

VCU's Ten-Year Partnership with Navigate360 Created a Student Support Model That's Built to Last

Large public research university in Richmond, VA, serving 21,835 undergraduate students

+9pp

increase in six-year graduation rate across their 10-year Navigate360 partnership

\$4.99M+

in tuition revenue safeguarded thanks to Navigate360-enabled interventions since 2015¹

3.4pp

decrease in the portion of students who earned a DFW since 2015

3yrs

of sustained 85%+ freshman retention, Fall 2022, 2023, and 2024

BACKGROUND

Virginia Commonwealth University launched their first Navigate360 advising campaigns in Fall 2014 to better identify and support students whose needs were less visible after the first year. When VCU shifted from faculty-based advising to full-time professional advisors in 2016, Navigate360 became the first shared advising platform across their decentralized campus. As VCU's needs evolved over the years, so did their use of Navigate360 to address them.

STRATEGY

VCU has steadily used Navigate360 to build a more mature, data-informed student success operation. What started with connected student data and personalized advising campaigns grew into early alerts, automated outreach, shared workflows, and clear visibility into intervention effectiveness. Faculty could flag concerns earlier. Advisors could see which students needed follow-up. Support teams could track whether students connected with support services. Each new layer gave VCU better information for the next one—making outreach more precise and less dependent on manual effort.

RESULTS

VCU's decade-long Navigate360 partnership has led to measurable gains across student success. Six-year graduation rates increased 9 percentage points, freshman retention has stayed above 85% for three years, and DFW rates have dropped 10.9 percentage points across five key courses. Advisor turnover fell from 20.46% to 6.48%, and coordinated support now spans 15+ offices across campus.

¹) Reflects four formally calculated intervention analyses. Actual impact across all Navigate360-enabled outreach is likely higher.

The progression of VCU's Navigate360 Partnership



Stage one

Pilot and early impact



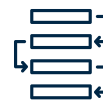
Stage two

Campus-wide shared advising platform



Stage three

Earlier support signals



Stage four

Advisor workforce stability



Stage five

Coordinated support across the institution

A Decade of Partnership, Shaped One Win at a Time

Navigate360 Expanded into a Campus-Wide Student Success Operating System



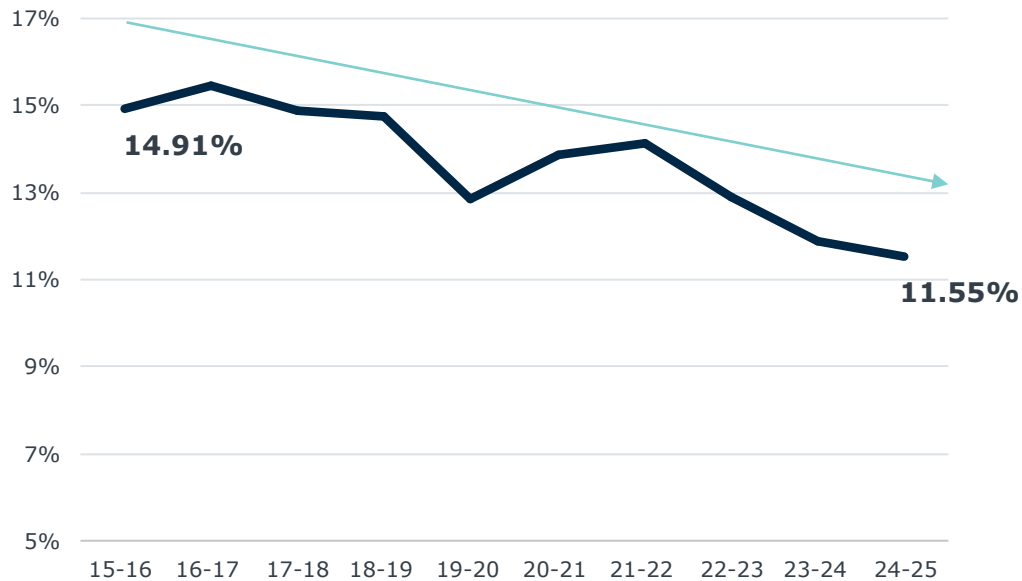
	Navigate360's role	Impact	What it unlocked
2014-2015 Pilot and early impact	VCU used predictive analytics and personalized campaigns in Navigate360 to improve persistence for priority student populations	+\$346K in tuition revenue by retaining 65 additional students in Spring 2015	Early campaign wins justified expanding Navigate360 usage across campus
2016 Campus-wide shared advising platform	All undergraduate advisors use Navigate360 as a shared system for student info , appointments, notes, referrals, and follow-up	One platform replaced siloed, fragmented support tools	A shared platform ensured faculty concerns went to the right advisor and ensured a clear system for follow-up
2017-2018 Earlier support signals	Faculty used early alerts and progress reports in Navigate360 to flag concerns and get students to advisors before issues escalated	2-5pp decrease in DFW rates in Fall 2017 early alert pilot courses	Earlier classroom signals helped VCU standardize advisor follow-up across colleges
2022 Advisor workforce stability	As VCU restructured advisor roles and compensation to reduce turnover, Navigate360 acted as a shared system to standardize and monitor outreach expectations across units	13.98pp decrease in advisor turnover CY22-CY25	Clear workflows and follow-up expectations allowed VCU to automate reminders, nudges, and next steps for students
2023-Today Coordinated support across the institution	VCU expanded Navigate360 beyond advising to connect academic, advising, financial, housing, career, and support data across campus. Teams can build precise outreach lists using a fuller picture of each student's needs and automate personalized outreach	350+ unique student categories built from shared data across 15+ campus offices	Connecting data across offices means outreach is now built on a more complete picture of each student than ever before

VCU's Proactive Model Improves Student Outcomes

Navigate360 Gives VCU Visibility Throughout the Entire Student Journey

More VCU Students Are Academically Successful

Share of undergraduates earning a DFW in at least one course, AY 2015-16 to 2024-25



-3.36pp

drop in **undergraduate DFW rates**
AY 2015-2025

-10.9pp

drop in DFW rates across **five gateway courses**
SP 2022-SP 2025

Students Get Support Before Issues Escalate

Navigate360's coordinated care network gives VCU advisors and staff in other support offices visibility into who needs follow-up, who has connected with help, and what happens next. The result is higher persistence, better grades, and the ability to spot patterns that inform future strategy.



Struggling students are noticed earlier

80%

progress report submission rate
Fall 2025



They know where they stand

66%

of students said Progress Reports helped them understand performance
Spring 2026



They're more likely to persist

16.6pp

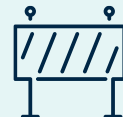
higher persistence for students with a negative alert who met with Support staff
Spring 2025 – Fall 2025



They're recovering academically

15pp

higher ABC rate for alerted students who attended advising
Fall 2024



Their needs are proactively identified

77%

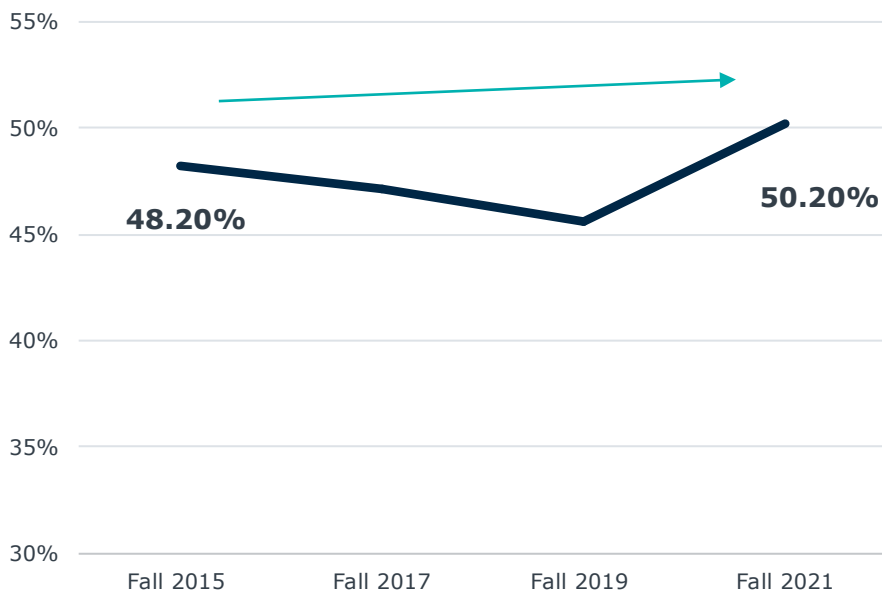
of unregistered students cited finances as an enrollment barrier
Fall 2025

The Impact of Campus-Wide Coordinated Care

VCU Is Helping More Students Make It to Graduation on Time

Academic Momentum Translated into Timely Graduation

Four-Year Graduation Rate for First-Time Freshman Cohorts Fall 2015 – Fall 2021



50.2%

four-year graduation rate for Fall 2021 cohort, **their highest on record**

2pp

increase in **four-year graduation rate** Fall 2015 - Fall 2021

3.9pp

decrease in the gap between first-year retention and four-year graduation Fall 2015 - Fall 2021

“

Navigate360 lets us be dynamic. We can react very quickly in small ways and big ways, and provide what our partners across campus need, which allows for such great collaboration.”

*Alison Steigerwald,
Director of Student Success Operations*

