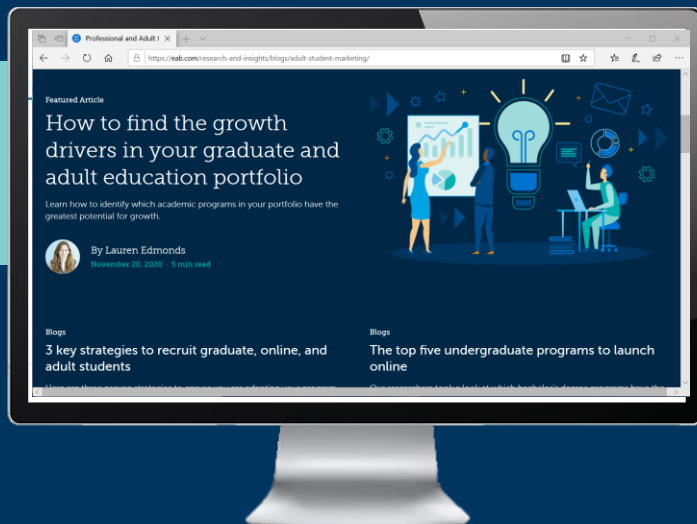


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What Comes Next?

**How to Reengage and Reconnect With Today's
Community Colleges Learners**

Connecting to Audio



Refer to the **webinar confirmation email** you received in your inbox.

Asking a Question



Brief Exit Survey



We'd appreciate your **feedback** on today's presentation.

Greetings



Cynthia Wilson

*Vice President,
League for Innovation*



Rachel Alderton

*Managing Director,
EAB*

Today's Agenda

- 11:00 am **Welcome and Opening Remarks**
Cynthia Wilson, VP for Learning and Chief Impact Officer, League
Rachel Alderton, Managing Director, EAB
- 11:10 am **The Pandemic Ripple Effects**
Ed Venit, Managing Director, EAB Strategic Research
- 11:50 pm **Break**
- 12:00 pm **Six Hallmarks of a Modern Student Experience**
Matt Logan, Director, EAB Community and Technical College Partnerships
- 12:45 pm **The Role of Technology**
Matt Logan, Director, EAB Community and Technical College Partnerships
- 1:00 pm **Closing Remarks and Adjournment**

Meet Your Presenters



Ed Venit

*Managing Director,
Student Success Research*

EVenit@eab.com



Matt Logan

*Director,
Community College Partnerships*

mlogan@eab.com



EAB

The Pandemic Ripple Effect

Potential Long-Term Impacts on Student Success and Equity,
and How to Take Action Now

Meet Your Presenter



Ed Venit

Managing Director

EVenit@eab.com

Follow me on Twitter

@HigherEdVenit







Some Positive Ripples

Reasons We May Emerge from the Pandemic
Stronger than Ever Before



1

Innovation in a Time of Crisis



The Pandemic Accelerated Long-Overdue Investment and Reform

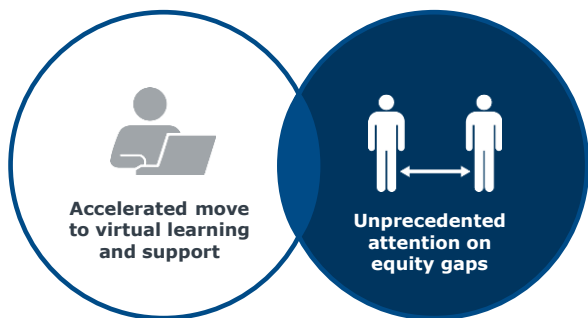


**Accelerated move
to virtual learning
and support**

Innovation in a Time of Crisis



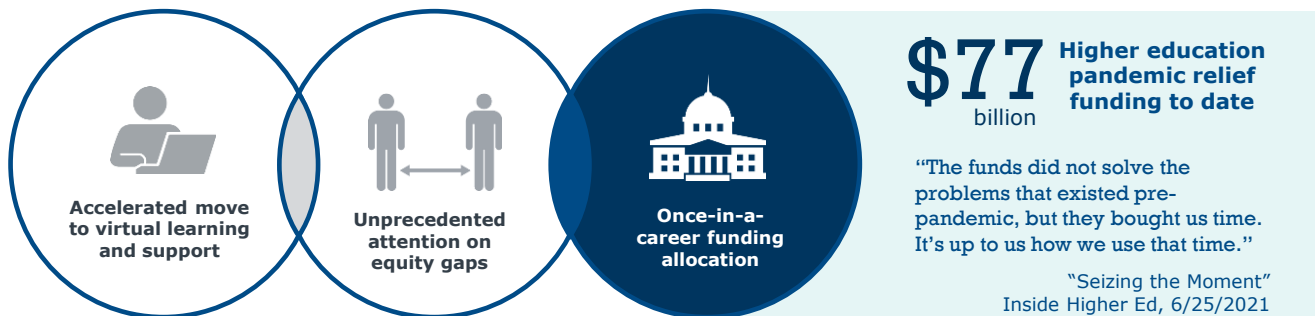
The Pandemic Accelerated Long-Overdue Investment and Reform



Innovation in a Time of Crisis

13

The Pandemic Accelerated Long-Overdue Investment and Reform





Some Negative Ripples We May Need to Guard Against

(This Is Not a Forecast)



2



The background of the slide features a blue gradient with concentric ripples emanating from a central point. A small, dark sphere is positioned at the center of the ripples, just above the main title. The overall effect is one of a stone dropped into water, creating a sense of impact and spreading influence.

RIPPLE 1

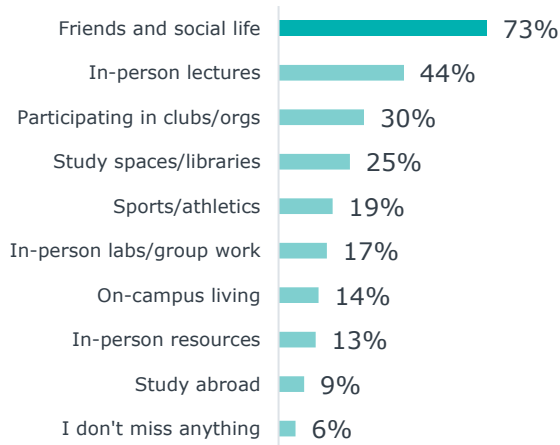
SOCIAL DISENGAGEMENT

Social Disengagement

Sorely Missed Last Year, Student Social Life Has Not Fully Rebounded

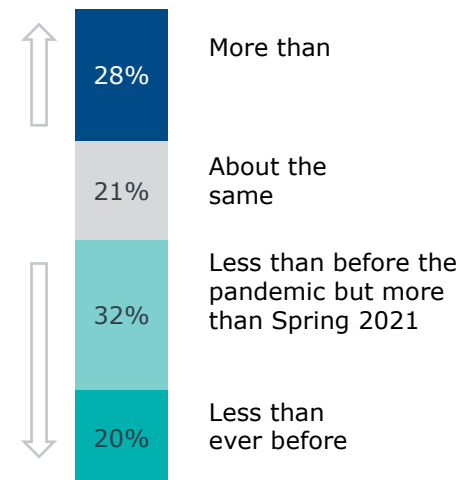
What Do You Miss Most? (choose up to three)

Inside Higher Ed / College Pulse survey, Spring 2021



In Fall 2021, Students Socialized...

Inside Higher Ed / College Pulse survey



What Should We Do About It?

Social Disengagement

1



**Investigate platforms
your students use to
make connections**

2



**Leverage use of social
platforms you control
(e.g. recruitment app)**

3



**Curate platforms
to drive high-impact
engagement practices**

Source: EAB interviews and analysis.

The background of the slide features a close-up of water ripples. A small, dark, reflective sphere is positioned at the center of a set of concentric ripples in the lower-left quadrant. Another set of ripples is visible in the upper-right quadrant. The water's surface is illuminated with a gradient from light blue on the left to a warm orange-pink on the right.

RIPPLE 2

STUDENT MENTAL HEALTH

Student Mental Health

20

A Growing Problem Got Much Worse During the Pandemic

Already a Growing Crisis



14%

of adolescents reported a **major depressive episode** in 2018 (up from 8% in 2010)



32%

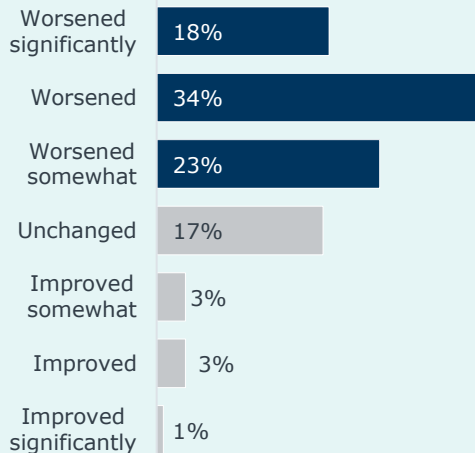
of adolescents meet the criteria for an **anxiety disorder** by age 18



38%

Increase in **counseling center demand** from 2009 to 2015

Since the beginning of the pandemic, has your mental health...



Sources: Bahrampour, Tara, "Mental health problems rise significantly among young Americans," *The Washington Post*, March 2019; "2017 Children's Mental Health Report: Anxiety and Depression in Adolescence," *Child Mind Institute*, Accessed 25 Oct. 2019; "2018 Children's Mental Health Report: Understanding Anxiety in Children and Teens," *Child Mind Institute*, Accessed 25 Oct. 2019; : [Active Minds Student Mental Health Survey](#) (September 2020). EAB interviews and analysis.

What Should We Do About It?

Student Mental Health

1



Modernize how students find and use best-fit resources

2



Elevate mental health access points throughout the student experience

3



Bring a DEI lens to campus mental health support

4



Leverage data to demonstrate impact and make strategic investments

The background of the slide features a close-up of water ripples. A single water droplet is captured in mid-air, just above the surface, creating a series of concentric ripples that spread outwards. The water is a deep blue, and the ripples are highlighted with a bright, shimmering light. The overall color palette transitions from a light blue at the top to a deeper blue at the bottom, with a warm orange glow in the upper right corner.

RIPPLE 3

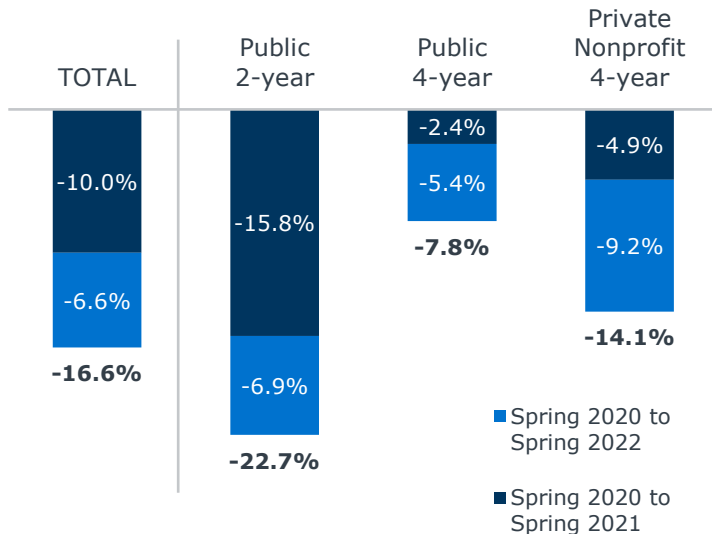
TRANSFER STUDENTS

Transfer Pathways During the Pandemic

23

Community College Enrollment Declines Now Felt Everywhere

Change in Transfer Enrollment from 2020 National Student Clearinghouse



Downstream Effects of 2yr Enrollment Trends

35%

of students transfer
from one institution
to another

49%

of BA graduates
have community
college credits

34%

of students take
college credit in
high school

Source: National Student Clearinghouse <https://nscresearchcenter.org/transfer-mobility-and-progress/>; HCM Strategists (2021), "[The Transfer Reset: Rethinking Equitable Policy for Today's Learners](#)"; EAB interviews and analysis.

Transfer Is an Underreported Equity Issue

Gaps Occur Between Schools, Leaving Behind Access-Oriented Students

Already a Broken System



85%

of two-year starters
say they want a BA



25%

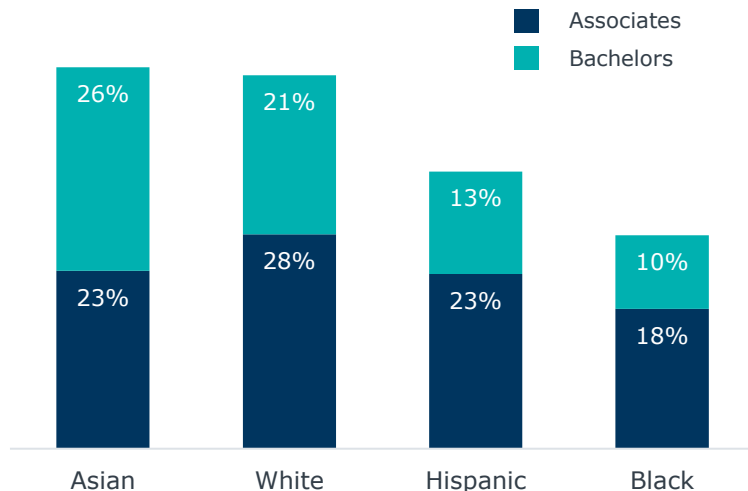
of two-year starters
ultimately transfer



40-50%

of credits do not
transfer

Six-Year Outcome for Students Starting at Two-Year Colleges



What Should We Do About It?

25

Availability of Transfer Students

1



Align syllabi to reduce the number of credits lost during articulation

2



Automate the credit articulation process for prospective transfers

3



Build and expand 2+2 pathways with your transfer partners

Source: EAB interviews and analysis.

The background of the slide features a close-up of water with concentric ripples. A single water droplet is captured in mid-air, just above the surface, creating a focal point in the center. The color gradient transitions from a light blue at the top to a deeper blue at the bottom, with the ripples reflecting light in a way that creates a shimmering effect.

RIPPLE 4

UNFINISHED K-12 LEARNING

Unfinished K-12 Learning



Disruptions Could Last for Years, But It's Far Too Early to Know the Extent

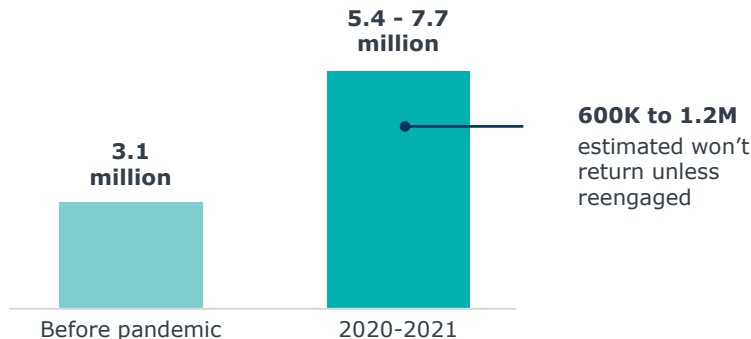
Class of 2022
High School Seniors

Class of 2026
Eighth-Graders

17% of the class
of 2021 abandoned
college plans

75% of students
who fall behind in
HS fail to graduate

Chronically absent students, 2020-2021
Grades 8-12



Source: McKinsey and Co. (2021), "[COVID-19 and education: The lingering effects of unfinished learning](#)"; Elaine Allensworth and John Q. Easton, *The on-track indicator as a predictor of high school graduation*, UChicago Consortium on School Research, 2005, [consortium.uchicago.edu](#); Ann E. Casey foundation (2010), "[Early Warning: Why Reading by the End of Third Grade Matters](#)"; EAB interviews and analysis.

Unfinished K-12 Learning

Disruptions Could Last for Years, But It's Far Too Early to Know the Extent

Class of 2022
High School Seniors

Class of 2026
Eighth-Graders

Class of 2031
Third-Graders

Students **half as likely** to go to college if not reading-proficient by third grade

Just **one in four** catches up by the end of HS

Cumulative months of unfinished learning, 2020-2021 Grades 1-8

Reading
4 months unfinished

Math
5 months unfinished

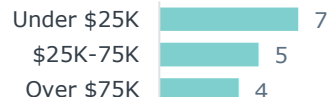
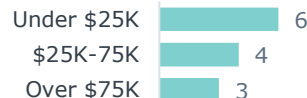
By race

Schools that are majority...



By income

Household average, by school



What Should We Do About It?

Unfinished K-12 Learning

1



**Increase investment
in advising and
student support**

2



**Formalize pandemic
innovations in virtual
advising and support**

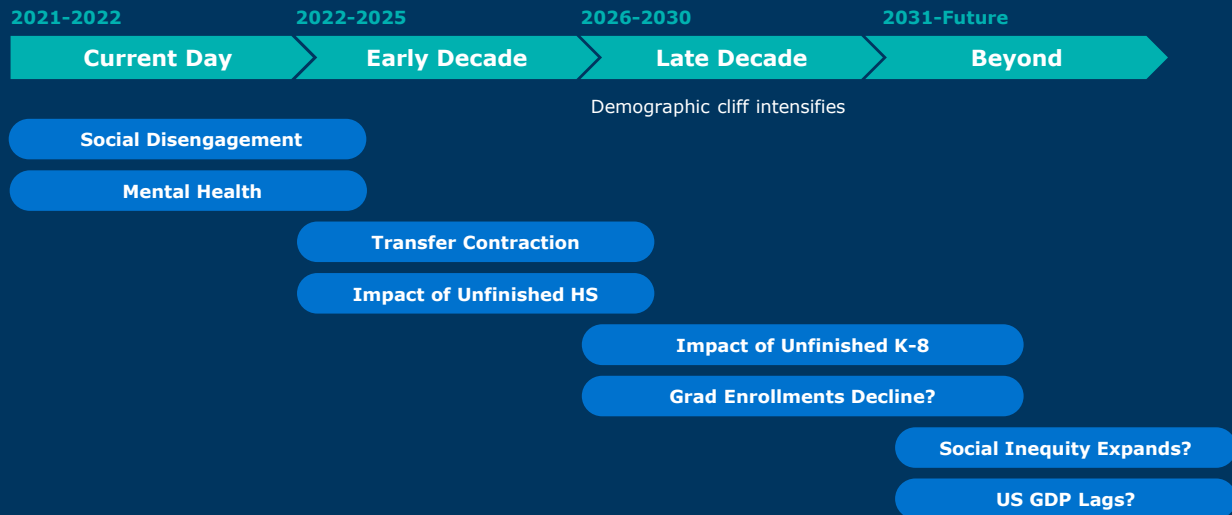
3



**Adopt a cocurricular
developmental
education model**

Speculating About the Future

Possible Pandemic Ripples



Quick Poll



How can we help?

Please select which Ripple Effects you would like to connect with an EAB expert to discuss

- Social Disengagement
- Mental Health
- Transfer Availability
- Impact of K-12 Disruption

The Human Mind at Scale

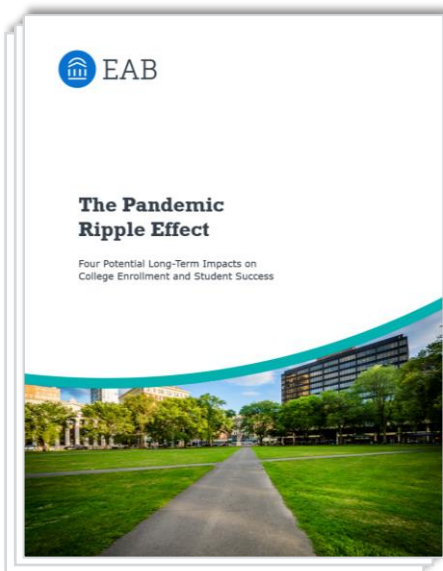
Collaboration Generates Outsized Innovation

“

The world has never learned so fast
about anything, ever.

”

Thomas Pueyo,
Coronavirus: The Hammer and the Dance,
March 19, 2020



[Download](#) the white paper on [EAB.com](#)

We are available to present this at:

- Multi-school convenings
- Board meetings
- Other (just ask Evenit@eab.com)



Ed Venit

Managing Director

EVenit@eab.com

Follow me on Twitter

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Our Webinar Will Resume Shortly

**We will be back from break at
12:00pm ET / 9:00am PT**

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pages.eab.com/ccblog

6 Ways to Design a Modern Student Experience

A Framework to Bridge the Gap Between “Customer” Expectations and Campus Reality

Meet Your Presenter



Matt Logan

*Director,
Community College Partnerships*

mlogan@eab.com

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Quick Poll



Steady & Consistent

- ✓ Appreciates routine and the structure that it provides
- ✓ Prefers focusing on improving existing systems and processes
- ✓ Less comfortable with the unfamiliar and/or unknown

Risk Neutral

- ✓ Open to whatever direction is best for the organization
- ✓ Mostly cares about making changes in a smart way
- ✓ Rarely proposes changes, but happily contributes

Change Adventurer

- ✓ Constantly looking for new ways to improve work
- ✓ Willing to try anything that could help achieve goals
- ✓ Bored by routine

*Lower
Comfort
Level*

*Higher
Comfort
Level*



Which of these best describes your comfort level with change?

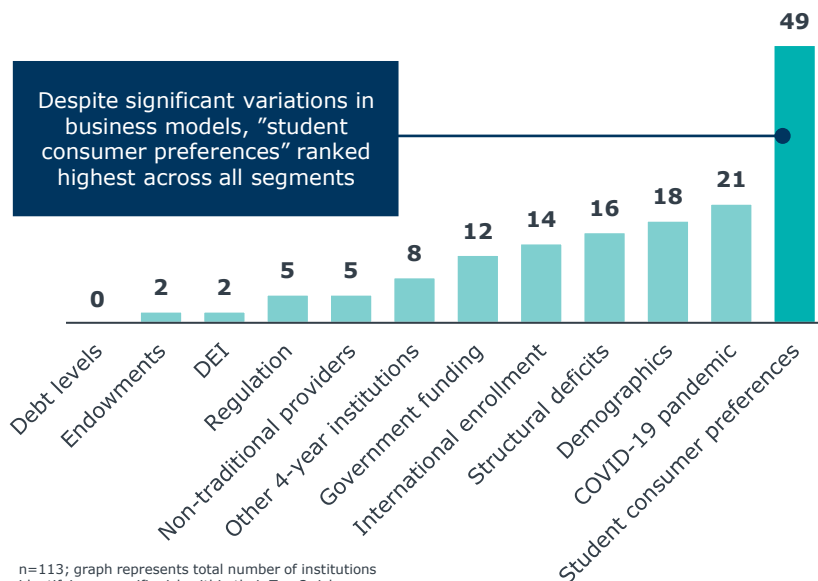
The Future is (Even More) Digital



Student Experience and Financial Sustainability Driving Digital Strategy

"Consumer" Behaviors Pose Greatest Perceived Risk to Today's Higher Ed Strategy

EAB's Business Transformation Survey Asked Business and Finance Leaders to Identify the Top 3 Risks Facing Their Institution¹



n=113; graph represents total number of institutions identifying a specific risk within their Top 3 risks.

Leaders Ready to Bet on Tech

85%

Of surveyed business leaders **intend to make major changes to their IT strategy**

89%

Of surveyed business leaders **foresee greater automation** of campus services and administrative processes

The Expectations of Today's Student Consumers

41

Digital Natives Want Personalized, Seamless Experiences



- ▶ One-stop-shop information access
- ▶ Personalized content
- ▶ 24/7 service
- ▶ Quality, web-first services

78%

of Gen Z say **mobiles are the most important** devices for accessing the Internet

40%

of Gen Z say they are **easily influenced by other people's opinions**; they're 17% more likely to say this than the global average

65%

of Gen Z say to get **real value for their money** is either "important" or "very important" when deciding where to purchase

Once upon a time, Disney World attendance was down...

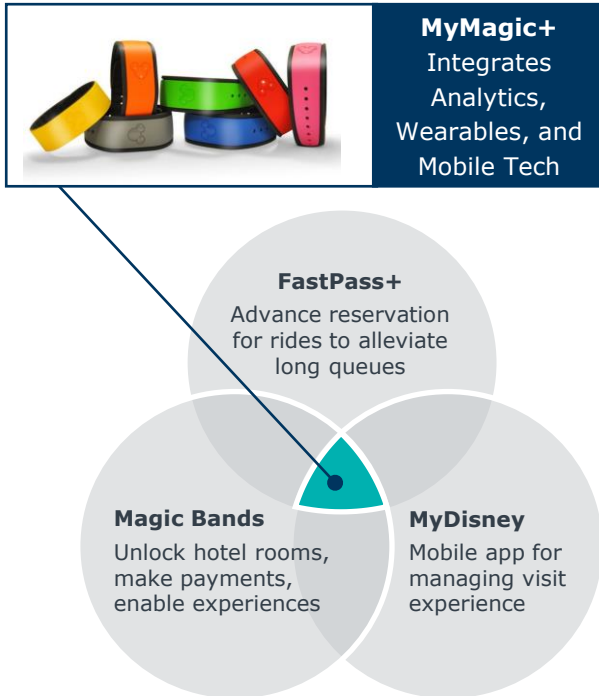


Source: Capgemini, *Disney: Making Magic Through Digital Innovation*, 2017; "Disney's MyMagic+: Transforming the Theme Park Experience," *Harvard Business School Student Perspectives*, April 2017; EAB interviews and analysis.

How Disney Redesigned the Theme Park Experience

43

Lessons from an Out-of-Industry Experience Leader



Disney's Framework for Action

The Next Generation Experience project addressed four core objectives at the intersection of customers and emerging tech:

- 1 Drive Operational Efficiency** with a data-driven approach
- 2 Transform the Customer Experience** with analytics and wearable technology
- 3 Increase Personalization** with connected products
- 4 Enhance Interactivity Across Channels** with digital tools

Source: Capgemini, *Disney: Making Magic Through Digital Innovation*, 2017; "Disney's MyMagic+: Transforming the Theme Park Experience," *Harvard Business School Student Perspectives*, April 2017; EAB interviews and analysis.



6 Ways to Design a Modern Student Experience

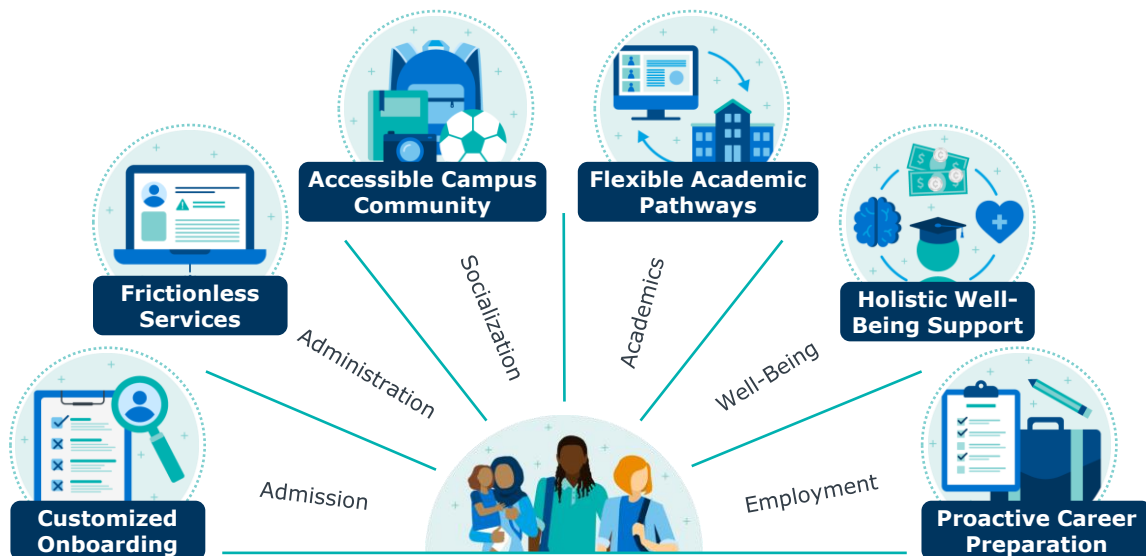
SECTION

2

How Can You Deliver What Students Want?

45

A Holistic View of the Modern Student Experience



Quick Poll



Which of these do you currently feel least prepared to deliver?

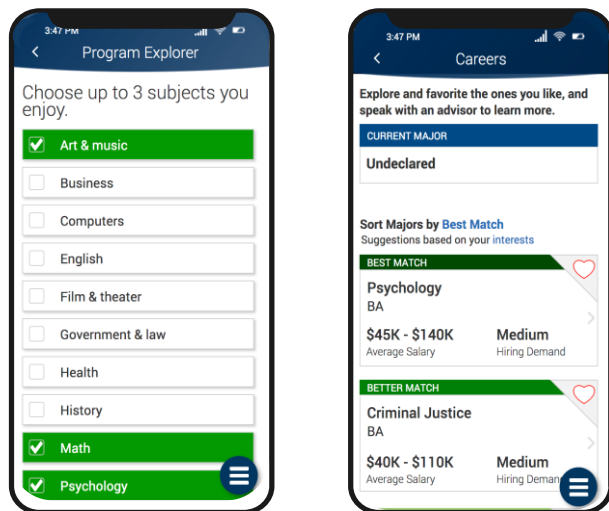
- Customized Onboarding
- Frictionless Services
- Accessible Campus Community
- Flexible Academic Pathways
- Holistic Well-Being Support
- Proactive Career Preparation

What is Customized Onboarding?

Customized interactions that take into account students' goals, interests, and preferences when welcoming them to school

Customized Onboarding

Program Explorer Highlights Potential Majors that Match Students' Interests



WHAT IT MEANS

Customized interactions that take into account students' goals, interests, and preferences when welcoming them to school

HOW TO GET THERE



Automate the collection of student data



Prioritize knowledge management



Invest in workflow optimization tools

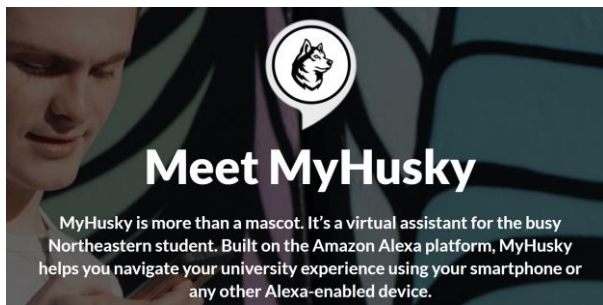
What are Frictionless Services?

User-friendly and digital-first processes
that minimize the burden of admin tasks
and refocus student attention on the
educational experience

Frictionless Services



MyHusky: a Tool to Navigate the Entire University Experience



Balances,
Dues,
Financials

Do I have any library fees?

How many Dining dollars do I have?

Have I been awarded financial aid?

How many Husky dollars do I have?

What is my balance?

How many Laundry bucks do I have?

When will my aid disburse?



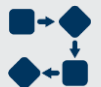
WHAT IT MEANS

User-friendly and digital-first processes that minimize the burden of admin tasks and refocus student attention on the educational experience

HOW TO GET THERE



Map current experiences



Redesign, *then* digitize



Fund digital integrations

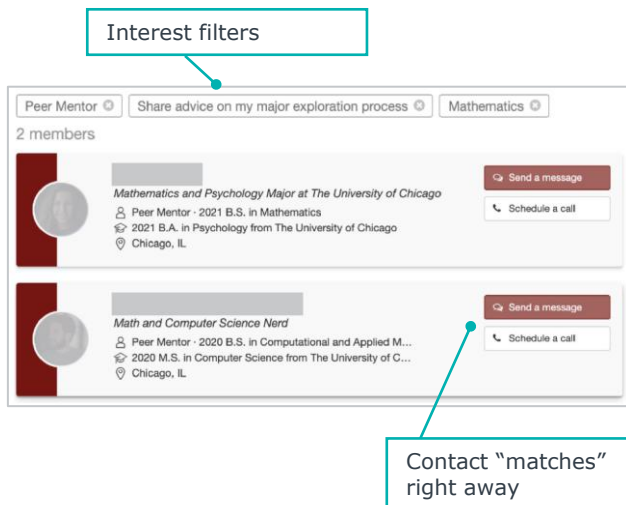
1) Image source: <https://myhusky.northeastern.edu/> and <https://myhusky.northeastern.edu/questions-for-myhusky/>

What is Accessible Campus Community?

Digitally facilitated interactions to help students find their place on campus through student clubs, athletic teams, peer mentorships, and more

Accessible Campus Community

Peer Mentor Portal Suggests Connections Based on Point-in-Time Needs



WHAT IT MEANS

Digitally facilitated interactions to help students find their place on campus through student clubs, athletic teams, peer mentorships, and more

HOW TO GET THERE



Integrate activity data



Personalize opportunities



Scale peer mentorship with a basic curriculum

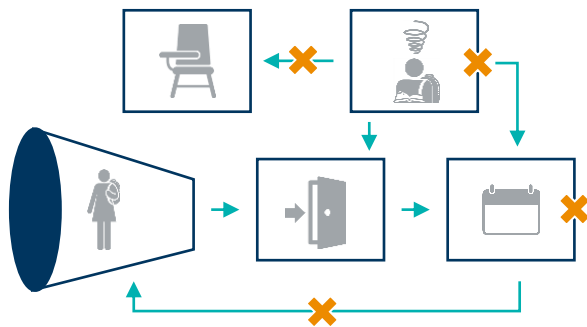


What are Flexible Academic Pathways?

Teaching, learning, and assessment with flexibility—including hybrid modalities, manageable transfer pathways, and appropriate credentials

Flexible Academic Pathways

Region-Wide Process Mapping Reveals a Need for Clearer Academic Pathways



- How many students transfer from 4-year to 2-year due to the difference in tuition?
- How many steps does it take to register?
- Which transfer policies have equity implications?

WHAT IT MEANS

Teaching, learning, and assessment with flexibility—including hybrid modalities, manageable transfer pathways, and appropriate credentials

HOW TO GET THERE



First, understand student needs



Then, design pathways



What is Holistic Wellbeing Support?

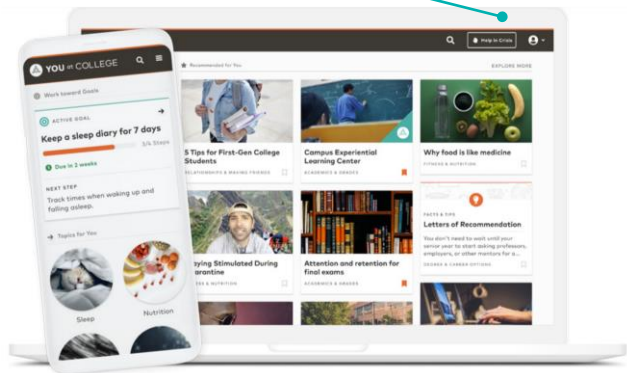
Support staff, resources, and services that attend to students' personal needs across mental, physical, and financial well-being

Holistic Wellbeing Support



Personalized Feed and Active Goals Provide Individual Well-Being Support

Crisis button lets users
request immediate support



WHAT IT MEANS

Support staff, resources, and services that attend to students' personal needs across mental, physical, and financial well-being

HOW TO GET THERE



Align leaders on holistic well-being and its implications for success



Streamline access to support

What is Proactive Career Preparation?

Tailored experiences to support career exploration, skill development, and preparation for success in the workplace post-completion

Proactive Career Preparation



Modules Prescribe Action Steps at Each Stage of Career Exploration and Preparation

LEARNING OBJECTIVES

- Identify various approaches and opportunities to gaining experience at UAB
- Identify three SMART goals to implement in gaining relevant career experience
- Identify and connect with your assigned Career Consultant
- Complete your Handshake profile

MODULE ACTIVITIES

- Develop a Career Action Plan using SMART Goals focused on gaining experience
- Meet with your Career Consultant to review your SMART Goals for gaining experience
- Complete Handshake profile

ASSESSMENTS

- SMART Goals quiz
- Gaining Experience Quiz



WHAT IT MEANS

Tailored experiences to support career exploration, skill development, and preparation for success in the workplace post-completion

HOW TO GET THERE



Intervene early and often across the student lifecycle



Build mechanisms to nudge students



Evaluate participation, and iterate to expand

Underlying Imperatives for Every Institution

Ensure Innovative Experiences are Equitable, Sustainable, and Holistic



1 *Center equity and promote anti-racism*



2 *Embrace ongoing digital transformation*



3 *Foster cross-campus collaboration*





Imagine the experiences you want for your students and work backward to create a path from where you are now



Bringing new experiences to life will require significant **updates to your campus technology infrastructure** and the **strategy you use to evaluate potential solutions**



The Role of Technology

SECTION

3

Integrated Tech Enables the Modern Campus

Tomorrow's Digital Ecosystem Connects Data Behind the Scenes

62

Customized interactions support individual pathways to student success.

Integrated digital and physical campuses reduce friction in the student experience.

Cross-campus visibility supports sustainability and effectiveness initiatives.

Student Success Management Systems

Analytics and Workflow Tools

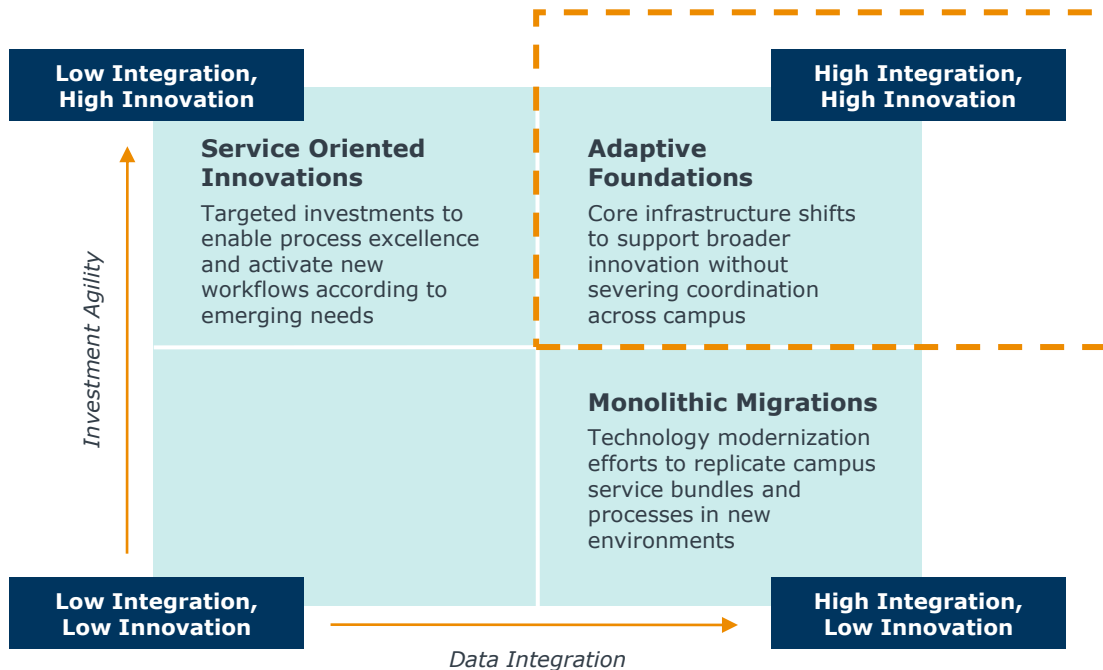
Digital Campus Infrastructure

Education Data Platform

Today's Campus Tech Roadmap

Ongoing Investments Fall Into Three Main Categories

Technology Investment Strategies for Digital Agility



Quick Poll



Which of these options is the biggest barrier to building adaptive data foundations on your campus?

- Poor Data Quality and Accessibility
- Disparate Systems Don't Provide a Cohesive Tech Ecosystem
- Lack the Workflow/Communication Tools to Support Student Needs
- Other (please indicate in chat)

Edify – Next Gen Data & Analytics to Support Transformation

65

HOW IT WORKS

Comprehensive Coverage



EAB's **Quad higher education data model** organizes campus-wide information by business-use data definitions that are system- and vendor-agnostic.

The power of the Quad model:

550+ Unique institutions' data flows and native structures inform the data model

- Unites commonalities across disparate data sources
- Meets existing technology customizations and user needs
- Evolves with technology and governance changes

360-Degree View of Information

Sample data elements in the Quad model:

- Student data**
 - Contact info
 - High school GPA
 - Housing
- Finance and operations data**
 - Accounts receivable
 - Employee
 - Payroll
- Academic data**
 - Degree
 - Registered credits
 - Term level
- Custom data types**
 - Student surveys
 - Alumni wealth
 - Privacy preferences

One-Stop Data Source

- User-friendly interface for admin and role-based data export building
- Integration between existing systems and third-party technology
- Direct connection to reporting, analytics, and BI environments

From the Quad, institutions can proctor system integrations, define views for aggregate institutional reporting, and power strategic and ad-hoc analytics. Quad data can be queried within the EDH application and aggregated for export; exports can be scheduled to transfer data via the EDH API; and data can be posted as files, or written directly to a variety of relational databases (Postgres, Oracle, SQL Server) to build a data warehouse supporting sustainable analytics.

EDIFY IN ACTION

Edify partners are harnessing their data for integration, analytics, and innovation.

Developing KPI-driven **balanced scorecards** for the board and cabinet

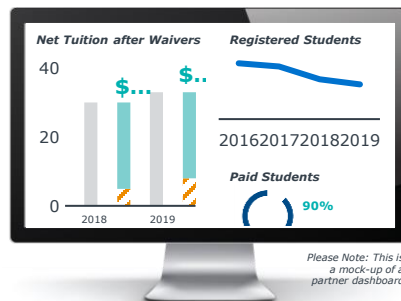
Creating an accessible analytics database to **democratize data access**

Mapping the **student experience**

Using LMS data to create **early alerts** to track engagement in remote instruction

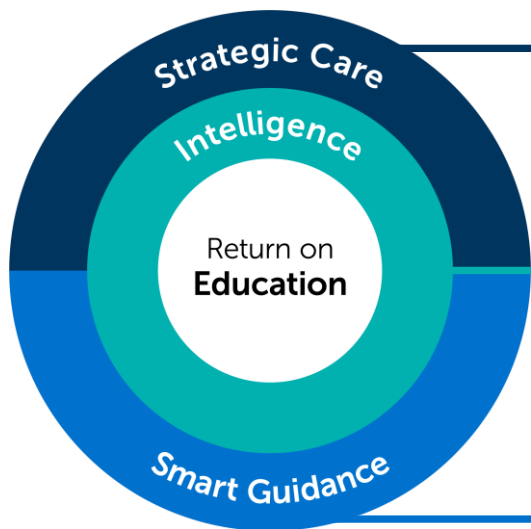
Building **enrollment and financial aid dashboards** that update automatically

Automating data pulls for **IPEDS reporting**





Navigate, EAB's **Student Success Management System**, is an enterprise-level technology that links administrators, advisors, deans, faculty, other staff, and students in a Coordinated Care Network designed to help schools proactively manage student success and deliver a Return on Education.



STRATEGIC CARE

Hardwire staff within a **Coordinated Care Network** to power information-sharing, united support, and targeted interventions

INTELLIGENCE

Infuse strategy into your student success efforts with the power of **data analytics** and machine learning to ensure student interventions are effective and efficient

SMART GUIDANCE

Empower students to be agents of their own success through **targeted guidance** and self-service tools at the most pivotal moments in their journey toward degree completion

Questions From the Audience



Matt Logan

*Director,
Community College Partnerships*

mlogan@eab.com

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