

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

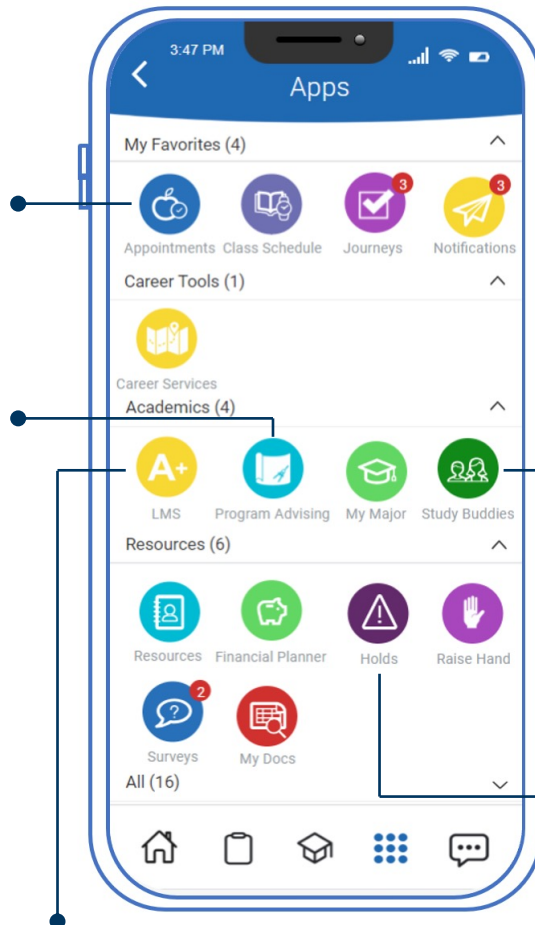
4,627

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

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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

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+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

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“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.