Build Faculty's Engagement in Student Success Initiatives

Navigate

Meet Your Presenters

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EAB

Education's Trusted Partner to Help Schools and Students Thrive

Your Imperatives Determine Ours

INSTITUTIONAL STRATEGY

Prepare Your Institution for the Future

Executive guidance rooted in research to support your strategic priorities

MARKETING AND ENROLLMENT

Achieve Your Enrollment and Growth Goals

Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes

STUDENT SUCCESS

Build a Student-Centric Campus

Technology trusted by 850 schools to retain, graduate, and empower more students

DIVERSITY, EQUITY, AND INCLUSION

Advance DEI on Campus and in Your Community

Technology, research, and bold initiatives to strengthen your DEI strategy and eliminate equity gaps

DATA AND ANALYTICS

Embrace Digital Transformation

Data and analytics solutions built for higher education to guide decisions and accelerate innovation

We partner with 2,500+ institutions to accelerate progress and enable lasting change.

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

K12 • Community Colleges • Four-Year Colleges and Universities • Graduate, Professional, and Adult Programs • Employers

Navigate is EAB's Customer Relationship Management System, the first enterprise-level technology for student success in higher education. Navigate brings together students, administrators, advisors, faculty, and other staff in a collaborative network to holistically support students across the college journey.
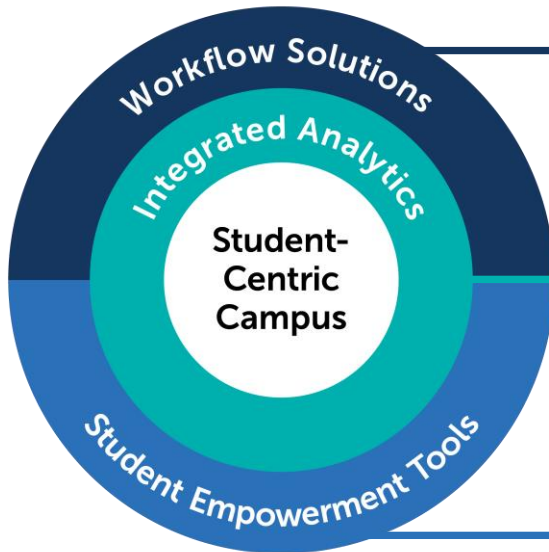
Workflow Solutions

Focus and scale interventions, support advisors and other staff in their day-to-day work, and create a truly **coordinated network** for student success

Integrated Analytics

Understand which interventions are working and how to best **adjust your strategy** to support your school's needs
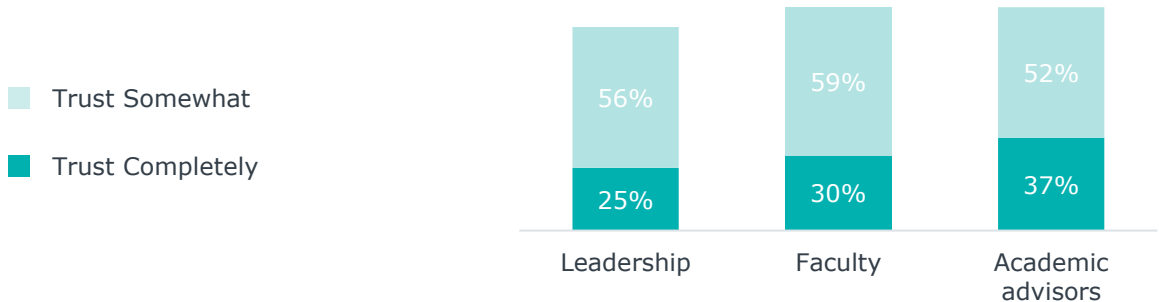
Student Empowerment Tools

Build **belonging** and a deeper sense of purpose at school with Navigate's mobile app and other digital tools

1 Faculty's Role in Student Success and Barriers to Adoption

2 Ways to Promote Faculty Engagement

3 Case Study and Key Takeaways

Faculty are Integral to Student Success

Research on Retention and Long-Term Outcomes Confirms Critical Role

▶ **Faculty and academic advisors** are the most trusted campus personnel

■ Trust Somewhat

■ Trust Completely

	Leadership	Faculty	Academic advisors
Trust Somewhat	56%	59%	52%
Trust Completely	25%	30%	37%

▶ Faculty buy-in is **critical to organizational improvements**

Reduce and standardize **major credit requirements** for graduation

Create new **professional advising** roles to help high-risk students

Implement **early warning system** to track attendance and performance

Hire **instructional design staff** to help faculty improve assessment design

Unable to enact change without buy-in or approval

Changes enacted, but aren't embraced enough to be effective

Which have you heard when rolling out new initiatives?

"We already have a bunch of systems – what does this add?"

▶ Lack of Clarity Around Why

"I don't understand why we're doing this"

▶ Lack of Clarity Around Why

"I know the student well and I don't need technology to help them"

▶ Resistance To Change

"We have to use multiple systems to complete tasks"

▶ Workflows Don't Reflect Need

"This won't work for our department, we're different"

▶ No Peer Examples

Frequent Barriers to Adoption:

| Lack Of Clarity Around "Why" | Workflows Don't Reflect Need | No Peer Examples | Resistance To Change |

Which Barrier Is Your Institution Struggling With the Most?

1 Lack Of Clarity Around "Why"

2 Workflows Don't Reflect Need

3 No Peer Examples

4 Resistance To Change

▶ **Types of Barriers to Change**

Psychological	Cultural	Structural
• *Overreliance on current and internal factors when planning* • *Adherence to widely shared vision despite evidence of untenability* • *Incremental thinking* • *Tendency to default to status quo*	• *Risk aversion* • *Consensus-based agreement* • *Participatory norms and processes* • *Loyalty to academic disciplines over institutions* • *Organizational bureaucracy*	• *Unclear decision rights and responsibilities* • *Insufficient capacity* • *Misaligned incentives* • *Internal siloes* • *Legacy units and reporting lines*

Outcomes

1 Deters leaders from initiating change initiatives entirely

2 Stops change initiatives early in their tracks

3 Leads to long-term stall outs and change fatigue

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New technology feels like an imposition to faculty if they weren't included in the decision-making process to get it

1 Leverage stakeholders' expertise, strengths to ease implementation

2 Give stakeholders some autonomy and/or options during implementation

3 Tie new initiatives to your institution's specific strategic goals

Top-Down Approaches Rarely Succeed

Goal: Create new professional advising roles to help high-risk students ▶ Units fear loss of control over curricular advice ▶ Unable to enact change without buy-in or approval ▶ First-year and undeclared students drop out at high rates, pursue poor-fit programs

Goal: Implement early warning system to track attendance and performance ▶ Faculty either unaware or view as busywork ▶ Changes enacted, but aren't embraced ▶ Preventable issues go unaddressed, and many students aren't contacted until withdrawing

Articulating Expectations For Each Audience Is An Important Step

✖ "We need to engage faculty this year."

✖ "We need the faculty to use the platform this year."

✔ "We need the deans in the College of Science to use Institution Reports this year, as they are redesigning several majors."

"Faculty" is vague.
Target groups of faculty who have the most to gain by utilizing the platform.

"Engagement" is ambiguous.
Often, engagement is used to mean utilization rather than discourse**.**

▶ **Find Your Faculty Champions**

This large institution serving a diverse and spread-out student body used **regional ambassadors** that were crucial in their institutions adoption of Navigate

THE OHIO STATE UNIVERSITY

6 Campuses

33 Ambassadors

Ambassadors translate the platform to their unit and explain their unique why

The program is self-growing and self-sustaining through peer-to-peer promotion and ongoing recruitment

Formalize Early-Alert Reasons

For Maximum Impact, Create Short List of Descriptive Early-Alert Reasons

▶ Early-alert reasons should be **insightful, actionable, measurable**

Strategic Early-Alert Reasons:

✔ 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

Sample Early-Alert Reasons:

Western Carolina
UNIVERSITY

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

Create Two-Way Accountability

Faculty

Leadership

- Regularly submits alerts and kudos for students
- Responds to progress report campaigns in a timely manner

- Clearly defines processes workflows
- Shares data collected and progress reports
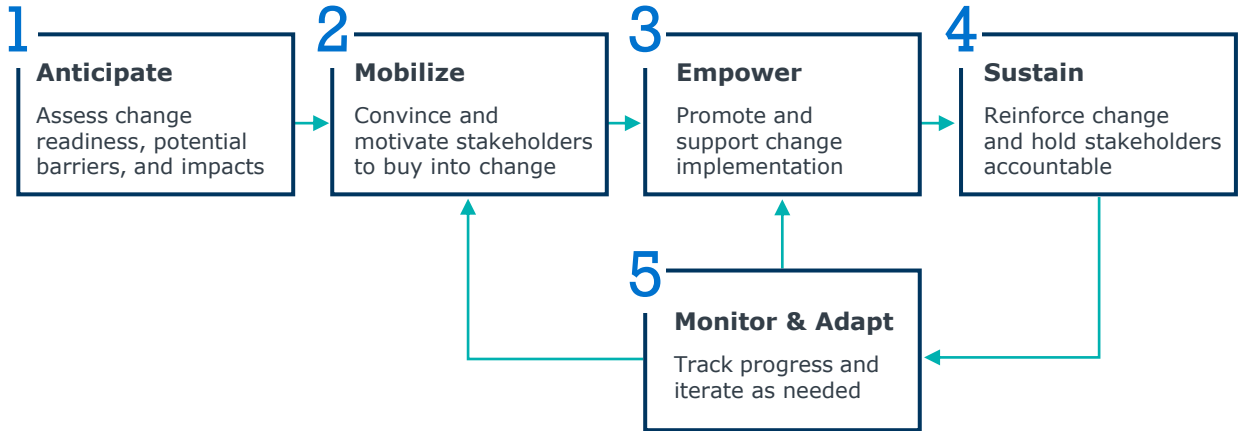- Explains follow-up processes in detail

ST. CLOUD STATE
U N I V E R S I T Y

Thinking creatively and collaboratively gained record response rates from progress reports at St. Cloud State University

▶ **Retention Summit Discussion** created opportunity to collect input and concerns from faculty representatives

▶ **Regular Updates to Deans** on response rates created transparency and accountability during and at the conclusion of Progress Report campaigns

▶ **Recognition from Provost and Deans** for faculty and colleges that had the most participation

▶ **Faculty Navigate Advisory Board** established and engaged with on a regular basis to create a feedback loop and track progress

Infuse change management principles into your student success efforts

1 **Anticipate**

Assess change readiness, potential barriers, and impacts

2 **Mobilize**

Convince and motivate stakeholders to buy into change

3 **Empower**

Promote and support change implementation

4 **Sustain**

Reinforce change and hold stakeholders accountable

5 **Monitor & Adapt**

Track progress and iterate as needed

SOUTH TEXAS COLLEGE

Two-year, large community college working to increase faculty engagement of student success technology

Best Practice Checklist

✓ Assess organizational and stakeholder readiness for change

✓ Pinpoint which units and stakeholder groups the change will impact most

✓ Build and deploy a network of champions to endorse and model the change

✓ Use multiple methods and messages to appeal to stakeholder groups

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Faculty Engagement and Coordinated Care

Pueblo Community College (Pueblo) is a Hispanic-Serving Institution with over 5,000 students across three campuses.

Faculty and Staff Training a Key Driver of the Coordinated Care System

1 Department Meeting Presentations and Department Chair Training
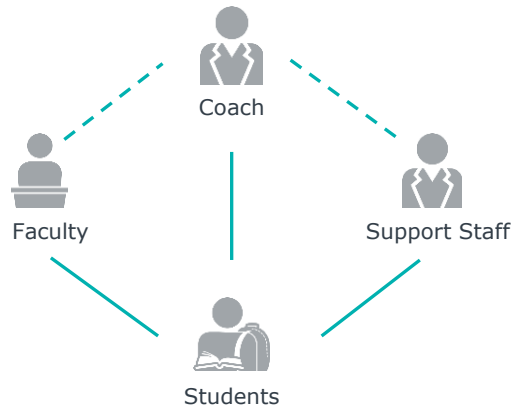*April*

2 Part-Time Instructor Training
August

3 Weekly Faculty and Staff Training
September

4 All-Campus Stakeholder Meeting
October

5 Chair and Director Retreat
June
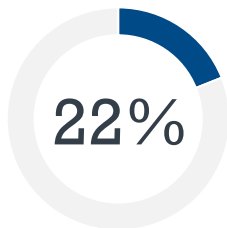
Coach

Faculty

Support Staff

Students

Emphasis on communication and faculty training laid the groundwork for a successful early alert launch.

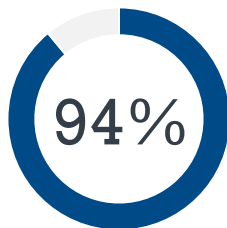# Timely Alerts Facilitate Proactive Advising

Progress Reports Let Faculty Easily Flag Students in Need of Support

22%

Fall 2016
Paper Request

94%

Fall 2017
Navigate Request

72%

*Increase in faculty response to
TRIO progress reports*

"

With previous progress reports, I would have to input all of my personal and course information for each student along with their early alert. With Navigate, I don't have to waste time documenting the same information over and over and I can quickly raise an alert for multiple students at the same time. That ease of use and time-savings is greatly appreciated!

- Math Faculty Member

Progress Reports have helped us to provide students with resources and interventions in a timely manner. Navigate has also empowered students to take an active role in their education and really understand what they can expect when it comes to earning their degree, something especially helpful for the first-generation college students served by our program.

-TRIO Program Director

"

Explain the "Why"

Unclearly defined value proposition leads to faculty being less likely to adopt an initiative

Communicate With Stakeholders

Clarity around expectations, frequency around actions and outcomes

The Work Is Ongoing

Assessing how the initiative went and what results were achieved allows you to make necessary adjustments

Faculty Appreciate the Ease of Navigate

Communication and Coordination Tools Built to Serve Their Work Processes

The Features Faculty Really Want

Initiate **alerts or kudos** based on student attendance and performance

Respond to **progress report** prompts at regular intervals each semester

Receive **regular updates** on the status of student cases

290K+

Approx. number of faculty members who used EAB's student success technology in 2022

90%+

Faculty response rate to Navigate progress reports at high-performing partner institutions

❝ **With Navigate, I don't have to waste time** documenting the same information over and over—I can quickly raise an alert for multiple students at once. That ease of use and time-savings is greatly appreciated!"

-Professor, Pueblo Community College

❝ Academics thrive on open inquiry, so **transparency is critical to encourage faculty involvement**. Our faculty got updates on the students they flagged and saw the volume of initiatives impacted by their progress reports."

-Associate Provost, Samford University

Any Questions?

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I'd like to schedule a call with an EAB expert about…

1 **Barriers to faculty engagement** on my campus

2 **Empowering faculty champions** for new technology or success initiatives

3 Improving **early alerts**

4 Another student success topic

Join us next Tuesday at 12:30 ET for our webinar, *Leading Change to Close Equity Gaps*

Subscribe to the Student Success Blog

Get a copy of the infographic, *Bridging the Gaps in Your Early Alert Program*

Send me the Navigate case study compendium