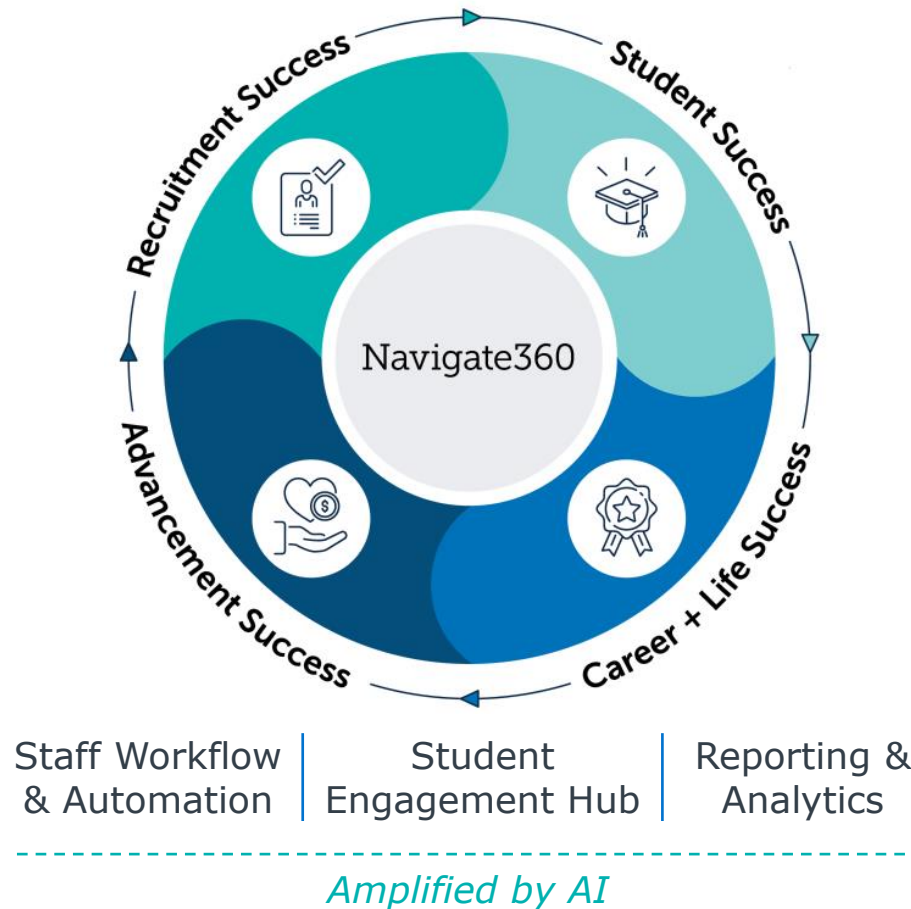EAB

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

Recruitment Success — Student Success — Career + Life Success — Advancement Success

Navigate360

Staff Workflow & Automation | Student Engagement Hub | Reporting & Analytics

Amplified by AI

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
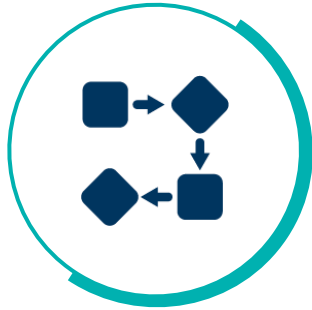
Staff Workflow and Automation

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.

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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.

Reporting Capabilities

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

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.

Appointment and Event Management

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

COORDINATE

Application Manager

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

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

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

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

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

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

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.
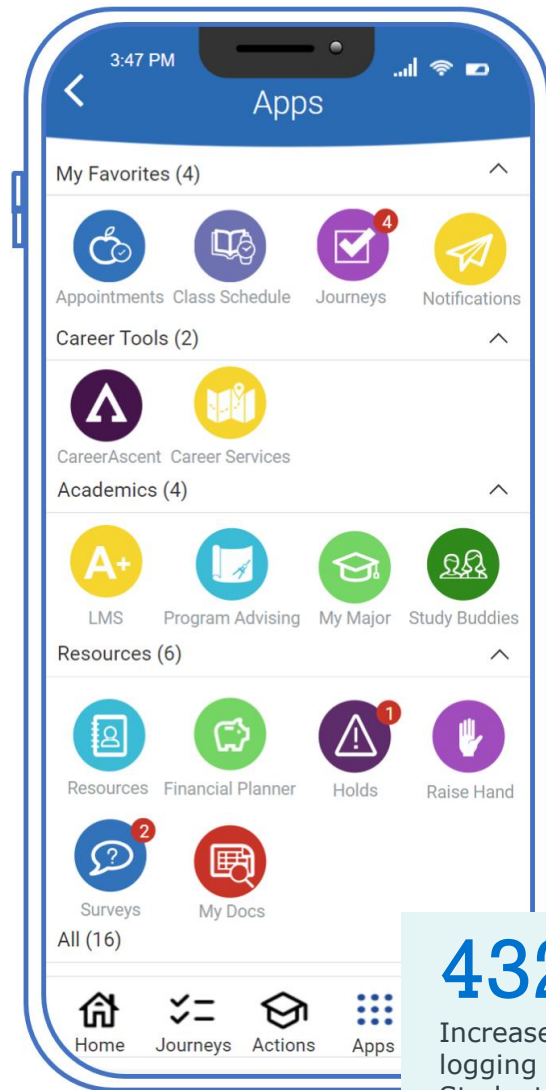
Reporting & Analytics

Student Milestone Analytics

Track student behavior to measure engagement and inform interventions
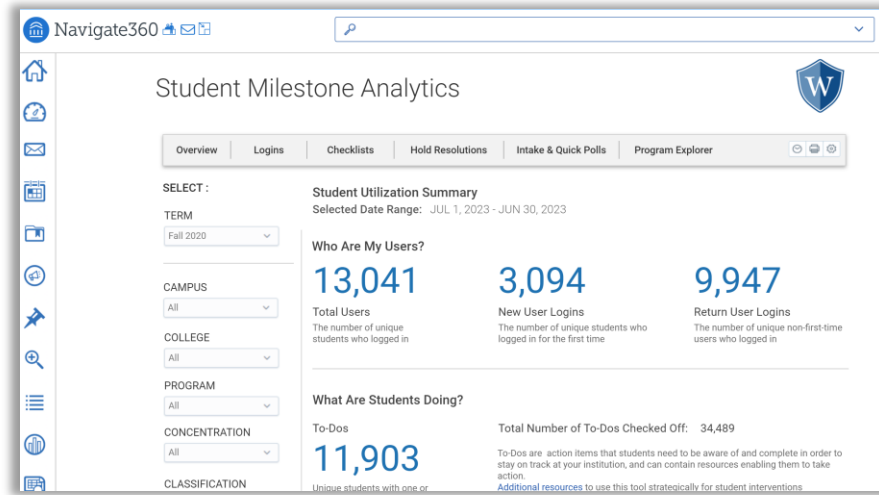
432%

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

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

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

These features are currently in development as part of a **closed beta pilot** ongoing across 2024.

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
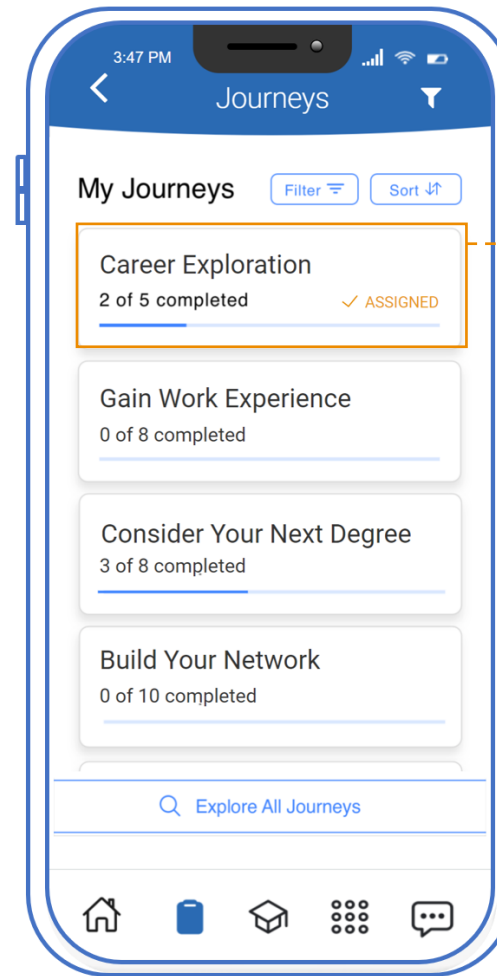
Use Journeys to encourage early career exploration
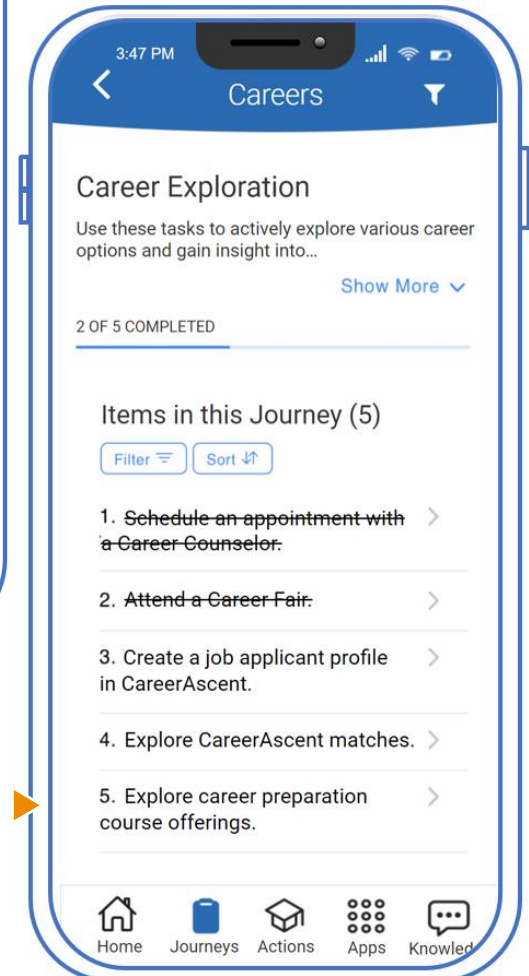
You can automate this journey to launch when a student completes a certain number of credits

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
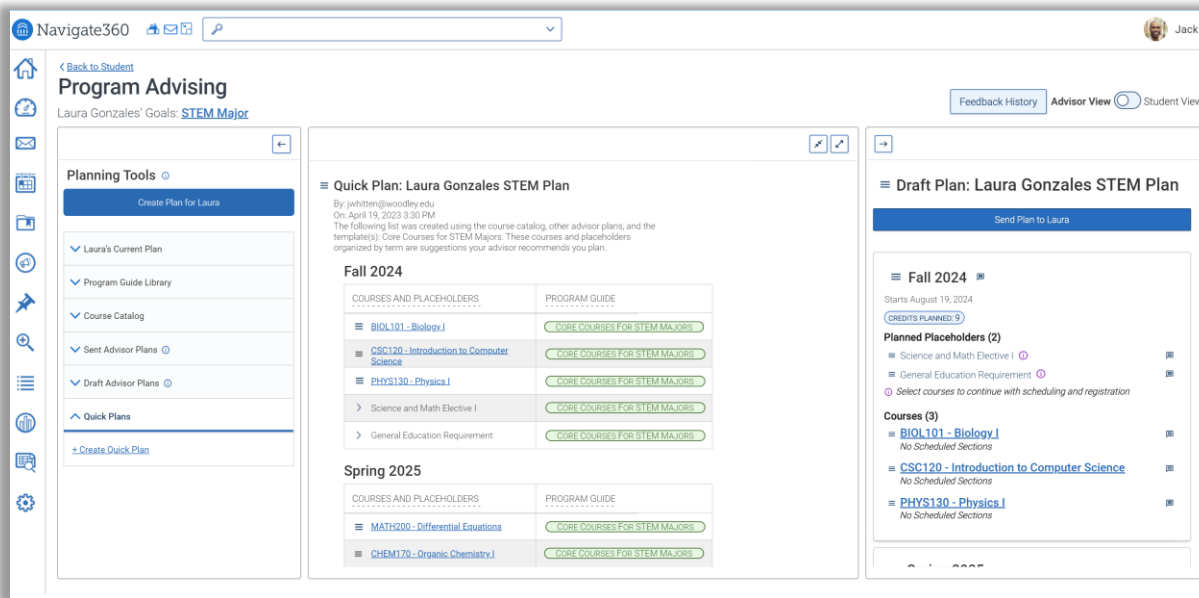
Mobile-Enabled Scheduling and Registration

Quick scheduling and one-click registration allow students to create best-fit schedules on the go
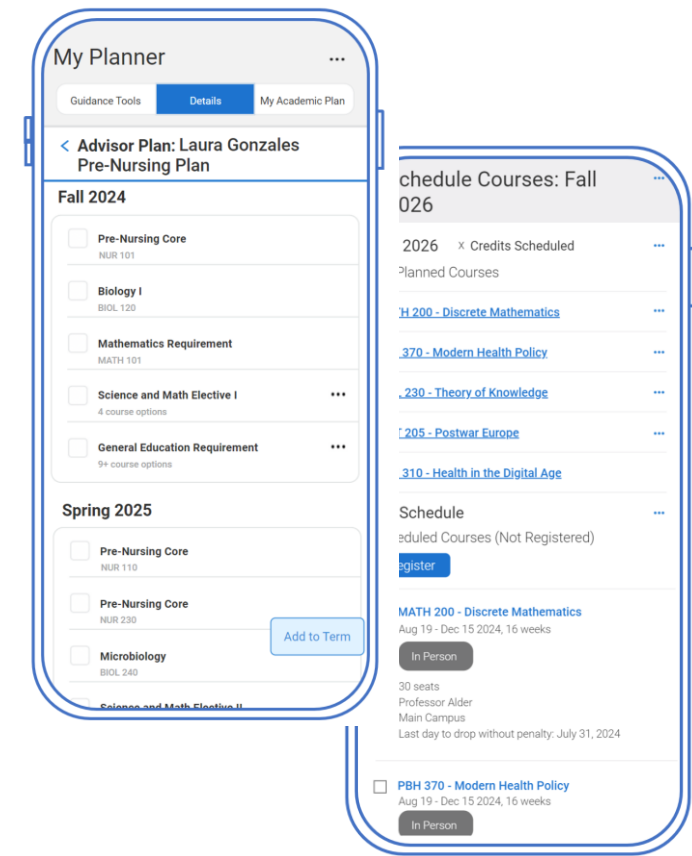
+2.09 average credit load

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

eab.com

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

SUPPORT UTILIZATION & EQUITY

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

STAFF PRODUCTIVITY

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

SPECIAL POPULATIONS

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