




Student Support in Uncertain Times: Tackling Summer Melt and First-Year Success



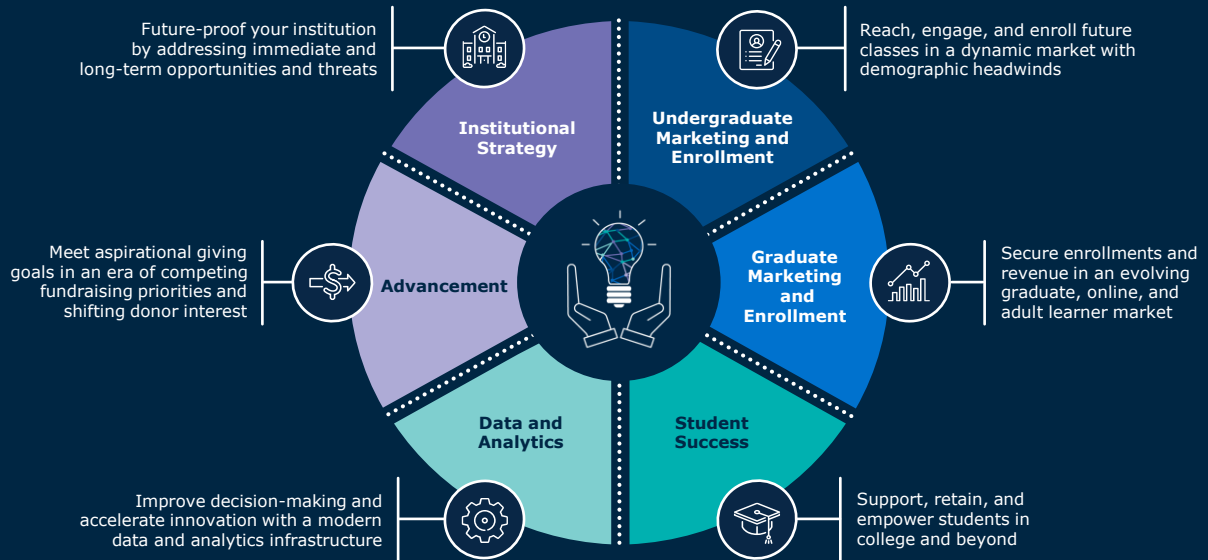
Tara Zirkel, Ed.D.

Director, Strategic Research
Tzirkel@eab.com

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We partner with **2,800+** institutions to accelerate progress, deliver results, and enable lasting change.

95%+ of our partners return to us year after year because of results we achieve, together.

Readiness Declines Complicate Melt And FYE



Onboarding & Retention

If students are buried in onboarding and retention tasks, they cannot improve their academic and social readiness.



College Readiness

It's difficult for students who are struggling academically and socially to finish their onboarding and retain.

10-20%

Of admitted students do not attend in the fall. This is widely referred to as "melt".

40%

Low-income students, students in large urban districts, and community-college-bound students.

24%

Of freshman do not return for their second year.

Impact Slide — Layout 7

What are common barriers that can cause **both summer melt and first-year attrition?**

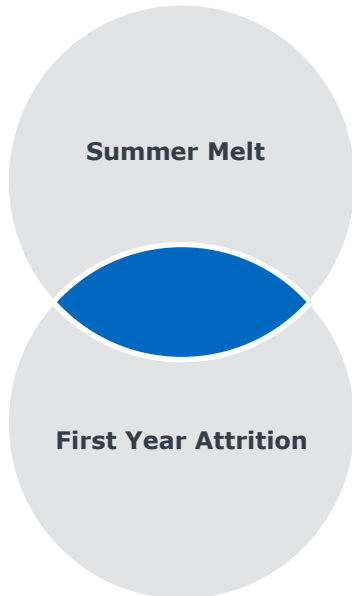


<https://www.menti.com/alhyj744zjqz>



Common Threats Cause Melt And First Year Attrition

6



What are students thinking about?

- Can I manage academically?
- Will I fit in here?
- What steps do I need to complete to finish my enrollment?
- How much financial aid can I get?
- Can I afford this?
- Who can I go to with questions?
- How will I balance school and other commitments?
- Will there be academic support for me?
- Is this all worth it?

Historical Melt Predictors Not Telling The Whole Story

How do we understand who might melt when-



High School GPA

Could be skewed by pandemic grade inflation and doesn't account for non-academic risks.



SAT/ACT Scores

May not reflect classroom performance and other academic skills like collaboration and time management.



FAFSA Completions & Deposits

FAFSA completion rates are down, and some families are struggling to understand what recent FAFSA and aid changes may mean for their households.



Academically Strong Students Still Melt

- Students who have strong GPAs and academic indicators still may encounter social, emotional, financial, and life barriers that can cause melt and first year attrition.
- Students may not realize they are unready for college until they hit their first semester.

New Engagement Predictors



Email Open Rates

Demonstrate interest and engagement with the college.



Engaged With College Technology

Has the student logged into your platforms- how often and when?



Enrollment Funnel Progress

Are students at minimum trying to move through the enrollment steps? Is there evidence that they are reaching out for help?



Self-Reported Motivations & Barriers

Responses to surveys or polls about their likelihood to enroll and barriers that can derail them.



The Status of Student Readiness



Students in Crisis

48%

of K12 students reported feelings of sadness or hopelessness, up from 28% in 2011

69%

of public schools saw an increase in students seeking mental health service at school since the start of the pandemic

And Institutions Lacking the Resources to Support

87%

of public schools don't feel confident that they can effectively provide mental health services to all students in need

“We are seeing more students socially unprepared to enter **school at the pre-k and kindergarten level**. They were babies and toddlers during the pandemic and their parents didn't have social outlets for them.”

–K-12 Superintendent

Anxiety and Stress Looming Over College Planning

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Student Worry Spiking During College Planning



Exacerbating a Dire Nonconsumption Trend

28%

of students currently applying to or considering applying to college said **mental health concerns are a reason they may choose not to attend college**



Anxiety and fear make it very difficult for me to plan for college because I overthink every outcome that my life could possibly take. I feel like college is the biggest decision of my life thus far, and that can be **very heavy for a 17-year-old to handle.**"

-Apply Survey Respondent

One Third Of US Children Struggle To Read



Missed reading benchmarks impact comprehension in other subjects



Decreased Basic Reading Skills

37%

of 4th graders **weren't** reading at a basic level in 2022, up 2% from 2019

30%

of 8th graders **weren't** reading at a basic level in 2022, up 3% from 2019



Decreased Reading Proficiency

67%

of 4th graders **weren't** proficient in reading in 2022, up 2% from 2019

69%

of 8th graders **weren't** proficient in reading in 2022, up 3% from 2019

Students need to "read to learn" as they get older.
Reading gaps impact achievement in all subjects.

Dramatic Declines In Math Achievement

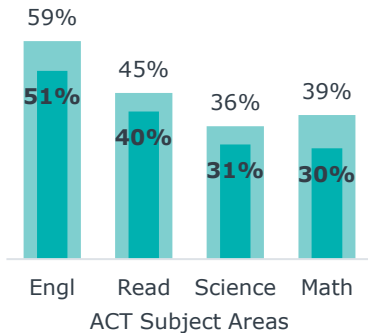
This Isn't a Blip: Unfinished K-12 Learning Will Be Felt for Years to Come

Pre- and Post-COVID Math Readiness by Age Cohort

Current College First Years

ACT College Readiness Among 2023 HS Grads

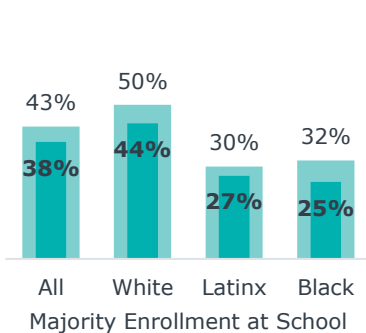
■ 2019 ■ 2023



Current Ninth Graders

On Pace for College Math in 8th Grade (i-Ready)

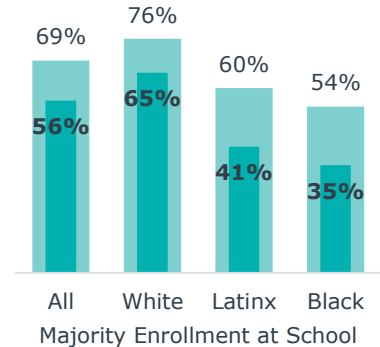
■ 2019 ■ 2023



Current Fifth Graders

On Pace for College Math in 4th Grade (i-Ready)

■ 2019 ■ 2023



Source: EAB analysis of data from Curriculum Associates, "State of Student Learning in 2023"; ACT U.S. High School Class of 2023 Graduating Class Data; NAEP Scores 'Flashing Red' After a Lost Generation of Learning for 13-Year-Olds.

Readiness Impacts Stall Forward Momentum



Academic Readiness Academic

Summer Melt



Students may feel **under or over confident** about their academic skill set. Students need to understand **what their academic future will look like.**



First Year Retention



Students may **need additional academic support**, putting strain on institutional resources.

Summer Melt



Stress and anxiety may derail college going plans. Students **need to know where they fit** in your campus culture.



First Year Retention



Students need help **managing stress, anxiety, and finding a sense of belonging.**

Socioemotional Impacts

Key Messaging Points Across New and FY Students

Academic And Social Supports During Onboarding and FY



Clear Next Steps

Jargon free, manageable next steps with clear instructions on who can help them



Personalized Outreach

Based on interests, major, or specific needs the student has such as veterans' services or disability accommodations



Frontload Academic Supports

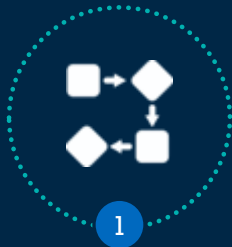
Information on tutoring, study groups, academic communities, and testimonials from students who use these services.



Belongingness And Mental Health Supports

Normalize self-service well-being supports and emphasize that all students belong and your institution.

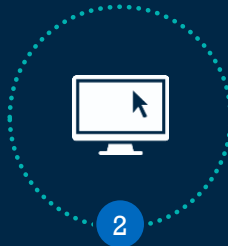
Three Engagement Strategies



Streamline Checkpoints &
Milestones



Building Belongingness
Before Day One



Using Student Feedback To
Frontload Academic Support

Impact Slide — Layout 1



Streamline checkpoints
and milestones

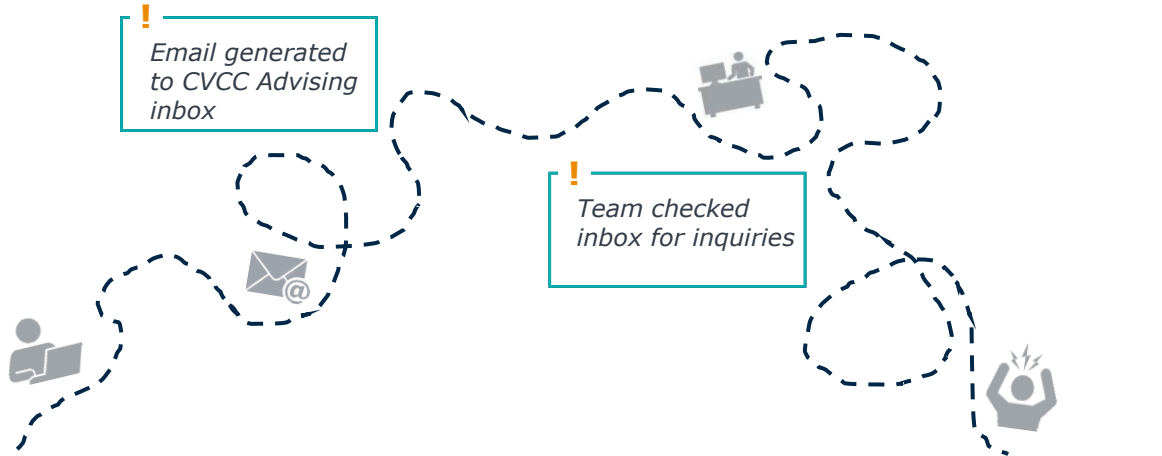


How do we
communicate clear
onboarding and
new student
milestones
**without
overwhelming
learners?**

Students Are Spun In Circles By Manual Processes



Inefficient, Makeshift Solution



Web-based inquiry form completed by prospective student

- ▶ Very cumbersome
- ▶ Multiple electronic forms to manage
- ▶ No CRM integration

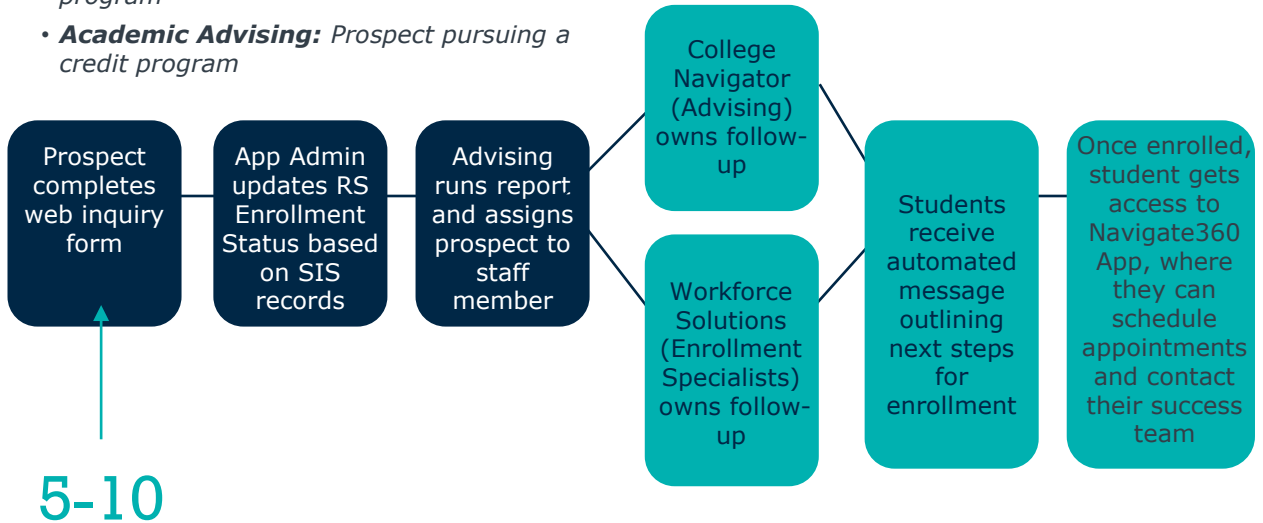
Team manually created profiles

Prospect Funnel and Daily Workflow

Tracking Prospects Through the Full Enrollment Cycle

Triaging Inquiries

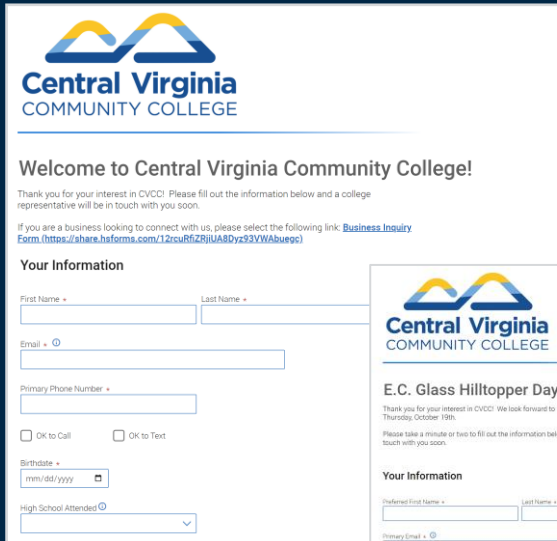
- **Workforce:** Prospect pursuing a noncredit program
- **Academic Advising:** Prospect pursuing a credit program




5-10

Avg. inquiries received daily

Customized Inquiry Forms




Central Virginia
 COMMUNITY COLLEGE

Welcome to Central Virginia Community College!

Thank you for your interest in CVCC! Please fill out the information below and a college representative will be in touch with you soon.

If you are a business looking to connect with us, please select the following link: [Business Inquiry Form \(https://share.hsforms.com/12cuvRf1ZRIJUA8Dy293VWAbuegc\)](https://share.hsforms.com/12cuvRf1ZRIJUA8Dy293VWAbuegc)

Your Information

First Name * Last Name *

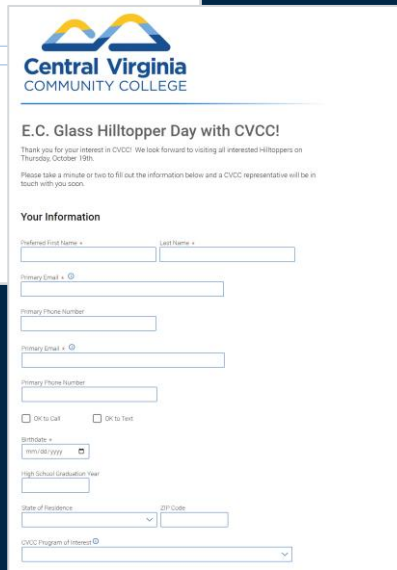
Email *


Primary Phone Number *

OK to Call OK to Text

Birthdate *

High School Attended




Central Virginia
 COMMUNITY COLLEGE

E.C. Glass Hilltopper Day with CVCC!

Thank you for your interest in CVCC! We look forward to visiting all interested Hilltoppers on Thursday October 19th.

Please take a minute or two to fill out the information below and a CVCC representative will be in touch with you soon.

Your Information

Preferred First Name * Last Name *

Primary Email *

Primary Phone Number

Primary Email *

Primary Phone Number

OK to Call OK to Text

Birthdate *

High School Graduation Year

State of Residence ZIP Code

CVCC Program of Interest

- Contains CVCC branding and language
- Request for relevant personal info allows us to compare inquiry with SIS records
- Options for all CVCC certifications and workforce programs
- Option to indicate interest in a campus tour



Making an Impact on Staff and Students

Improvements in Recruitment and Student Success Outcomes

Recruitment

56%

Yield in **inquiry-to-applied** stage

30%

Yield in **inquiry-to-enrolled** stage

+25%

Increased likelihood to enroll if RS Inquiry is submitted

\$8.8M

Tuition revenue from 1,680 students enrolled via Navigate360 in **first two years**

Student Success

+7%

Increase in first-to-second semester **retention** among new students

+45%

Increase in **student responsiveness** to advising outreach with proactive, automated messaging

-50%

Reduction in **manual processing time** for advisor assignments thanks to Navigate360 automation



Adding Recruitment Success has made us **better at both recruitment and retention**. As an institution with a dedicated workforce division that was almost entirely separate from credit side of the house, the Recruitment module has brought us together in a way we always wanted but could never achieve.”

-Michael Farris, Dean of Student Services

Poll Question

How many **steps can our working memory handle** before we start forgetting parts of a new task?

Onboarding Checklists Are Too Much, Too Fast



Lack of personalization and clear directions can derail students

Do students understand what college jargon means, especially if reading scores are declining



This message may come disorganized from multiple offices rather than one letter



No information on who to contact with questions



SUBJECT: Immediate action needed

Dear Carla,

The following admissions steps are still outstanding at EABert University.

- Residency
- Advising
- Registration
- FAFSA completion
- HS Transcripts
- Orientation
- Deposit
- Housing interest

Student Success Team

Intimidating subject line

Not clear which order these are completed in

One-way, static communication

Incremental Instructions Vs. Overwhelm



Nudging Students With up To Date Next Steps



Navigate360 Onboarding Checklist

- ✓ Robust checklist of to-dos, resources, reminders, and more in Navigate360 student app
- ✓ Admissions office can see student progress, and identify members of student support team
- ✓ Students use Navigate360 to schedule first advising appointment before Orientation

ASAP

Within 24 hours of activating their SFC email, students are prompted to download the Navigate360 app

Mid-Summer

Students are reminded to keep track of checklist items in the app and access resources like loaner laptops



Early Summer

In-app nudges remind students to complete skills assessments, sign up for Orientation, and submit transcripts. Transfer students are prompted to schedule an advising appointment in the app

Late Summer

First-time students schedule advising appointments in the app so they can register for courses



60

Additional new students completing online Orientation, a critical onboarding step, in 2022 vs. 2021



130%+

Increase in students checking off onboarding to-dos in the Navigate360 student app



Faculty led communications campaigns clarify enrollment steps while building trust



Broke down internal walls

Built empathy between student success and faculty members and built a shared sense of purpose.



Faculty led enrollment campaigns

Faculty were taught how to create enrollment campaigns for students in their department. Faculty can proactively share academic supports and enrollment information while building trust with students.



Progress over perfection

Faculty participated at their own comfort level, but as they saw the benefits they became more engaged.



+8%

Total enrollment in Fall 2022

+18%






Net enrollment gain from a low point of -10% in August 2022

Curating Communication Based On Student Behaviors

26

Building Ongoing Touchpoints into the First-Year Seminar

► How can predictable, intentional touchpoints help students and advisors

Mobile App Assignment		Benefit to RMU
<ul style="list-style-type: none">Download the mobile app in classComplete the Intake Survey		Advisors receive Intake Survey responses and send students targeted content based on their interests
<ul style="list-style-type: none">Take the Major Explorer quizSelect favorite majors in the app		Advisors and academic departments view quiz results and favorite majors, and send targeted messages/campaigns
<ul style="list-style-type: none">Take Quick Poll on college expectationsLearn where to find help		Advisors use Quick Poll data to identify areas of struggle for students and send targeted follow-up
<ul style="list-style-type: none">Use app's GPS to find different offices on campus with helpful resources		Advisors view favorite resources for their individual students to better understand interests and needs
<ul style="list-style-type: none">Advisors send appointment requests; students set up appointment reminders		Student success leadership evaluates appointments made through the app to gauge utilization

Impact Highlights

2% Increase in first-year retention

98% Participation rate

Guide Students Toward Their Goals

Improve Student Self-Service with Journeys

Equip students to **take initiative**



Journeys provide **stepped guidance** at pivotal moments based on student behavior research



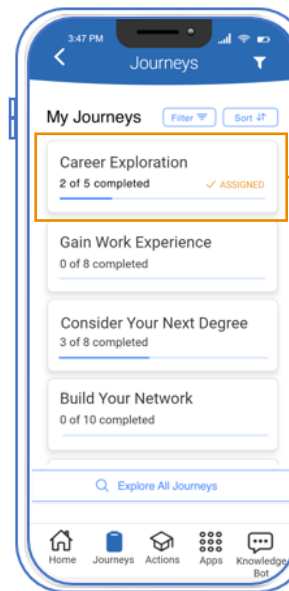
Journeys can be recommended, featured, or assigned to **populations of students** based on their characteristics or time of year



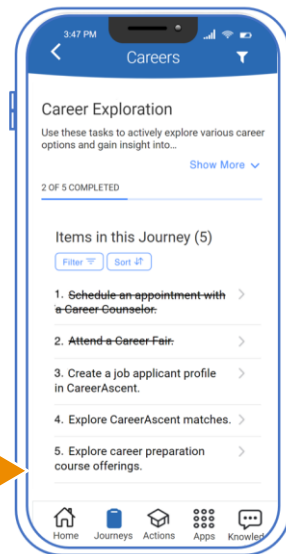
Journey **completion is trackable** by students and staff



Journeys are **fully customizable**, but EAB will provide a starter kit that institutions can edit as desired



Use Journeys to encourage early career exploration



You can automate this journey to launch when a student completes a certain number of credits

The Power of Student-Centric AI

How Navigate360 AI Supports Your Staff and Students



AI navigator

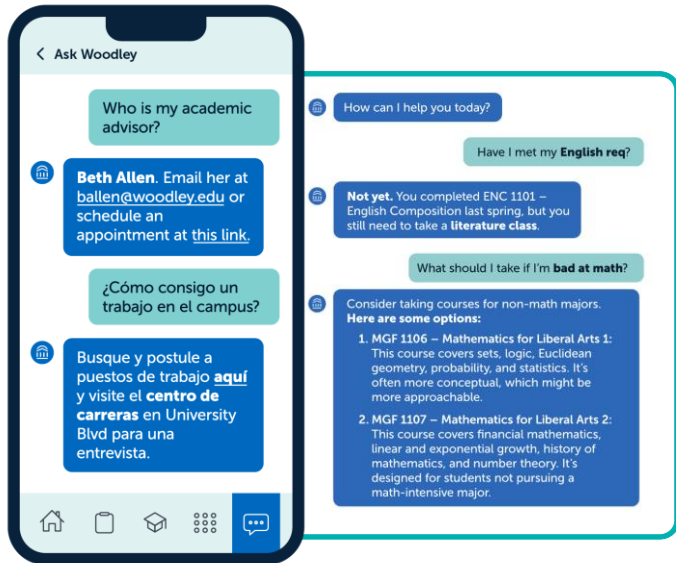
Give **students** the 24/7 personalized support they need and expect

Knowledge Agent

Provide **instant responses** to student and prospect questions in **90+ languages**, as early as recruitment and orientation

Course Planning Agent

Give students the ability to **generate course plans** and access 24/7 course planning guidance



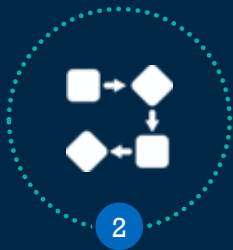
How Can We Help?



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



- 1 Streamlining **student onboarding and communication**
- 2 Using **student journeys** to reduce melt and keep first-year students on track
- 3 Another student success topic



Using Student Feedback
To Frontload Academic
Support



How do we
establish **two-way
communication**
with students to
catch academic
barriers?

Operationalizing Real-Time Student Feedback



Gather Student Responses to Connect Them with Tailored Communication



Personal goals
and preferences



Navigate360
surveys



Navigate360
quick-polls



Navigate360

Advisor view

Campaigns

Automated
messages



**Strategic Messaging
Initiatives**

Outstanding Tasks

Interventions

Relationship Building

Navigate360 Survey Melt Use Cases

- Incoming student intake
- Communication preferences and technology access
- ***New student needs assessment (including academic confidence)***



Navigate360 Quick-Poll First Year Use Cases

- Two-week pulse check
- Help with books, parking, residence life, tutoring, and payments.
- ***Evaluating belongingness during the first few weeks of school***



Challenge

Building real-time connections with students regarding their barriers, needs, and obstacles.

Solution

Arapahoe uses quick polls to ask students what their concerns are, then uses the responses to create alerts that connect students with resources.

Sample Questions

- Do you have access to the Internet at home?
- Do you have access to a computer at home?
- What resources, like tutoring, do you think you'll need this semester?
- Something feels wrong but I'm not sure who to talk to?

Get a pulse check on student needs with **Quick Polls**



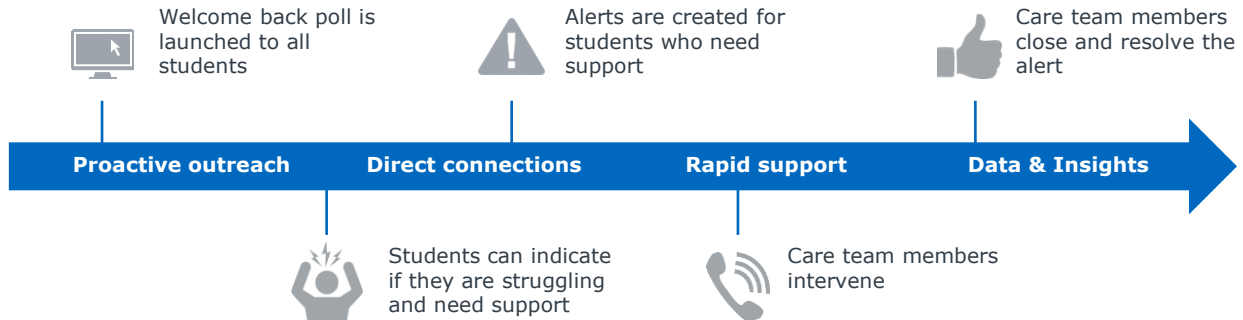
- **Survey students**
- **Push resources** based on survey responses
- Help students **explore programs, majors, and careers** of interest



Using Polls as a Connection Point



Providing proactive support

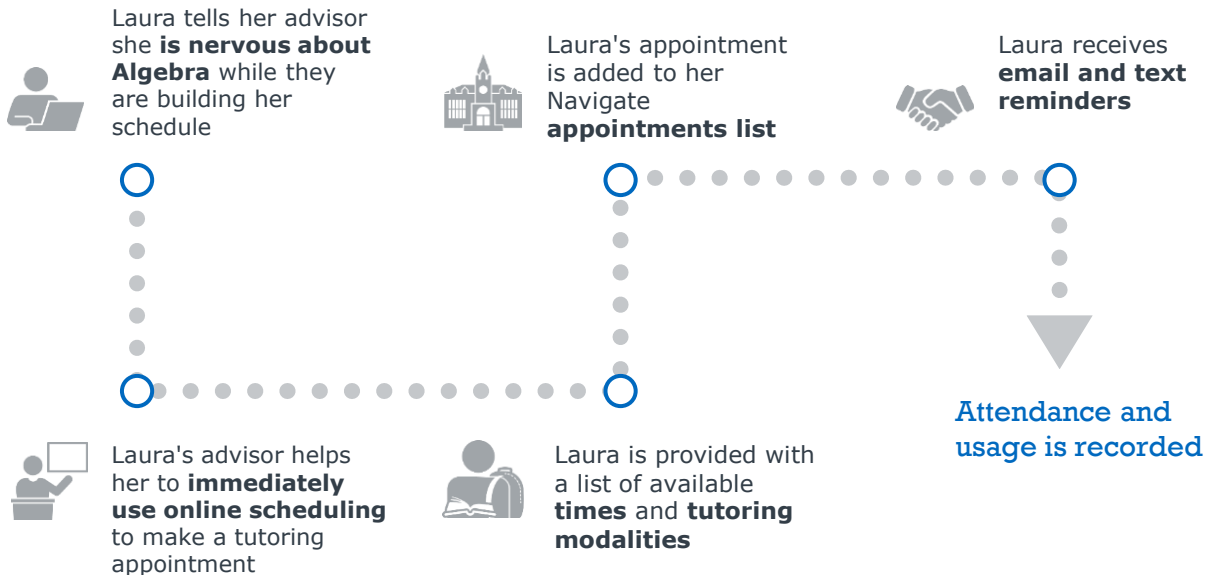


Additional Advantages of Utilizing Polling

- "Just in time" data that is actionable in the moment
- Scalable across the entire college
- Increases sense of student belongingness



Removing Barriers to Student Tutoring: Laura's Story



A 4x increase in
tutoring usage:

174

Students in Fall
2021

490

Students in Spring
2022

647

Students in Fall
2022

699

Students in Spring
2023

Impact Slide — Layout 1



Building
Belongness Before
Day One



How can campus
feel like home
from the very
beginning? How do
we **normalize**
emotional self-
care practices?

Google

🔍 college makes me feel



Google Search

I'm Feeling Lucky



🔍 college makes me feel



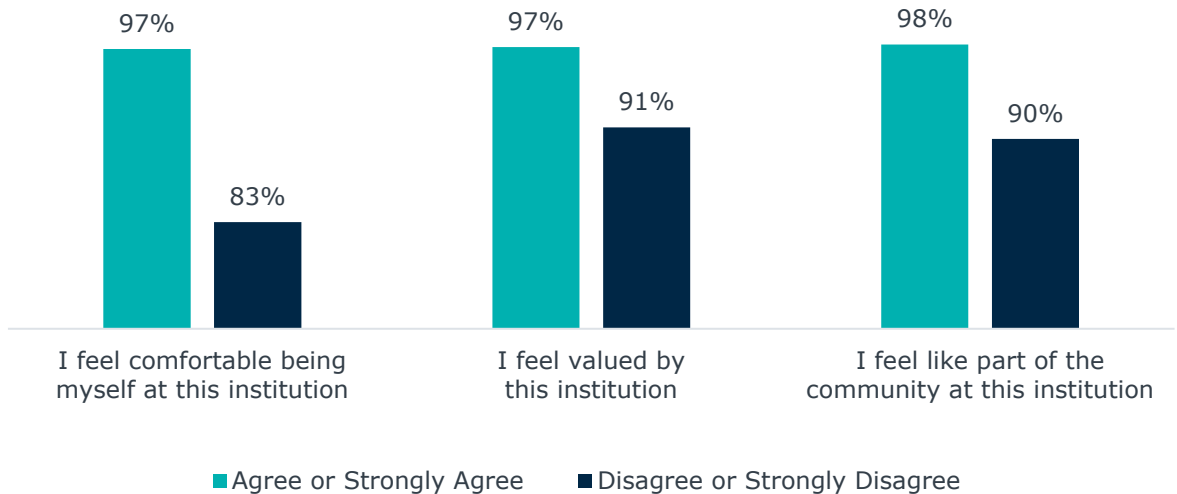
- 🔍 college makes me feel **worthless**
- 🔍 college makes me feel **like a failure**
- 🔍 college makes me feel **depressed**
- 🔍 college makes me feel **dumb**
- 🔍 college makes me feel **like a failure reddit**
- 🔍 college makes me feel **empty**
- 🔍 college makes me feel **hopeless**
- 🔍 college makes me feel **sick**
- 🔍 college makes me feel **dumb reddit**
- 🔍 **why does school make** me feel **worthless**

Belongingness Matters for Retention



NSSE Finds Students Are More Likely to Retain If They Feel They Belong

First-Year Students Intention to Return National Survey of Student Engagement (NSSE)



Student Help-Seeking Behavior: Hand Raise Feature

Give Students Tools to Initiate Requests

1. Create list of hand raise reasons for students to select
2. Determine follow-up and intervention pathways
3. Easily track student outcomes based on interventions

Hand Raise ✕

They will review these and contact you to follow up. You can see your self alerts in the "My Docs" feature.

Please select a reason *

- I feel overwhelmed
- I feel overwhelmed**
- I have a roommate conflict
- I need an advisor's help
- I would like to be contacted for additional support
- I'm having trouble adjusting to college
- I'm worried about paying for college

Submit Cancel

Peer Counselors Provide 1:1 Mental Health Support

40

The University of Michigan's Individual Peer Support Program



Students Select a Peer Counselor

Students can browse a directory and indicate interest in the program on the counseling center website

 **13** Peer Mentors 2020-2021



Students Meet With Their Peer Counselor

Students set up a schedule with their peer mentor that will best fit their needs and goals



Peer Counselors Meet With Counseling Center Staff Each Week

Peer counselors have dedicated time with counseling staff to reflect on recent success, themes and challenges



Key Program Logistics



Supervised and trained by the counseling center



Volunteer-based, and students interested in becoming a peer counselor must go through an **application process**



A staff member is on call for peer counselors who need additional guidance to help their client outside of normal hours

Belongingness As An Institutional Commitment



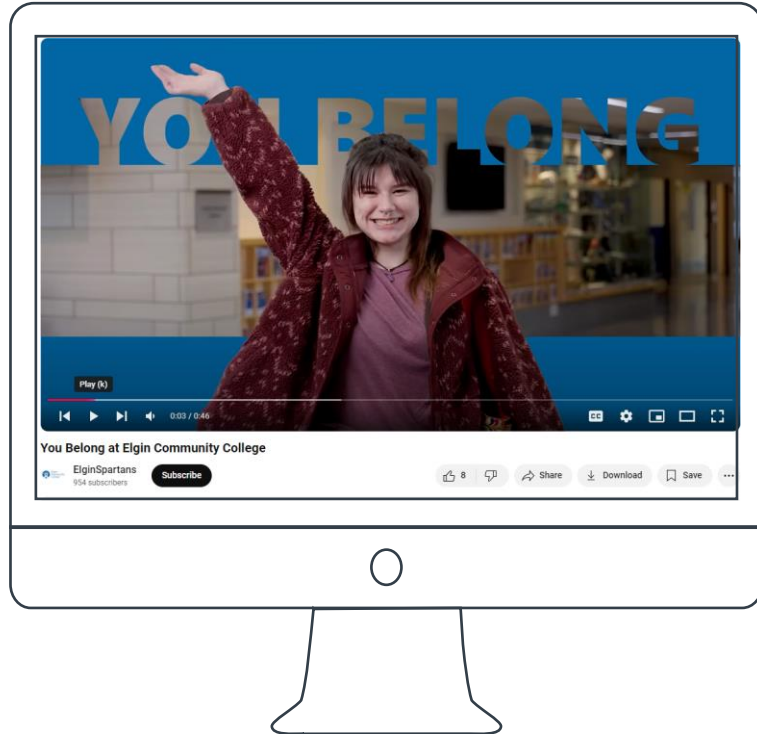
Highlighting An Inclusive Campus Culture

"You'll Fit Right In" Campaign

- Rebranding campaign focused on centering institutional culture
- [YouTube Campaign](#)

"We want everyone to know that no matter your age, circumstance, or career ambition, you belong at ECC, and we welcome you to our campus community. We are ready to help you achieve your dreams, and it starts with knowing that ECC is a safe and inviting place where there is something for everyone."

-President David Sam, PhD, JD, LLM



How Can We Help?



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



- 1 Turning **student feedback** into belongingness support
- 2 Encouraging **help-seeking behavior** in students
- 3 Using technology to **better coordinate student support**

Related Resources For You



1

Send me a copy of **today's slide presentation**



2

See a **live demo** of Navigate360



3

Read our latest blogs on **how AI can tackle summer melt**
2-year and 4-year versions available



4

Receive our **communications toolkit** to support your belonging messaging





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