



Engage and Support Graduate Students at Every Step in Their Student Journey

How Navigate360 is Transforming Grad Student Success at Northern Illinois University

OPPORTUNITY

Northern Illinois University (NIU) in DeKalb, IL, utilized Navigate360, EAB's student CRM, to support undergraduates, but recognized that graduate students often face invisible administrative hurdles that are often overlooked. To reduce these barriers and support stronger outcomes, NIU expanded Navigate360 to graduate students, providing coordinated support systems to ensure their long-term success.

IMPACT

1,262
appointments
scheduled by grad
students in the first
year using Navigate360
for this population

12%
of NIU's Navigate360
student app users are
grad students,
commensurate with
overall enrollment

Personalized Grad Student Milestone Roadmap

Today, Navigate360 is iterated into critical phases of the graduate student experience. From the Huskie Intake Survey that prompts automated support to easy-to-follow Checklists of key To-Do's, grad students have on-demand access to essential information and proactive intervention that provides a clear, manageable path toward their success.

“Thanks to Navigate360 surveys, instead of saying ‘let us know if you want to meet,’ we can send a link that says, ‘**You told us you want to meet—here’s how to schedule.**’”

—Brandon Lagana, Coordinated Student Success and Retention Initiatives, Northern Illinois University

How Navigate360 Is Enhancing Graduate Student Success

Intake Surveys and Automations



Pre-matriculation survey captures students' needs—from tutoring to housing assistance—and **automatically connects them to relevant resources**

Caseload Management Tools



Advisors use campaigns to **engage students at scale**, while faculty—including grad student TAs—submit **progress reports** to easily raise concerns

Student Engagement Hub



Students leverage **self-service tools** like appointment scheduling, class schedule, and Study Buddies to access resources and connect with peers

AI-Powered Reporting



Student success leaders use natural language to quickly **visualize campaign results** (e.g., applying filters and in-system pivot tables), creating actionable reports in minutes

▶ *What's next:* NIU will roll out graduate student **Journeys**—pre-built, self-guided steps students complete—for key milestones like onboarding, connecting with a faculty mentor, and forming their dissertation committee

To see how Navigate360 supports graduate student success and schedule a demo, visit: eab.com/navigate360