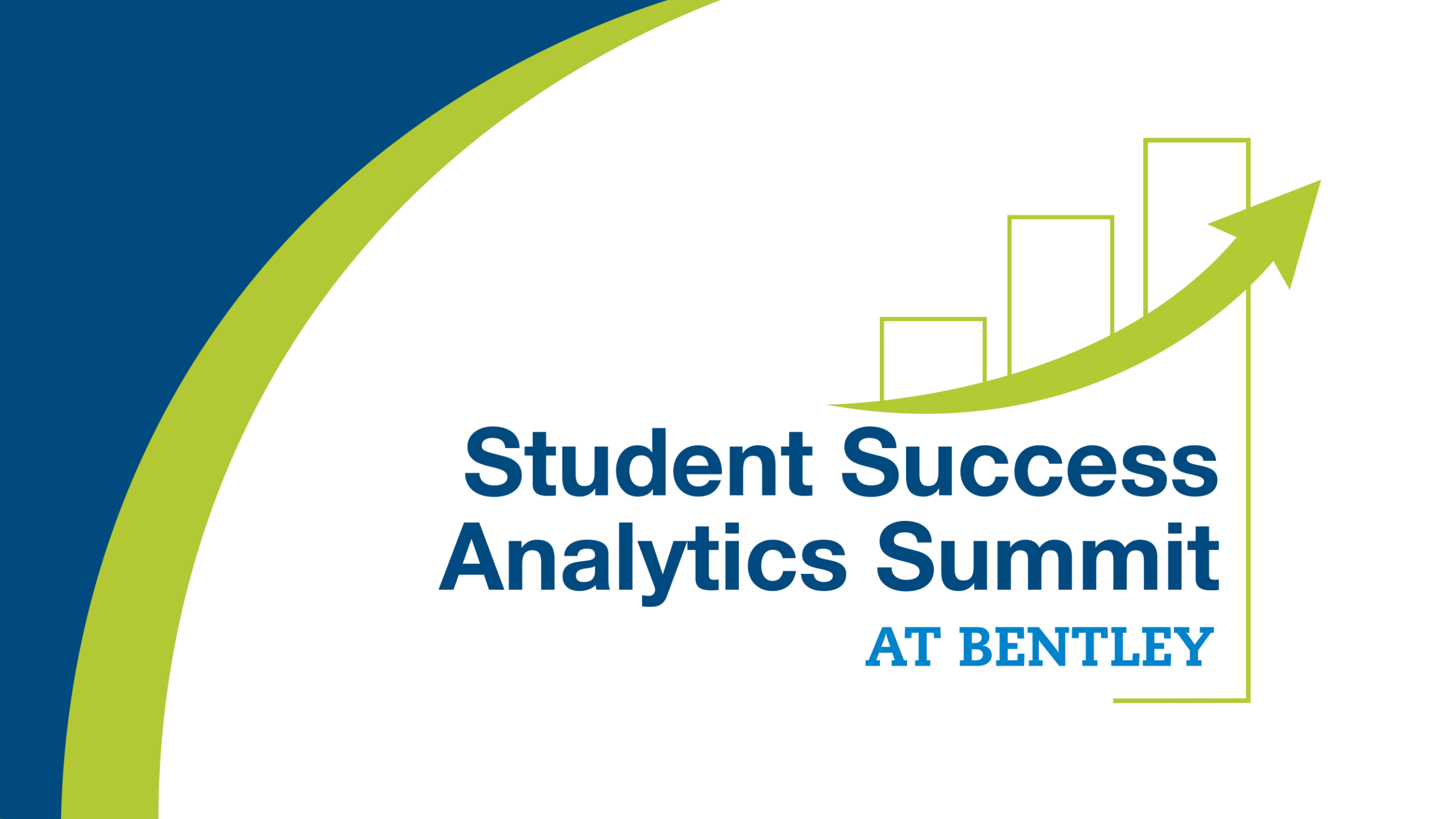




Student Success Analytics Summit

AT BENTLEY

Making Sense of Student Support Data

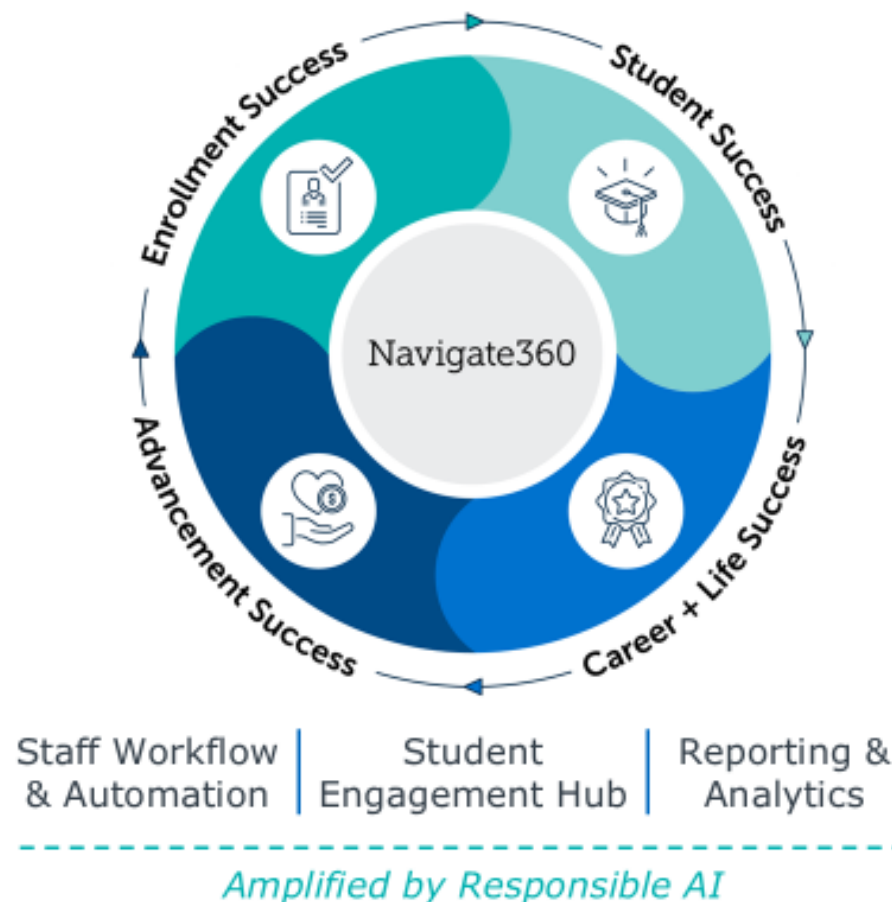
A Navigate360 Roundtable



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.



Symptoms of a Bigger Challenge

K-12's COVID Challenges...

2/3

of students struggled with **coursework** due to home disruptions and mental health concerns from COVID

42%

of ACT-tested 2022 HS grads met **none of the college-readiness subject benchmarks** in English, reading, science and math¹

2x

The **chronic absenteeism rate** has **doubled** from 16% in 2019 to an estimated 33% in 2022

Are Now Arriving in Higher Ed



Chronic absenteeism² continues to grow on college campuses



Academic struggles lead to **higher DFW³ rates** in introductory courses



Institutions report incoming students struggle with **gaps in core knowledge** and **poor study habits**



Widening expectation gaps between faculty and students on work expected outside the classroom

5 Key Readiness Gaps



Students are disengaged from education



Students lack foundational academic skills and competencies



Students don't clearly understand what is expected of them in a college classroom



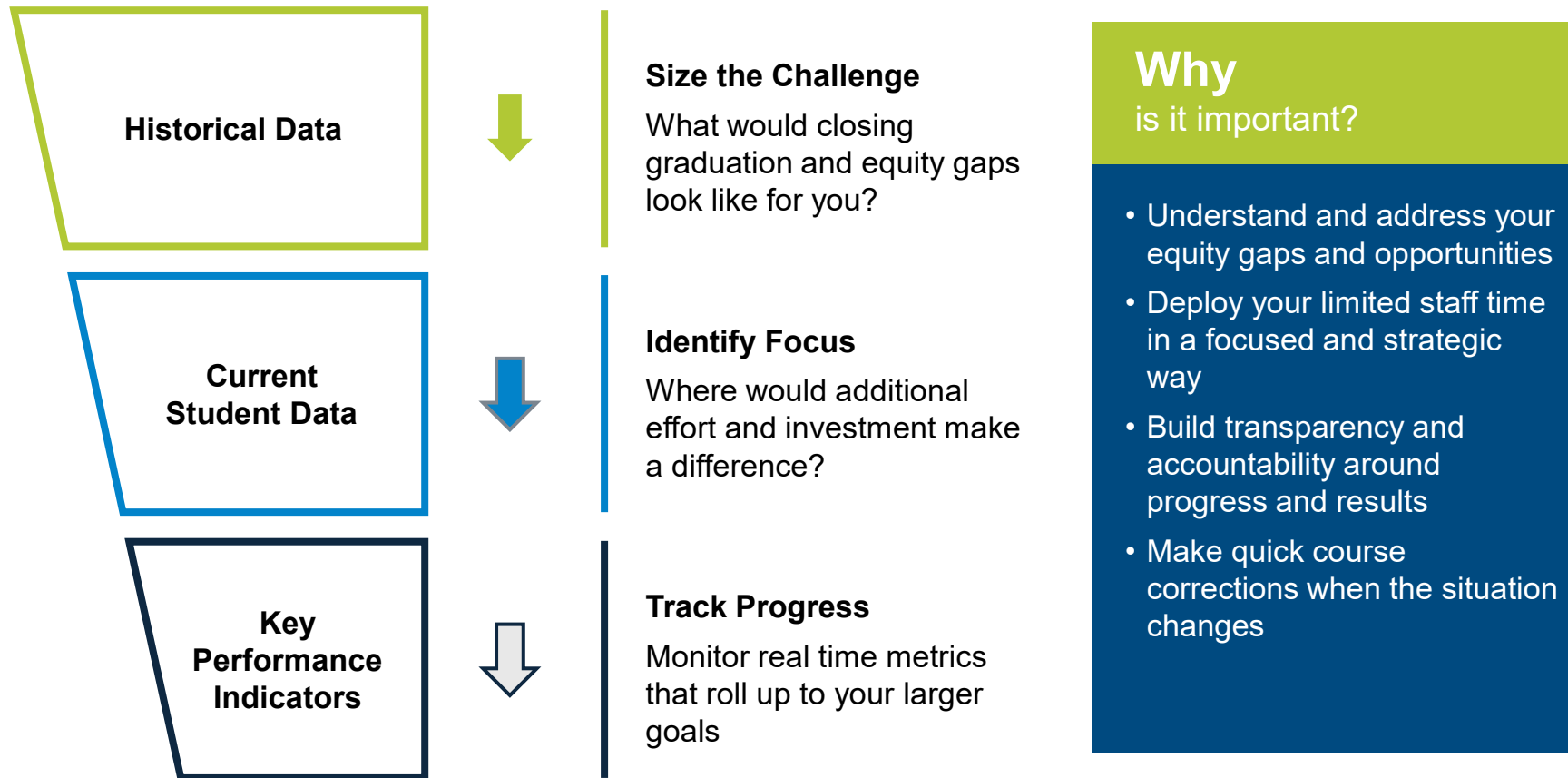
Students need additional support to manage their mental well-being and social relationships



Early career employees don't fully understand their daily responsibilities and what employers expect from them

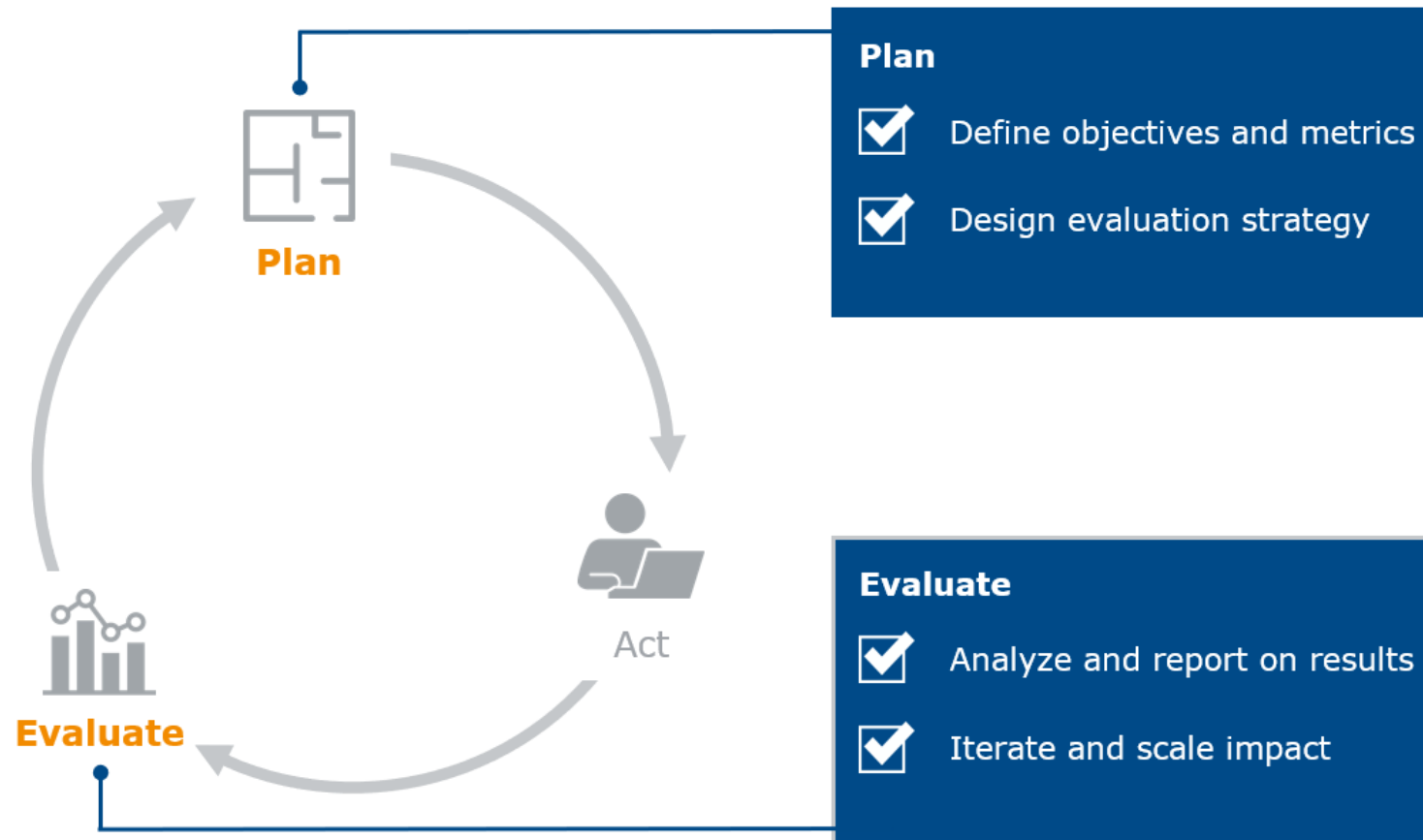
Data Informed Support

What is this a Best Practice? Using analytics, automations, dashboards, and reports that help monitor and focus your student success efforts



Preparing for Success

Continuously Cycle Through the Plan, Act, & Evaluate Framework



The Starting Line

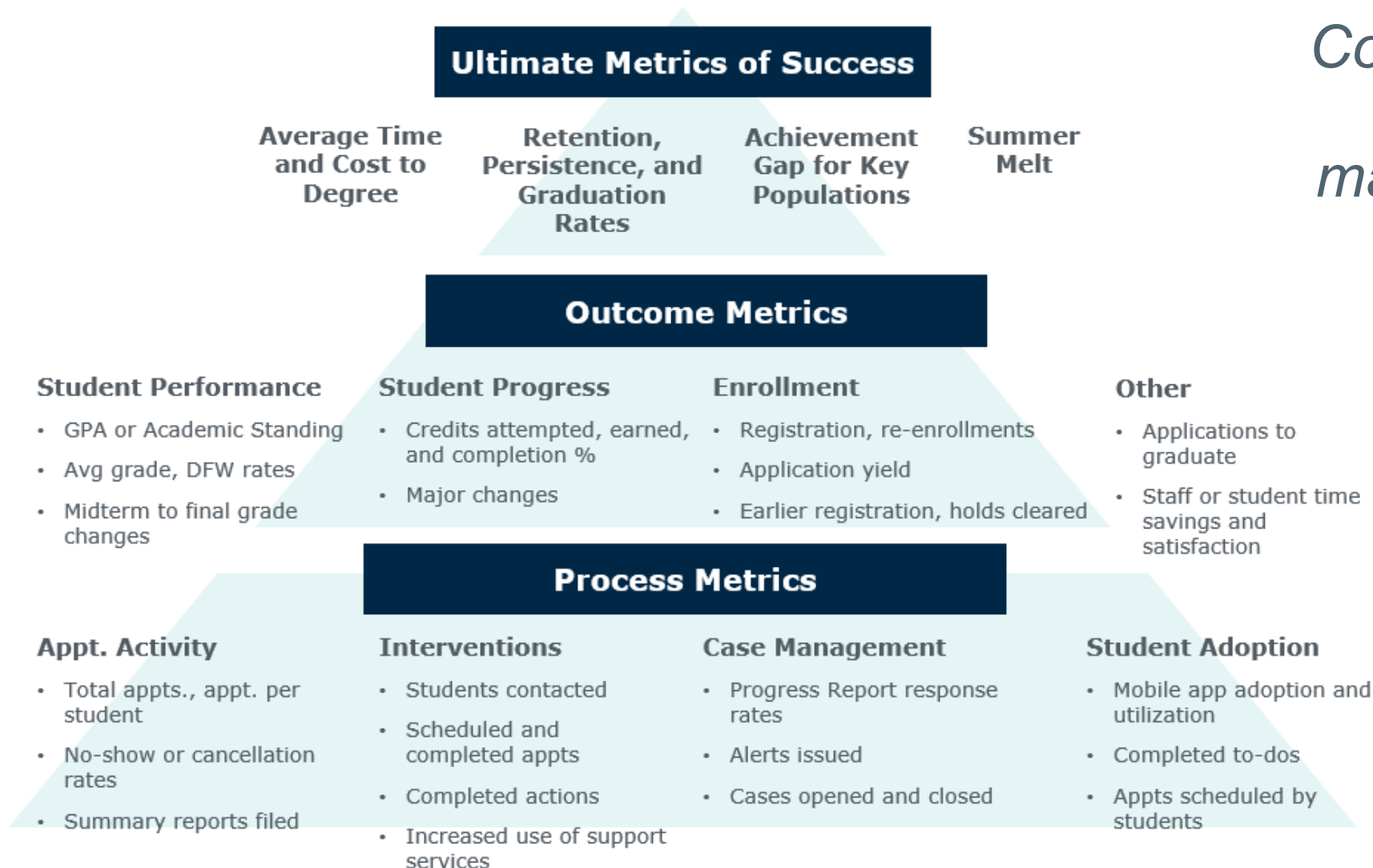
Discussion Questions



- 1 What student support question do you wish you could answer more clearly?
- 2 Where do you feel like your story is incomplete?
- 3 What data do teams look at regularly, and what data *should* be looked at regularly, but isn't?

Defining Data Metrics

Consider all types of metrics when making sense of the data you already have.



Data Interpretation Traps

1

High Utilization Trap

- High usage does not always mean high impact
- Is it being used by the relevant group of students? Is the utilization leading to gains in outcome metrics?

2

Low Usage Trap

- Low usage does not always mean low impact
- Are we targeting certain groups? Is the usage meaningful in other ways?

3

Missing Data Trap

- Missing data is still a finding
- Are there gaps in the process? Is there opportunity for improvement? Are we neglecting a key demographic?

4

Ownership Trap

- A dashboard is only useful if someone owns the next step
- Who will be scaling or iterating from the data? What change are we influencing? Who needs to see this data?

Bentley University Example

Identified Problem

- More students entering college with significant **deficits in math readiness**
- **“Test Optional”** application to Bentley University
- **High DFW** for gateway math courses

Solution

- **Math placement exam** for all incoming students to support proper starting point for math readiness

Impact of Intervention



Decreased overall withdrawals from key math courses



Targeted faculty feedback requests via Navigate360 for key gateway courses led to heightened proactive support



Students had a more stable course load – less switching into lower-level math courses



Lower rates of repeat courses in Spring for gateway math courses

Data Commitments



What is one data question you want to answer this term?



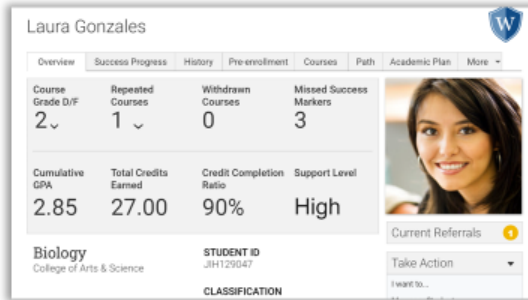
What is one data habit you want to improve?



What is decision you want your data to inform?

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

Staff Workflow & Automation

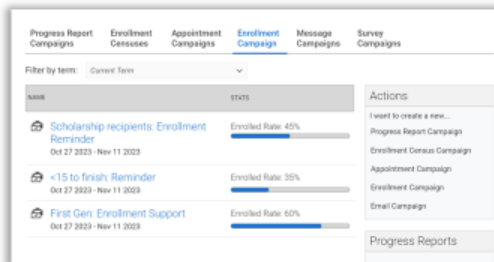


Smart Student Profile and Advanced Search

Scalable tools allow for elevated advising conversations and targeted interventions

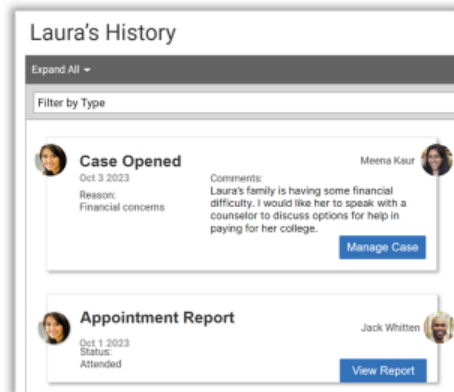
Campaigns, Appointments, and Multi-Modal Messaging

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



Coordinated Care Network, Cases, and Referrals

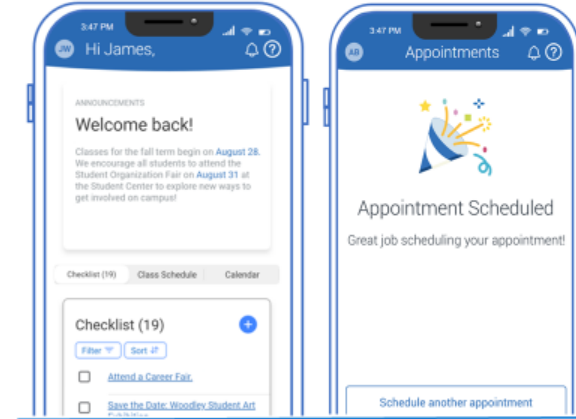
Case management tools and shared documentation help cross-campus stakeholders coordinate to deliver better support



Student Engagement Hub

Student Success Network, Schedule, and Resources

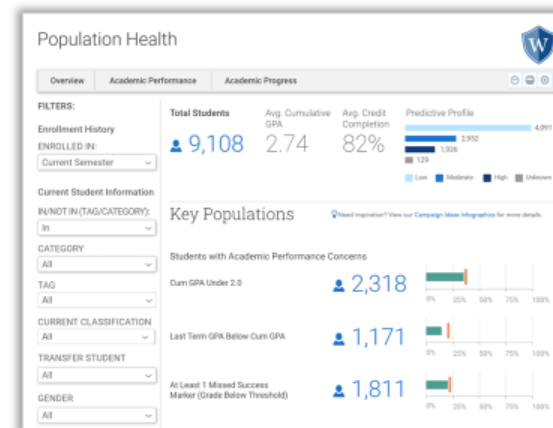
Essential tools and actionable information, right at students' fingertips via iOS and Android native apps



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



\$29.4M

Total return on investment from
Navigate360 reenrollment campaigns at
CSU Fullerton

Student Success Analytics Summit