



EAB

Never Looking Back

How the Pandemic Sets the Stage for the Next
Decade of Student Success

Today's Presenter



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We help schools support students from enrollment to graduation and beyond

➤ **ROOTED IN RESEARCH**

8,000+ Peer-tested best practices

500+ Enrollment innovations tested annually

➤ **ADVANTAGE OF SCALE**

1,900+ Institutions served

4.1 M+ Students supported by our SSMS

➤ **WE DELIVER RESULTS**

95% Of our partners continue with us year after year, reflecting the goals we **achieve together**

➤ Find and enroll your right-fit students

➤ Support and graduate more students



➤ Prepare your institution for the future

Who are you?

POLL

What best describes your role (pick one):

- a. Cabinet-level administrator
- b. Academic affairs administrator
- c. Student affairs administrator
- d. Enrollment management administrator
- e. Student-facing advising or support staff
- f. Information Technology
- g. Faculty

Never Looking Back

- 1** The Challenge Ahead
- 2** Huge Surge in Tech-Enabled Advising
- 3** Networking Support Around the Student
- 4** New Ways to Reach Students

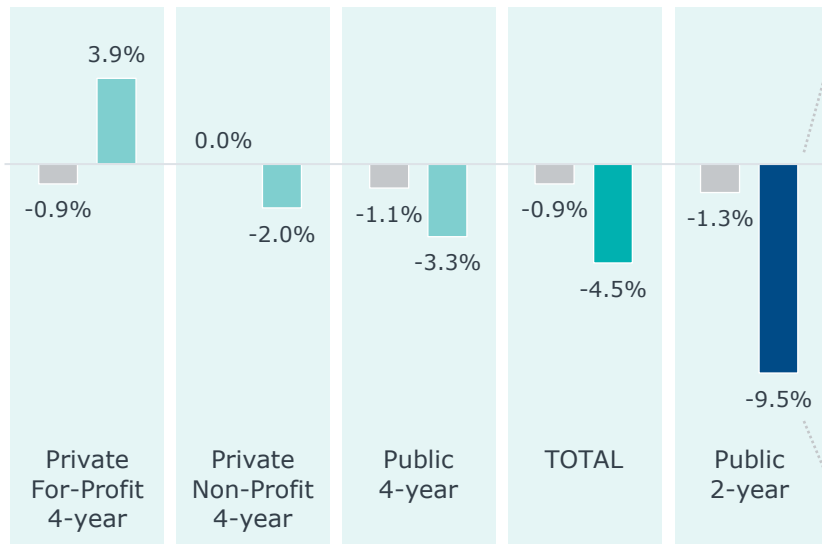
Pandemic-Era Enrollment Changes



Two-Year Colleges Hit the Hardest of Any Segment

Change in Enrollment from Prior Spring

■ Spring 2020 ■ Spring 2021



Change in Two-Year Student Groups

First-time enrollment

-21.1%

Full-time enrollment

-12.1%

Black enrollment

-19.7%

Latinx enrollment

-18.8%

International enrollment

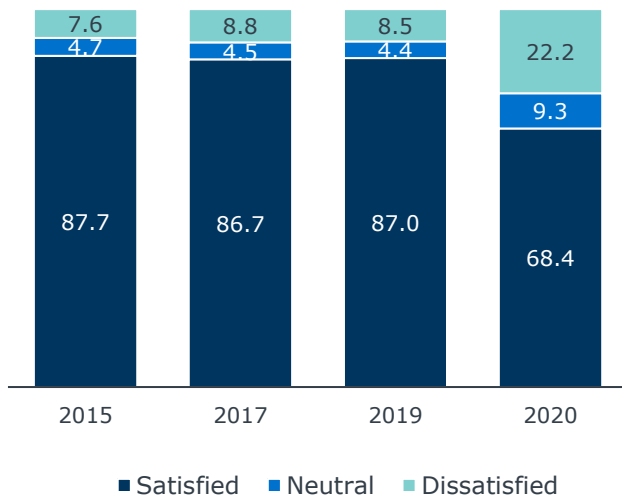
-25.9%

COVID-19 Impact on Student Attitudes



Student Satisfaction with the College Experience Lowest in Five Years

Satisfaction dropped significantly in 2020



68%

of students are satisfied with their college experience

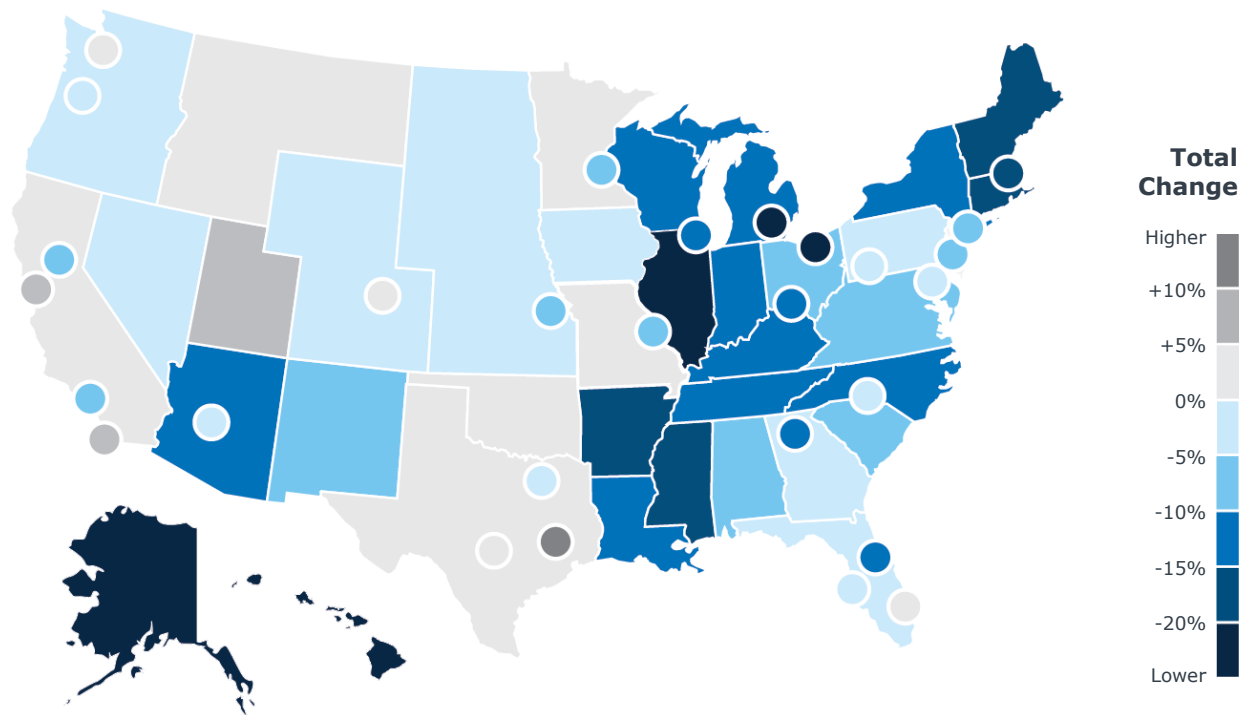
Satisfaction is lowest at:

- Public schools (64%)
- Schools in the West (61%)
- Schools that were all virtual at the beginning of the term (60%) and the end of the term (63%)

Demographic Declines on the Horizon



Change in Americans Predicted to Attend College, **2019 to 2029**



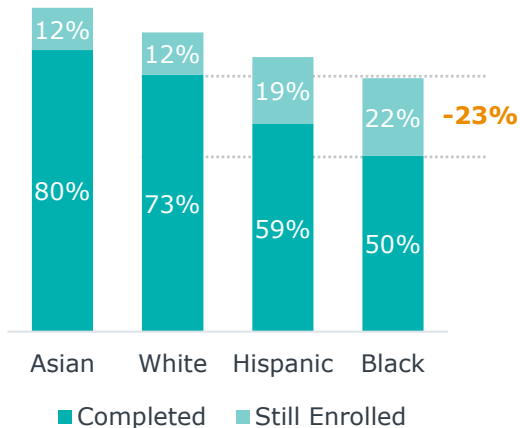
Equity Gaps Compound the Challenge

Schools Must Address Systemic Racism to be Competitive in the 2020s

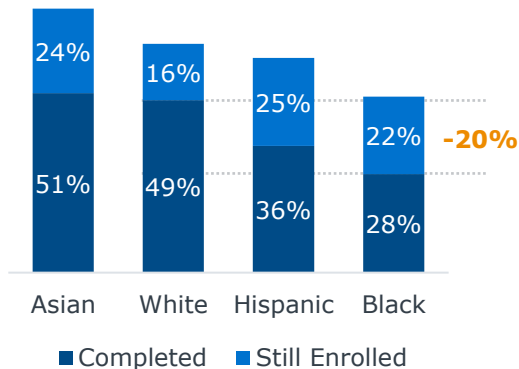
Six-Year Outcomes¹ by Race and Ethnicity

Entering Cohort of 2014

Public Four-Year Starters



Public Two-Year Starters



1) "Completion" means any degree at any institution.
"Still Enrolled" means still enrolled at any institution

Glass Half Empty...



Higher Education is in the midst of a foundational, forced change, that will result in a new normal that will be unrecognizable for large portions of the industry—**and most institutions will find themselves in the new reality by default rather than by design.**

— Dr. Wallace Pond

COVID-19 Will Fundamentally Change Higher Education with Big Winners and Losers

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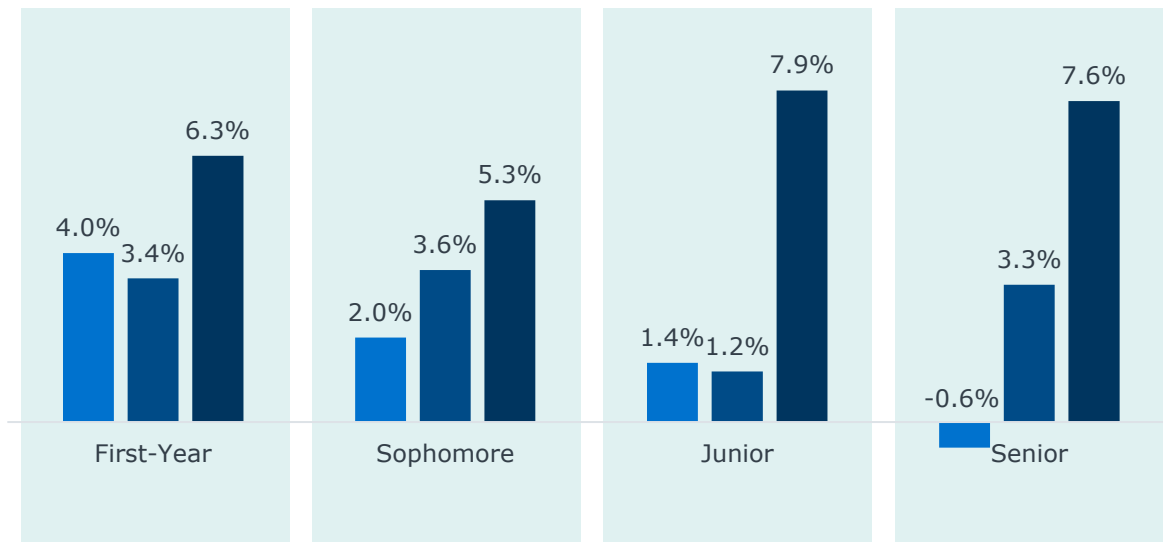
Advising Correlates with Persistence



Students Who Meet with Advisors Exceed Predicted Likelihood to Persist

Median Increase Over Predicted Persistence Rate

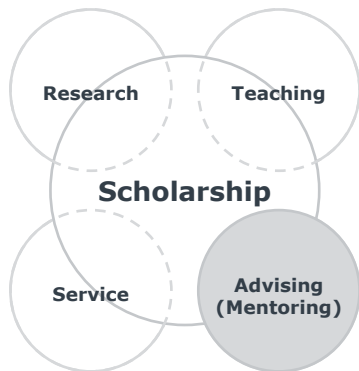
■ High Likelihood ■ Medium Likelihood ■ Low Likelihood



The Evolution of “Advising”

Disruption Forced All Schools to Start Providing Support More Holistically

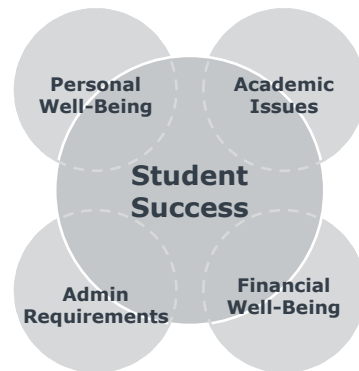
Faculty Advising



Traditional Advising



Holistic Advising



Huge Uptick in Advising Activity



Navigate Played a Key Role in the Move Online this Spring

Change in Navigate Use Fall 2019 to Spring 2020



+35%
**Proactive
Advising Campaigns**



+39%
**Text Message
Activity**



+25%
**Students Accepting
Appointment Requests**

What We Heard This Spring

“ We’ve been using Navigate to quickly make decisions and roll out broad support efforts to what we feel may be some very vulnerable student populations.

University of Memphis

“ We are having more advising sessions than ever before going virtual. Navigate has been huge for supporting this effort.

CSU Sonoma

Expanded Access and Advising Options



COVID-19 Broke the “One Size Fits All” Model of Student Support

Traditional Advising and Student Support

Face-to-face

30-minute meeting

Available during working hours

Limited focus

Virtual Options

More accessible than in-person for many students

Expanded Hours

Available when students want it (staff like it too)

Holistic Care

Better experience for students with complex needs

Right-Sized

Regular check-ins via short calls or texts, as needed

Never Looking Back

1

The Challenge Ahead

2

Huge Surge in Tech-Enabled Advising

3

Networking Support Around the Student

4

New Ways to Reach Students

Building a Coordinated Care Network

Breaking Silos That Inhibit Students' Connection with Support

Students Cut Off from Campus by COVID-19



Students



Advising, Faculty, and Outreach Teams



Frontline Support



Self-Serve Technology



Support Offices and Essential Services



Academic Support



Financial Aid



Career Center



Residence Life



Athletics



Other Services



Data on student needs, barriers, attitudes, and performance



Data on appointments, communications, and other interactions



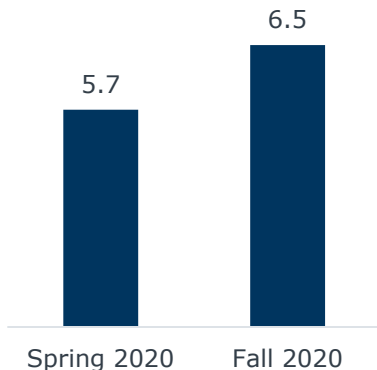
Data on the accessibility, scope, and impact of support services



The Coordinated Care Network Expanded

Partners Networked Together More Offices, Especially Financial Aid

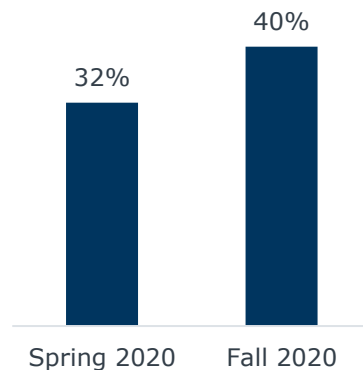
Care Units per Partner Institution



Fastest-Growing Care Units *March 2020 to Sept 2020*

- **Financial Aid**
- Career Services
- Faculty Office Hours
- Academic Advising
- Admissions
- Library
- Tutoring
- Student Life
- Registrar

Partners with Fin Aid as a Care Unit



Source: EAB interviews and analysis.

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Adding More Options to Connect

Virtual Helpdesks Help Students Get Drop-In Answers Via Video Conferencing Software



UNIVERSITY OF
OREGON

Walk-in Platform



Microsoft
Teams link
on website



Student workers
or peer advisors
*8am-5pm M-F +
some afterhours*



Resolution

**Private chat to answer
basic questions** or set
up advising appointment
for more complex issues

GEORGIA
HIGHLANDS
COLLEGE



Zoom link
on website
or QR code



Specialist or
admin assistant
*9am-3pm M-Th
9am-12pm Fri*



Student routed to breakout room:

- Advising
- Financial aid
- Accounts
- Admissions

On standby: registration,
disability support, etc

Student-Facing Tools and Resources

Big Increases in Students Use of Virtual Engagement Opportunities


Across the Nation...



+59%
Increase in EAB
**YouVisit virtual
tour** visitors



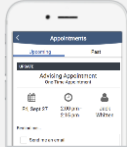
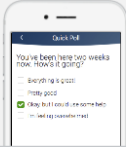
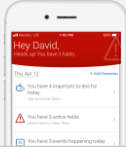
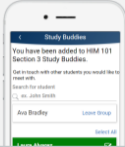
+25%
Student use of
Navigate onboarding
and **academic
planner**



5,800
Navigate app
student users

62%
Increase
over 2019

What are they using it for?

			
Appointment Scheduling	Quick Polls	Registration Holds	Study Buddies

Glass Half Full...



For years we have been talking about meeting students where they are. Now we are really doing it. The pandemic forced us to **stop talking about being a student-centered institution and start actually being one.**

— Provost
Mid-sized public university

Delivering on the Student-Centric Institution

1

The Challenge Ahead

ACTION: Link student success and equity to enrollment strategy

2

Huge Surge in Tech-Enabled Advising

ACTION: Make pandemic innovation permanent

3

Networking Support Around the Student

ACTION: Build connections between support offices around students

4

New Ways to Reach Students

ACTION: Explore how to use emerging technologies

Today's Presenter



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