



Grow Enrollment Without Burnout

Inside the New AI-Powered **Navigate360 Advantage for Community Colleges**

Meet Your Presenters



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Connect with EAB



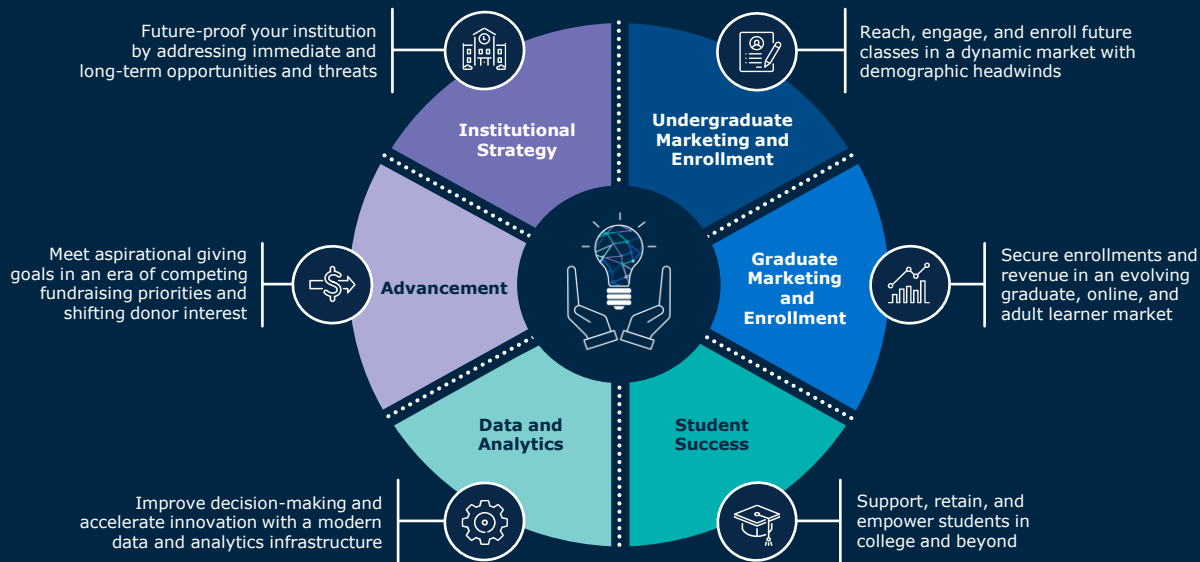
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Insight-Powered Solutions for Your Top Priorities and Toughest Challenges

We partner with **2,800+** institutions to accelerate progress, deliver results, and enable lasting change.

95%+ of our partners return to us year after year because of results we achieve, together.

Quick Poll

What's getting in the way of student success on your campus?



Too many
disconnected
systems



Not enough
staff to support
students
holistically



We struggle to
communicate
effectively and
at scale



Students get lost
in confusing
processes



Recruitment
and retention
feel
disconnected

Existential New Challenges Facing Higher Ed



Increasing opt-out rates and growing competition for students



Significant cuts to the Department of Education



Uncertainty around impact of new federal policies



Poor public perception of higher ed and its value



Unprecedented anxiety and mental health challenges among students

How do you continue to fulfill your mission of **access and economic mobility** in this new landscape?

Old Challenges Persist

Disconnected Recruitment and Retention Efforts Leave Students Behind

1K

Applied

400

Enrolled

300

Retained After
First Term

200

Completed
Credential

✗ **Inefficient, manual processes** lead to missed opportunities and poor prospect experience

✗ **Ineffective SEM plan** offers ambitious goals without tangible recruitment strategies

✗ **Murky ownership and tech rigidity** cause data loss from application to enrollment

✗ **Confusing onboarding process** places burden on student to navigate unclear steps, with no point of contact

✗ **Lack of data visibility** means leaders have no awareness of who is slipping through the cracks and why

✗ **Staff lack the capacity** to support students with increasingly complex and varied needs

✗ **Unclear pathways** and uncoordinated support offices disrupt student progress

Students are lost at each stage of the funnel, **dragging down key outcomes** from enrollment to retention to completion



It Starts with the Right Strategy

EAB Gives You the Tools and Guidance to Manage Change

GOAL SETTING

How will local and national **economic trends** influence our enrollment?



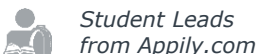
CHANGE MANAGEMENT

Is our organization **prepared** for sustainable success?



MESSAGING & AWARENESS

What **student segments** should we prioritize and how do we reach them?



PROGRAM DESIGN

What **programs, features, and modalities** would work best?



COMMUNITY PARTNERSHIPS

How can we leverage **external relationships** to greater effect?



STUDENT EXPERIENCE

Where are the **barriers** in our enrollment and onboarding process?

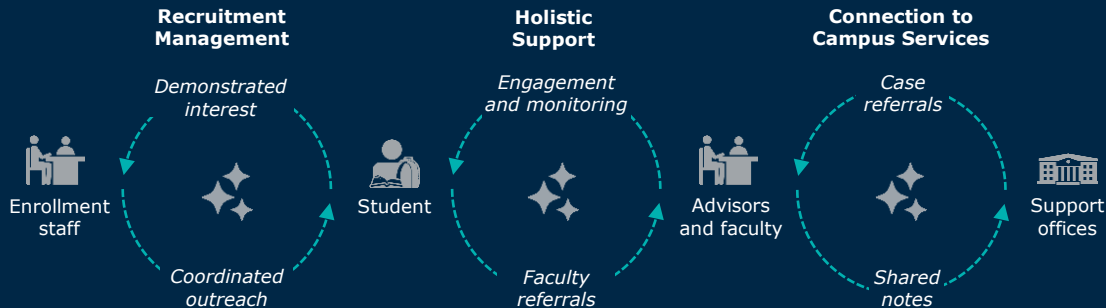


Build a Proven, Technology-Enabled Approach

Focus Your Energy Where It's Needed Most...

<i>Population Health Management</i>	Communication	Staff Assigned
Hands-on, Intense Care for the Most Complex Cases	Live touchpoints (in person, zoom, calls and texts)	Professional Advisors and Faculty
Self-Guided Support and Active Monitoring	Email, text, and chatbot (on demand)	 AI and automations (minimal staff time required)

...and Coordinate and Track Efforts Across Campus



The Only CRM with Student-Centric AI

How Navigate360 AI Supports Your Staff and Students



AI assistant

Accelerate **staff** productivity and free up more time for the work they love



Content Agent



Campaign Agent



Report Agent



Knowledge Agent



Course Planning Agent



Task Agent



Student Insights Agent



AI navigator

Give **students** the 24/7 personalized support they need and expect



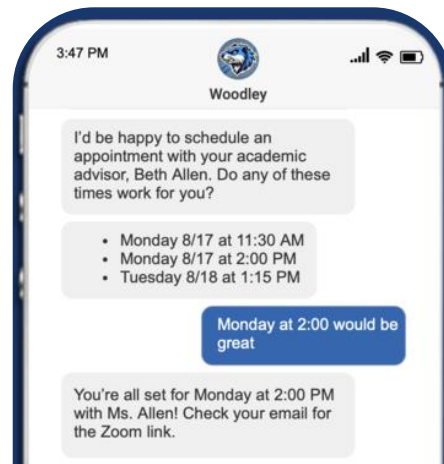
Knowledge Agent



Course Planning Agent

"The **time savings** have been **incredible**."

-Becca Thompson, AVP for Enrollment Management and Student Success, Louisiana State University



Navigate360 Advantage for Community Colleges



Technology and Expert Support for Every Stakeholder



EXPERT GUIDANCE FOR LEADERS

- Benchmarks and **market research** to guide your strategic enrollment planning
- **Real-time data** to understand and manage your entire funnel
- Instant access to **likely-to-engage student leads** through EAB's Apply
- **Tailored reports, toolkits, and experts** to help you address your unique challenges



WORKFLOW TOOLS AND AI FOR STAFF

- User-friendly, **AI-powered workflow automations** so you can focus on what matters
- AI-powered **reporting** that responds to plain language prompts to instantly dive into data
- Countless opportunities to **learn from peers and experts**, including templates, webinars, and our online user community



A SEAMLESS EXPERIENCE FOR STUDENTS

- User-friendly prospect **application portal** and student app
- **Seamless onboarding experience** built on field-tested practices from hundreds of secret shopper audits
- **Personalization** in messaging and guidance based on each students' interests and goals
- 24/7 guidance and support via an **AI knowledge agent**

A Trusted Partner for Community Colleges

450+

Community colleges
work with EAB

340K+

Advisors, faculty, and staff
actively using Navigate360

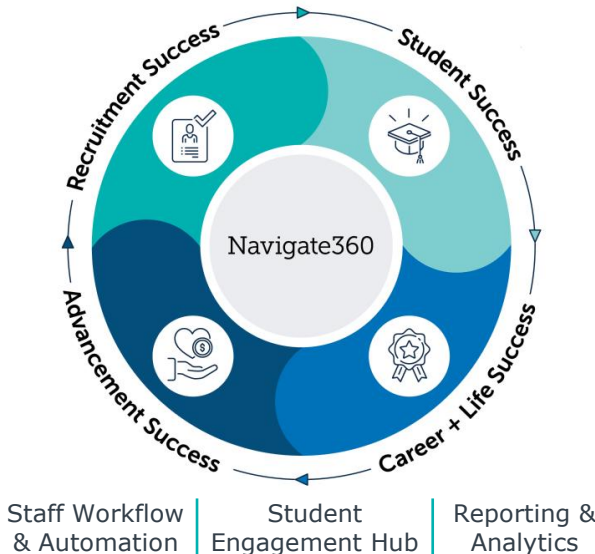
10M+

Students supported by
Navigate360

Navigate360: Higher Ed's Leading CRM and More



Recruit, Retain, and Engage Students and Alumni—in College and Beyond



Powered by Student-Centric 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

More Than a CRM: 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.



Making an Impact on Staff and Students

Improvements in Recruitment and Student Success Outcomes

Recruitment

56%

Yield in **inquiry-to-applied** stage

30%

Yield in **inquiry-to-enrolled** stage

+25%

Increased likelihood to enroll if RS Inquiry is submitted

\$8.8M

Tuition revenue from 1,680 students enrolled via Navigate360 in **first two years**

Student Success

+7%

Increase in first-to-second semester **retention** among new students

+45%

Increase in **student responsiveness** to advising outreach with proactive, automated messaging

-50%

Reduction in **manual processing time** for advisor assignments thanks to Navigate360 automation



“

Adding Recruitment Success has made us **better at both recruitment and retention**. As an institution with a dedicated workforce division that was almost entirely separate from credit side of the house, the Recruitment module has brought us together in a way we always wanted but could never achieve.”

-Michael Farris, Dean of Student Services

Interested in Connecting with Our Experts?



I'd like to speak to an expert about...



1

Automating student support on my campus using Navigate360

2

Booking a personalized Navigate360 demo to explore fit for our team

3

Breaking down silos across advising, enrollment, and retention with Navigate360

4

Something else related to enrollment, student success, or how Navigate360 could help

Platform Demo

Let's Keep the Conversation Going—What's Most Helpful for You Next?



**I want to learn more about
Navigate360—please contact
me to schedule a 1:1**



**I'd like info on upcoming
Navigate360 webinars**



**Send me the latest insight
paper on Breaking Through
the Enrollment Bottleneck**



**Tell me more about
CONNECTED25 in Orlando**



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