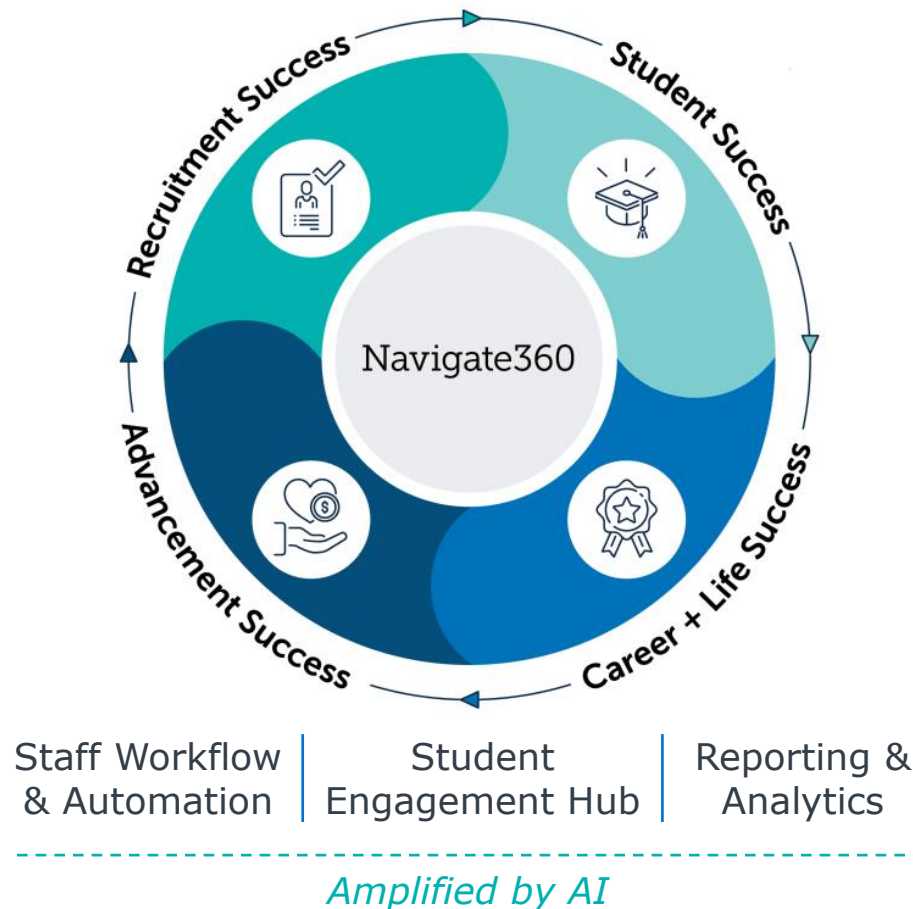NAVIGATE360

Executive Summary

Inside Navigate360, EAB's Higher Education CRM
For Community and Technical Colleges

Navigate360: Higher Ed's Leading Student CRM

Recruit, Retain, and Empower Students in College and Beyond

Recruitment Success · Student Success · Career + Life Success · Advancement Success

Navigate360

Staff Workflow & Automation	Student Engagement Hub	Reporting & Analytics

Amplified by AI

Transformational Results for Partners

With 10+ years of experience across 850+ schools and 10M students, we help our partners reach their goals.

3-15% Typical graduation rate improvement

2-12% Typical retention rate improvement

**5:1** Typical ROI for Navigate360 partners

Beyond Technology: The Student Success Collaborative

Each Navigate360 partner becomes part of the Student Success Collaborative, gaining access to decades of research, an EAB expert dedicated to their success, events designed to share best practices, and a close-knit community of peers.

Core Platform

All the Tools You Need to Support Student Success on Campus

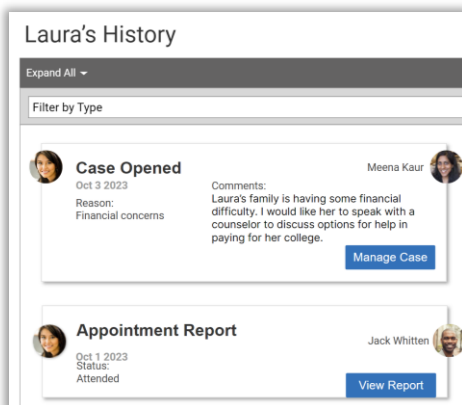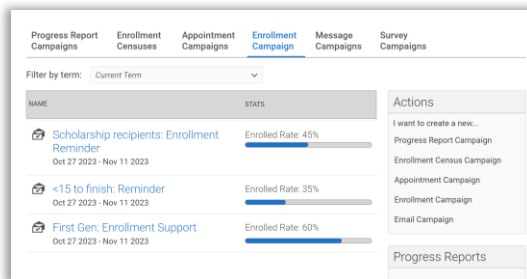### STAFF & WORKFLOW AUTOMATION
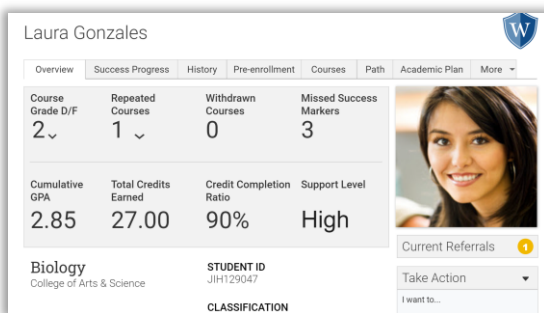
Smart Student Profile and Advanced Search

Scalable tools allow for elevated advising conversations and targeted interventions

Campaigns, Appointments, and Multi-Modal Messaging

Robust tools help advisors and staff proactively plan, execute, and track ongoing advising efforts
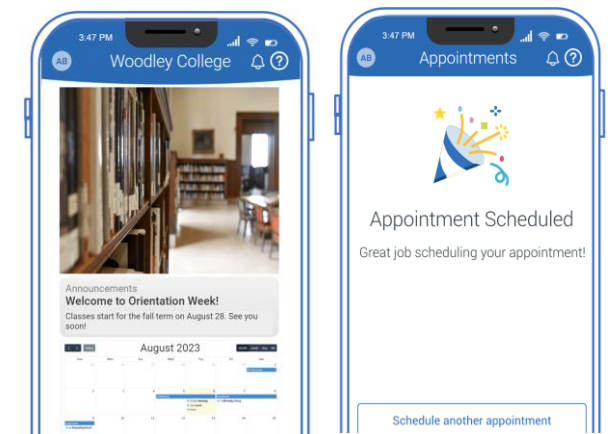

Coordinated Care Network, Cases, and Referrals

Case management tools and shared documentation help cross-campus stakeholders coordinate to deliver better support

STUDENT ENGAGEMENT HUB

**Student Success Network, Schedule, and Resources**

Essential tools and actionable information, right at students' fingertips via iOS and Android native apps

REPORTING & ANALYTICS

Population Health, Intervention Effectiveness, and Workflow Analytics

Curated dashboards aggregate data on student touchpoints and staff activity, and allow administrators to assess the impact of and identify further opportunities for outreach and interventions
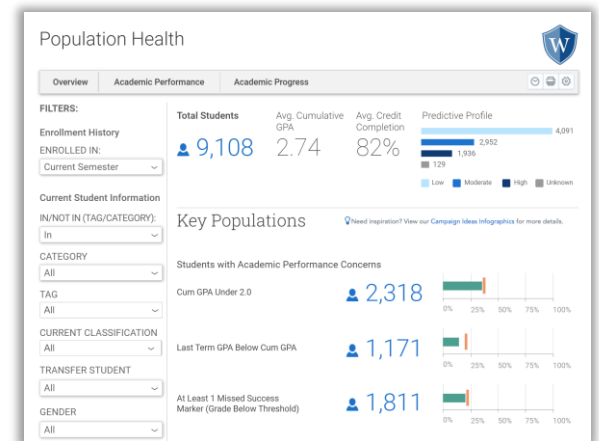
14.5% Increased **applicant-to-enrollee conversion** after using Navigate360 to improve onboarding

GERMANNA COMMUNITY COLLEGE

eab.com

Recruitment Management for Community Colleges

Engage Prospective Students with Navigate360 Before They Apply

TRACK

Prospect Profile

Capture and manage prospects' history through inquiry or bulk list imports, and track activity and funnel progress.

Bradley, Ava
Last modified by Hallie Burton at

Email: ava_bradley@email.com
Phone Number: 555-202-1133
Location: Bridgeport, WV
Enrollment Counselor: Hallie Burton
Prospect Type

Stage: Inquiry

Inquiry — Prospect — Applicant — Admitted

Activities & Notes | Applications | Details

Activities
+ Add Activity

TYPE	DATE
Added to list: Bridgeport High Dual-Enrollment	Thu May 26 2022 10:06:52
Attended Navigator Info Session at Bridgeport High School	Mon Jun 13 2022 06:13:49

Reporting Capabilities

Use purpose-built reports to easily uncover insights about your prospect-to-applicant funnel and answer questions about application statuses.

Prospect Lists
+ Add Prospect List

NAME	CREATOR	# OF PROSP...
Harrison College Fair	Kerrie Thompson	114
Braxton College Fair	Hallie Burton	175
Dual-Enrollment in Science Program	Jai Suyam	53
Bridgeport High Dual-Enrollment	Kerrie Thompson	213
State Testing Applicants	Jake Farmsone	4,271
Fall 2022 Inquiries without Application	Hallie Burton	1,231
Spring 2022 Enrollees Not Enrolled in Fall 2022	Michael Mayhem	2,932

7 of 7 rows 100 K < 1

COMMUNICATE

Campaigns

Engage prospect lists at scale, create targeted outreach campaigns with automated nudging and results tracking, and create student profiles with custom web-to-lead forms.

Appointment and Event Management

Connect prospects to events with sophisticated scheduling workflow, bulk outreach requests, and personal availability links.

Campaigns
+ Add New Email Campaign

NAME	CREATED	STATUS	LAST NUDGE	NEXT
Harrison College Fair Follow Up	May 31 2022	Complete	Jun 15 2022	N/A
Braxton College Fair Follow Up	May 11 2022	Complete	May 31 2022	N/A
Website Inquiries - Appointment...	May 29 2022	Active	Jul 11 2022	Jul 16 2
Pending Application Nudge	Jun 04 2022	Active	Jul 12 2022	Jul 16 2
FAFSA Reminder to Applicants	Jun 07 2022	Active	Jul 09 2022	Jul 21 2

W Woodley College

Request Information
Thank you for your interest in Woodley College! Please fill out the information below and we will reach out to you soon.
* Indicates a required field

*Student Type: Degree-seeking
*Anticipated Start Term: Fall 2024
Program of Interest (Check all that apply): Information Technology A.A.S.

Contact Information
*First Name: Ava
*Last Name: Bradley
*Email: ABradley@email.com

COORDINATE

Application Manager

Move prospects through the application process with custom templates, direct integrations from other applications, and to-do workflows.

Application Summary

Undergraduate Fall 2023
Created at 12/07/2022 11:11 AM by Hallie Burton
Last Modified at 12/09/2022 4:45 PM by Laura Gonzales

Prospect Profile	Application ID	Assigned Staff	Submission Window	Due Date	Submission Date
Laura's Profile	JIH129047	Hallie Burton	11/01/2022-1/21/2023	1/21/2023	-

Prospect Status: Applicant

Inquiry — Prospect — Applicant — Under Review — Admitted

Interactions | Review Application Form

Review Application Form

Laura's Application (PDF)

Woodley University

Undergraduate General Studies, Fall 2023 Application
Application ID: GS-123654

This form is developed for, and is to be used by, the members of the Universal College Application. All members evaluate this form equally with all other forms accepted by the institution. Please type or print neatly.

College Name

Regular Decision I / Regular Decision II / Early Decision I / Early Decision II

Comments as of 12/15/2022
+ Add Comment

Ben Hopper added a comment on 12/15/2022 at 7:12 AM:
I reviewed the rest of the sections & the documents.

John Smithers added a comment on 12/14/2022 at 12:05 PM:

100%
Increase in inquiries received
CERRO COSO COMMUNITY COLLEGE

56%
Yield in inquiry-to-applied stage
CENTRAL VIRGINIA COMMUNITY COLLEGE

Generative AI Features

Easily Enhance Optimization and Personalization

STAFF WORKFLOW & AUTOMATION

Message Content Advisor

Simplify and optimize one of Navigate360's most powerful features, Campaigns and Messaging, by minimizing the time spent on creating campaign content

Use the tone enhancement option to then emphasize a particular sentiment without toiling over the language

Nudge Type
○ Email   ○ SMS

Compose Email

Email Subject *
{$student_first_name}, This Email Could Change Your Entire College Experience

Email Message *

B I ☰ ☰ ⌐ | Heading 2 ⌄ | ⋮

Hello {$student_first_name},

As your advisor, it's my job to help set you up for success at Woodley. I noticed you've completed less than 67% of the...

[Concept Testing] *AI message assistance is a feature currently in concept testing*

Custom prompt for AI:

Create a message encouraging students with less than 67% credits completed to set up an appointment with their academic advisor to get them back on track

[Generate a custom AI message]

Tone Enhancement

Choose one ⌄

[Enhance]

Preview Email

{$student_first_nam...
Your Entire College I

🔵 NAVIGAT

Hello {$student_fir...

As your advisor, it's
success at Woodle...
less than 67% of th...
program. I'd like to
track to complete y
a link to schedule a
can answer any qu
Fall.

{$schedulelink}

Jack Whitten
Academic Advisor

REPORTING & ANALYTICS

Report Builder

Using natural language prompts, easily create new reports with the conditions and report types built for you

Then leverage Navigate360's data visualizer for pivot tables and charts that provide quick, clear insights into the data

AI Report Builder   [Concept Testing]

💻 Welcome to the AI Report Builder. What can we find for you today?
3:05 PM

👤 show me all appointments with Biology majors in the last 7 days
3:05 PM

💻 This is the report configuration we think you are looking for:

Report: Appointments Report

Condition Statement: 1 and 2

Filters:

1. [MAJOR] [CONTAINS] [BIOLOGY]

2. [TIMEFRAME] [CONTAINS] [LAST 7 DAYS]

STUDENT ENGAGEMENT HUB

Knowledge Bot

Reduce the time spent training chatbots and effortlessly provide students secure access to your support, instructions, and FAQs

The Knowledge Bot is fed only your proprietary institution-specific materials, so you know your students see only the most secure, relevant answers

3:47 PM

‹ Ask Woodley

Hey there, welcome to Ask Woodley! What can we help you with today?

I want to drive to class on Tuesdays and Thursdays— is there parking on campus?

Yes! You can find student parking on campus at the south entrance. To use this lot, you'll need to a parking pass— you can request one at this link.

Sources:
- Student Parking and Transportation.pdf
- reslife_handbook.pdf

Text   [Send]

🏠 Home   ✓ Journeys   🎓 Actions   ▦ Apps   💬 AI Bot

Student Engagement: Milestone Guidance

Dynamic Mobile & Desktop Platform Provides Tailored Support to Help Students Succeed

STUDENT ENGAGEMENT HUB

Student-Facing App

Self-service tools equip students to take proactive initiative and resolve issues independently

- Student Success Network
- Campus Resources
- Appointment Scheduling
- Hand Raise
- Document Center
- Class Schedule
- In-app Notifications
- Surveys & Quick Polls
- Journeys
- Holds Center
- Study Buddies
- Financial Planner
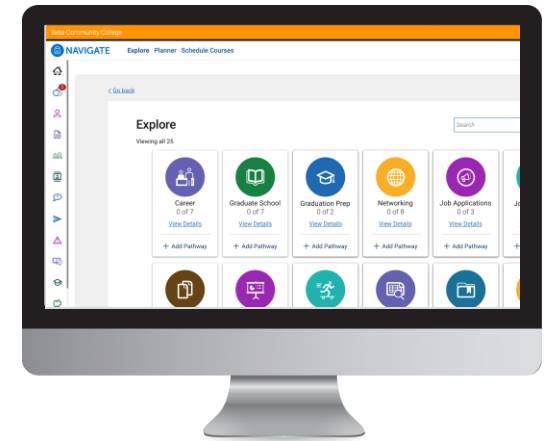- Program Explorer
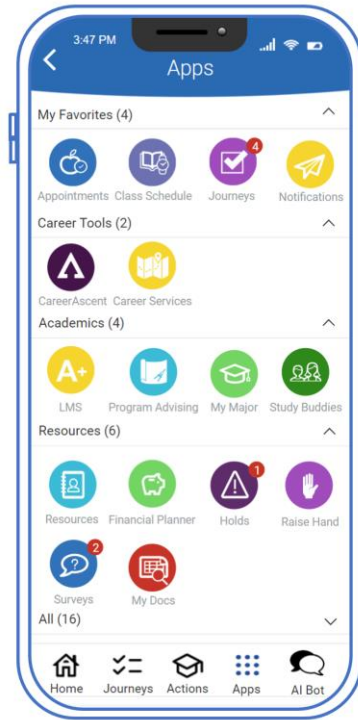
Journeys

Configure step-by-step sets of tasks for specific student groups for a wide variety of processes, such as:

- New student onboarding
- Career exploration
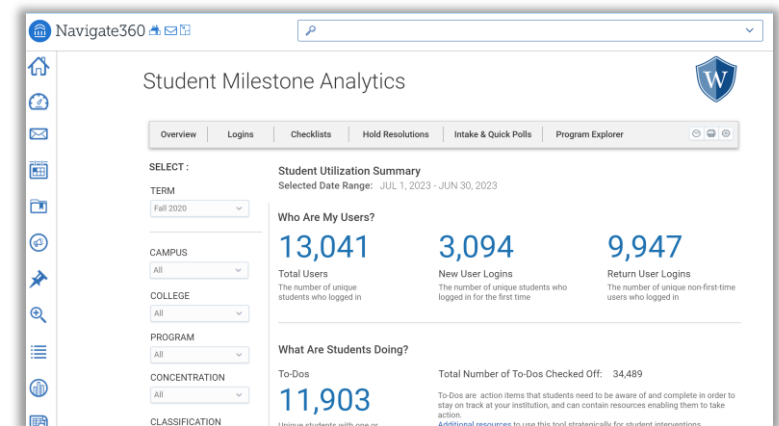- Financial aid requirements
- Career preparation

Gamify the process by awarding badges for step completion, and leverage the Calendar View to see tasks by month and day

REPORTING & ANALYTICS

Student Milestone Analytics

Track student behavior to measure engagement and inform interventions

92%
Advising appointment attendance following Navigate360 nudging campaigns

ARAPAHOE COMMUNITY COLLEGE

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

FORSYTH TECHNICAL COMMUNITY COLLEGE

Student Engagement: Program Advising

Collaborative Course Plan Building, Scheduling, and Registration Within a Single Platform
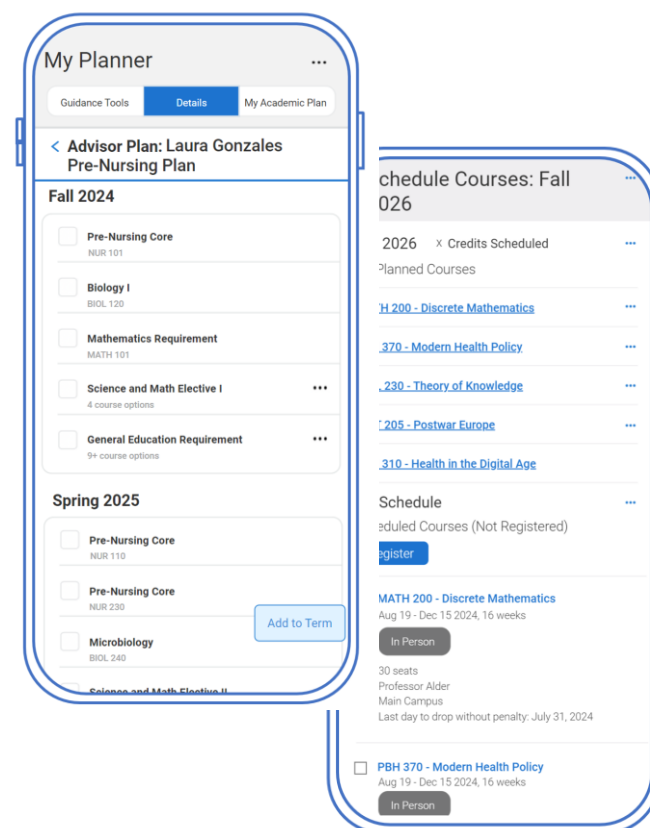
STUDENT ENGAGEMENT HUB

**Quick Plans, Program Guides, Smart Catalog
in a Collaborative Workspace**

Fully integrated advisor and student-led tools enable
both next-term and long-term program advising
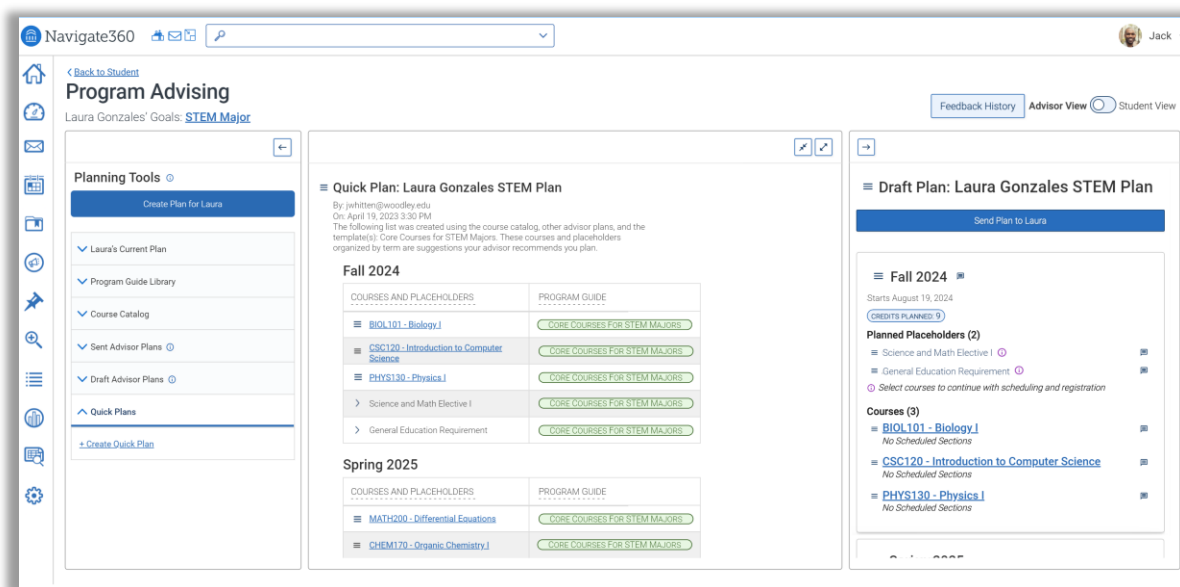
**Mobile-Enabled Scheduling and
Registration**

Quick scheduling and one-click registration allow
students to create best-fit schedules on the go

$1.39M+

Estimated preserved tuition
revenue from reenrolled students

YORK TECHNICAL COLLEGE

+2.09

Higher average credit load per semester
for students who registered with Program
Advising over those who didn't

BROWARD COLLEGE

Historical and Predictive Analytics

Research-Based and User-Driven Analytics Help Leaders Translate Insights into Action

REPORTING & ANALYTICS

Historical Trend Analytics

Reports analyzing historical data support institution-level and program-level decision-making

Student Support Predictive Model

Core predictive model powers the system, identifying and prioritizing student interventions

Data Inputs

- Student demographics (e.g., age, race/ethnicity)
- High school outcomes and information (e.g., HS name and location, HS GPA, SAT)
- Academic records (e.g., grades, GPA, DFW counts)
- Student characteristics (e.g., student type, in-state/out-of-state/international, veteran)
- Transfer records (e.g., prior coursework, grades)
- Course and credit registration (e.g., courses, attempted credit load, credit completion ratio)
- Derived variables (e.g., GPA trend, estimated skills, major-skills alignment)
- Custom attributes deemed significant by institution and EAB data scientists

Data Outputs: *Where the Platform Displays Predictive Influences*
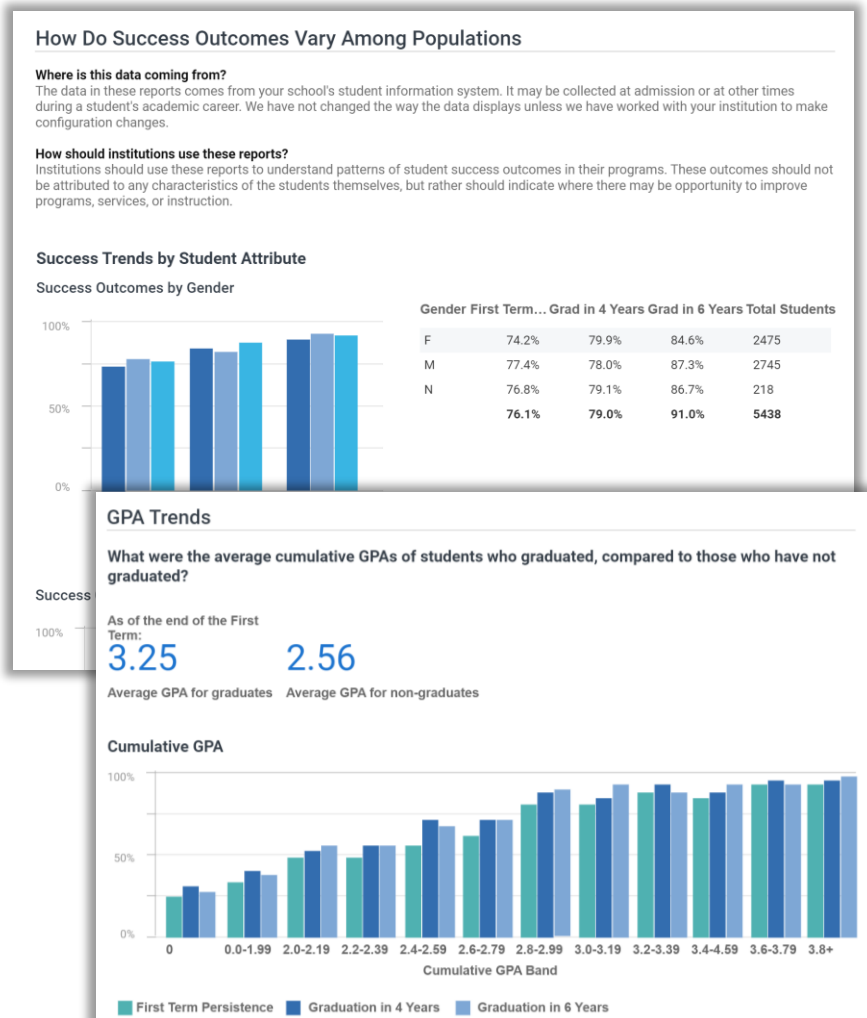

Population Health Analytics

Smart Student Profile

Program Explorer

14% Increase in Developmental Math pass rates
DANVILLE COMMUNITY COLLEGE

Engage Every Stakeholder Across Your Student-Centered Campus

Provosts and Senior Academic Affairs Administrators

Surface actionable insights into the real sources of graduation risk at your institution.

Monitor improvements in key student success metrics and optimize existing student success investments with executive dashboards.

Collaborate with other progressive institutions through national summits and webinars to better understand best-practice strategies for improving student success.

Institutional Research

Access analytics through a web-based platform that complements existing IR efforts and helps distribute real-time insights across campus.

Chief Information Officers

Wire your entire campus with the ability to not only access analytics but take strategic action and track impact in one central system.

Advisors, Tutors, and Other Student Support Providers

Identify and prioritize interventions with at-risk and off path students, providing earlier and more proactive support.

Deliver more strategic, meaningful advising with advanced analytics and effective interventions.

Coordinate personalized student support with a cross-campus referral system and real-time student engagement data.
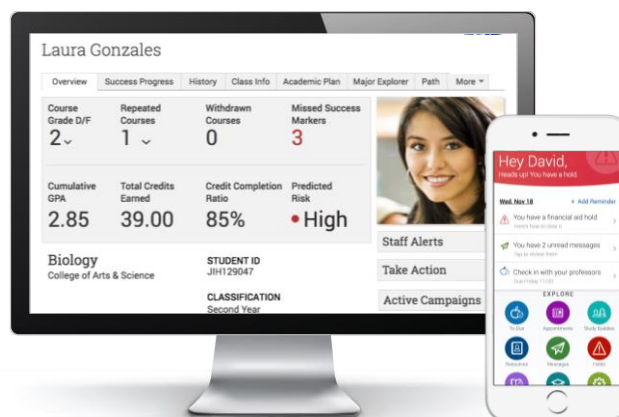
Advising Directors

Manage large populations of students and lead advising teams in organized outreach efforts directing resources to specific groups of at-risk students.

Analyze the effectiveness of specific advising interventions to continuously improve staff training and practices.

Department Chairs, Deans, and Faculty

Leverage historical data to identify and eliminate systemic barriers to completion in individual departments, majors, and courses.

Students

Define and take ownership of a customized academic path beginning at orientation.

Make informed decisions at every step of the academic journey with proactive nudges, timely interventions, and coordinated care from support providers.

Improve likelihood to graduate on time and with a degree aligned to skills and goals.

What Key Questions Does Navigate Help Answer?

Provosts & Senior Administrators:

- "Which programs have the most students at risk of not graduating?"

- "What best practices in student success and advising will support a shared vision for institutional improvement?"

Advising Leaders & Department Chairs:

- "How can technology help my advising staff be more efficient and strategic?"

- "How do we implement a culture of accountability as we track advising efforts?"

- "Can we use data to better diagnose the root-causes of programmatic barriers to completion?"

Students:

- "What's the best major for me, given my skills and interests? What if I change my mind?"

- "What are the most important actions I need to take to stay on path? Who do I turn to for help?"

- "How am I doing compared to students like me?"

Beyond Technology

The Benefits of Working as a Collaborative: Innovative Research, Leadership Summits, and More

Launching Navigate360

Streamlined Data Extracts
EAB specialists pull files from your institution's SIS nightly, validating data to ensure quality

Customized Predictive Analytics
Multiple custom predictive models developed by EAB's data scientists are based on 10+ years of data

Multi-Channel Platform
Online and accessible platform allows authorized access from computers or mobile devices

Continuous Updates
Feedback-driven updates arrive more frequently than traditional software, typically monthly

Implementation Best Practices
Prepared documents, templates, and configurations help you launch without starting from scratch

Enfranchising the Institution

Consultants
EAB staff facilitate implementation, identify opportunities for impact, and advise on systemic challenges

Training and Coaching
Orientation and training on functionality and ongoing support help you optimize value

Change Management Plans
Customized launch strategies are followed by ongoing monitoring of utilization and effectiveness

Executive Analytics
Surface actionable insights, monitor ROI, and progress on key metrics to support institutional transformation

Promotion and Communication
User-friendly toolkits are available for all stakeholders and resources to successfully launch the platform

Working as a Collaborative

CONNECTED Summit
National meeting delivers new student success strategies and fosters cohort-wide collaboration

Regional Collaborations
Network and share ideas with peer leaders from your region at partner-led meetings

Research Library
Publications share the most innovative student success ideas from across the Collaborative

Webconferences
Best practices, innovations, and training help your staff to get the most out of the platform

National Dataset
Access EAB's database of millions of student records to reveal actionable high-level insights

Achieving Measurable Results

Select Success Stories From Hundreds of Community Colleges

STUDENT OUTCOMES

3.5%

Typical **graduation rate increase** for Navigate360 partners

4.8%

Increase in students retained or graduated in just one year

Southwest Virginia Community College

14%

Higher retention among students who attended advising appointments

Forsyth Technical Community College

SUPPORT UTILIZATION & EQUITY

7%

Higher College Algebra pass rates with early alerts intervention

Broward College

4x

Increase in student tutoring usage due to Navigate360 appointments and reminders

Arapahoe Community College

10%

Higher persistence rate through equity initiatives

Milwaukee Area Technical College

TUITION REVENUE

$1.4M

Total ROI from all tracked Navigate360 initiatives

Broward College

$728K

Additional tuition revenue generated from re-enrollment campaign

Portland Community College

$524K

Additional revenue from enrollment increase

Cerro Coso Community College

STAFF PRODUCTIVITY

95%

Faculty response rate to progress report campaign

Virginia Western Community College

<2 Hrs

Acceptance turnaround time

Mt. Hood Community College

34 Hrs

Weekly advisor hours saved with automated reports

Broward College

STUDENT EXPERIENCE

90%

Avg. job placement rate driven by the Navigate360-powered Academic & Career Advising Center

York Technical College

42%

Increased student adoption of EAB's mobile technology in one year

Pueblo Community College

92.9%

Percentage of advising appointments attended following nudging campaign

Arapahoe Community College

SPECIAL POPULATIONS

94%

Advising attendance rate for dual-enrolled students after appointment campaign

Clackamas Community College

85%

Increase in TRIO program enrollment

Pueblo Community College

16%

Increase in FAFSA applications for new students

Pikes Peak Community College

Our Expedited Implementation Timeline

Priority Launch of Essential Tools

On Day 1

Orientation, trainings, and support from our **expert Consultants**

Access to our library of **research and resources**, including:

- On-demand webinars
- Communication and org readiness toolkits
- Tested best practices from peer institutions

Within 60 Days

Launch Staff Workflow & Automation, where your team can:

- View **key student info** such as risk factors, success indicators, and notes
- Launch and track population-specific **advising campaigns**
- **Schedule appointments** and contact students multi-modally
- Collaborate between offices to **issue alerts** and **manage cases**

In 6+ Months

Launch the full Navigate360 system, including:

- **Student-facing guidance** and planning tools
- Advanced search and **case management**
- **Effectiveness analytics** for long-term planning

eab.com