



Aligning Navigate with Your Strategic Plan

Featuring Spelman College and Morgan State University

- 1 Spelman College
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Poll

Spelman College



Quick Stats

- ~2,000 undergraduate students
- Women's HBCU
- Campus Setting: Large City
- 89% receive some form of financial aid

Navigate Journey

- July 2017: Went live with Strategic Care
- August 2017: Went live with Intelligence
- June 2021: Went live with Milestone Guidance



Meet Your Presenter



Dr. Myra Burnett

Vice President

*Institutional Research, Planning
and Effectiveness*

Bringing our Strategic Plan to Life

Finding and Implementing the Right Solutions



Start with Strategic Priorities

Gather Information

The Spelman Promise:

- “We believe that every Spelman woman deserves the Spelman Promise. To deliver that promise, we intend to do everything in our power to make sure that each and every student who enrolls not only graduates but graduates with a competitive edge.” – Dr. Mary Schmidt Campbell, President

The Effect of Cohort Groups:

- Researched what made a difference in student's performance
- Discovered students who were part of a cohort group performed better
- Highlighted importance of belongingness and deeper level belongingness as part of an HBCU
- Dug deeper to determine what types of experiences cohort groups were having

Impact of Cohort Membership on Retention

Fall 2018 Cohorts Only – Enrolled & Graduated

Cohort	<i>n</i>	Spring 2019	Fall 2019	Spring 2020	Fall 2020	Program Components
Ford First Gen Mentors	10	100%	100%	100%	100%	\$
WiSTEM	16	100%	93.8%	100%	100%	● ● ↑ \$ ♦
Bonner (community service scholarship)	78	100%	100%	100%	94.4%	\$ ↑
Honors	54	100%	98.1%	96.3%	96.3%	● \$ ↑ ♦
Ford First Gen Scholars	53	92.5%	81.1%	83.0%	81.1%	● ↑

For Perspective:

- Overall Fall18 to Fall19 FTFT retention rate was 88%... 4 out of 5 cohort groups exceeded that rate!
- 4-year grad rate for F14 cohort was 65%... 4 out of 5 cohort groups were still enrolled going into year 3 at 90%+!

Legend:

●	Faculty Mentor
◎	Peer Mentor
\$	Scholarship/Stipend
♦	Research
↑	Student Development

Bringing our Strategic Plan to Life

Finding and Implementing the Right Solutions



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Start with Strategic Priorities

Gather Information

Implement Solution

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First-Year Study Groups:

- A way to bring cohort experience to all entering students and create belongingness
- Placed in small groups with upperclassmen leader
- Voluntary attendance
- Leaders compensated (providing on-campus work and financial support)
- Used portion of federal funding to support groups
- Small group touch points especially important for large incoming class
- A place where students are known and can know others



Using Navigate to Support Study Groups

Configurations and Training



Established Relationship Types

Worked with Strategic Leader to set up relationship types for Study Groups in Navigate. Group leaders appear as part of a student's Success Team in the platform.



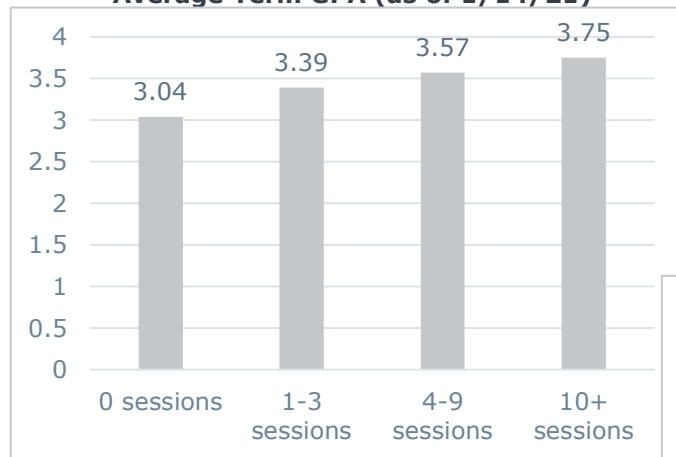
Trained Group Leaders

Taught group leaders how to send appointment campaigns, create appointment summaries, and track notes in Navigate.

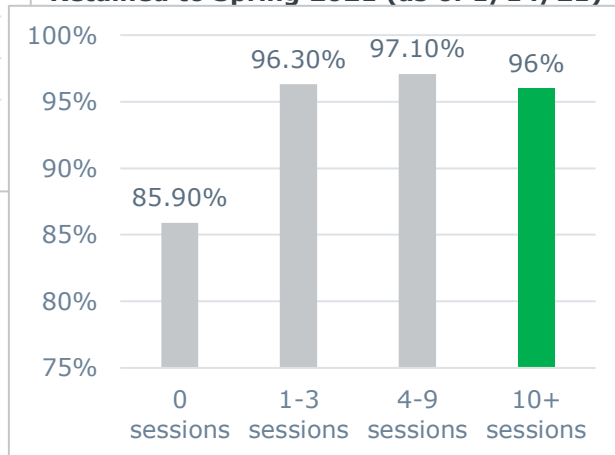
Impact of Virtual First-Year Study Groups



Average Term GPA (as of 1/14/21)



Retained to Spring 2021 (as of 1/14/21)



Morgan State University



Quick Stats

- ~6,500 undergraduate students
- Campus Setting: Large City
- Largest of four, public HBCUs in the state of Maryland
- ~60% of students are Pell eligible

Navigate Journey

- June 2017: Went live with Strategic Care and Intelligence



Meet Your Presenter



Dr. Tiffany Mfume

*Associate Vice President for
Student Success and Retention*

Navigate's Role at Morgan State

Quickly Accessing, Understanding, and Using Student Data

Strategic Plan prioritizes student success

- #1 of our 5 goals is to enhance student success
- Primarily measured through retention and graduation
- Also want to ensure student success beyond graduation



Need to deeply understand student needs and opportunities

- Many Morgan State students check traditional boxes associated with risk (low income, first generation, minority, in need of developmental courses)
- Need more nuanced way to identify and support sub-populations



Use Navigate to find and reach groups of students

- Pre-Navigate, identifying groups of students was time intensive and required IT support
- Now, use navigate for predictive analytics, student risk, institutional reports, success markers
- Navigate is the data warehouse and the tool for identifying past, present, and incoming students for support and opportunities
- Can contact students with no limits on number of recipients

Example Uses

Identifying and Assisting Groups of Students

- *Students with low 1st semester GPA*
- *2nd year students with high D/F/W*
- *Pell-eligible 1st year students not enrolled for spring*
- *Students who earned below 12 credits first semester*
- *High-flyers to engage in investment opportunities (mentoring, research, TA, scholarship, programs, auditing)*
- *Undeclared students for major selection and career pathing discussions*

Example: Target Internship and Scholarship Opportunity

- Employer (Target) reached out with a limited-time opportunity for 50 students to apply for a high paying internship and accompanying scholarship
- Required certain GPA, majors, and other qualifications
- Used Navigate to find eligible students, let them know they were qualified, and invited them to apply
- Removed the need for students to determine eligibility on their own
- Aligns with Strategic Plan- helping meet financial need and prepare for post-grad career success

Key Components of Faculty/Staff Training

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Ensuring Users are Comfortable Strategically Leveraging Navigate



Use Pre-Requisites

For faculty, Navigate training is the third installment of their advising training. We require them to learn other basics first.



Tailor by Role

It is important to call out how advisors, chairs, and deans should use the tool in different ways based on their responsibilities and metrics.



Provide Real Examples

We create workbooks and assign word problems as homework to highlight actual use cases.



Refresh When Needed

After a year of working remotely, our team expressed a need for re-training. We plan to record the training to provide a digital, on-demand option.

Being an Ambassador for your Strategic Plan: Bring Your Cheat Sheet



What I always have with me...

- 1 Strategic Plan
 - 2 Economic Impact Report- *Morgan State's affect on the local community*
 - 3 Beyond Financial Aid- *List of services and support*
 - 4 Bear Facts- *Quick stats on the University*
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