EAB

CASE STUDY

How a Community College Grew the Number of Financial Aid Packages with Early Alerts and Coordinated Outreach

BACKGROUND

Holyoke Community College (HCC) is a public institution in Holyoke, Massachusetts, serving 3,700 students, 33% of whom attend full-time. They are designated a Hispanic Serving Institution.

KEY RESULTS

▶ **14%**
Increase in **completed financial aid packages** among newly enrolled students who received Navigate360 intervention

▶ **66%**
Of alert cases resulted in **financial aid intervention** and positive outcomes

OPPORTUNITY

Enrolled students missing out on valuable aid dollars

In Spring 2023, HCC admissions and financial aid staff discovered that only 53% of New Student Orientation attendees had a completed financial aid package. Of the students with incomplete packages or no FAFSA on file, many didn't know they were missing requirements or how to fulfill them. HCC lacked an alert system to notify students or financial aid staff of the missing items, causing many students to take financial aid issues to their advisors rather than a financial aid counselor, or to miss out on valuable aid packages altogether.

SOLUTION

A proactive approach to increasing the number of aid packages

Beginning in Summer 2023, HCC used EAB's Navigate360 to create alerts for students who attended Orientation and submitted the FAFSA but were still missing required items. Students were then connected with a financial aid counselor via Navigate360's Coordinated Care Network to help them complete their aid package requirements. The alerts also created case transparency so advisors and financial aid counselors could easily view ongoing student needs and track when cases were closed.

A **Coordinated Care Network** is a system of campus providers connected by technology to break down silos, improve information flows, and personalize student support.

TWO-PART IMPACT

Results that make "cents" and expand education access

1. By Fall 2023, HCC's Missing Aid Requirements alert drove a **14% increase in completed financial aid packages among newly enrolled students,** ensuring affordable access to education for more students. HCC's financial aid team is a top user of Navigate360 alerts and reporting capabilities, leading to greater transparency and improved coordination between financial services and campus partners.

2. Now, HCC's Financial Aid office is expanding their use of Navigate360 capabilities. Using surveys, they're reaching adult learners who may not be aware that they qualify for state-based financial resources. The **alert effectively reached 99%** of this group, enabling rapid follow up. HCC aims to broaden the alert's reach to ensure no student falls through the cracks due to financial barriers.

> "Previously, our financial aid counselors were often talking to upset students because we were reactive. And I think this has changed the way counselors are viewing their work because **now they're able to be proactive and the conversations are a lot happier.**"
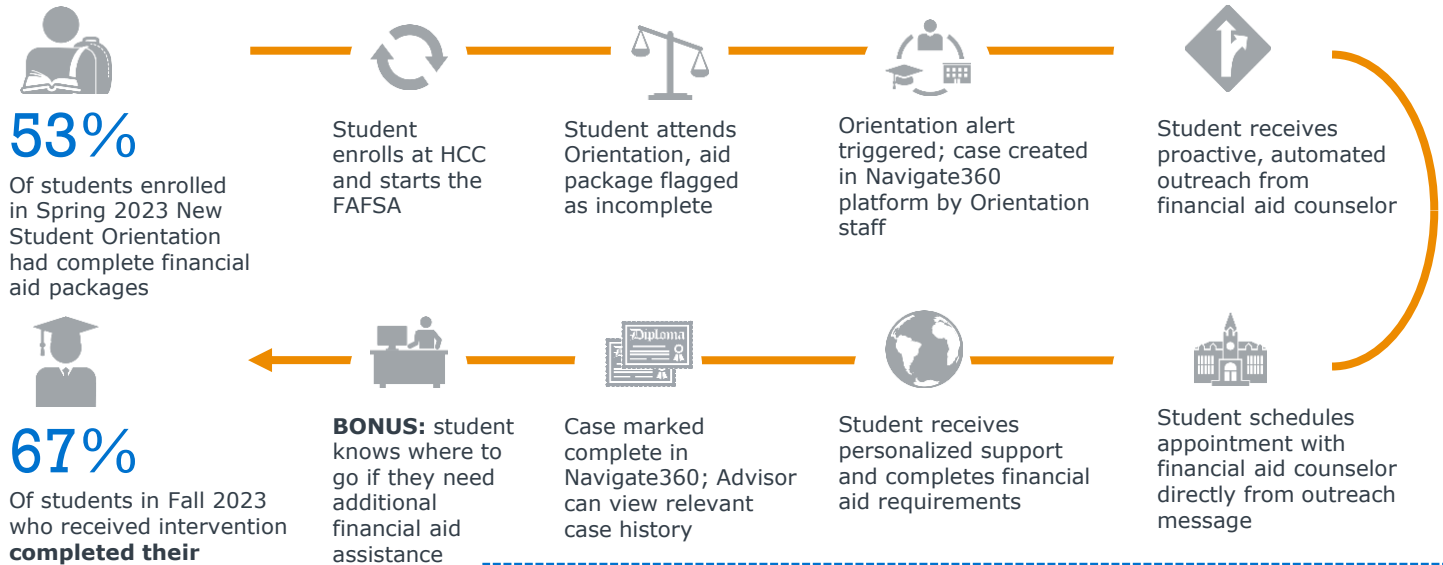
Kim Straceski
Associate Director of Financial Aid, Compliance, and Customer Service

Inside HCC's Coordinated Financial Success Initiative

HCC's tech-enabled approach to student support empowered Financial Aid, Admissions, and Advising to coordinate student support and move from a reactive to a proactive model of student care—ultimately providing a more personalized and equitable enrollment (and reenrollment) experience for students.

THE FINANCIAL AID CASE CREATION PROCESS: A PROACTIVE APPROACH

53%

Of students enrolled in Spring 2023 New Student Orientation had complete financial aid packages

Student enrolls at HCC and starts the FAFSA

Student attends Orientation, aid package flagged as incomplete

Orientation alert triggered; case created in Navigate360 platform by Orientation staff

Student receives proactive, automated outreach from financial aid counselor

67%

Of students in Fall 2023 who received intervention **completed their outstanding aid requirements**

BONUS: student knows where to go if they need additional financial aid assistance

Case marked complete in Navigate360; Advisor can view relevant case history

Student receives personalized support and completes financial aid requirements

Student schedules appointment with financial aid counselor directly from outreach message

### Financial Aid Alert Expands Tech Buy-in, Data Literacy Among Staff

100% Of **Financial Aid staff now use Navigate360** to reach and support students with missing aid requirements

## NAVIGATE360'S SERVICE-MINDED TECHNOLOGY HELPS STUDENTS RETAIN AND SUCCEED
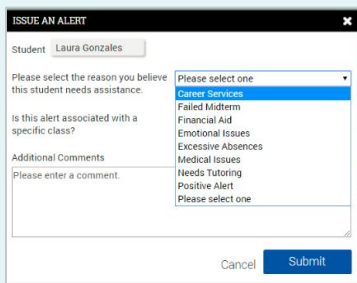
Early Alerts & Campaigns
- Alerts trigger a **case management workflow** to ensure timely intervention
- Navigate360 campaigns enable **personalized outreach at scale,** (now with AI-powered capabilities)
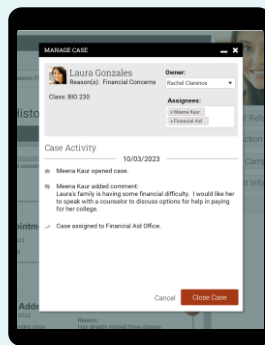
Cases and Reporting
- **Cases can be automatically assigned** to staff members or teams
- Navigate360's reporting tools identify students in need of support, **improving service delivery and staff efficiency** (now with AI-powered capabilities)
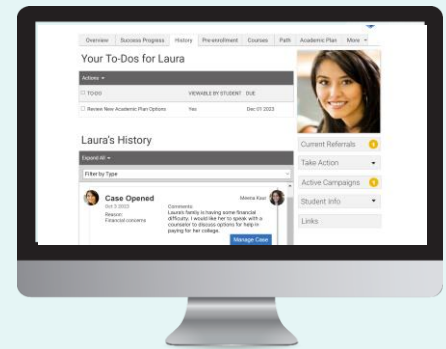
Shared Notes and Records
- Staff can leave notes ad hoc or complete **Appointment Summary Reports**
- Advisors and staff can see a **history feed of recent notes and case updates,** creating greater cross-campus transparency

Take the first step toward improving your student experience with a single technology solution.
Schedule a demo at eab.com/navigate360.