



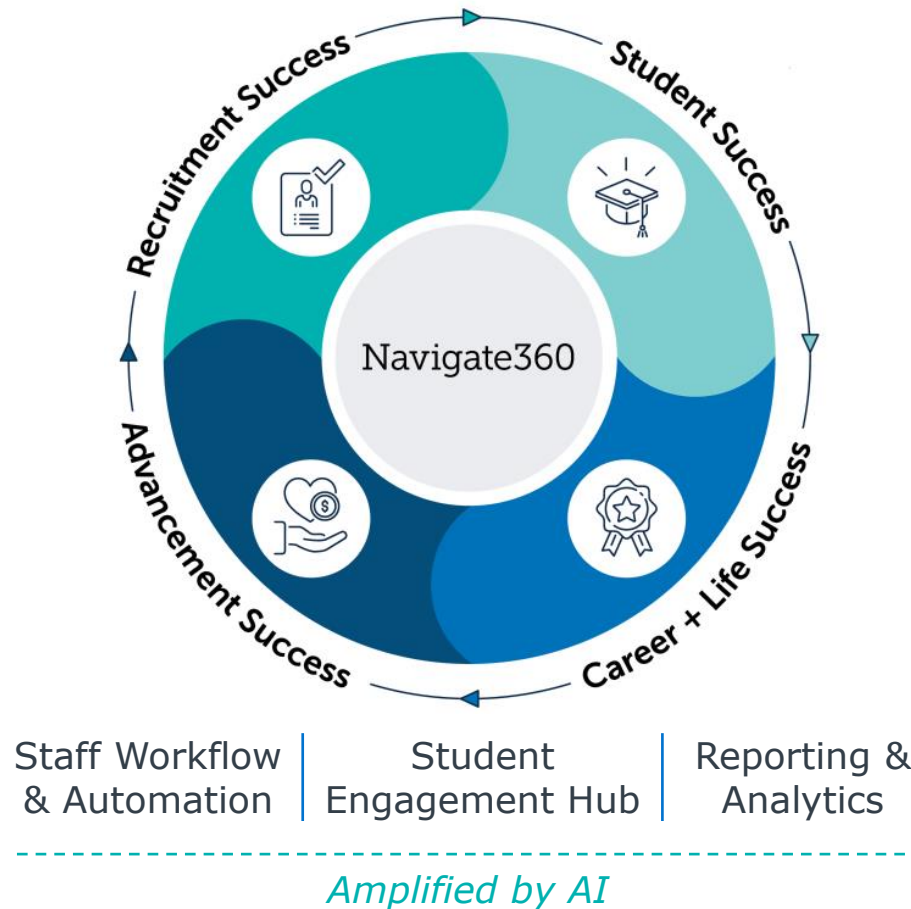
EXECUTIVE SUMMARY

Inside Navigate360

EAB's Higher Education CRM for Community and Technical Colleges

Navigate360: Higher Ed's Leading Student CRM

Recruit, Retain, and Empower Students in College and Beyond



Transformational Results for Partners

With 10+ years of experience across 850+ schools and 10M students, we help our partners reach their goals.

3-15% Typical graduation rate improvement

2-12% Typical retention rate improvement

5:1 Typical ROI for Navigate360 partners

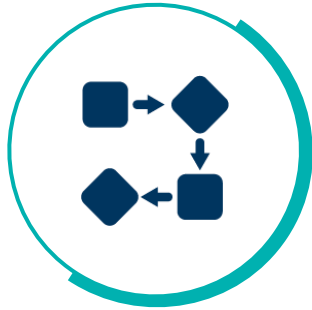
Beyond Technology: The Student Success Collaborative

Each Navigate360 partner becomes part of the Student Success Collaborative, gaining access to decades of research, an EAB expert dedicated to their success, events designed to share best practices, and a close-knit community of peers.

Build Your Navigate360 Platform



**Recruitment
Success**



**Staff Workflow
and Automation**



**Student
Engagement Hub**



**Reporting
and Analytics**

Enhancement Options

AI
Capabilities

LMS
Integration

Historical and
Predictive Analytics

Advanced Student
Engagement

Registration
Integration

Please work with your EAB Partner Development Executive or Account Manager to review package options and determine the best set of functionality to revolutionize student success for your institution.

Navigate360 for Recruitment Success

Engage Prospective Students with Navigate360 Before They Apply

TRACK

Prospect Profile

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

Bradley, Ava
Last modified by Hallie Burton at

Email: ava_bradley@email.com | Phone Number: 555-202-1133 | Location: Bridgeport, WV | Enrollment Counselor: Hallie Burton | Prospect Type: -

Stage: Inquiry (selected) | Inquiry | Prospect | Applicant | Admitted

Activities

- + Add Activity
- 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 PROSP |
|---|-----------------|------------|
| 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 |

7 of 7 rows | 100 | K < 1

COMMUNICATE

Campaigns

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.

| NAME | CREATED | STATUS | LAST NUDGE | NEXT |
|---------------------------------|-------------|----------|-------------|-------------|
| 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 |

Appointment and Event Management

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

Woodley College

Request Information

Thank you for your interest in Woodley College! Please fill out the information below and we will reach out to you soon.

* Indicates a required field

* Student Type: Degree-seeking

* Anticipated Start Term: Fall 2024

Program of Interest (Check all that apply): Information Technology A.A.S.

Contact Information

* First Name: Ava

* Last Name: Bradley

* Email: abradley@email.com

COORDINATE

Application Manager

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

Application Summary

Undergraduate Fall 2023

Created at 12/07/2022 11:11 AM by Hallie Burton
Last Modified at 12/09/2022 4:45 PM by Laura Gonzales

Prospect Profile: Laura's Profile | Application ID: JH129047 | Assigned Staff: Hallie Burton | Submission Window: 11/01/2022 - 1/21/2023 | Due Date: 1/21/2023 | Submission Date: -

Prospect Status: Applicant (selected) | Inquiry | Prospect | Applicant | Under Review | Admitted

Interactions | Review Application Form

Review Application Form

Laura's Application (PDF)

Undergraduate General Studies, Fall 2023 Application
Application ID: GS-123654

Comments as of 12/15/2022

- + Add Comment
- Ben Hopper added a comment on 12/15/2022 at 7:12 AM: I reviewed the rest of the sections & the documents.
- John Smithers added a comment on 12/14/2022 at 12:05 PM:

2x

Increase in inquiries received
CERRO COSO COMMUNITY COLLEGE

56%

Yield in inquiry-to-applied stage
CENTRAL VIRGINIA COMMUNITY COLLEGE

Navigate360 for Student Success: Core Platform

All the Tools You Need to Support Student Success in One Platform

Staff Workflow & Automation

The screenshot shows a student profile for Laura Gonzales. It includes tabs for Overview, Success Progress, History, Pre-enrollment, Courses, Path, Academic Plan, and More. The Overview tab displays key metrics: Course Grade D/F (2), Repeated Courses (1), Withdrawn Courses (0), Missed Success Markers (3), Cumulative GPA (2.85), Total Credits Earned (27.00), Credit Completion Ratio (90%), and Support Level (High). It also shows the student's major (Biology), college (College of Arts & Science), student ID (JH129047), and classification.

Smart Student Profile and Advanced Search

Scalable tools allow for elevated advising conversations and targeted interventions

Campaigns, Appointments, and Multi-Modal Messaging

Robust tools help advisors and staff proactively plan, execute, and track ongoing advising efforts

The screenshot shows the 'Enrollment Campaigns' section. It includes a filter by term (Current Term) and a table of campaigns with columns for Name, Stats, and Actions. The table lists three campaigns: 'Scholarship recipients: Enrollment Reminder' (Enrolled Rate: 45%), '<15 to finish: Reminder' (Enrolled Rate: 35%), and 'First Gen: Enrollment Support' (Enrolled Rate: 60%). The Actions column provides options like 'I want to create a new...', 'Progress Report Campaign', 'Enrollment Census Campaign', 'Appointment Campaign', 'Enrollment Campaign', 'Email Campaign', and 'Progress Reports'.

The screenshot shows a student's history for Laura. It includes a 'Filter by Type' dropdown and a list of events. The first event is 'Case Opened' on Oct 3 2023, with a reason of 'Financial concerns' and a comment from Meena Kaur. The second event is 'Appointment Report' on Oct 1 2023, with a status of 'Attended' and a comment from Jack Whitten.

Coordinated Care Network Cases, and Referrals

Case management tools and shared documentation help cross-campus stakeholders coordinate to deliver better support

Student Engagement Hub

Student Success Network, Schedule, and Resources

Essential tools and actionable information, right at students' fingertips via iOS and Android native apps

The screenshots show the mobile app interface. The left screen displays a 'Welcome back!' message, a checklist of 19 items, and a 'Class Schedule' button. The right screen shows an 'Appointment Scheduled' confirmation with a 'Schedule another appointment' button.

Reporting & Analytics

Population Health, Intervention Effectiveness, and Workflow Analytics

Curated dashboards aggregate data on student touchpoints and staff activity, allow administrators to assess the impact of and identify further opportunities for outreach and interventions

The screenshot shows the 'Population Health' dashboard. It includes a 'Filters' section on the left and a main area with various metrics and charts. Key metrics include 'Total Students' (9,108), 'Avg. Cumulative GPA' (2.74), and 'Avg. Credit Completion' (82%). The dashboard also displays 'Key Populations' with bar charts for 'Students with Academic Performance Concerns', 'Cum GPA Under 2.0', 'Last Term GPA Below Cum GPA', and 'At Least 1 Missed Success Marker (Grade Below Threshold)'.

93%

Advising appointment attendance following Navigate360 nudging campaigns
ARAPAHOE COMMUNITY COLLEGE

Historical and Predictive Analytics

Research-Based and User-Driven Analytics Help Leaders Translate Insights into Action

Reporting & Analytics

Historical Trend Analytics

Reports analyzing historical data support institution-level and program-level decision-making

How Do Success Outcomes Vary Among Populations

Where is this data coming from?

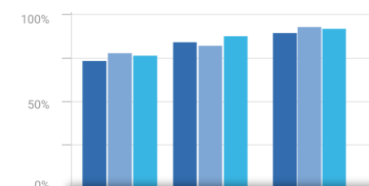
The data in these reports comes from your school's student information system. It may be collected at admission or at other times during a student's academic career. We have not changed the way the data displays unless we have worked with your institution to make configuration changes.

How should institutions use these reports?

Institutions should use these reports to understand patterns of student success outcomes in their programs. These outcomes should not be attributed to any characteristics of the students themselves, but rather should indicate where there may be opportunity to improve programs, services, or instruction.

Success Trends by Student Attribute

Success Outcomes by Gender



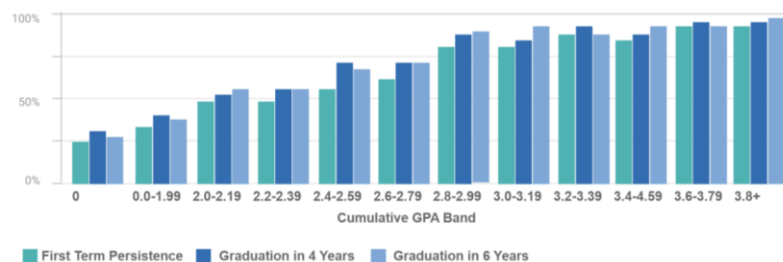
| Gender | First Term Persistence | Graduation in 4 Years | Graduation in 6 Years | Total Students |
|--------------|------------------------|-----------------------|-----------------------|----------------|
| F | 74.2% | 79.9% | 84.6% | 2475 |
| M | 77.4% | 78.0% | 87.3% | 2745 |
| N | 76.8% | 79.1% | 86.7% | 218 |
| Total | 76.1% | 79.0% | 91.0% | 5438 |

GPA Trends

What were the average cumulative GPAs of students who graduated, compared to those who have not graduated?



Cumulative GPA



Student Support Predictive Model

Core predictive model powers the system, identifying and prioritizing student interventions

Data Inputs

- Student demographics (e.g., age, race/ethnicity)
- High school outcomes and information (e.g., HS name and location, HS GPA, SAT)
- Academic records (e.g., grades, GPA, DFW counts)
- Student characteristics (e.g., student type, in-state/out-of-state/international, veteran)
- Transfer records (e.g., prior coursework, grades)
- Course and credit registration (e.g., courses, attempted credit load, credit completion ratio)
- Derived variables (e.g., GPA trend, estimated skills, major-skills alignment)
- Custom attributes deemed significant by institution and EAB data scientists

Data Outputs: Where the Platform Displays Predictive Influences



Population Health Analytics



Smart Student Profile



Program Explorer

14%

Increase in Developmental Math pass rates
DANVILLE COMMUNITY COLLEGE

Student Engagement Hub

Dynamic Mobile and Desktop Platform Provides Tailored Support to Help Students Succeed

Student Engagement Hub

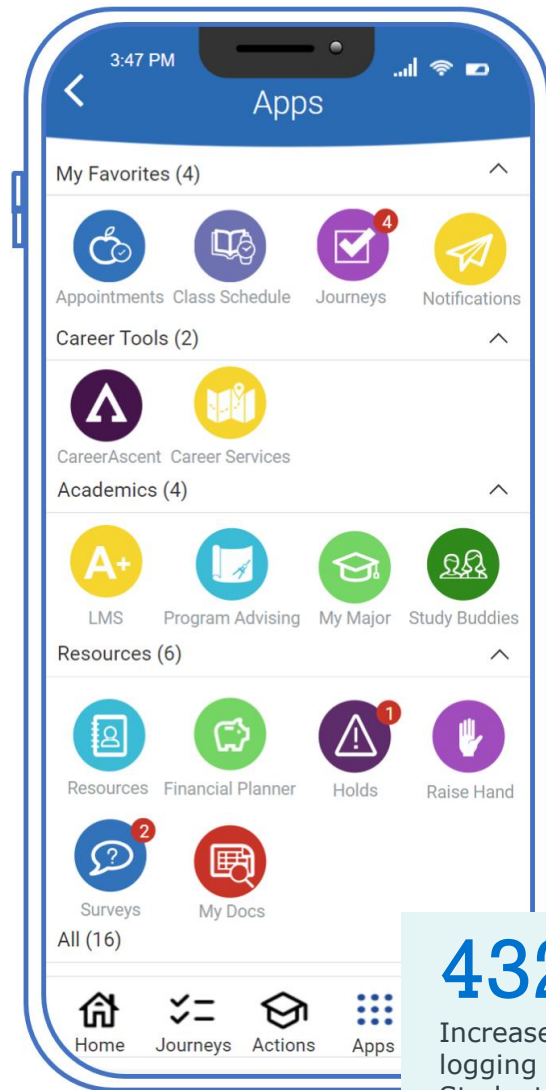
iOS, Android, and Desktop

Self-service tools equip students to take proactive initiative and resolve issues independently:

- Student Success Network
- Campus Resources
- Appointment Scheduling
- Hand Raise
- Document Center
- Class Schedule
- In-app Notifications
- Surveys & Quick Polls
- Journeys
- Holds Center
- Study Buddies
- Financial Planner
- Program Explorer

Each partner's app can be configured custom to the experience that will best support their student workflows including:

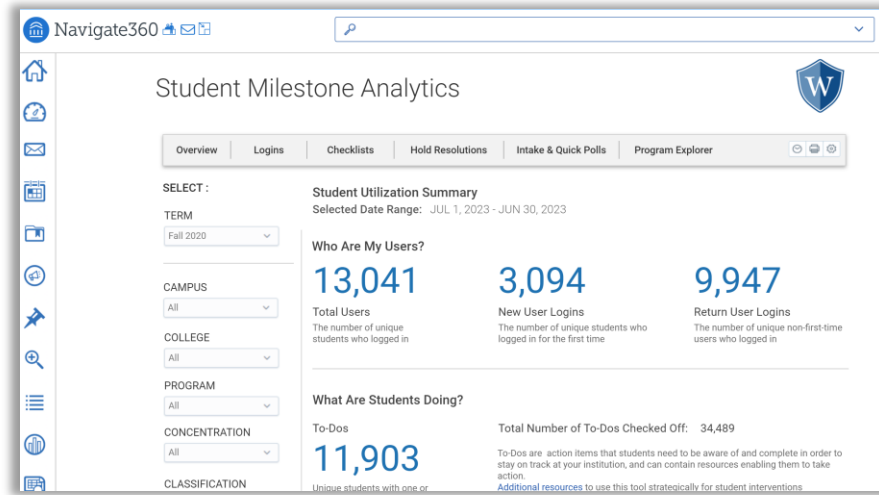
- Custom app colors and naming
- Custom groupings
- Custom links to 3rd party sites, such as LMS, school websites, etc.



Reporting & Analytics

Student Milestone Analytics

Track student behavior to measure engagement and inform interventions



432%

Increase in new and returning users logging into the Navigate360 Student app within one year

FORSYTH TECHNICAL COMMUNITY COLLEGE

14.5%

Increased applicant-to-enrollee conversion after using Navigate360 to improve onboarding

GERMANNA COMMUNITY COLLEGE

AI Capabilities Across the Platform

AI-Powered Tools Up Staff Efficiency, Enabling More Higher-Value Interactions

Staff Workflow & Automation

Message Content Advisor

Simplify and optimize one of Navigate360's most powerful features, Campaigns and Messaging, by minimizing the time spent on creating campaign content

Use the tone enhancement option to then emphasize a particular sentiment without toiling over the language

The screenshot shows a 'Compose Email' window with a 'Preview Email' pane on the right. The 'Compose Email' pane has a 'Template: System Default' dropdown, an 'Email Subject' field with the text 'Getting Connected at Woodley', and an 'Email Message' field. The 'Email Message' field contains a draft message: 'Hello (\$student_first_name), I hope you're doing well. I noticed that you haven't logged into the Woodley Portal lately. As your advisor, your success is...'. Below the message field is a 'Custom prompt for AI' section with a text area containing: 'Write a short email to students who have not logged in to the Woodley Portal to encourage them to schedule an appointment'. There is a 'Generate a custom AI message' button. Below that is a 'Tone Enhancement' section with a 'Choose one' dropdown and an 'Enhance' button. At the bottom, it says 'Beta AI Message Content Creator is currently in beta testing'. The 'Preview Email' pane shows the rendered email with the Woodley logo and the text: 'Hello (\$student_first_name), I hope you're doing well. I noticed that you haven't logged into the Woodley Portal lately. As your advisor, your success is...'. There is a 'Click Here' link and the name 'Beth Allen Academic Advisor'.

Student Engagement Hub

Knowledge Bot

Reduce the time spent training chatbots and effortlessly provide students secure access to your support, instructions, and FAQs

The Knowledge Bot is fed only your proprietary institution-specific materials so you know your students see only the most secure, relevant answers

The screenshot shows a mobile app interface for 'Ask Woodley'. At the top, it says '3:47 PM' and 'Ask Woodley'. Below that is a chat bubble with the text: 'Hey there, welcome to Ask Woodley! What can we help you with today?'. Below that is a text input field with the text: 'I want to drive to class on Tuesdays and Thursdays— is there parking on campus?'. Below that is a response bubble with the text: 'Yes! You can find student parking on campus at the south entrance. To use this lot, you'll need to a parking pass— you can request one at [this link](#).' Below that is a 'Sources' section with two links: 'Student Parking and Transportation.pdf' and 'reslife_handbook.pdf'. At the bottom, there is a 'Text' input field and a 'Send' button. Below the input field is a navigation bar with icons for 'Home', 'Journeys', 'Actions', 'Apps', and 'AI Bot'.

Reporting & Analytics

Report Assistant

Using natural language prompts, easily create new reports with the conditions and report types built for you

Then use that generated report to leverage Navigate360's data visualizer for pivot tables and charts that provide quick, clear insights into the data

The screenshot shows the 'AI Report Assistant' interface. At the top, it says 'AI Report Assistant' and 'Concept Testing'. Below that is a chat bubble with the text: 'Welcome to the AI Report Assistant. What can we find for you today?'. Below that is a text input field with the text: 'show me all first generation students who have not followed their advisor plans from advisors Teasdale, Dennis, and Williams'. Below that is a response bubble with the text: 'This is the report configuration we think you are looking for: Report: Student Compliance to Advisor Plan Report Condition Statement: 1 and 2 Filters: 1. CATEGORY CONTAINS ANY FIRST GENERATION 2. OVERALL PLAN COMPLIANCE EXACTLY 0'. Below the response bubble is a 'Report: Student Compliance to Advisor Plan Report' section with a 'Condition Statement: 1 and 2' and a 'Filters' section with two filters: '1. CATEGORY CONTAINS ANY FIRST GENERATION' and '2. OVERALL PLAN COMPLIANCE EXACTLY 0'.

Advanced Student Engagement: Journeys

Guide Students Toward Success On and Beyond Your Campus

Student Engagement Hub



Journeys provide **stepped guidance** at pivotal moments based on student behavior research



Journeys can be recommended, featured, or assigned to **populations of students** based on their characteristics or time of year



Journey **completion is trackable** by students and staff

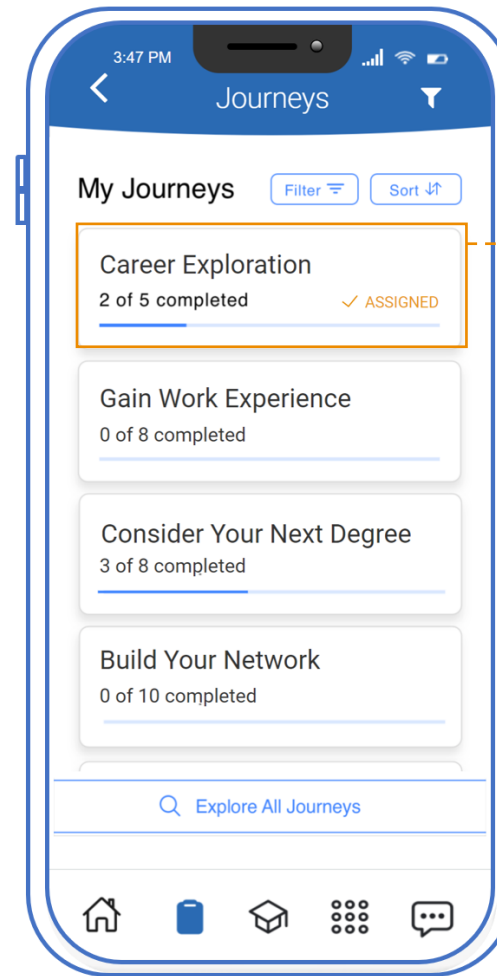


Journeys are **fully customizable**, and EAB will provide a starter kit that institutions can edit as desired

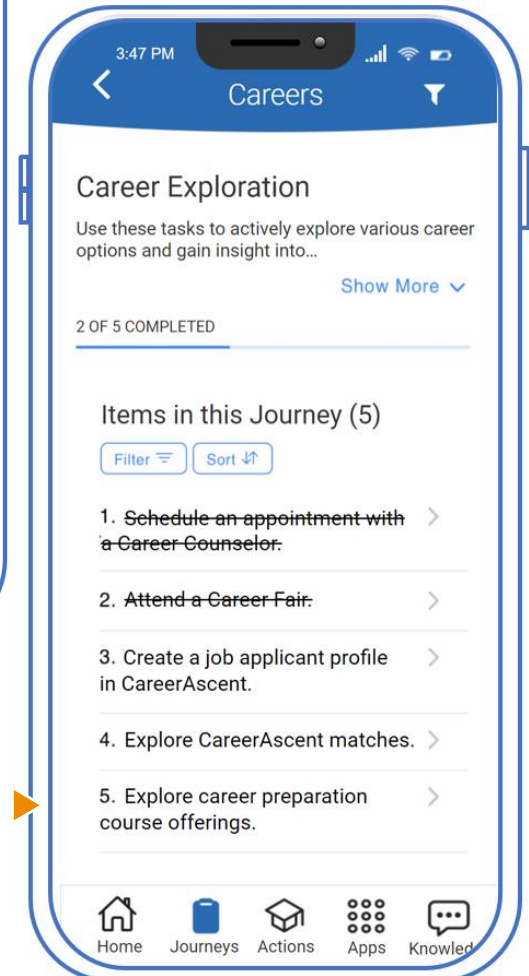
90%

Average job placement rate due to integration of Navigate360 career exploration tools across the students' time on campus

YORK TECHNICAL COLLEGE



Use Journeys to encourage early career exploration



You can automate this journey to launch when a student completes a certain number of credits

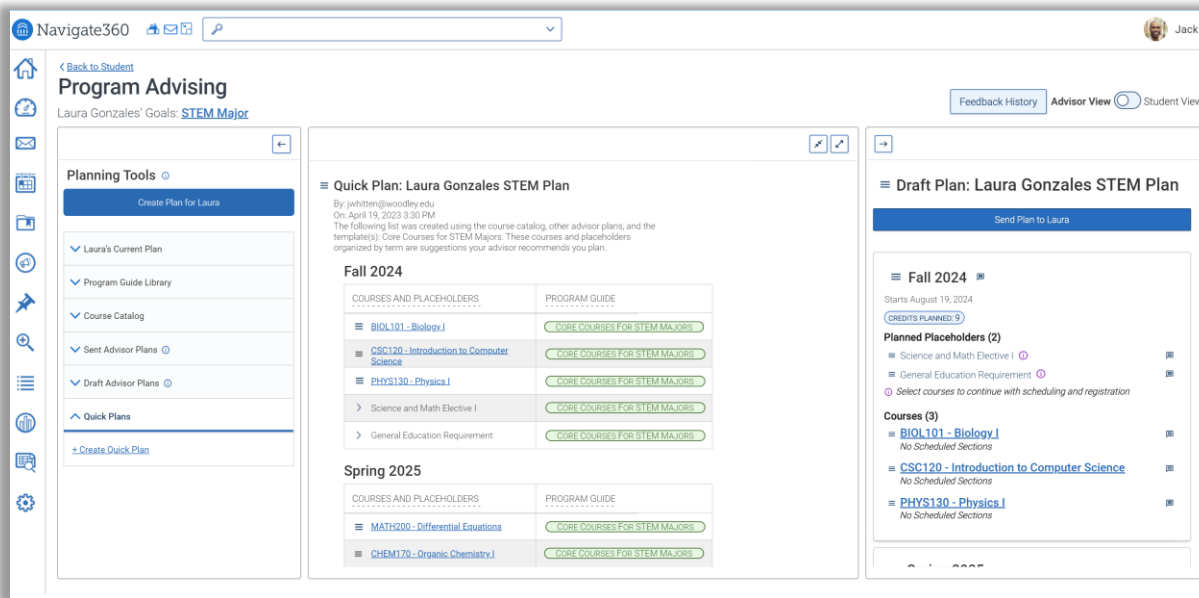
Advanced Student Engagement: Program Advising

Collaborative Course Plan Building, Scheduling, and Registration Within a Single Platform

Student Engagement Hub

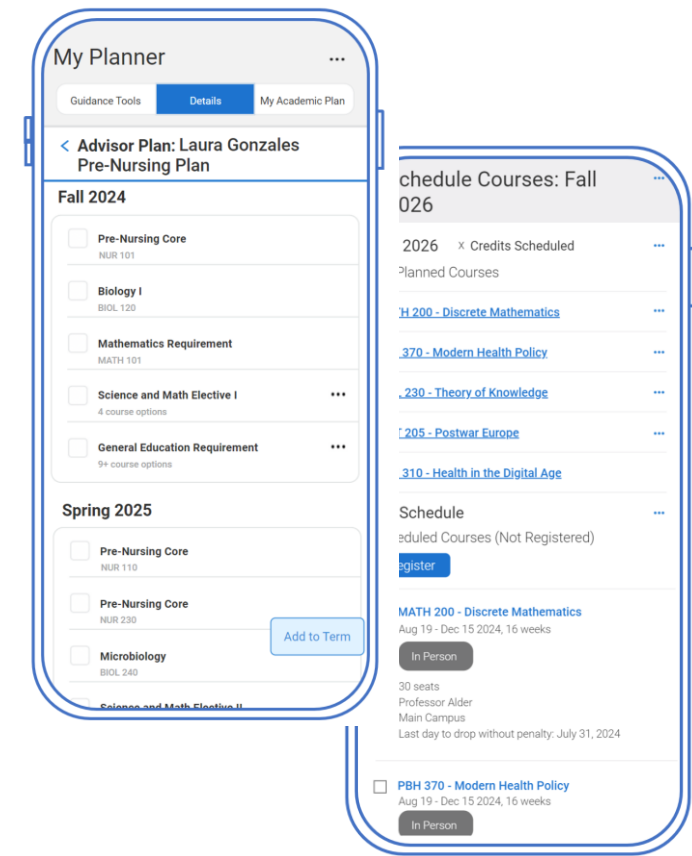
Quick Plans, Program Guides, Smart Catalog in a Collaborative Workspace

Fully integrated advisor and student-led tools enable both next-term and long-term program advising



Mobile-Enabled Scheduling and Registration

Quick scheduling and one-click registration allow students to create best-fit schedules on the go



+2.09 average credit load

Per semester for students who registered with Program Advising over those who did not

BROWARD COLLEGE

33 percentage-point

Higher re-enrollment rate for students who built their schedule in Navigate360 compared to those who did not

MANCHESTER COMMUNITY COLLEGE

Engage Every Stakeholder Across Your Student-Centered Campus

Provosts and Senior Campus Leaders

Surface actionable insights into the real sources of graduation risk at your institution.

Monitor improvements in key student success metrics and optimize existing student success investments with executive dashboards.

Collaborate with other progressive institutions through national summits and webinars to better understand best-practice strategies for improving student success.

Institutional Research

Access analytics through a web-based platform that complements existing IR efforts and helps distribute real-time insights across campus.

Chief Information Officers

Wire your entire campus with the ability to not only access analytics but take strategic action and track impact in one central system.

Advisors, Tutors, and Other Student Support Providers

Identify and prioritize interventions with at-risk and off path students, providing earlier and more proactive support.

Deliver more strategic, meaningful advising with advanced analytics and effective interventions.

Coordinate personalized student support with a cross-campus referral system and real-time student engagement data.

Advising Directors

Manage large populations of students and lead advising teams in organized outreach efforts directing resources to specific groups of at-risk students.

Analyze the effectiveness of specific advising interventions in order to continuously improve staff training and practices.

Department Chairs, Deans, and Faculty

Leverage historical data to identify and eliminate systemic barriers to completion in individual departments, majors, and courses.

Students

Define and take ownership of customized journeys beginning at orientation.

Make informed decisions at every milestone with proactive nudges, timely interventions, and coordinated care from support providers.

Improve likelihood to graduate on time and with a degree aligned to skills and goals.



What Key Questions Does Navigate360 Help Answer?

Provosts & Senior Administrators:

- “Which programs have the most students at risk of not graduating?”
- “What best practices in student success and advising will support a shared vision for institutional improvement?”

Advising Leaders & Department Chairs:

- “How can technology help my advising staff be more efficient and strategic?”
- “How do we implement a culture of accountability as we track advising efforts?”
- “Can we use data to better diagnose the root-causes of programmatic barriers to completion?”

Students:

- “What’s the best major for me, given my skills and interests? What if I change my mind?”
- “What are the most important actions I need to take to stay on path? Who do I turn to for help?”
- “How am I doing compared to students like me?”

Achieving Measurable Results

Select Success Stories From Hundreds of Community Colleges

STUDENT OUTCOMES

3.5%

Typical **graduation rate increase** for Navigate360 partners

4.8%

Increase in students retained or graduated in just one year
Southwest Virginia Community College

14%

Higher retention among students who attended advising appointments
Forsyth Technical Community College

7%

Higher College Algebra pass rates with early alerts intervention
Broward College

4x

Increase in student tutoring usage due to Navigate360 appointments and reminders
Arapahoe Community College

10%

Higher persistence rate through equity initiatives
Milwaukee Area Technical College

TUITION REVENUE

\$1.4M

Total ROI from all tracked Navigate360 initiatives
Broward College

\$728K

Additional tuition revenue generated from re-enrollment campaign
Portland Community College

\$524K

Additional revenue from enrollment increase
Cerro Coso Community College

95%

Faculty response rate to progress report campaign
Virginia Western Community College

<2 Hrs

Acceptance turnaround time
Mt. Hood Community College

34 Hrs

Weekly advisor hours saved with automated reports
Broward College

STUDENT EXPERIENCE

90%

Avg. job placement rate driven by the Navigate360-powered Academic & Career Advising Center
York Technical College

42%

Increased student adoption of EAB's mobile technology in one year
Pueblo Community College

93%

Percentage of advising appointments attended following nudging campaign
Arapahoe Community College

94%

Advising attendance rate for dual-enrolled students after appointment campaign
Clackamas Community College

85%

Increase in TRIO program enrollment
Pueblo Community College

16%

Increase in FAFSA applications for new students
Pikes Peak Community College

SPECIAL POPULATIONS