



EAB

Guiding Students and Improving Advisor Visibility with Academic Planning

Elizabeth City State University

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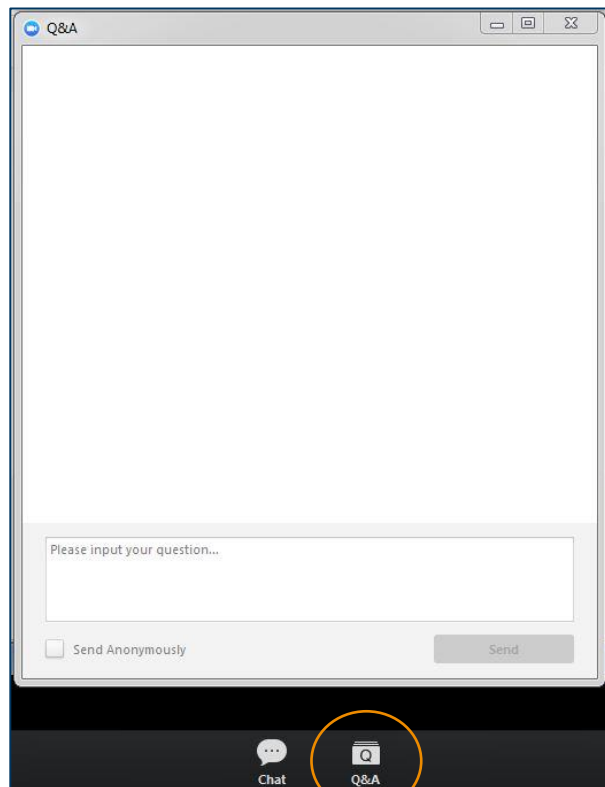


Asking a Question

To ask the presenter a question, navigate to the Q&A button at the bottom of your screen and type it into the Q&A Panel.

After the webinar, a member of our team will be in touch to follow-up on your questions individually.

Type your question here



Today's Presenters



Farrah Jackson Ward

*Provost and Vice Chancellor
for Academic Affairs*

**Elizabeth City State
University**



Kenya Hinton

*Technology Support
Technician*

**Elizabeth City State
University**



Brittany Motley

*Strategic Leader,
Student Success*

EAB

What Is a Student Success Management System?



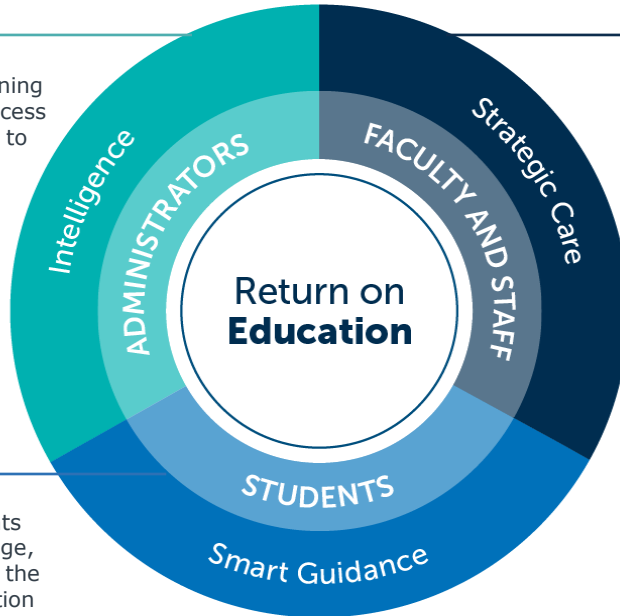
5



An SSMS 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**.

EAB's SSMS: Navigate

Unlock the power of data analytics and machine learning to bring timely student success management **intelligence** to administrators and leaders



Create a connected and coordinated network of support for every student, enabling targeted intervention and proactive, **strategic care**

Provide **smart guidance** at the most pivotal moments students encounter in college, simplifying and structuring the student journey to completion

Inside Our Student Success Management System



Integrated, Holistic Analytics Enable Better Advising and Student Support

Smart Guidance (Mobile)

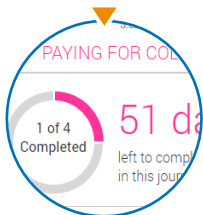
9 Multi-Modal Communication



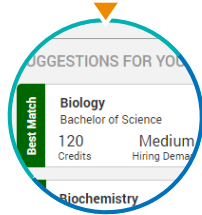
10 Appointment Scheduling



11 Milestone Guidance

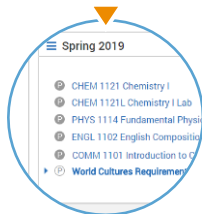


12 Major Selection Guidance

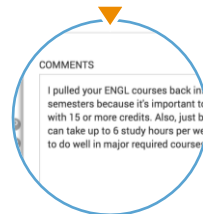


Smart Guidance (Academic Planning)

13 Course and Term Planning



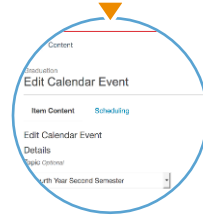
14 Shared Workspace



15 Best-Fit Scheduling and Registration



16 Content Administration



Academic Planning for Students and Staff

8

Collaborative Plan Building, Scheduling, and Registration in One Platform



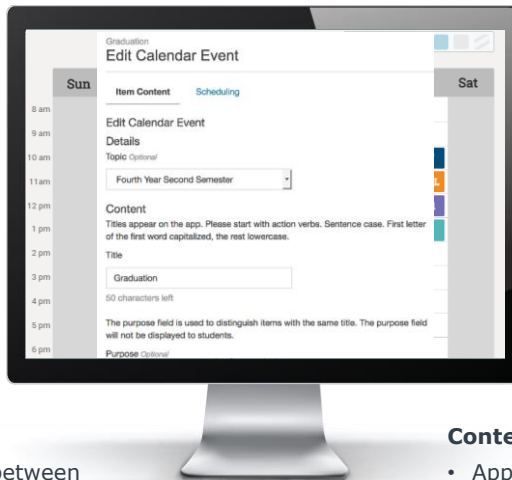
Course and Term Planning

- Degree maps, program requirements, and completed coursework in one platform
- Automated guardrails for common planning errors and inefficiencies like out-of-sequence courses and unproductive credits



Shared Workspace

- Foster ongoing collaboration between advisors and students by encouraging meaningful interactions
- Advisors can edit plans, add comments, flag courses, and send messages; with Advanced Search, advisors can identify and contact students with errors



Best-Fit Scheduling and One-Click Registration

- Students can quickly build schedules that align with their availability and course format and location preferences
- Students can register for courses in the platform at schools with access to APIs for registration



Content Administration Tool

- Approved administrators can create, customize, and manage the content students see in both Smart Guidance and Academic Planning modules
- Continuously create, edit, and publish content in real time

Elizabeth City State University

Elizabeth City, NC



Public, historically black university with 1,695 undergraduate students



73% first-year retention rate and 42% six-year graduation rate



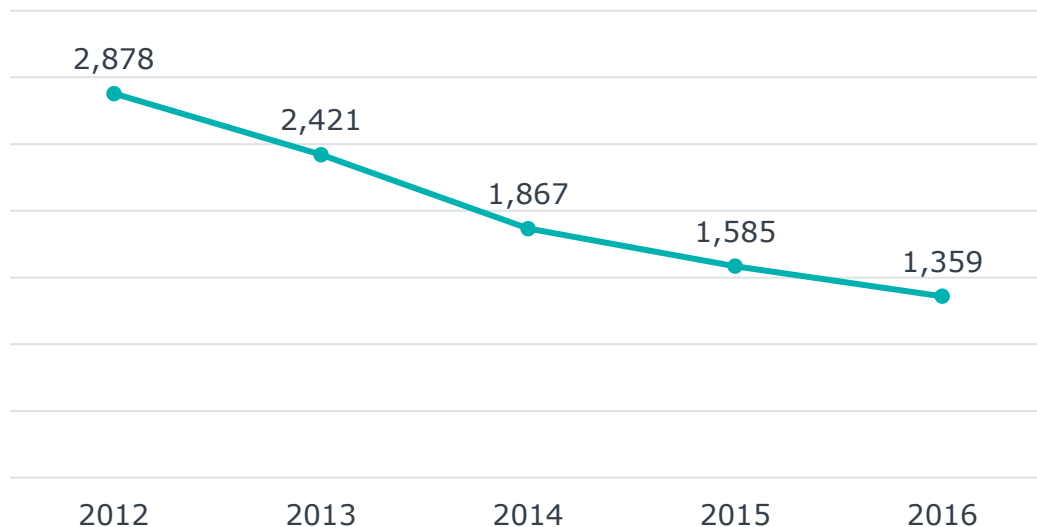
Launched Navigate in 2016; added Academic Planning functionality in 2019

Enrollment Decline Emphasizes Need for Solution



How Can We Retain the Students We Have?

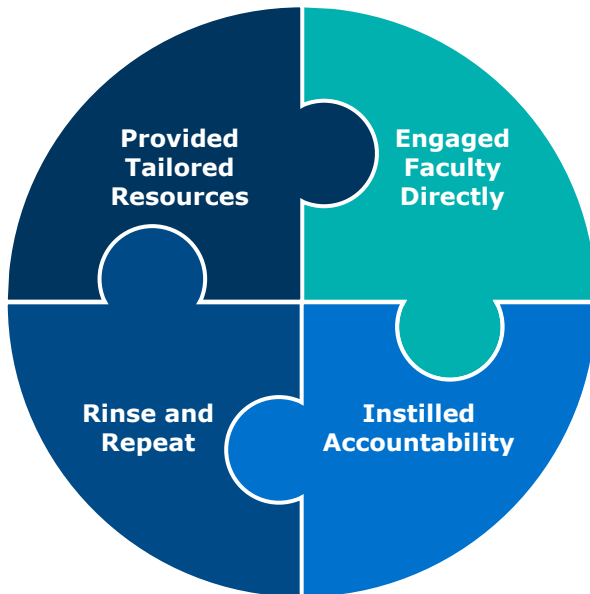
ECSU Enrollment as of Start of Fall Term



Successfully Engaging Faculty with Navigate



Building an Extensive Support Infrastructure



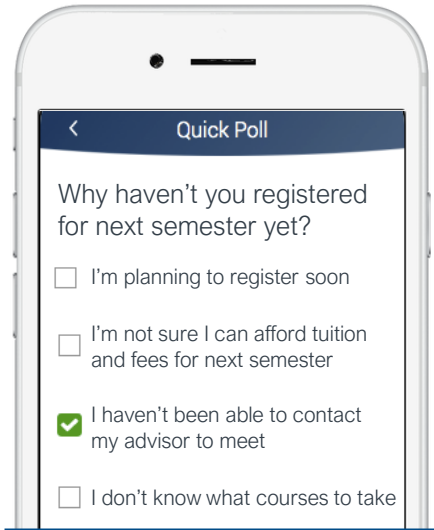
- **Provided Tailored Resources**
ECSU created a website for Navigate training materials and with a dedicated email address for faculty questions

- **Engaged Faculty Directly**
Appointed a Navigate liaison in every department to engage faculty through one-on-one and group trainings

- **Instilled Accountability**
Leadership announces progress reports with fanfare, and department chairs can easily identify faculty who have not submitted through Navigate

- **Rinse and Repeat**
ECSU runs campaigns with ongoing accountability across the year, making faculty engagement the norm

Navigate Quick Polls Help Students Access Support



Goal	Quick Poll	Outcome
Connect students to helpful resources	Welcome to ECSU! What resources do you need?	Students get resources based on demographics (i.e. student parents and commuters) and interests (i.e. volunteering and study abroad)
Foster a sense of belonging	How are you feeling about college so far?	Relevant offices (i.e. Res Life and Student Engagement) contact disconnected students to suggest clubs, activities, etc.
Identify roadblocks	Why haven't you registered for next semester yet?	Students with financial concerns, lack of course options, etc. are placed on watch lists and contacted with help

194

Freshmen students downloaded Navigate app (Summer 2019-Spring 2020)



171

Of those students responded to Quick Poll identifying barriers to registration



61

Students placed on watch lists for support based on Quick Poll responses



90.2%

Of students on the Navigate watch lists **returned the following term**

The Problem With Poor Planning

ECSU Students and Advisors Lacked Long-Term Visibility

Student didn't know the full picture of degree requirements

"I just need to complete three more courses to graduate, so I can do it all in one semester."

"Great! What courses do you need to take?"

"Calc I, Calc II, and Calc III. I can do that all at once, right?"

"Well, actually..."



Student



Advisor

Advisors lacked a long-term outlook on course availability

"I know Bio 340 isn't offered this Spring, but we need to add it, or students won't graduate!"

"How many seniors need it to graduate this year?"

One student. I only just realized she still needs that credit.

"We can't offer a course for just one student..."



Advisor



Registrar

Visibility and Guidance Across All Four Years

Navigate Removes Guesswork for Students and Allows Advisors to Provide Informed Assistance

Collaborate to create a **long-term, comprehensive plan** that supports timely graduation



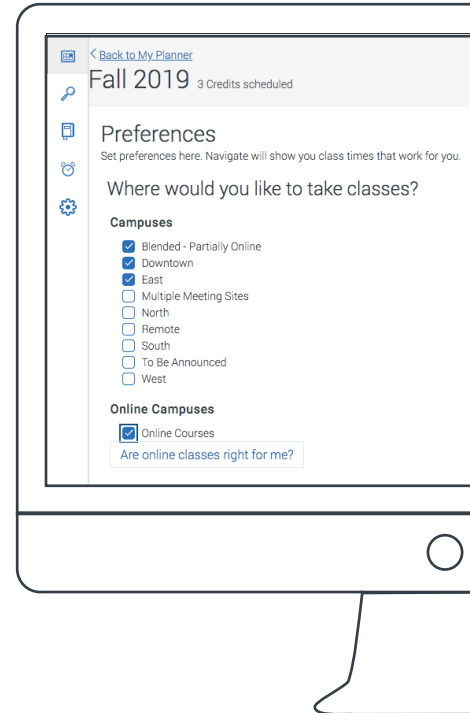
Advisors

- **View, edit and comment** on student plans
- **Identify and contact students** with planning errors



Students

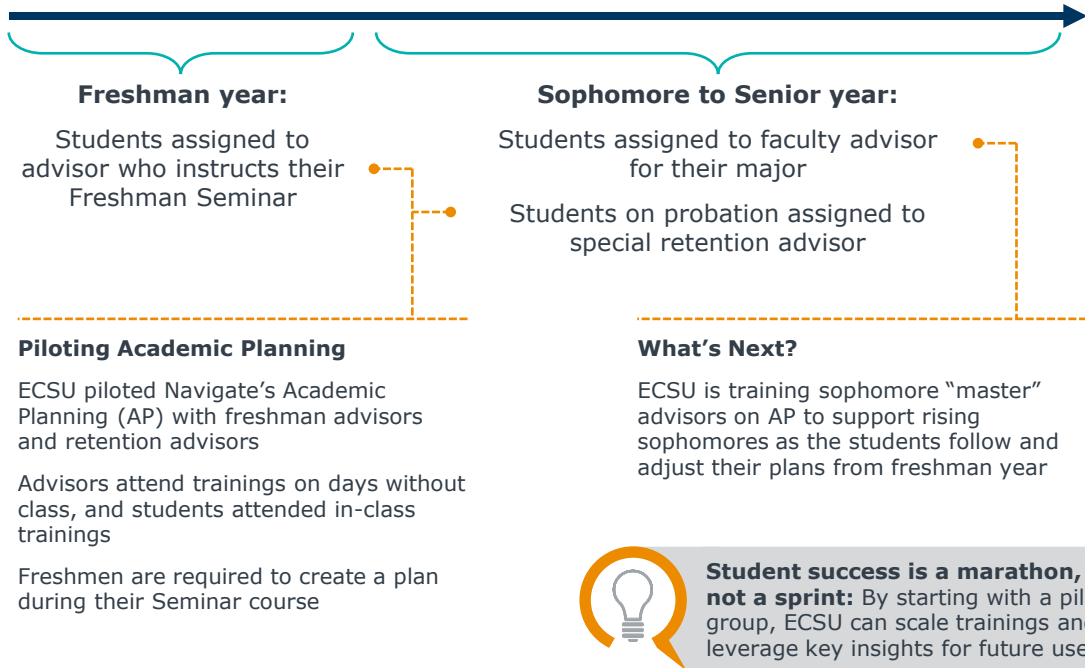
- **Build plans** for every semester through graduation
- Automatically **populate the template** based on major



Partnering with EAB for Academic Planning

Piloting the Tool to Ensure Long-Term Scalability

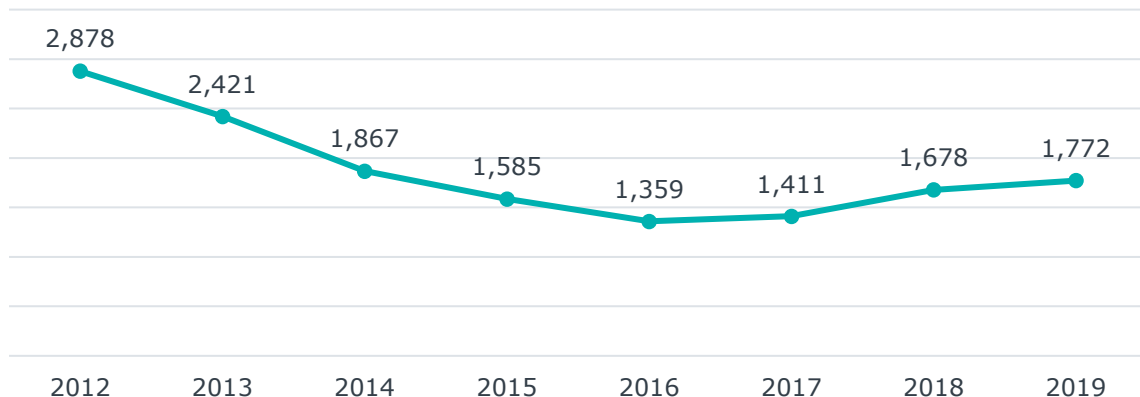
ECSU's Advising Model



Enrollment is Beginning to Trend Upward



ECSU Enrollment as of Start of Fall Term



1,414

Students with completed Academic Plans in Navigate who have registered for Fall 2020

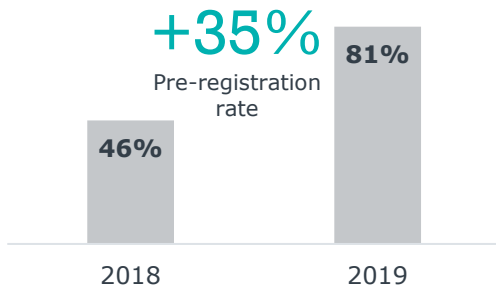
“It’s the many little things Navigate does to help enhance the campus culture that ultimately leads to the data showing our improvement.”

-Farrah Jackson Ward

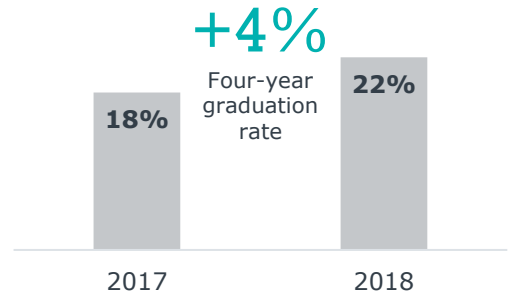
Student Outcomes Improving



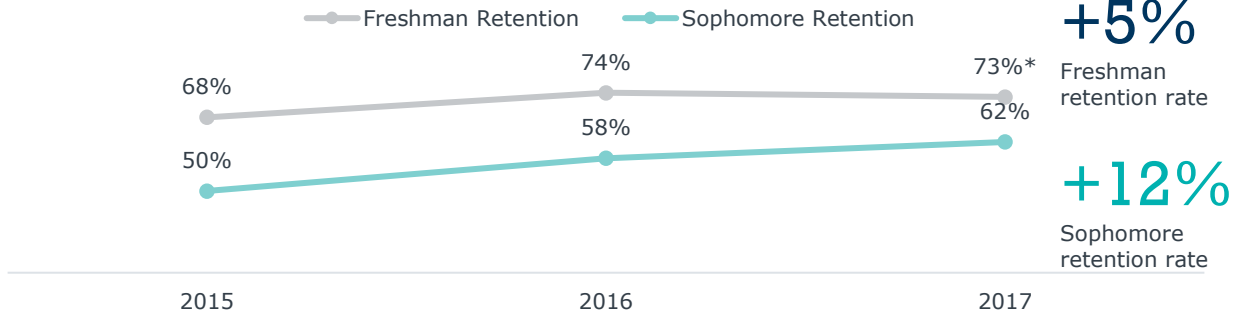
Improvement in Pre-Registration Rate, 2018-2019



Improvement in Four-Year Graduation Rate, 2017-2018



Improvement in Retention Rates, 2015-2017 Cohorts



*The 1% decrease in freshman retention from 2016-2017 is likely attributable to a 150-student increase in class size

Supporting Students During a Crisis



Navigate Features Deployed During the Pandemic



Coordinated Care Network

Rapidly train various offices on Navigate, such as Financial Aid and IT, for centralized appointment scheduling and student support



Resource Hub

Advertise helpful virtual learning resources, such as designated spaces on campus for local students to access Wi-Fi for online coursework



Enrollment Census Campaigns

Use enrollment census campaigns to assess online attendance; ECSU will formalize these campaigns in the Fall for hybrid environment



Virtual Advising Protocols Guide

Distribute a virtual advising best practice guide, which includes Navigate campaigns and scheduling, to staff and faculty



Progress Reports

Encourage faculty to flag students at risk of facing challenges with remote learning (history of poor attendance, low participation, etc.)

8,170

Responses to Spring 2020 Progress Report Campaign



Quick Polls

Identify students facing barriers to accessing online coursework, including financial hardship or lack of necessary technology

17

Students facing hardship accessing online courses

Please Fill Out the Exit Survey!



- As you exit the webinar, you will be directed to an evaluation that will automatically load in your web browser.
- Please take a minute to provide your thoughts on the presentation.

THANK YOU!

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