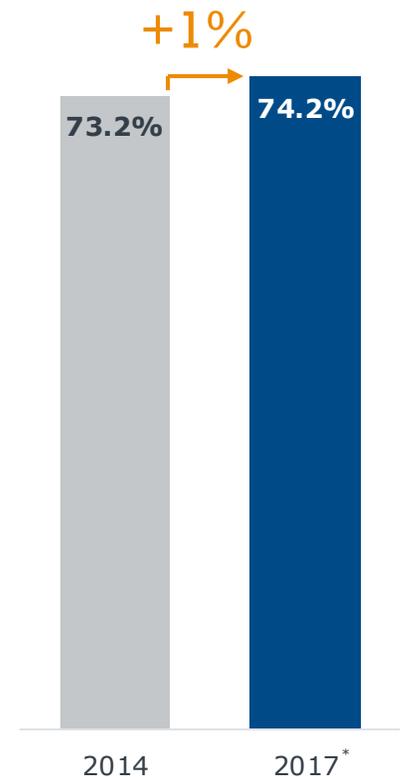
Percentage of Students Who Said They Were "Extremely Satisfied" With Advising at USC



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

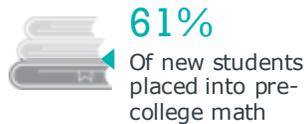
5.9%
Increase in retention for Alaska Native students over five years

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:

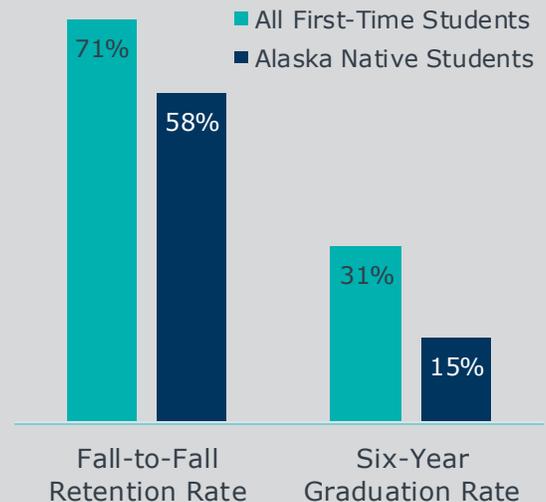


Students take too long to complete:



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%

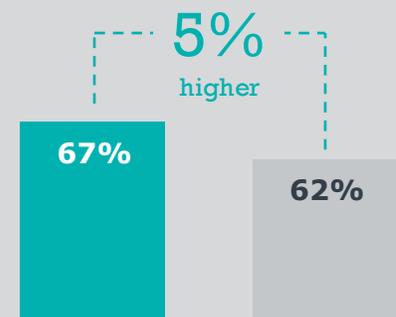
Increase in bachelor-seeking freshmen taking a full credit load (12+ credits)

+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.

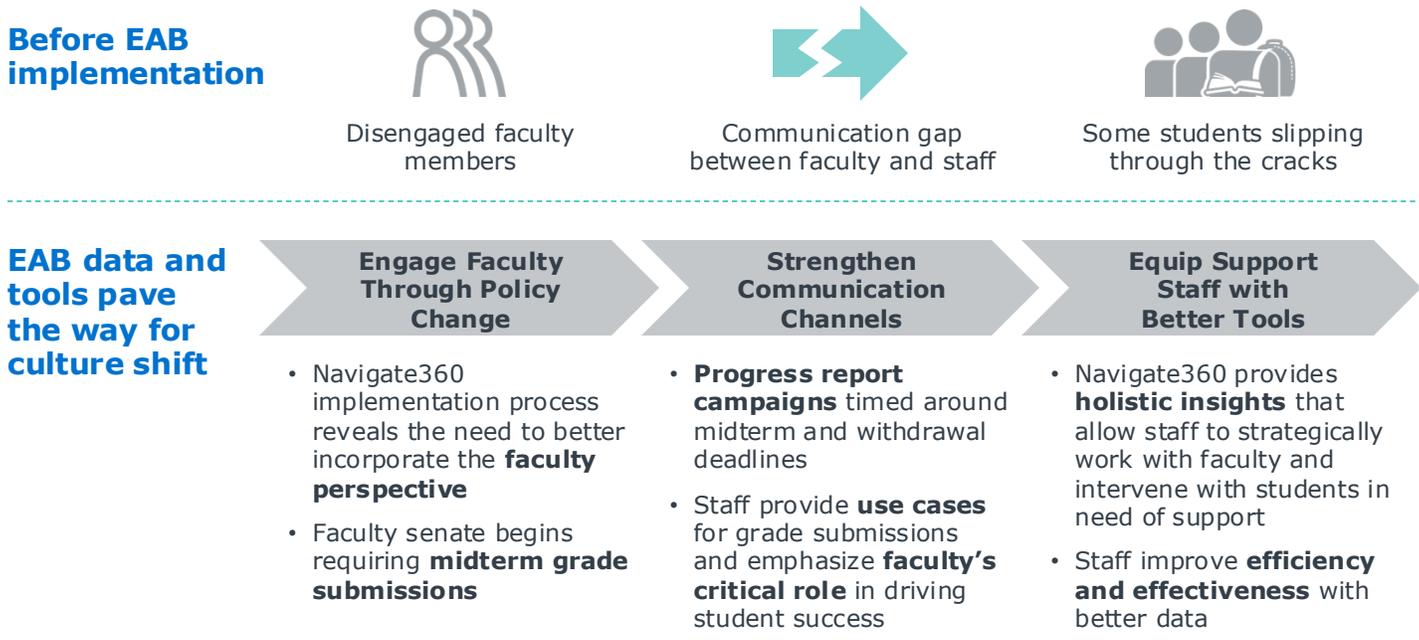
Impact Highlights

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



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



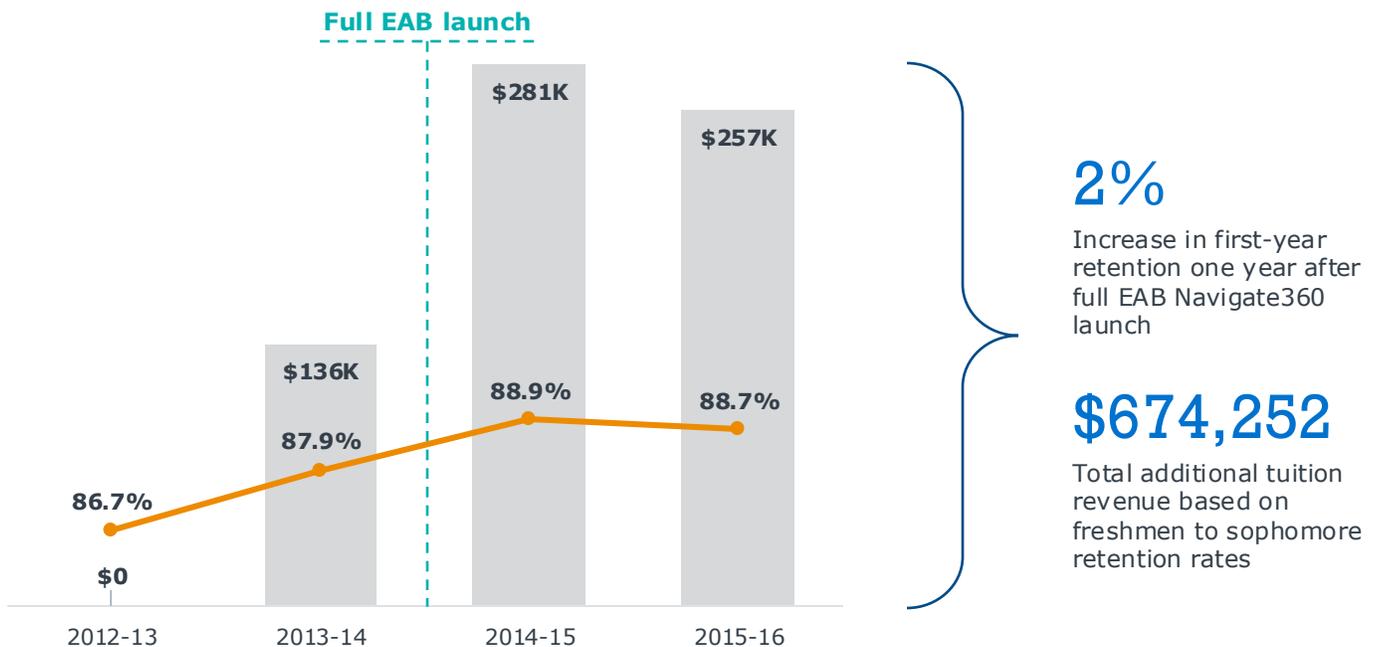
Academics thrive on open inquiry, so **transparency is critical to encourage faculty involvement**. When faculty saw the volume of initiatives being impacted by their progress report submissions, they were willing to put in the time and effort to provide insight on their students.

-Associate Provost for Administration



Retention Continues to Climb Without Any Additional Investment in Staff

First-Year Retention and Additional Tuition Revenue



FOUR-YEAR UNIVERSITY

Improving Student Outcomes by Focusing on Deep and Broad Technology Adoption

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

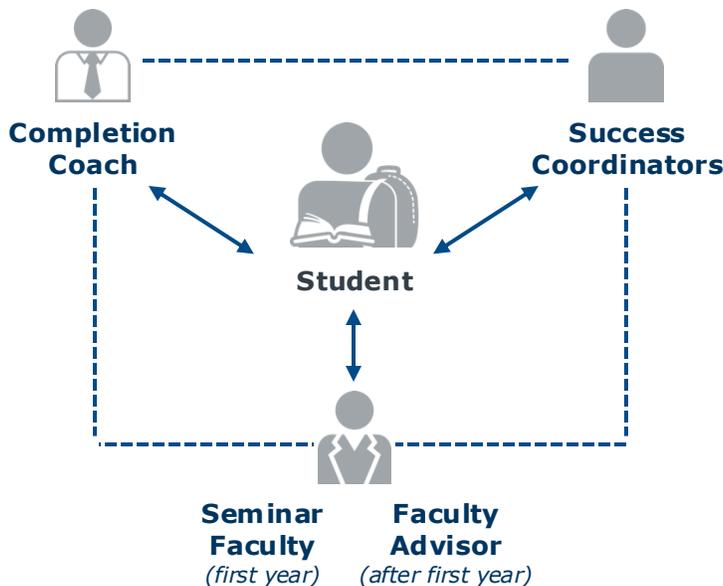
- **About:** Grand View University (GV) is a private liberal arts college in Iowa with 1,800 undergraduate students, a 50% six-year graduation rate, and a 68% retention rate.
- **Challenge:** Academic advising was disjointed, with inconsistent plans of study, unconnected silos of support, and students 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"> • Student overview & messaging • Alerts & progress reports • Availability & calendar sync 	<ul style="list-style-type: none"> • Notes/advising summaries • Appointment campaigns & scheduling • Case management • Advisor skill development 	<ul style="list-style-type: none"> • Advanced search • Institution Reports • Population Health Dashboard 	<ul style="list-style-type: none"> • Predictive model • Success Markers • Major Explorer
Basic Training			Administrative Training
Intermediate Training			Advanced Training

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





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ABOUT EAB

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