



What **Keeps** Students from **Accessing Support** and How to Fix It

Strategies to Connect More Students to the Right Help at the Right Time

Meet Your Presenters



William Harmon

EAB Technology



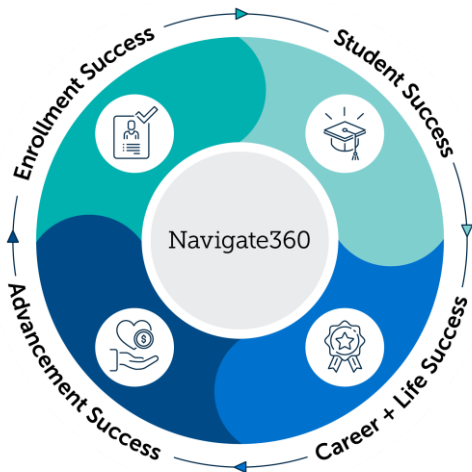
Courtney Bondi

Strategic Leader, Student Success



Navigate360: Higher Ed's Leading Student CRM

Recruit, Retain, and Empower Students in College and Beyond



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.

Behind Every Stop-Out Is a Student Juggling Too Much at Once

"I'm bad with procrastination and I am **worried I don't know how to study.**"



"Stressed about grades since **I work a lot** and don't have time to study or get things done."

"I am struggling with **finances** more than ever right now."

"I'm struggling with my **mental health** and it is beginning to affect my grades and attendance."



38%

of students who start college don't complete a credential in six years

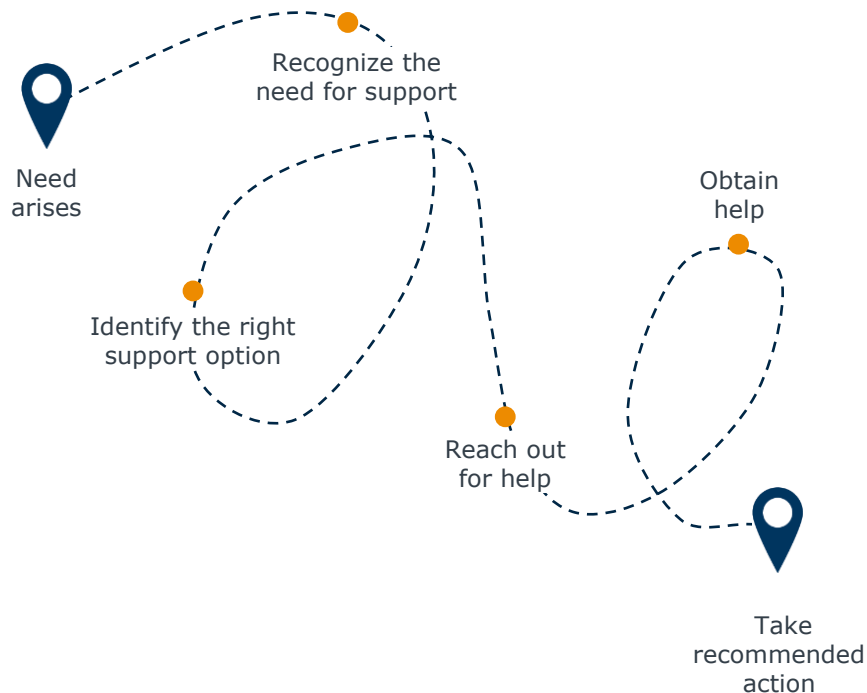


1.2M

Students have left higher education since 2020

Available Support Does Not Always Turn Into Student Action

Fear, Frustration, and Hesitation Keep Students From Following Through



Less than 4%
of referred students **met**
with the support office
they were directed to

“ I try to **give a lot of excuses** why I don't need to get support even though I know I should connect.”

“I've been seeing messages sent to me. I'm so sorry, I've been avoiding these because **I've been afraid of asking for help.**”

“I have been **really scared to reach out** and ask for help.”





What Keeps Students from Getting Support

2025 Listening to Learners Report on Student Awareness, Engagement, and Support Use

Students do not know support exists



65%

of students **aren't aware** of available supports

1 in 10

students report using services that **over 90% of institutions** offer

Students don't know if or which supports are for them



43%

of students said support **was not for students "like them"**

39%

doubted it would help; **48% wanted to handle things on their own**

Students find support inconvenient to access



30%

cited **inconvenient hours** as a reason for not using support

34%

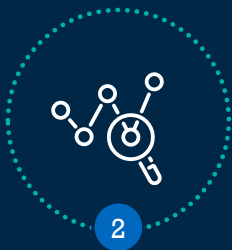
said outreach came at the wrong time; **32% said wait times were too long**

Where Does Your Institution Have the Most Opportunity to Improve?

Select All That Apply



**Getting students
to ask for help**



**Identifying
students earlier**



**Improving
follow-through**



**Scaling staff
capacity**



Three Ways to Connect More Students to Support Earlier *and* More Consistently

The People, Process, and Technology Behind Proactive Support

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Three Steps to Help More Students Get Support



1

Lower the barrier to asking for help

Give students simple ways to signal they need support

2

Proactively identify and reach students in need

Identify and engage students before small issues cause them to disengage

3

Strengthen follow-through

Build a referral process that consistently connects students to care

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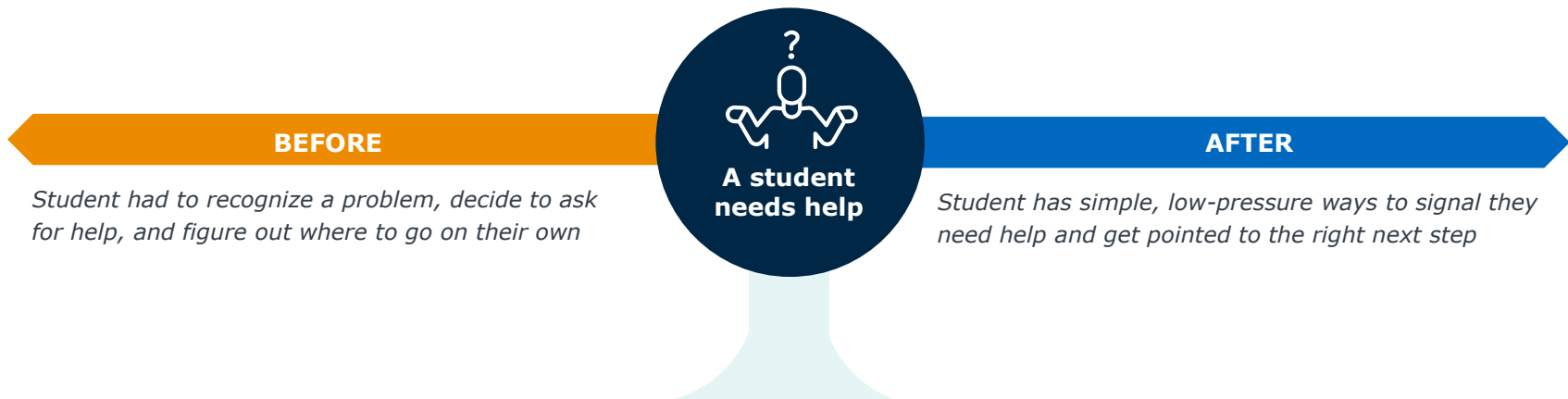
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Give Students a Simpler Way to Access Support

For Most Students The First Step Is the Hardest—and the Most Important



Check-Ins

Helps students surface concerns early through brief, structured outreach



Hand Raise

Makes it easy for students to request support without navigating the system alone



AI Chatbot

Offers an always-available starting point for questions, guidance, and next steps

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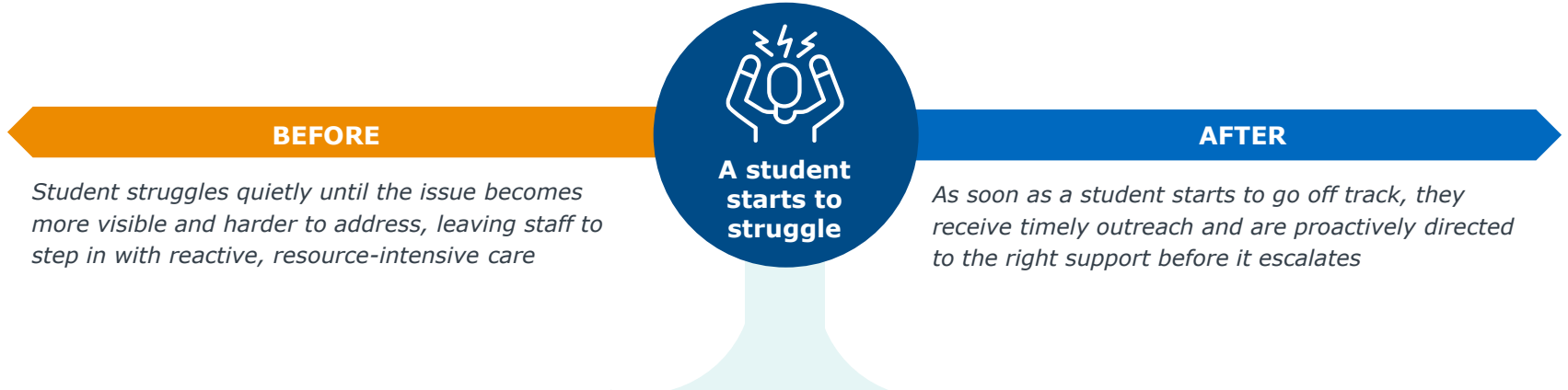
Strengthen follow-through

Build a referral process that consistently connects students to care



Reach Students Before Small Issues Snowball

Earlier Signals Help Staff Focus Limited Time Where Outreach Can Make the Biggest Difference



BEFORE

Student struggles quietly until the issue becomes more visible and harder to address, leaving staff to step in with reactive, resource-intensive care

AFTER

As soon as a student starts to go off track, they receive timely outreach and are proactively directed to the right support before it escalates

A student starts to struggle



Progress Reports and Faculty Raised Alerts

Surface signs of struggle through faculty feedback on attendance, performance, or engagement



Campaigns

Deliver timely outreach based on student needs, milestones, or risk signals



Nudges

Encourage timely action with prompts that help students take the next step



EAB Best Practice: Formalize Early-Alert Reasons

Create Short List of Descriptive Early-Alert Reasons

Benefits of Formalized Alerts

- ✓ Streamline faculty decision-making process; avoid choice indecision
- ✓ Allow staff to match student with best intervention, support staff
- ✓ Improve ability to focus efforts
- ✓ Simplify impact analysis



Don't just flag risk—use **positive alerts** to reinforce behaviors you want students to repeat

Sample Early-Alert Reasons:

- 1 Assignment concern
- 2 Attendance concern
- 3 Student should seek tutoring
- 4 Student should withdraw from course
- 5 Student not paying attention or sleeping
- 6 Poor grades
- 7 More than academic issue

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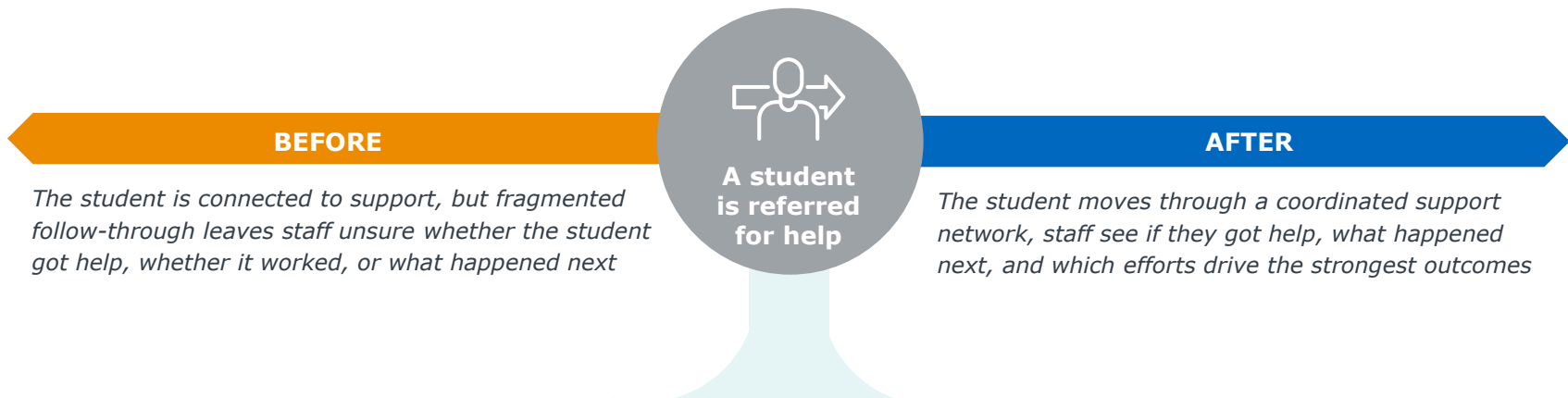
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Build a referral process that consistently connects students to care



Make Sure Referrals Turn Into Real Connections to Care

Track Follow Through, Close the Loop, and Reduce the Chances That Students Fall Through the Cracks



Coordinated Care Network

Clarify which offices are involved and who is responsible for the next step



Closed-Loop Referrals

Show whether a student connected to support, so staff know when follow-up is still needed



Shared Student Profile

Give offices a single shared view of the student's history, context, and support activity

How Can We Help?



*I'd like to speak to an
EAB expert about...*



- 1** Using technology to **lower the barrier for students to ask for help**
- 2** How Navigate360 can **proactively identify and reach students** in need
- 3** Ways a student CRM ensures **all referrals turn into real connections** to care
- 4** I'd like to see a **demo of Navigate360** tailored to my institution's unique priorities



Case Study: Iowa State University

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Public land-grant research university in Ames, IA



31,105 total enrollment



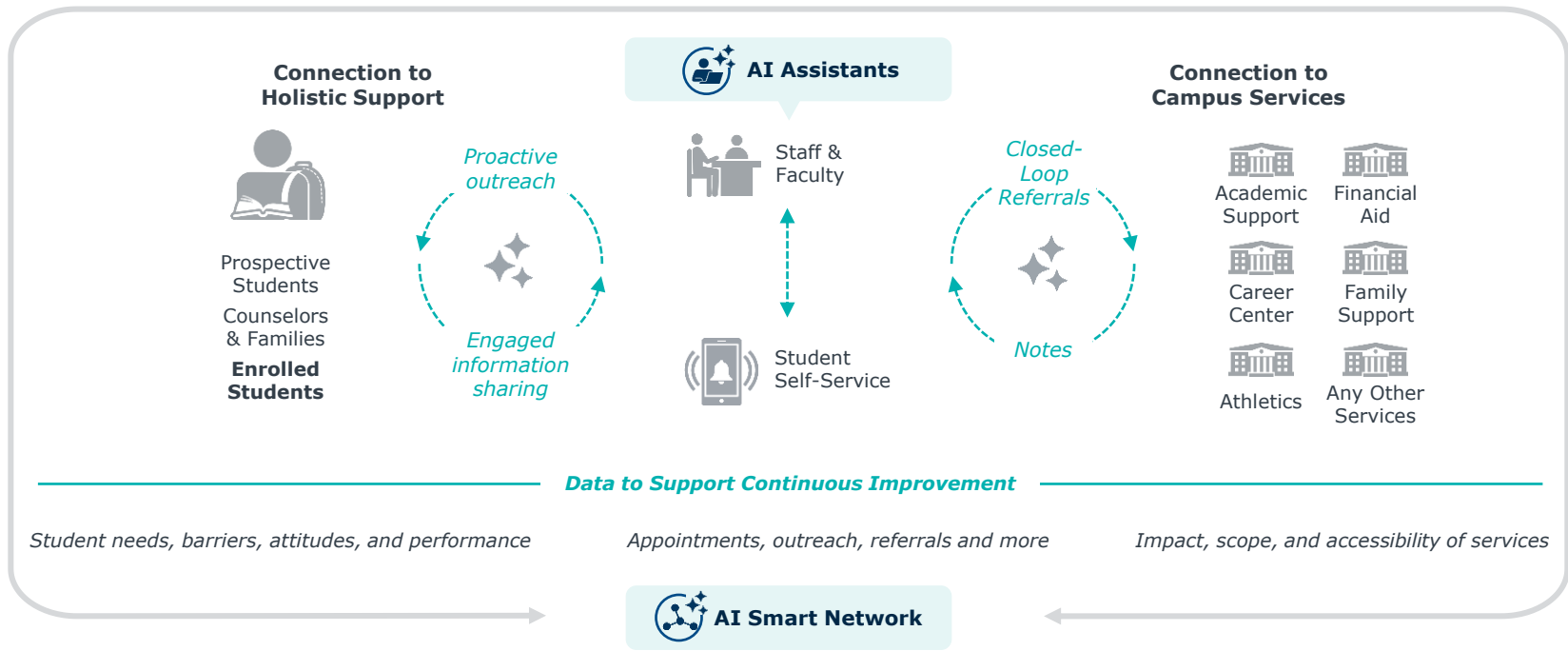
7 academic colleges represented



88% retention rate and
76% graduation rate

Iowa State's Success Starts With the Framework Behind It

EAB's Proven Blueprint for Coordinated Care, Now Bolstered by Embedded AI





Iowa State's Simple Fix to Proactively Surface Student Needs

Quick Poll Screens for Student Challenges Linked to Stop-Out Risk

ISU's Cyclone Check-In:

- Spring and Fall surveys screen all undergraduates for challenges that might lead to stop-out
- Responses trigger automated outreach, campaigns, and alerts to connect students to support

In Navigate360, students are guided through a quick check-in



1 This check-in will ask about areas you would potentially like to receive help in. Can we send you information to help you **connect with resources to support your success?**



2 Please **choose any challenges you are facing** or may face that are impacting your success or overall experience at Iowa State. We will reach out with information and support.

3 Please **share any details or context** about the challenges you are facing to help us understand more.

*Faster student support,
more staff capacity*



39

automations created



2.5K

staff hours saved

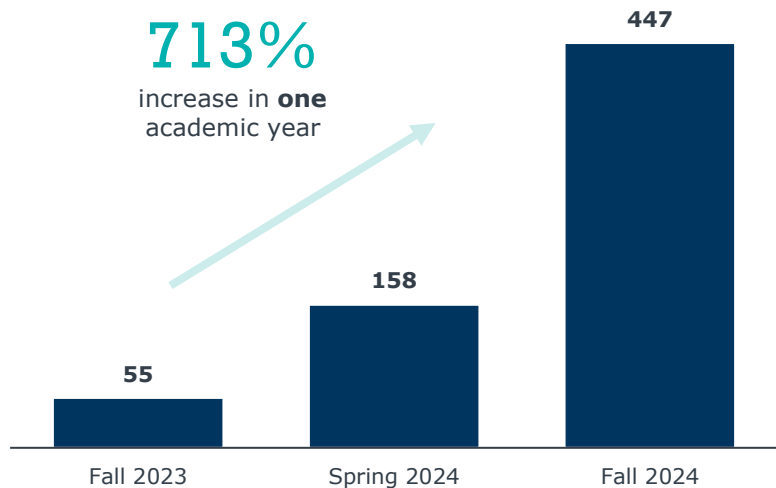


Quick Poll Drove Dramatic Growth in Student Engagement

Rapid Adoption and High Satisfaction in Just One Year

Number of Completed Appointments

Fall 2024



373

Unique students completed appointments in Fall 2024

13.7%

Conversion from alert to completed intervention in Fall 2024

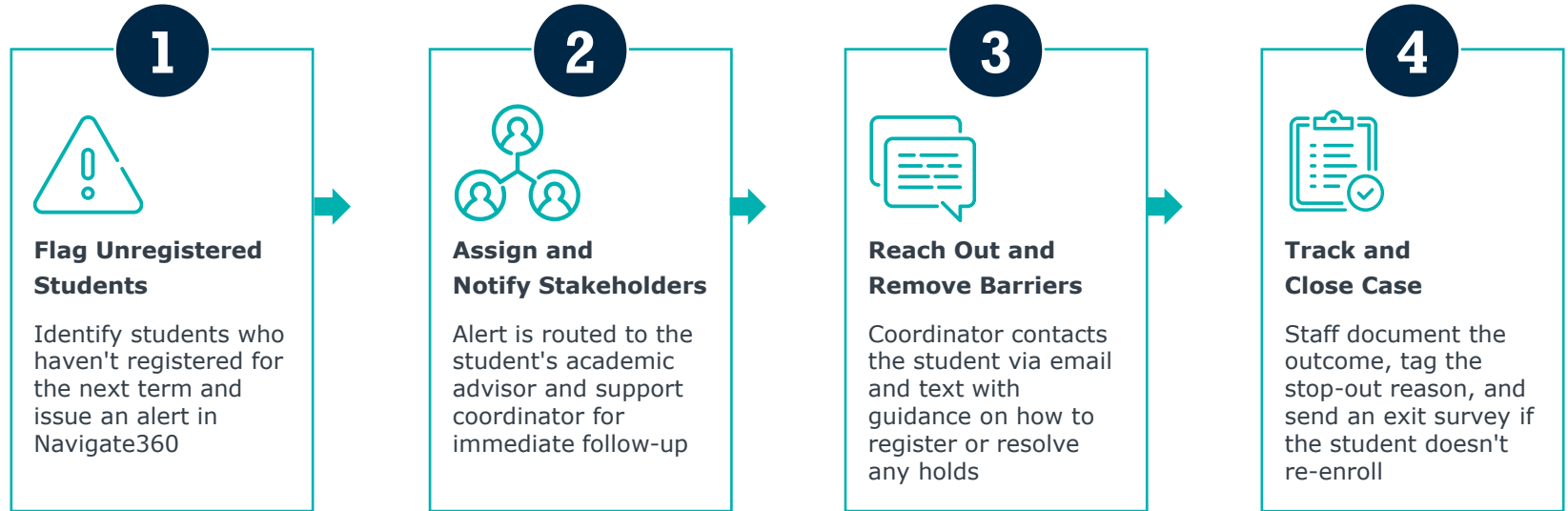
100%

of students who completed the satisfaction survey indicated **they were very satisfied or satisfied** with the outreach received¹

1) 8% response rate

Catching Students **Before** They Stop-Out

ISU's Coordinated Early Alert Process Keeps At-risk Students on Track Term to Term



Stop-Out Survey

- Delivered via Navigate360 with automated email and text message reminders
- Opportunity for students to share more about their experience at ISU and their decision to leave
- Collects post-ISU contact information and readiness/plan to reengage with ISU

128 students surveyed Dec. 2024 to March 2025

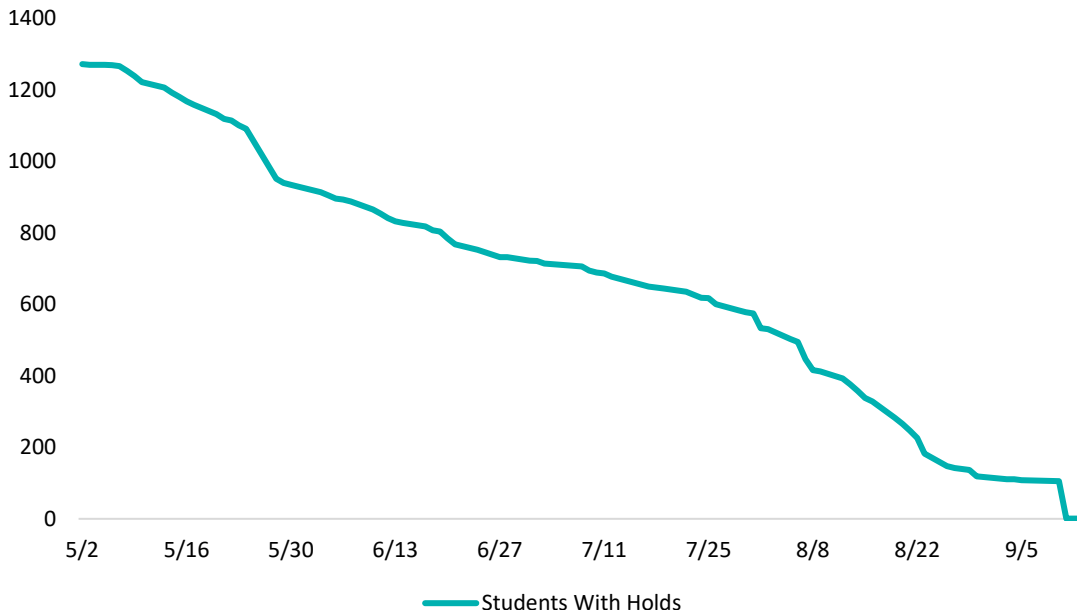
52% response rate



Coordinated Outreach Moved Students From Stuck to Staying on Track

A Single Summer of Outreach Reached 2,750 Students Before Fall 2024

Unregistered Students Steadily Declined as Cases Were Closed



Each closed case **represents a student** who got a direct outreach, resolved their barriers, and registered for the next term

▶ **2,750**
unique students with cases closed

▶ **1,838**
Total number of students who successfully registered for classes, **who otherwise might not have**

Iowa State's Closed-loop Referral Model

Cyclone Support Connections Keep Students from Falling Through the Cracks

PEOPLE ▶

Multidisciplinary Team

Coordinated collaboration with student support coordinator and referral partners

- Academic Advising
- Student Assistance
- Financial Aid
- Student Wellness
- Academic Success Center
- Student Accessibility Services
- Residence Life

PROCESS ▶



Data-Informed Interventions

Source information from as many contexts as possible to initiate a non-emergency referral

Examples:

- Connections issued by faculty and staff
- Surveys that screen for challenges that may lead to stop-out



Student Support

Students opt in for outreach and support, allowing ISU to connect them directly with timely resources

TECHNOLOGY ▶

Navigate360 Utilization

Formalizes use of Navigate360 as the primary tool for non-emergency referrals

Coordinated Care

Empowers all ISU employees to more fully engage in the systems and processes the team and partners have established to enable coordinated care at ISU

University-Wide Impact: From Connection to Change

Fostering Engagement and Action Across All Institutional Levels



▶ **41,000+**

Students with alerts raised in AY 24-25

“ I appreciate how direct and streamlined the resources are.”

"It's nice to know the ways that I can help connect students to support resources.



Students are more likely to...

- Increase help-seeking behaviors and skills
- Share challenges and barriers with people who can help
- Complete interventions that support their success

Staff and faculty are more likely to...

Impactfully connect students to support resources

Senior leadership...

Recognize the importance and impact of Cyclone Support



The Opportunities of AI and Automation

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Easy Wins to Automate on Campus

Any info that comes out of Navigate360 or your SIS can be put into a report to automate:



Communications

text, emails



Campaigns

*appointment, survey,
messaging, enrollment*



Journeys

*step-by-step
student guidance*



Alerts

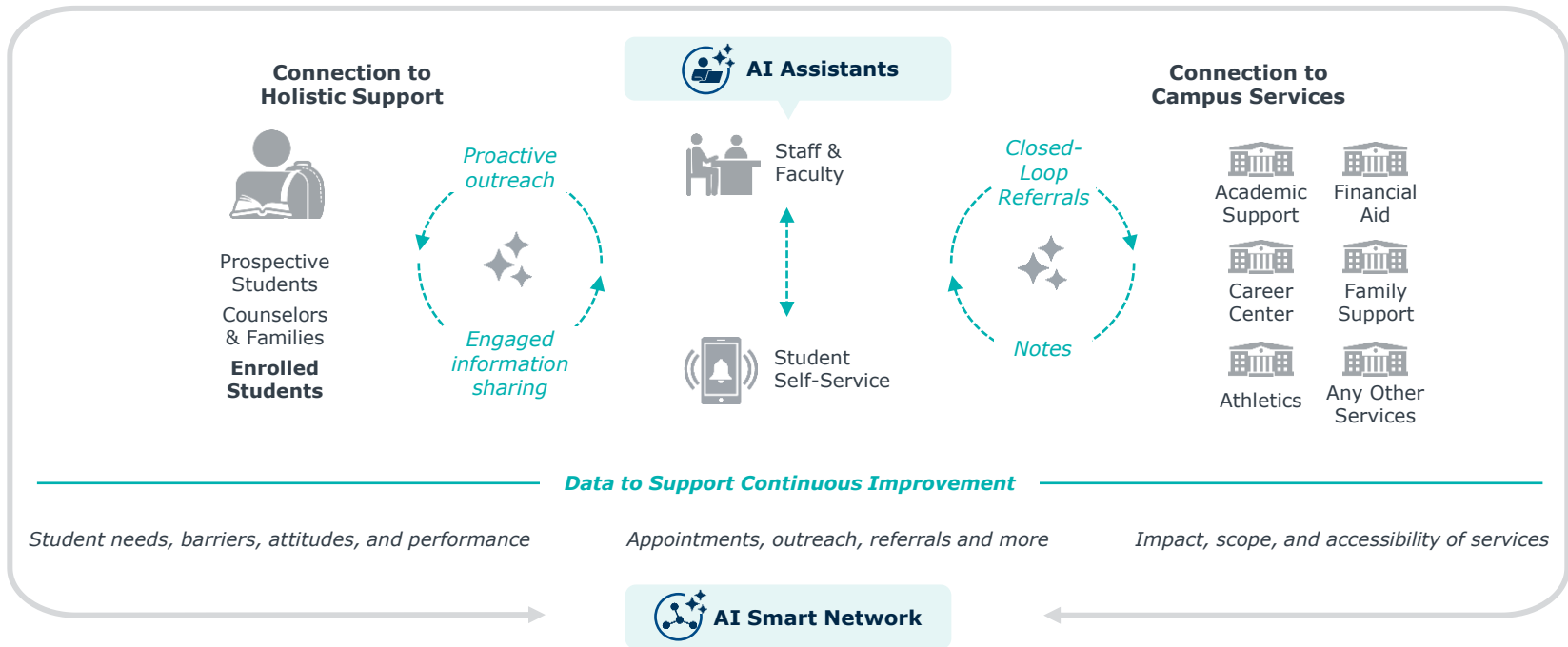
*early warnings,
intervention triggers*

Easy Wins to Automate in Navigate360

- ✓ **Survey & Poll Follow-Ups**
Trigger actions based on student responses
- ✓ **Appointment Outreach & Feedback Surveys**
Automate pre- and post-meeting surveys
- ✓ **Registration Nudges**
Proactively remind students of deadlines
- ✓ **Deadline Reminders**
Keep students on track with key date
- ✓ **Early-Alert Assignments**
Ensure timely interventions based on risk indicators
- ✓ **Midterm & Final Grade Outreach**
Automatically flag students for support based on grades
- ✓ **High-Volume Questions**
Automated messages to answer FAQs

EAB's Proven Blueprint for Coordinated Care

Smart Technology Elevates Cross-Campus Collaboration and Support, Now With Embedded AI



AI That Works With You—and For You

Built on 20+ years of higher ed research

AI Assistant

A daily helper for basic tasks so your team can focus on bigger priorities



**Assistant
for Staff**

Create content

Find reports

Launch campaigns

Filter data

Summarize profiles

Create course plans



**Assistant
for Students**

24/7 chat support

Create course plans

Manage to-do lists

Schedule appts.

Connect with staff

Get fin. aid guidance

AI Smart Network

Works autonomously behind the scenes to support your institutional goals



**Academic
Performance**

Tracks grades and LMS activity

Prompts alerts, tasks, and campaigns



**Financial
Support**

Monitors aid gaps

Sends referrals, reminders, and scheduling



**Yield
Management**

Spots melt signals

Drives reminders, outreach, and appointments



**Career
Preparation**

Identifies low engagement

Assigns journeys or job simulations

Use these agents, customize them, or build your own

Extends your team's capacity by **25%+**

A powerful network that drives **2-12% higher retention**

Meet EAB's AI Assistant for Students

Provide Students with a Daily Helper to Support and Perform Key Tasks



24/7 chat support



Create course plans



Manage to-do lists



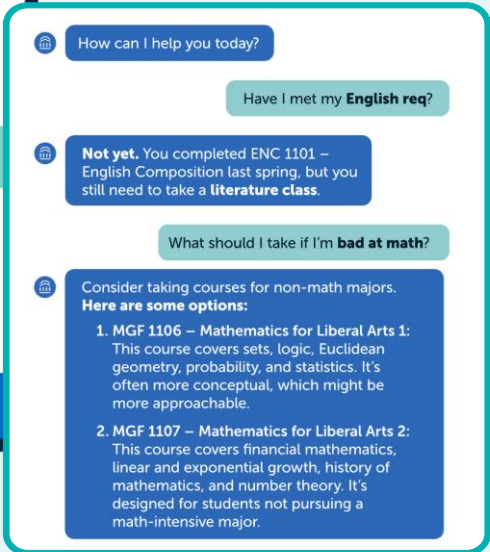
Schedule appointments



Get financial aid guidance



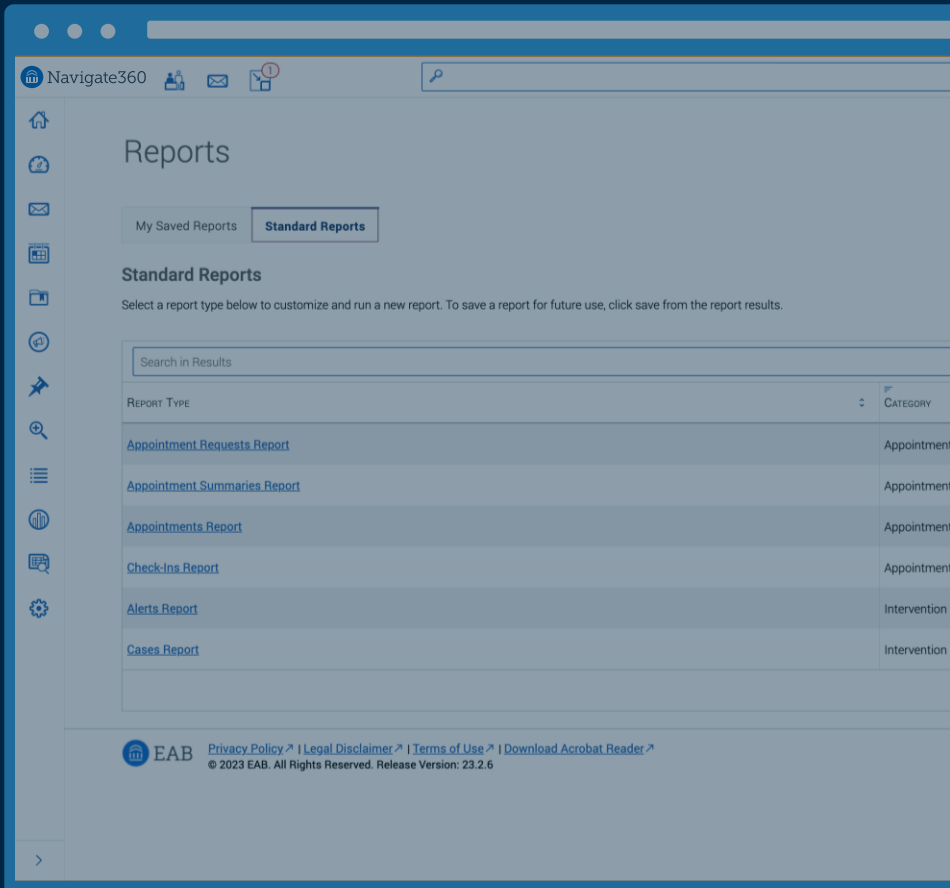
Connect with staff



90+ supported languages

15K+ student questions answered in one semester

75% of student questions occur outside of normal business hours



AI Report Assist

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

[Open Report](#) 3:05 PM

Enter Prompt

Send

Turning Insight into Action



Make it easier for students to take the first step

Remove friction with simple, low-pressure ways to signal need



Use technology to proactively surface need

Leverage alerts, surveys, and AI to identify and engage students before challenges escalate



Build systems that ensure follow-through at scale

Use coordinated care, automation, and shared data to turn referrals into real support

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Related Resources for You

1

30 AI use cases that are saving support staff 10+ hours a week

Infographic

2

The Next Technological Revolution in Student Success

Insight paper

3

What students are really asking university chatbots

Blog

4

Register for our **next webinar...**



An Inside Look at One Open Access University's Retention Playbook

Utah Tech's Multi-Step Intervention
Model Proven to Retain More Students

Monday, April 20 | 1:30-2:30 p.m. ET

Thank you!

