

Support the Entire Community College Student Journey

EAB's Navigate Reduces Barriers to Enrollment and Success

The pandemic has threatened college degree attainment in ways that will be felt for years to come—and no sector was hit harder than community colleges. As two-year schools seek to rebound at this pivotal moment, they must engage students across the entire college lifecycle by providing informed, proactive, and coordinated outreach and support.



Challenges Encountered at Each Stage

Passive Marketing

Reliant on nontargeted methods like billboards and bus stops

Complex Onboarding

Many confusing steps in the process increases melt before classes even start

Staffing

High turnover and vacancy rates impact staff morale and ability to serve students

Manual Processes

Lack of virtualization and personalization discourage student progress

Proven Practices Made Easy with Navigate

Outreach to all students who expressed interest in applying in the past several years with **accurate, actionable lists**

Proactively monitor enrolled students to reduce summer melt and support retention with **campaigns, early alerts, and more**

Support students at scale by creating **dynamic academic plans** and coordinating with other staff on **alerts and interventions**

Equip students with personalized to-do lists and other **self-service tools** to engage with campus resources and stay on track



NEW:
Recruitment Management Module
(see page 2)



15.6%

Increase in applicant-to-enrollee conversion rate
CERRO COSO COMMUNITY COLLEGE



34 hours

Advisor hours saved each week due to automated advising reports
BROWARD COLLEGE



4.8%

Increase in students retained or graduated in just one year
SOUTHWEST VIRGINIA COMMUNITY COLLEGE

New Recruitment Management Module for Community Colleges

Engage Prospective Students with Navigate Before They Apply

TRACK

Student Profile

Capture and manage prospects' history through inquiry or bulk list imports, and track activity and funnel progress.

TYPE	DATE
Added to list: Bridgeport High Dual-Enrollment	Thu May 26 2022 10:06:52
Attended Navigator Info Session at Bridgeport High School	Mon Jun 13 2022 06:13:49

Reporting Capabilities

Use purpose-built reports to easily uncover insights about your prospect-to-applicant funnel and answer questions about application statuses.

NAME	CREATOR	# OF PROSPECTS
Harrison College Fair	Kerrie Thompson	114
Braxton College Fair	Hallie Burton	175
Dual-Enrollment in Science Program	Jai Suyam	53
Bridgeport High Dual-Enrollment	Kerrie Thompson	213
State Testing Applicants	Jake Farmsone	4,271
Fall 2022 Inquiries without Application	Hallie Burton	1,231
Spring 2022 Enrollees Not Enrolled in Fall 2022	Michael Mayhem	2,932

COMMUNICATE

Communication

Engage prospect lists at scale, create targeted outreach campaigns with automated nudging and results tracking, and create student profiles with custom web-to-lead forms.

Appointment and Event Management

Connect prospects to events with sophisticated scheduling workflow, bulk outreach requests, and personal availability links.

NAME	CREATED	STATUS	LAST NUDGE	NEXT NUDGE
Harrison College Fair Follow Up	May 31 2022	Complete	Jun 15 2022	N/A
Braxton College Fair Follow Up	May 11 2022	Complete	May 31 2022	N/A
Website Inquiries - Appointment	May 29 2022	Active	Jul 11 2022	Jul 16 2022
Pending Application Nudge	Jun 04 2022	Active	Jul 12 2022	Jul 16 2022
FAFSA Reminder to Applicants	Jun 07 2022	Active	Jul 09 2022	Jul 21 2022

COORDINATE

Application Manager

Move prospects through the application process with custom templates, direct integrations from other applications, and to-do workflows.

Request a Demo

To request a demo of Navigate, including the new Recruitment Management module, email EABSSCCommunications@eab.com or fill out a form via EAB.com/Navigate.