EAB

Leveraging Technology to Transform Student Success and Data Management

2023 Case Study Compendium for Community and Technical Colleges

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For over a decade, EAB has been **the trusted technology partner** for 850+ higher education institutions nationwide, including hundreds of community colleges. As enrollment and retention pressures rise, it's critical to **modernize** and personalize the student experience, **unify** campus data for better decision making, and **automate** time-intensive processes to ensure every student interaction counts. This compendium showcases how our community college partners leverage EAB's student success and data technologies for transformative results in enrollment, retention, faculty engagement, reporting, and more.

🏛 NAVIGATE

Higher Ed's Leading CRM for Community Colleges

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Institution	Highlighted Result	Page

Edify
The Data Hub for Community Colleges

See the stories

▶

COMMUNITY COLLEGE

Navigate Interventions Lead to Increase in Advising Appointments and Much-Needed Funds for Students

Arapahoe Community College, Midsize Institution in Littleton, CO

- **About:** Arapahoe Community College, with three campuses and 9,600 students, is part of the Colorado Community College System. The three-year graduation rate is 20%.

- **Challenge:** Prior to partnering with EAB, Arapahoe struggled to gain traction with other early alert systems and faculty were wary of new student success technology. Departments and offices operated in silos, which led to uncoordinated and overwhelming communication to students. Advising appointments were also difficulty to manage and track, and advisors found it challenging to maintain their caseloads.

- **Solution:** Arapahoe introduced Navigate's early alert feature to streamline the process for faculty and ensure all student cases are properly triaged and addressed. Additionally, email and text message campaigns encourage students to schedule and attend advising appointments, lowering the no-show rate.

- **Impact:** The volume of early alerts increased 225% with Navigate compared to the previous system, which led to increased distribution of much-needed emergency funds. Following the outreach campaigns, the no-show/cancellation rate for advising appointments was just 7%.

Impact Highlights

225%
Increase in early alerts in Navigate vs. previous system

$9,641
Emergency fund dollars distributed due to early alerts

92.9%
Portion of advising appointments attended following nudging campaigns

Straightforward Triage Process in Navigate Ensures All Cases Are Addressed

Flaws in Pre-Navigate Early Alert System

- ✖ Faculty **passively issued alerts**, inconsistently across and within departments

- ✖ Email reminders were minimal, poorly timed, and **not actionable**

- ✖ Faculty were required to enter **redundant information** each time they issued an alert

- ✖ Faculty **didn't receive updates** after issuing an alert

- ✖ Early alerts **didn't generate trackable cases**

Navigate's Early Alerts

1 Outreach Coordinator issues **Progress Report**

2 Faculty Member submits **Early Alert**

3 Outreach Coordinator and Assistant Director of Advising triage and assign **Cases**

Assigned to Advisor
- Academic alert
- Student with few alerts

Managed Directly
- Personal alert
- Student with many alerts

Three contact attempts made within one week

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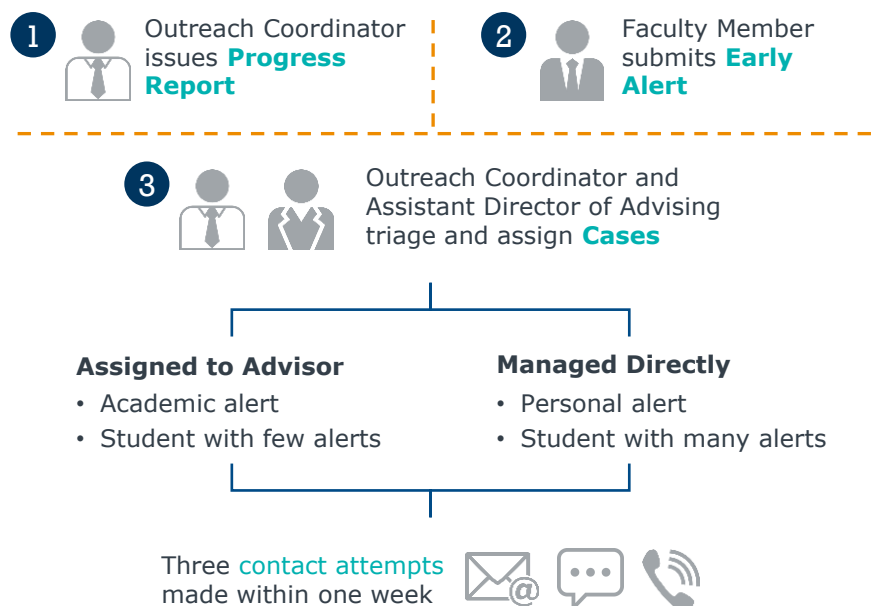
Increase in Early Alerts Directs More Money to Students Who Need It

Total Volume of Early Alerts

1,164 alerts

Navigate Pilot

Navigate Launch

+225%

361 alerts

Spring 2017   Fall 2017   Spring 2018
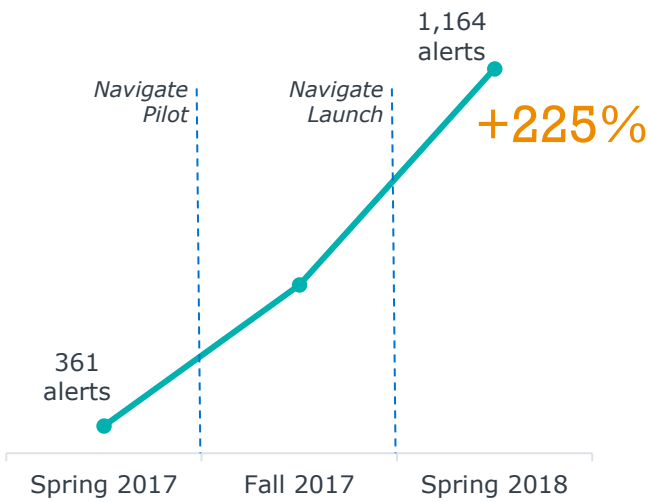
Emergency Fund Alerts and Utilization

49 alerts

$9,641
distributed

27 alerts

AY 14-15   AY 15-16   AY 16-17   AY 17-18

> "Using early alerts has raised my awareness of issues beyond the classroom. **I've found myself asking deeper questions about the student.** Is there a family or financial issue impeding their success? Would a minor homework extension help this particular student to succeed?"
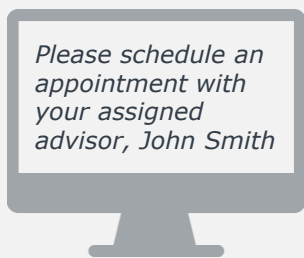>
> – Faculty Member

Registration Campaigns and Text Nudging Show Promising Results

1 **Fall Registration Email Campaign to All Currently Enrolled Students**

Please schedule an appointment with your assigned advisor, John Smith

2 **Text Nudging to Select Students**

Appointment reminder for general advising at 11:00 a.m.
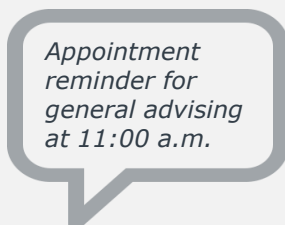
Students were **50% more likely** to keep their appointment when they received a text reminder

No nudge   **Nudge**

Kept appointment   *Missed appointment*   Kept appointment
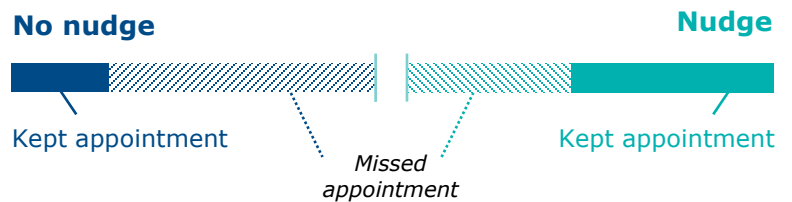
All Advising Appointments Scheduled Since March 2018

5,106
Appointments attended

92.9%
Portion of appointments attended
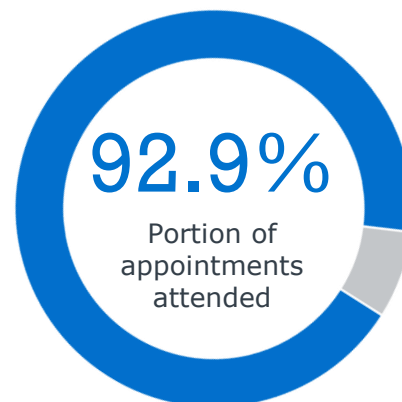
391
No-shows or cancellations

COMMUNITY COLLEGE

Leverage Faculty Partnerships and Technology to Address the Community College Enrollment Crisis

Pueblo Community College, Midsize Institution in Pueblo, CO

- **About:** Pueblo Community College (Pueblo) is a Hispanic-Serving Institution with over 5,000 students across three campuses. Approximately 70% of Pueblo's students are part-time, and 34% are first-generation.

- **Challenge:** Two years into the pandemic, Pueblo faced serious enrollment challenges. Higher-than-expected summer melt in Fall 2021 led them to investigate causes that could threaten future semesters. Cross-campus communication issues, limited access to faculty during summer, and a lack of buy-in to student success initiatives were among the most pressing contributors.

- **Solution:** Pueblo leadership identified a two-pronged approach to address their enrollment problem. First, they created clearer advising processes powered by Navigate. They also leveraged Navigate's student app to engage students throughout the advising process.

- **Impact:** Pueblo's initiative empowered faculty and staff to clarify their roles in the advising process, limit time spent on wrong-fit tasks, and develop mutually agreed upon strategies for more effective student care. The faculty progress report response rate—a measure of active use and collaboration with staff advisors—increased by 11.2% and faculty advising appointments increased 191% in the 2021-22 academic year. The new process increased student engagement as well, yielding a 42% increase in Navigate app usage across the same timeframe.

Impact Highlights

11.2%

Increase in faculty response rate to progress reports

191%

Increase in faculty advising appointments scheduled

Holistic Advising Model Empowers Staff & Faculty

Right-fit and shared responsibilities create an equitable partnership

Coordinated Efforts

- **Sync faculty calendars** so staff can set student/ faculty meetings based on real-time availability
- Monitor population health analytics and identify intervention opportunities
- Conduct early alerts and case referrals
- Collaborate on Success Coach Advisory Group to improve advising partnership

Staff Responsibilities

- **Serve as student's central point of contact**
- Message students through email or mobile directly from Navigate
- Create academic planning templates for students to chart out courses for multiple semesters
- Assist with course advising and non-academic needs

Faculty Responsibilities

- **Act as student's key resource for all major-specific needs**
- Use Progress Reports for seamless case management
- Create regular campaigns to encourage students to schedule advising appointments

Success Coach
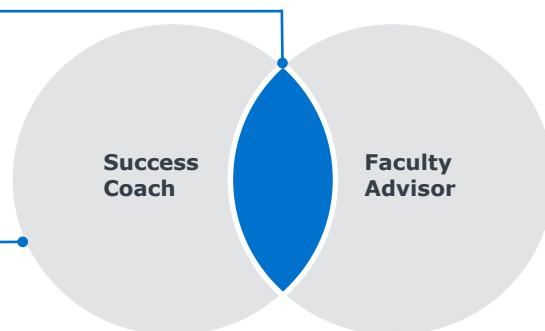
Faculty Advisor

Success Tip:

Pueblo started their Success Coach Advisory Group by having faculty and staff ask each other this question: **"what are 10 things you'd like me to know about your role?"**

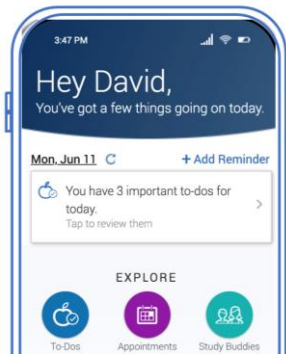# A Student-Centered, Tech Approach Powered by Navigate

Navigate Technology Enables Comprehensive Student Support

Tech Tools to Keep Students Connected to Campus and On Track
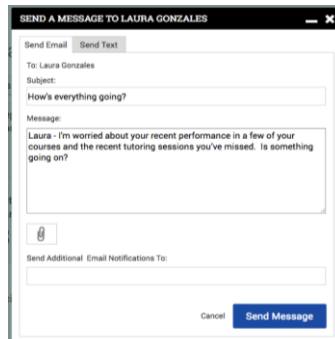
1
Student Mobile App

Customizable to-do lists walk students through onboarding, and help mitigate summer melt

2
Multi-Modal Communication

Reach students wherever they are via text, email, and phone calls

3
Ongoing Assessment

Use Navigate to explore data, discover pitfalls and enhance enrollment outcomes

Pueblo is performing an ongoing analysis of why students didn't re-enroll to improve retention efforts going forward.

> "Navigate is our mothership. It's where we note every decision made, why we did something, when we met with someone. The transparency and accountability [it provides] is a gamechanger."
> -Heather Speed, Vice President of Student Success

Navigate Equips Advising Partners to Engage (and Re-engage) Students

Pueblo has set the stage to increase the number of applicants who successfully matriculate each term—and to re-engage the students they previously lost to melt—by strategically focusing efforts on Navigate utilization and more equitable advising partnerships between faculty and staff. **Pueblo is also deploying an "applied-to-enrolled" automated campaign through Navigate to stay connected to students and decrease enrollment barriers.**

Navigate Facilitates Holistic Advising Among Pueblo Faculty*

1,275%
Increase in faculty providing real-time availability

191%
Increase in faculty advising appointments

11.2%
Increase in faculty progress report response rate

116%
Increase in use of appointment campaigns

Data represents increase between 2020-21 and 2021-22 academic years

How Forsyth Tech Enhanced Retention and Streamlined Student Success Initiatives with Navigate

Forsyth Technical Community College, Large Institution in Winston-Salem, NC

- **About:** Forsyth Technical Community College is a public community college in Winston-Salem, North Carolina serving over 10,000 students. About 50% of Forsyth Tech's students attend part time and 34% of their students are Pell Grant recipients.

- **Challenge:** Forsyth Tech struggled with low retention, and their student success platform limited their ability to truly engage students and provide holistic support. The platform's implementation process had been cumbersome, and they were unsuccessful in achieving strong utilization from students, faculty, or staff.

- **Solution:** Forsyth Tech established a workgroup of campus leaders from diverse areas to choose a new student success partner. They chose Navigate because of its 1) ease of use, 2) comprehensive communications tools, 3) student-facing mobile app, 4) integration with their existing systems, and 5) 360-degree support from their Navigate implementation team.

- **Impact:** With Navigate, Forsyth Tech experienced positive outcomes in terms of both utilization and retention. In the first academic year after launch, they saw a 14% higher retention rate among students who attended advising appointments compared to those who did not. Forsyth Tech's faculty progress report response rate increased 20%, and student app usage increased by 432% within one year.

Impact Highlights

14%
Higher retention among students who attended advising appointments vs. those who did not

432%
Increase in total new and returning users logging into the student app within one year

Turning Tech Frustration into Campus-Wide Buy-In with Navigate

Forsyth Tech Developed Strategies to Train, Demonstrate, and Reinforce Navigate Use

Strategies to Create Student Buy-In

✓ Students are advised to download Navigate at registration, through email, or in their first advising appointment

✓ Advisors use Navigate's Academic Planning module to help students build their course plan during advising sessions

✓ Forsyth Tech Peer Advisors assist students with registration directly in Navigate

17 percentage points
Increase in Navigate App Return-User Logins
(*From year 1 to year 2*)
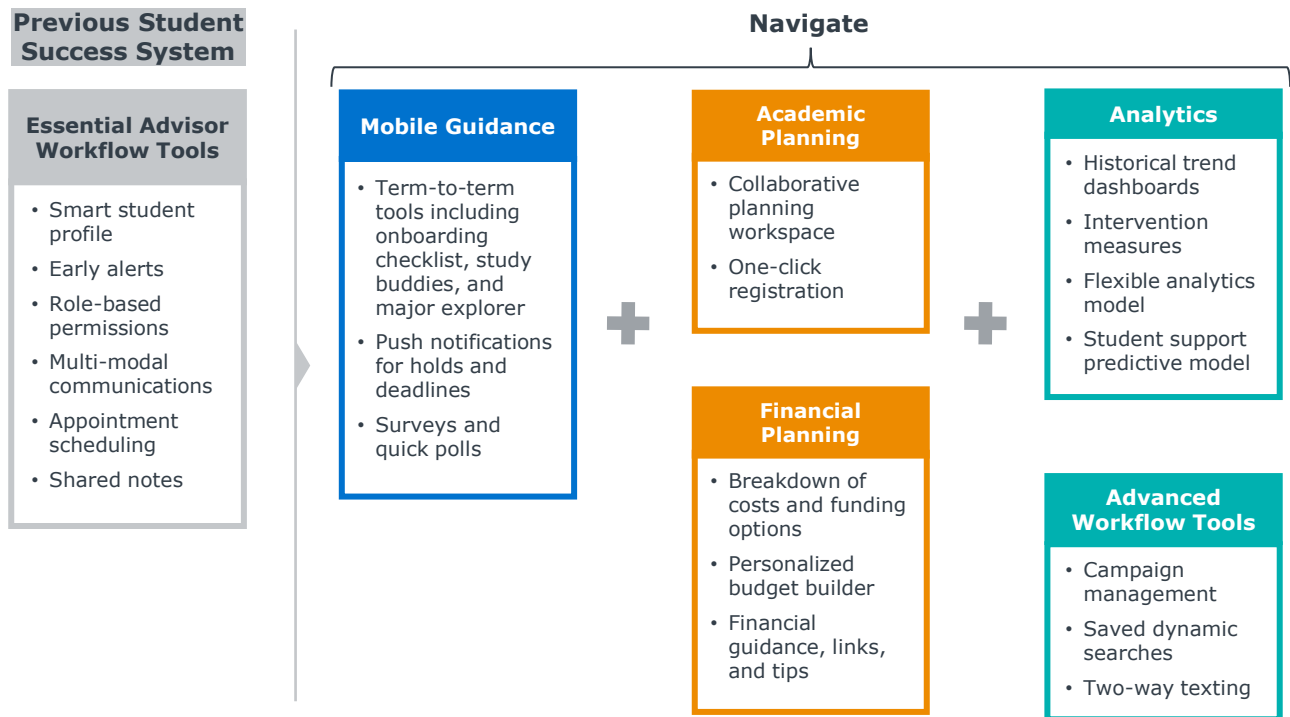
Strategies to Create Staff & Faculty Buy-In

✓ Student success workgroup held a series of "campus roadshows"

✓ "Refresher" Navigate trainings offered each semester; versioned for different campus units

✓ 1:1 consultations and use-case specific trainings (examples: how to use Quick Polls, Early Alerts, Multi-modal communication tools)

✓ EAB's support team provided support both during and after implementation

20 percentage points
Increase in Faculty Response Rates
(*From year 1 to year 2*)

Navigate Provides the Most Comprehensive Tech-Enabled Student Support

Extending Forsyth Tech's Reach and Insight Beyond the Basics

Previous Student Success System

Essential Advisor Workflow Tools

- Smart student profile
- Early alerts
- Role-based permissions
- Multi-modal communications
- Appointment scheduling
- Shared notes

Navigate

Mobile Guidance

- Term-to-term tools including onboarding checklist, study buddies, and major explorer
- Push notifications for holds and deadlines
- Surveys and quick polls

Academic Planning

- Collaborative planning workspace
- One-click registration

Financial Planning

- Breakdown of costs and funding options
- Personalized budget builder
- Financial guidance, links, and tips

Analytics

- Historical trend dashboards
- Intervention measures
- Flexible analytics model
- Student support predictive model

Advanced Workflow Tools

- Campaign management
- Saved dynamic searches
- Two-way texting

Better Tech Empowers Students to Stay on Track

Advising Appointments Scheduled via Navigate Campaigns Tied to Higher Success Outcomes

> Navigate planning and registration is a great tool to help students 'see' their pathway to degree completion, and the visual encourages persistence. **It is amazing to watch how accomplished the students feel when they register themselves."**
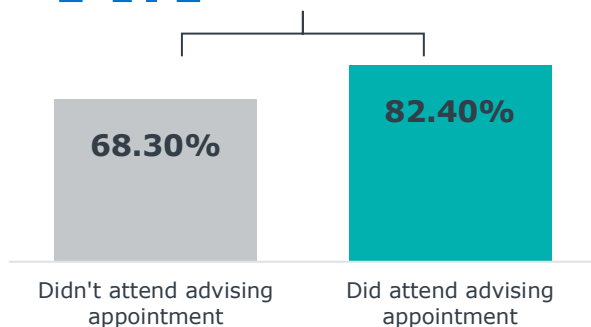>
> **-Forsyth Tech staff member**

Advising Appointments are a Key Factor in Reenrollment

Navigate Campaigns Make it Easy for Advisors to Efficiently Schedule Appointments with Their Student Caseload

Forsyth Tech COMMUNITY COLLEGE

14.1 Percentage-point higher reenrollment rate

68.30%	82.40%
Didn't attend advising appointment	Did attend advising appointment

$50K Tuition revenue attributed to higher courseloads

Students who attended advising appointments scheduled via Navigate campaigns registered for **.44 more credits on average** compared to those who did not attend appointments, totaling $50K in tuition revenue

Eliminating Barriers to Onboarding and Making Academic Planning More Accessible for Students

Germanna Community College, Midsize Institution in Locust Grove, VA

- **About**: Germanna Community College (GCC), part of the Virginia Community College System (VCCS), has 7,207 credit-earning students, a 68% retention rate, and a 37% graduation rate.

- **Challenge**: Prior to VCCS's system-wide implementation of EAB's Navigate, GCC struggled with a muddled onboarding process that left students confused and inefficient advising that didn't focus on long-term academic planning. In the words of GCC's Assistant Dean of Student Development, "Students were more confused than they were educated."

- **Solution**: GCC automatically provides all student applicants with access to Navigate as a checklist for onboarding. GCC also integrated Navigate's Academic Planning tool into its freshman orientation course, allowing students and advisors to easily collaborate on academic plans across students' first term and beyond.

- **Impact:** GCC's applicant-to-enrollee rate increased by 14.5% in one year. Additionally, students with an academic plan in Navigate enroll in 3.4 more credit hours per semester on average and are 12.7 percentage points more likely to persist, equating to a combined $507,770 in additional and preserved tuition revenue each semester.

Impact Highlights

14.5%
Increase in applicant-to-enrollee conversion rate after launching Navigate

$507,770
Additional and preserved tuition revenue in one semester

With Technology-Enabled Onboarding, More Applicants Are Enrolling

Navigate Helps Remove Barriers to Enrollment and Reduce the Burden on Students

BEFORE NAVIGATE

Students expected to be proactive, intuiting next steps in the process

- Applicants must complete multiple steps, like FAFSA and tuition payment, **without clear guidance on timing**

- Required steps to enroll are often **confusing for first-time applicants**

- No easy way for students to find the right person to **ask for help**

- Students often had to **wait hours** at the advising office to meet with their advisor

AFTER NAVIGATE

Advisors use Navigate outreach campaigns to help applicants make appointments, pacing key onboarding steps

- One day after applying, students receive **instructions to log into Navigate** and access a prioritized to-do list

- Advisors use **campaigns** to help applicants schedule time to discuss onboarding steps

- Students can easily **identify and contact their assigned advisor** in Navigate

- Students schedule advising appointments in Navigate and **check in using Navigate kiosks,** cutting wait times

SEEING AN IMPACT

Applicant-to-enrollee conversion rate before and after using Navigate to improve onboarding

+14.5%

18.0% — Spring 2019 (Before Navigate)

32.5% — Spring 2020 (After Navigate)
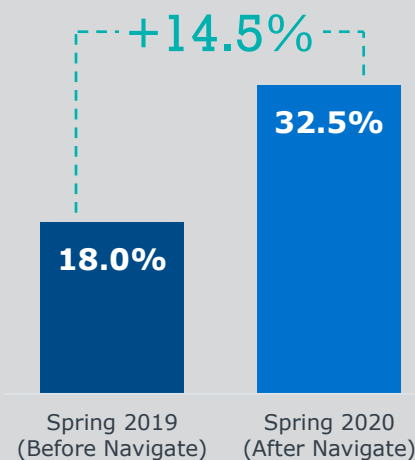
A More Intuitive, Long-Term Approach to Academic Planning

Academic Planning Workspace in Navigate Allows Students and Advisors to Easily Work Together
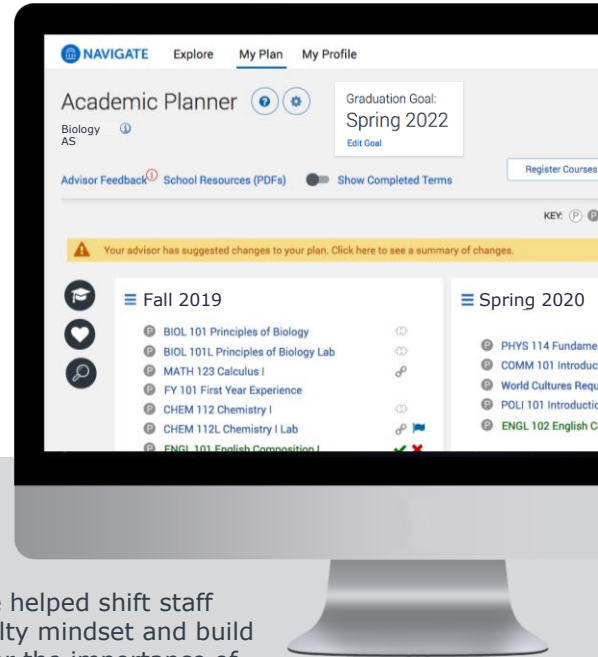
BEFORE NAVIGATE

Difficult to track plans, duplicating work each semester

- Students complete a **pen-and-paper plan** while meeting with their advisor
- Students often lose this document and have to **start over every semester**
- Advisors had **no standardized way to store notes** or documents

AFTER NAVIGATE

Long-term planning that supports collaboration

- Students **build a multi-term plan in Navigate** during their freshman orientation course
- Advisors can **access, share feedback, and approve** plans directly in Navigate
- Both students and advisors can review and adjust plans **in future semesters**

KEYS TO SUCCESS

Before launching Navigate, leadership worked with faculty to ensure curriculum info was accurate and complete

GCC partnered with EAB to host Navigate trainings for all advisors and faculty, starting with basics

Navigate helped shift staff and faculty mindset and build buy-in for the importance of simpler academic planning

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Improved Academic Planning Process Pays Off

Fall-to-Spring Reenrollment Rate
Based on Whether or Not Students Created an Academic Plan in Navigate

+12.7
percentage points

69.8% — Didn't create a plan in Navigate

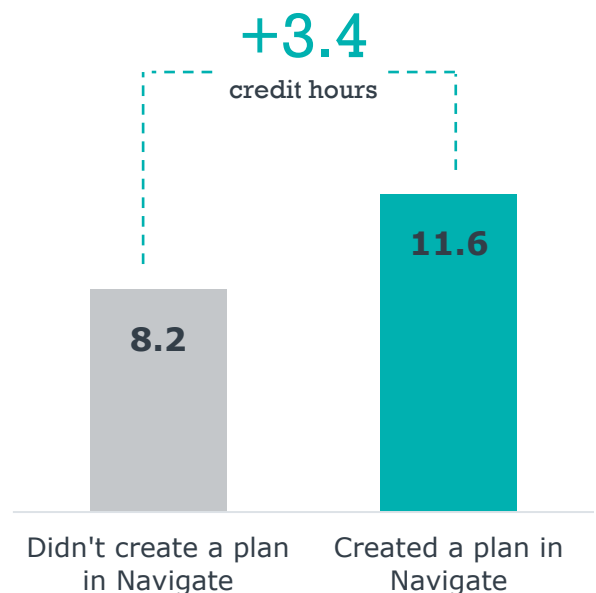**82.5%** — Created a plan in Navigate
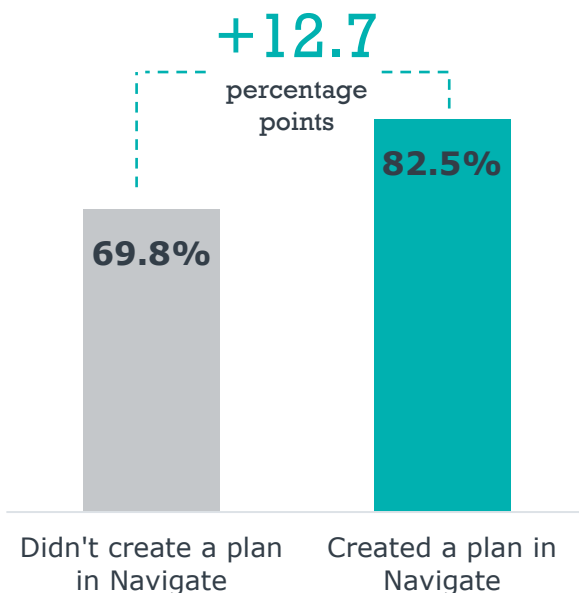
$173,450
Tuition revenue for one semester from 91 additional reenrolled students

Average Credit Hours Per Semester
Based on Whether or Not Students Created an Academic Plan in Navigate

+3.4
credit hours

8.2 — Didn't create a plan in Navigate

11.6 — Created a plan in Navigate

$334,320
Tuition revenue for one semester from 585 students with higher course loads

COMMUNITY COLLEGE

Automating Admission Process Eliminates Common Enrollment Barriers

Mt. Hood Community College, Large Institution in Gresham, Oregon

- **About:** Mt. Hood Community College (MHCC) is a public community college with over 33,000 students across three campuses. The six-year graduation rate is 21%.

- **Challenge:** Prior to fall 2017, 68% of students were lost between application and registration. This high attrition rate was due to a number of outdated workflows. The college's admission process was manual, tedious, and lacked coordinated processing, which resulted in delayed application review and student ID generation.

- **Solution:** In 2015, MHCC leadership cleared up an IT backlog and transitioned new leadership into key roles. A year later, MHCC partnered with EAB to address their admission workflow, automate their enrollment process, and instill a student success culture across campus.

- **Impact:** As a result, the turnaround time for acceptance dropped to less than two hours, and MHCC saw a 3% increase in percentage of applicants who registered within three days.

Impact Highlights

3%
Increase in percentage of applicants who register within three days

<2hrs
Turnaround time for acceptance to Mt. Hood, vs. 72 hours in fall 2015

Overview: Creation of A Shared Student Success Vision

How MHCC Is Transforming Their Culture Year After Year

1 Revealing campus blind spots

EAB and MHCC leadership examined the onboarding process and determined that the ID provision was the biggest roadblock—and opportunity for improvement.

Leadership met with internal staff to look into the "ins" and "outs" of the admission process from the student perspective.

2 Forming cross-department teams

To build momentum and increase shared knowledge across departments, MHCC created teams from Admissions, IT, Records, and Registration based on:

- Experience
- Scope and magnitude of project
- Complementary skill sets

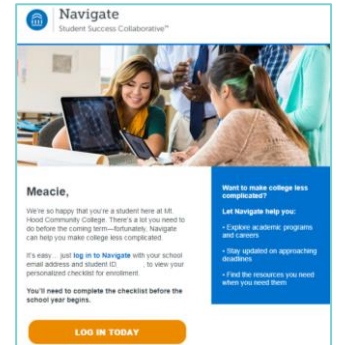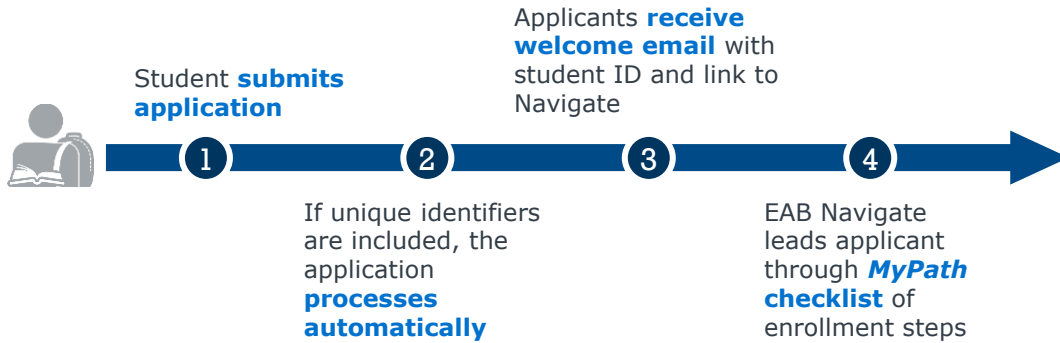### 3 Utilizing data to drive institutional change

In order to gain buy-in and break silos, the project manager used data as a "teaching moment" to improves the process and empower staff. This enabled MHCC to identify areas where they could automate and increase staff capacity for more essential tasks.

eab.com

Empowered by Data to Coordinate the Admission Process

*Immediate Electronic Notifications Allow Students to Enroll Right Away*

The Navigate Admission Process

Student **submits application**

Applicants **receive welcome email** with student ID and link to Navigate

Total Time: <2 Hours

1 → **2** → **3** → **4** →

If unique identifiers are included, the application **processes automatically**

EAB Navigate leads applicant through *MyPath* **checklist** of enrollment steps

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Quick Acceptance Motivates Students to Continue Through to Registration

Percent of Applicants Registered Within Three Days of Acceptance

- 2015: 7.9%
- 2016: 9.3%
- 2017: 11.0%

Gains achieved in collaboration with Navigate
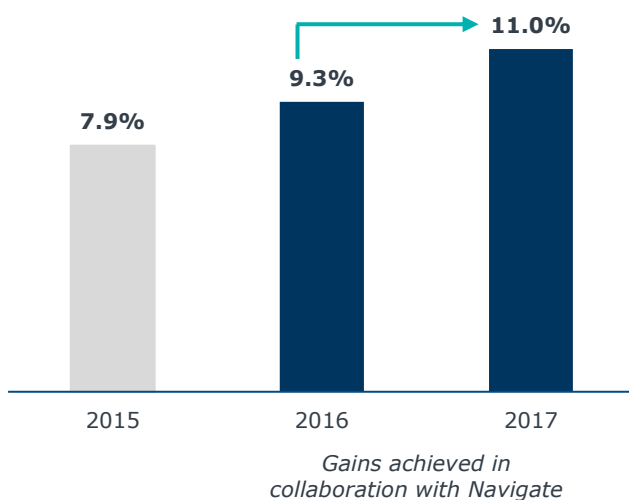
MyPath **Checklist Supports Thoughtful Decision-Making**
Sample Questions

- ☑ What major do you want to pursue?
- ☑ What are your goals coming to college?
- ☑ What are you good at? What do you care about?
- ☑ What other responsibilities do you have outside of school?

Results After the First Year

11%
Fall applicants registered within three days of application, compared to 7.9% in 2015

90%
Of applicants receive an ID, welcome letter, and Navigate login within two hours

> " I Love Navigate! It gives students tons of information at their fingertips without the need to dive deep into our website to try to find what they need to know.
>
> -Project Team Member "

Clear Pathways and Course Guarantees Allow Students to Plan Ahead

Cerro Coso Community College, Midsize Institution in Ridgecrest, California

- **About:** Cerro Coso Community College (Cerro Coso) is a rural school with an enrollment of over 5,000 students across five campuses. 60% of Cerro Coso students are enrolled part-time.

- **Challenge**: In several surveys, students were expressing dissatisfaction with the college due to the high number of cancelled classes. The applicant conversion rate was below 45%, and students who enrolled favored online classes over in-person classes.

- **Solution:** Cerro Coso leadership launched a college-wide initiative for pathway redesign and long-term scheduling. Navigate set the transition in motion and enabled the college to complete critical pathway components before launching the technology to students.

- **Impact:** The improvements helped Cerro Coso achieve a 16% increase in applicant conversion, resulting in $524k in additional enrollment fees in fall 2017.

Impact Highlights

16%
Increase in applicant conversion rate from fall 2015 to 2017

$524K
Additional enrollment fees from enrolling a greater proportion of the total applicant pool in fall 2017

Navigate: A Catalyst for Faculty Engagement and Rapid Pathway Progress

2014 **2015** **2016**

Faculty Exposure to Navigate

▶ *Used Navigate as a Carrot for Pathway Redesign*

Created an eagerness for implementation and a willingness to complete the pathway redesign work in a timely manner.

Meta-Major Mapping

▶ *Eased Faculty in with a "Phase 1" Approach*

Allowed faculty to ease into the pathway redesign process and garnered increased buy-in for the project.

Pathways and Schedule Redesign

▶ *Highlighted the Benefits of Long-Term Scheduling*

Provided faculty with a sense of stability and predictability, making them even more motivated to participate in the pathway redesign.

Navigate Launch

▶ *Provided Students with Full Visibility into New Pathways*

Allowed Cerro Coso students to drag and drop classes for multiple terms and design their ideal program pathway.

Key Considerations for Faculty Engagement

New Scheduling Process Creates Guarantees for Students

Previous Scheduling Process

Create schedule for **one semester**

↓

Review enrollment levels and evaluate against breakeven points

↓

Cancel classes below enrollment threshold
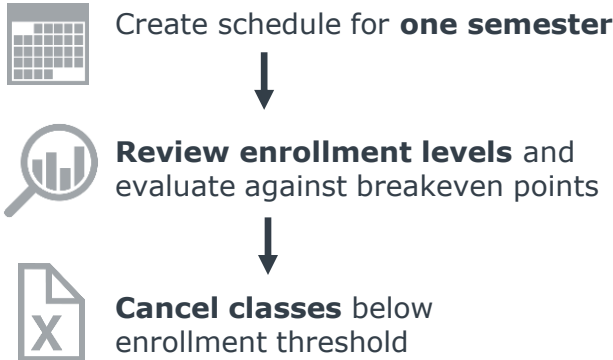
Current Scheduling Process

Create schedule for **four semesters**

↓

Guarantee classes regardless of enrollment levels

New program maps highlight guaranteed courses by campus and term offered
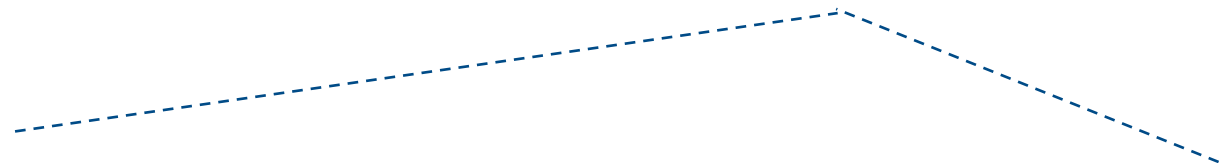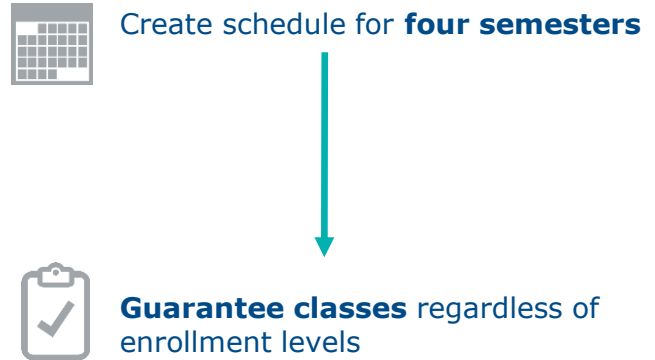
Psychology Associate in Arts Degree for Transfer (AA-T)

- This program consists of classes offered at Ridgecrest/IWV, KRV Lake Isabella, ESCC Bishop & Mammoth Lakes, and CC Online.
- Courses do not have to be completed in the order listed, except for listed prerequisites.
- It is expected that the student will have completed MATH C053 or C055 and ENGL C070 or the equivalent before attempting this major.

Courses - Complete the following courses	Ridgecrest/IWV				KRV Lake Isabella				ESCC Bishop				ESCC Mammoth				CC Online			
	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2016	Spring 2017	Fall 2017	Spring 2018
MATH C121 (4 Units) Prerequisite: MATH C053 or C055	■	■	■	■		■		■	■		■			■		■	■	■	■	■
or MATH C121H (5) Prerequisite: MATH C053 or C055	■																			
PSYC C101 (3)	■	■	■	■	■		■		■		■		■		■		■	■	■	■
or PSCY C101H (4) Prerequisite: ENGL C070	■																			
PSYC C271 (3) Prerequisites: MATH C121																		■		■

Student-Centered Design Increases Enrollment and Improves Student Experience

15.6% Increase in Applicant Conversion Rate

44.7% — 2015

60.3% — 2017
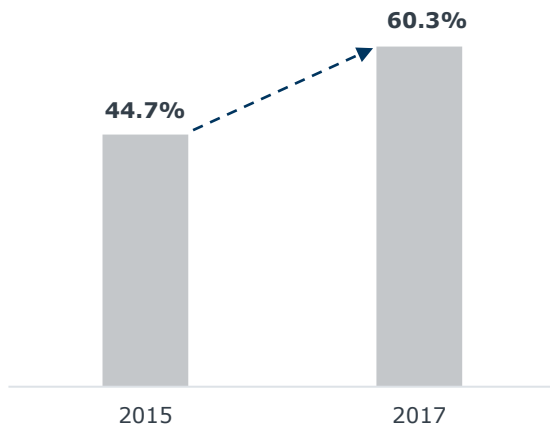
"I love, love, love being here. There are tons of services here and **for a small campus I am still able to get the classes I need** by planning ahead."

"**I love all of the improvements** my college is making!"

"CC offered a class with only 4 of us because we needed it for our major. That would never have happened at my previous college. **I will graduate on time now**."

- Cerro Coso Students

EAB

Navigate's Academic Planning with One-Click Registration Helps Increase Student Credit Hours and Grow Revenue

Broward College, a Large Public State College in Fort Lauderdale, FL

- **About:** Broward College enrolls 38,976 undergraduate students, primarily in associate's degree programs. The graduation rate is 31%.

- **Challenge:** Broward's five-year institutional strategic plan includes the goal of increasing the number of credentials earned by 10%. In order to accomplish this goal and graduate more students, Broward College sought a solution to help students create long-term academic plans and encourage them to take an additional course each semester.

- **Solution:** Broward initially launched Navigate's advisor and student-facing platforms in 2017. They added Academic Planning functionality two years later. They planned to launch Navigate's one-click registration in May 2020, but students' urgent needs during the pandemic prompted leadership to launch one month early. These tools have greatly improved the efficiency of course planning at Broward and provided essential accessibility and collaboration during virtual operations.

- **Impact:** Students who built a plan and registered within Navigate took an average of 2.09 more credit hours than their peers who didn't register in Navigate. Across 4,744 students who registered in Navigate, this amounts to $1,169,965 additional tuition dollars in one semester.

Impact Highlights

+2.09

Higher average credit load per semester for students who registered in Navigate over those who didn't

$1,169,965

Additional tuition revenue for one semester from higher credit load

Broward Working Toward a Long-Term Strategic Goal

2017–2022 Strategic Goal: Increase the number of credentials earned by 10%

1 Encourage students to take **one more** course each semester

Guidance from Navigate Strategic Leader:
Cohort data shows that students with an academic plan take higher average course loads

2 Improve spring-to-fall **reenrollment rate**

Guidance from Navigate Strategic Leader:
Cohort data shows that students with an academic plan are more likely to reenroll

3 Provide more **holistic**, career goal-oriented advising

Guidance from Navigate Strategic Leader:
Our research shows that a digital workspace for planning frees up time in meetings for deeper conversation

Broward's Navigate Partnership

Laying the Groundwork for Holistic Student Support Prior to—and During—the Pandemic

Spring 2017
Launched Navigate **advisor platform** and **student-facing app**

March 2019
Launched Navigate **Academic Planning**

Pandemic: transition to virtual operations

April 2020
Launched Navigate **one-click registration** (one month *earlier* than planned to support reenrollment efforts for Summer and Fall during the pandemic)

New Advising Workflow Delivers Informed, Customizable Academic Plans

Navigate Standardizes Plan-Building for Advisors and Makes Registration Easy for Students

1 Broward Staff Build Plan Templates in Navigate	**2** Advisors Pre-load Plan Templates	**3** Students Review and Accept Plan and Register

Broward referenced existing Guided Pathways-based static degree plans to **build dynamic plan templates** in Navigate

Leadership trains advisors on a **strict Navigate workflow** that is informed by their Navigate Strategic Leader

Advisors **pre-load plan templates** based on student's major, with separate templates for undeclared students

Plan templates are intentionally designed to encourage students to take the **necessary credit load for timely graduation**

Students adjust and **personalize their pre-loaded plan**, selecting electives and adjusting based on course timing preferences

After accepting their plan, students **register for courses directly in Navigate**

Existing Guided Pathways-based static PDF degree plans translated easily into dynamic Navigate plans

Navigate's Academic Planner and one-click registration allow students to build their course schedule and register within one platform

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Students Who Use Navigate Take More Credit Hours Each Semester

Average Credit Hours per Semester[1]

+2.09 credit hours

8.44 — Did not register for at least one course in Navigate

10.53 — Registered for at least one course in Navigate

4,744 — Students who registered for at least one course in Navigate

✕

$118 — Cost of one in-state credit at BC

✕

2.09 — More credit hours per student each semester, on average

=

$1,169,965
Additional tuition revenue for one semester

1) A component of this credit hour trend may be result of correlation rather than causation. A student who takes steps to complete an academic plan may be more likely to opt into a higher credit load than their peers.

TECHNICAL COLLEGE

Milwaukee Area Technical College Closes Equity Gaps With Retention Grants and Process Innovations

Milwaukee Area Technical College, Large Vocational-Technical College in Milwaukee, WI

About: Milwaukee Area Technical College (MATC) is a public two-year vocational-technical college serving 25,000+ students. Their Fall 2021 fall-to-spring persistence rate for first-time degree-seeking students is 65%, and 55% of all enrollees during AY21 self-identified as students of color.

Challenge: In Fall 2021, MATC found that registration holds and small account balances were creating persistence barriers for thousands of students. These barriers disproportionately impacted first-generation, low-income, and underrepresented minority students. MATC partnered with EAB's Moon Shot for Equity initiative to eliminate equity gaps in retention and ultimately graduate more students.

Solution: In Fall 2021, MATC activated a cross-departmental Retention Grants Team to develop and deploy a program that would incentivize students close to graduation to register for the following term. A Hold Reform team also worked to improve persistence outcomes by eliminating the deregistration process, removing a registration hold based on low account balance, and providing one free transcript despite an unpaid account balance.

Impact: 1,586 students were awarded micro-grants. The recipients persisted at a 10% higher rate than the general student population from Fall 2021 to Spring 2022. Further, an additional 467 students were able to register when MATC eliminated the registration hold.

Impact Highlights

10 percentage points
Higher persistence rate for grant recipients compared to the general student population

$1M
Dollars originally committed to providing micro-grants to all eligible students in year one during the pandemic; $150k raised so far to sustain the program in the future

Building the Retention Grant Program

Proactive Retention Initiatives Take a Campus-Wide Approach

15-stakeholder Retention Grants Team formed, with **faculty, staff, students, and alumni** represented

Developed **criteria:** students who demonstrated **"momentum to graduate"** and were **in good standing**

Awarded grants to **1,586** students identified as eligible

Team **trained on Navigate** platform

Committed **$1M** in seed funding to offer **$300 grants to all eligible students**

1,039
Students pre-registered for the Spring 2022 semester after receiving a grant

eab.com

Align Retention Grant Programs with Proactive Hold Resolution Initiatives

Reducing Barriers Through Process Innovation

Through their Moon Shot partnership with EAB, MATC identified other opportunities to address equity gaps, including several innovative hold resolution initiatives. In 2021, they performed a hold audit and discovered that 12,551 students registered at the last minute—within one week of classes beginning and up to two weeks after the semester began. This information was used to establish a correlation between late registration, course success, and academic suspension. In addition, 7,696 students were identified as having a hold on their accounts for tuition and/or fees. For those students with a balance of less than $200, the hold was removed, allowing them to register.

1 **Eliminated Deregistration List**

Implemented payment plan options for currently enrolled students with a balance

2 **Increased Bursar Threshold**

Raised the account threshold from a balance greater than $0 to balance greater than $200

3 **Restructured Academic Suspension Hold**

Created cross-divisional work team to address this hold and ensure students were receiving academic support rather than penalization

4 **Discontinued Transcript Holds**

Provided one free transcript to all students that completed regardless of outstanding balance

467
Additional students able to register for classes when one hold was eliminated from their account

Improved Transfer Pathways Through MOU Partnerships

In addition to the micro-grant and registration hold initiatives, MATC deepened their Transfer Pathways partnership with University of Wisconsin-Milwaukee (UWM). With guidance and support from the Moon Shot team, MATC and UWM addressed 1) confusing program information, 2) lack of formal data sharing, 3) unclear credit articulation, and 4) excess credits due to curricular variance.

Transfer Pathways Improvement Goals

Eliminate credit loss and excess credits through **curriculum realignment**

Develop **co-branded marketing** materials to promote the program

Perform **website audits** to ensure program information is accurate

Enable **data-sharing between advisors** through a Memorandum of Understanding

Restructure **academic pathways** based on student interest

Increase number of **underrepresented students transferring** from MATC to UWM

> **Breaking down barriers to help students persist**—and ultimately graduate or transfer—is central to our mission of transforming lives and the community we serve. We are pleased by these initial results and look forward to continued work to eliminate equity gaps by 2030."
>
> *Dr. Mohammad Dakwar, Vice President, Learning, Milwaukee Area Technical College*

Making LMS and SIS Data Accessible and User-Friendly in Record Time

El Camino College, a Member of the California Community College System

- **About**: El Camino College (ECC) is a large public community college in Torrance, CA with 20,400 students.

- **Challenge:** ECC wanted to create an integrated data source for Learning Management System (Canvas) and Student Information System (Colleague) data. Neither platform offered access to data in a digestible format. Conflicting and confusing coding systems in the LMS and SIS made it challenging for leaders to use data for strategic enrollment management and diversity, equity, inclusion, and access (DEIA) initiatives.

- **Solution:** ECC used Edify's automated higher education data model to combine and standardize data from Canvas and Colleague in only two months. Edify matches fields automatically, even if they are coded differently within and between systems and platforms. EAB's data experts used ECC's standardized data to produce dashboards that allow decision-makers to view and act quickly on trustworthy SIS and LMS data to examine enrollment and registration metrics.

- **Impact:** ECC now has access to a unified student record based on clean, reliable data. With standardized, governed data from Colleague and Canvas available in a single location, decision-makers can consult rich dashboards to investigate registration trends, credits, and LMS usage metrics.

- **Future Impact**: ECC plans to integrate data from their CRM and their Starfish Student Success Platform, creating a more holistic and accessible data model.

Impact Highlights

2

Months from project initiation to implementation

"

Edify is transforming how we look at data and will provide us with the Strategic Enrollment Management and DEIA dashboards we need to **solve our biggest challenges.**"

—Loic Audusseau, Chief Technology Officer

Using EAB's Edify to Merge SIS and LMS Data Automatically

Edify Standardizes Confusing, Duplicative Codes to Create a Unified, Useful Student Record

Colleague-Student Information System

STC_PERSON_ID	PERSON_LAST_NAME
PERSON_BIRTH_DATE	STC_TERM
CS_STUDENT_ID	PERSON_EMAIL

Canvas-Learning Management System

pseudonym_dim_id
pseudonym_dim_last_login_at
pseudonym_dim_last_request_at

Edify Data Model

EDIFY RECORD

- last_name
- birth_date
- campus_email
- lms_id
- latest_lms_login_date
- latest_admit_term_id
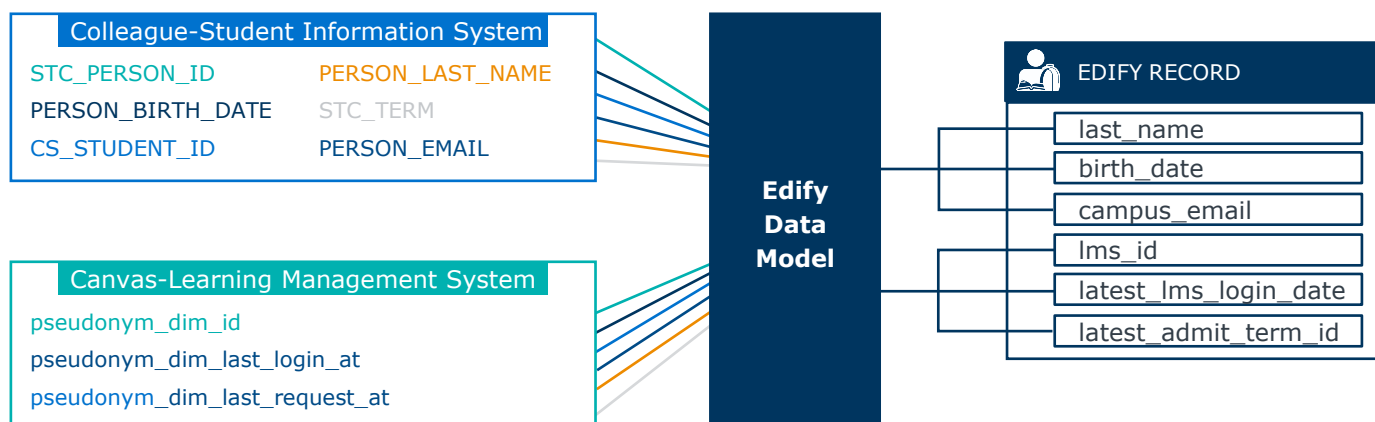
Making LMS and SIS Data Accessible To Key Decision-makers

Extract and Standardize Canvas and Colleague Data to Examine Enrollment and Registration Metrics

ECC's integrated LMS and SIS data source allows leaders to access and apply validated data for innovative decision-making. Specifically, leadership monitors LMS utilization and course performance, point-in-time summaries of course registrations, and enrollment trends.

Canvas LMS
• Course data
• Activity data
• Assignment grades

Colleague SIS
• Demographic data
• Registration data
• GPA data

EDIFY ANALYTICS

LMS Analysis Dashboards

Course Analysis — Shared

Course Planning

# Of Sections	# of Students Belonging to Sections
1,929	**22,074**

High Assignment Sections	Low enrollment sections
1,436	**157**

Discussions across Time

SIS Dashboards

Year To Date Fall Registrations

El Camino YTD Fall Registrations ⓘ

Headcount by FT/PT Status

Full-time/Part-time	Term			
	2019	**2020**	**2021**	**2022**
Full-time	2,500	2,911	2,284	2,418
Part-time	3,716	3,665	3,078	3,187
Unique Headcount Total	**6,216**	**6,576**	**5,362**	**5,605**

Key metrics available for LMS usage analytics and section consolidation decisions

- Evaluate utilization metrics (logins, discussion entries, and student participation)

- Track low and high enrollment sections

- Track assignments by section
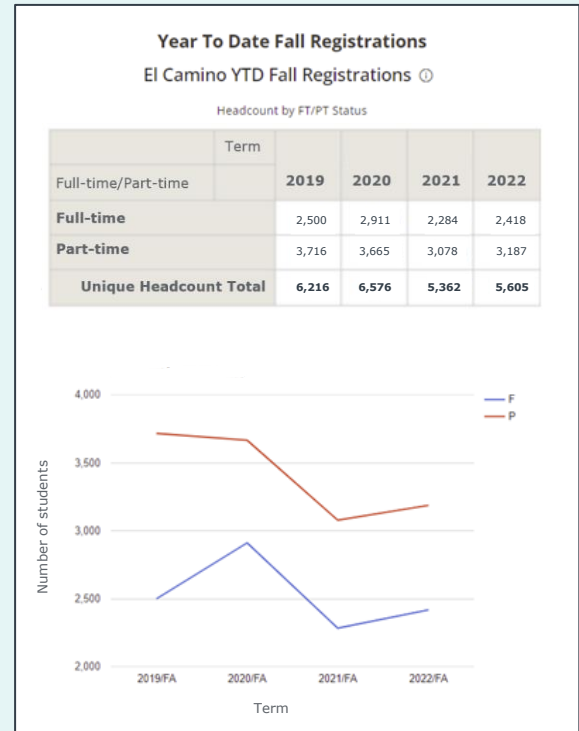
Historical SIS data unlocked for course needs analysis and registration support preparation

- Point-in-time summary of historical course registration data

- Registrations around key periods in the academic year

- Current registration patterns for the upcoming term as compared to previous fall terms

EAB Offers Incredible Time-to-Value And Strong Competitive Advantage

EAB's team of experts assisted ECC in producing a functional, comprehensive solution in only two months. Edify dashboards equipped ECC to make fast progress on key initiatives instead of spending additional months building and testing a home-grown solution or working with a vendor that lacks EAB's industry expertise.

	ECC's partnership timeline with EAB's Edify	**Typical build and buy timelines with alternative vendors or homegrown solutions**

Month 1	✓ ECC met with EAB experts to determine needs and develop an implementation plan
	✓ ECC had insight into the model's design throughout a fully transparent integration process
		• Assemble an internal committee or meet with the vendor team
		  - Vendors may (or may not) have experience in higher ed, and may offer minimal insight into the development process
		  - Internal team may lack necessary expertise in data modeling

Month 2	✓ Edify used pre-built data maps to join and validate ECC's Canvas and Colleague data sources automatically
	✓ EAB created custom dashboards for ECC's stakeholders
	✓ Project completed and implemented in two months
		• Identify data needs and compile data
		  - Vendors typically lack pre-built maps to higher ed tech systems, causing long delays
		  - Internal teams often lack a data dictionary to guide the process

Month 3
 	
Month 4
 	
Month 5+
	Competitive Advantage: Automated Updates Free Time for Strategic Progress
	
	While other schools await project completion and implementation, ECC can make progress on important institutional priorities and data-informed innovation.
	
	Additionally, ECC's IR and IT team no longer spend time monitoring dashboards that come from the Edify model. Edify's data model refreshes nightly to provide automated dashboard updates.
		• Data compilation complete; tool testing and data validation begins
		  - Vendors' testing and validation process may require significant staff time and involvement
		  - Internal team may struggle to balance tool development with other priorities
		
		• If tool suits need: reports developed and distributed
		  - Vendors' reports may not meet exact needs or offer transparency
		  - Internal team must still manage dashboards for reporting, creating no relief on departmental resources
		• Otherwise, additional testing and development

> " EAB is a premier, responsive team, and we are leveraging EAB's expertise and Edify's capabilities for our LMS Dashboards and DEIA initiatives. We wouldn't have any data warehouse environment today if it wasn't for EAB. "
>
> —*Loic Audusseau, Chief Technology Officer*

To learn more about Edify or speak to an expert, visit **eab.com/edify.**

COMMUNITY COLLEGE

How Northampton Community College Simplified Compliance Reporting with Automated Data Preparation

Northampton Community College, Large Institution in Bethlehem, PA

About: Northampton Community College is a public two-year college serving 20,000+ students across three campuses in Pennsylvania. 65% of their students are first-generation and 96% of recent graduates are employed or continuing their education.

Challenge: Northampton struggled to meet annual compliance reporting requirements due to an ineffective data management process. It took weeks to complete each reporting cycle, and they often missed deadlines and requirements.

Solution: In Summer 2022, Northampton partnered with Edify, EAB's education data and analytics solution, to automate their compliance reporting process by creating saved, repeatable workflows that mirrored both IPEDS and state report structures. Northampton's IE staff were then able to easily run their reports, check for errors, and submit them on time.

Impact: With ongoing support from EAB's professional services team, they saved hundreds of hours and expect to save even more in future cycles. With automated, repeatable workflows in place, they will be able to pull future reports, validate the data and submit both state and federal reports in less than a day. Automating a necessary process like compliance reporting has freed them up to focus on projects supporting their primary data goal: to create a culture of data confidence across the institution.

Impact Highlights

$950K

State funding loss avoided in only one day thanks to Edify and support from the EAB data team

Hundreds

Of staff hours saved, now and in future reporting periods, freeing Northampton up to focus on broader data strategy and integration goals

Northampton's New Process with Edify Saves Valuable Staff Time

Edify Automates Data Preparation, Making It Easy to Hit Reporting Deadlines

Compliance Reporting Before Edify

- ✖ Process involved **multiple departments** pulling complex reports from **disparate systems**

- ✖ 1-2 staff responsible for reporting due to **staffing shortages**

- ✖ Reports were often **PDFs** that **couldn't be combined** and required **labor-intensive** analysis and aggregation

- ✖ Multiple interpretations of requirements created **confusion, redundancies**

After Edify

- ✔ EAB's Edify team brought Northampton's **SIS data** (Workday Student) into Edify in raw form, where it was **transformed, cleansed,** and **validated.**

- ✔ The Edify team partnered with Northampton to create **workflows** that **mirrored federal and state reporting requirements.**

- ✔ Northampton used the workflows to run needed reports, which were **ready for validation within hours.**

- ✔ Northampton's IE team could easily **identify and correct report errors** by using Edify's backend raw data view.

- ✔ Northampton's reports were **submitted on time.** The **reports were saved** for the next reporting period and will only need to be updated if there are requirement changes.

Quick and Quantifiable Wins with Edify

Success Is Built on a Strong Data Solution Paired with Ongoing Professional Support

Northampton saw tangible results with Edify in a matter of days—and in some cases as little as one day—saving them hundreds of staff hours and nearly a million dollars in potential state funding loss. But it was more than solid tech that helped them achieve their goals. With support from EAB's professional services team, they were able to expand the capacity of their team and make meaningful progress in the first three months after deployment.

Early Successes with Edify and EAB Professional Service

Hundreds	**$950K**	**On Time**	**Under Budget**	**Expanded Capacity**
of **staff hours saved,** now and in future reporting periods	State **funding loss avoided** with Edify and support from EAB's professional services team	**Both** state and IPEDS **reports submitted** in the first full reporting period with Edify (Fall 2022)	Edify deliverables provided **ahead of schedule,** saving money	EAB's professional services team helps Northampton staff **work more efficiently** amid staff shortages

What's Next for Northampton with Edify

Northampton Has Time to Think Bigger Now That Compliance Reporting Challenges Are Solved

By automating the time-consuming compliance reporting process, Northampton has freed themselves up to set their sights on more strategic data management goals. They've already completed a data strategy alignment project with their EAB Strategic Leader and will now move into execution of much larger goals, ultimately helping them create an institution-wide culture of data confidence.

Integrate Starfish data into Edify and stand up Retention Scores tool

Purpose: Drive student success strategy and leverage underutilized retention tool

Enable self-service access to data

Purpose: Empower users across campus to pull the data they need by creating customizable dashboards

Create a Culture of Data Confidence

1
2
4
3

Incorporate National Student Clearinghouse data into Edify

Purpose: Use data to understand Northampton transfer student trends and inflect change and growth

Bring LMS and CRM data into Edify

Purpose: Unify all student data to better support and track the student experience

> "It's really about the partnership. It's a whole team. A lot of companies have that standard customer success manager model, but EAB does it differently. Our strategic leader and technical project manager are always there asking, *'Are we meeting your goals at a strategic level? Are we meeting what we promised we would do for you?'"*
>
> *Brian Gardner, Chief Information Officer*
> *Northampton Community College*

COMMUNITY COLLEGE SYSTEM

Activating Institutional Data Across a Community College System with Edify

The Community College System of New Hampshire

- **About**: The Community College System of New Hampshire (CCSNH) is a network of seven community colleges serving 26,000 students.

- **Challenge:** CCSNH sought to foster efficiency in several departments, including the Registrar, Advising, and Admissions offices, by improving access to pivotal decision-informing data. Data reports were manual and static, costing valuable Institutional Research (IR) staff time to generate and distribute. With a small IR team across the System, hundreds of employees to serve, and varying levels of user expertise, CCSNH needed an intuitive tool that would grant employees direct access to actionable data.

- **Solution:** CCSNH implemented Rapid Insight's cloud-based dashboards in 2019, granting easy data access to employees across the system. Personalized dashboards allow users to prioritize work and make informed decisions. As a result, Institutional Researchers at the colleges can reclaim time for important strategic priorities.

- **Impact:** CCSNH can make informed decisions at all levels of the organization, from strategic planning to individual student assistance. Live, up-to-date dashboards provide academic counselors with lists of students who need assistance, enabling responsive and impactful support. Administrators use Rapid Insight, part of Edify, to identify programs with strong term-to-term persistence, sharing out best practices to improve retention in other programs. The resulting improvements in graduation rates and equity contributed to the selection of White Mountains Community College (a CCSNH campus) as a semi-finalist for a 2023 Aspen Award for Community College Excellence.

Impact Highlights

+5%

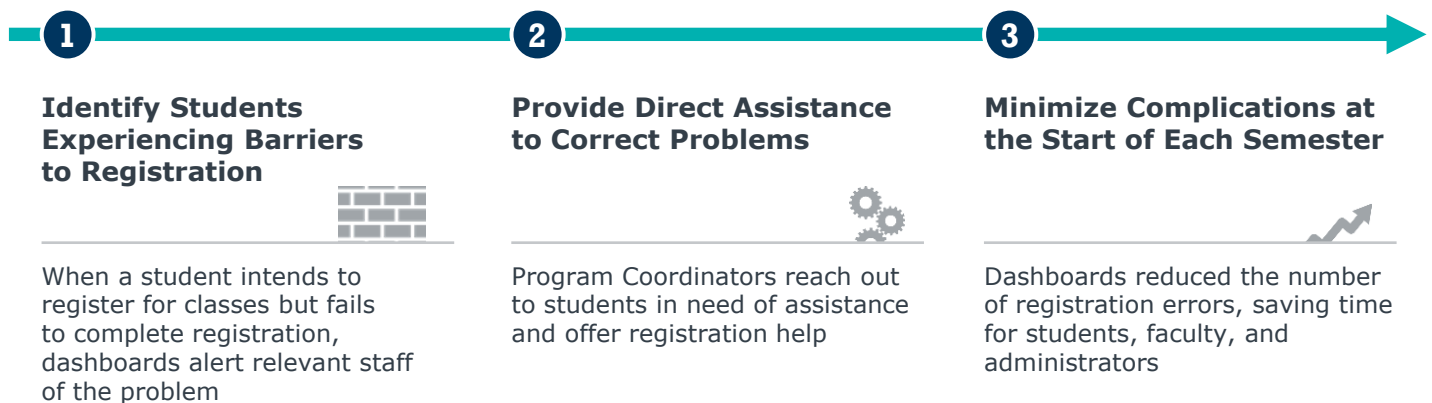Increase in fall-to-spring persistence at one campus

"

The more people we empower to delve into the data, the better we're going to be as an organization."

—Scott Fields, Chief Operating Officer

Identifying and Correcting Registration Errors

Dashboards Enable High-Touch Assistance

1

Identify Students Experiencing Barriers to Registration

When a student intends to register for classes but fails to complete registration, dashboards alert relevant staff of the problem

2

Provide Direct Assistance to Correct Problems

Program Coordinators reach out to students in need of assistance and offer registration help

3

Minimize Complications at the Start of Each Semester

Dashboards reduced the number of registration errors, saving time for students, faculty, and administrators

Data Dashboards Increase IR Capacity at White Mountains Community College

BEFORE

Staff Request New Data

Staff Conduct Outreach

Staff connect with students based on the most recent version of a persistence and registration report, then request a new report when the data becomes dated

Ongoing report request cycle is time-consuming and repetitive
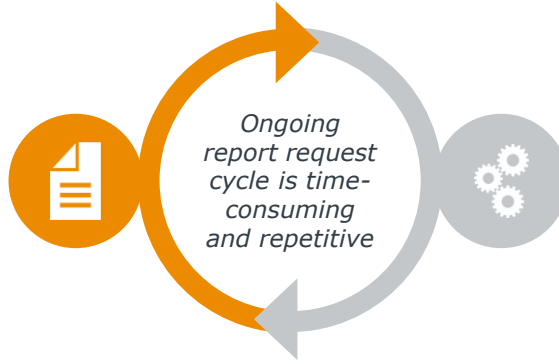
IR Generates Report

Institutional Researchers generate a static registration and persistence report reflecting the most recent data

IR Delivers Report

AFTER

Staff Request Data

Staff request persistence and registration information from IR

Dashboard Updates Automatically

Dashboards refresh to provide users with live, up-to-date information

+5%
Increase in fall-to-spring retention at WMCC

IR Generates Dashboard

IR creates a personalized Rapid Insight dashboard displaying program-level persistence and registration status on each student

Results Improve

Staff have live lists displaying which students need help, enabling faster and more impactful interventions

Combining EAB's Navigate and Rapid Insight, Part of Edify

Extending the Impact of Both Tools for Increased Student Success

▶ EAB acquired Rapid Insight in 2021. As users of Rapid Insight and Navigate, EAB's CRM, CCSNH is excited to coordinate their use of both platforms to further their student success initiatives.

Rapid Insight, Part of Edify

Democratized Data Access

- Customized data dashboards
- Institution-wide insight sharing
- Actionable, trustworthy information

CCSNH

Navigate

Student Success Management

- Integrated student success analytics
- Student-centric communications
- Coordinated, holistic student support

"We really have the ability to leverage [Navigate and Rapid Insight] across the two platforms to make some impressive changes in the future… We're going to be able to tap into metrics that we haven't been able to get our arms around in the past."

-Scott Fields, Chief Operating Officer, CCSNH

EAB Is Your Full-Service Community College Partner

Best-in-Class Support and Expertise to Solve Challenges Across Your Institution

Our Solutions for Community Colleges	Institutional Strategy	Recruitment and Enrollment	Student Success	Data Management and Analytics
NAVIGATE — The leading student CRM for community colleges, supporting recruitment and retention		■	■	■
EDIFY — A higher ed-specific and vendor-agnostic data warehouse, infrastructure, and analytics hub	■	■	■	■
STRATEGIC ADVISORY SERVICES — Consultative access to EAB's best practice research, toolkits, diagnostics, and expert direction on community colleges' most pressing challenges	■	■	■	■
RAPID INSIGHT — Access, prepare, and explore your data in a code-free, drag-and-drop workspace	■	■	■	■
YOUVISIT — Immersive virtual tour platform creating a digital experience that generates higher inquiries and activates your recruitment team		■		
WISR — Invite-based, college-branded virtual communities for prospects and current students to enhance connection		■	■	
MOON SHOT FOR EQUITY — A comprehensive initiative to eliminate equity gaps at your institution by the year 2030	■			
CAPPEX — An expansive college search network that connects colleges with right-fit students		■		
INTERSECT — A recruitment solution powered by Naviance, the leading college and career readiness platform used by 41% of US high school students		■		

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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.