



EAB

Strategies to Increase Staff and Student Adoption of Navigate

Featuring Texas Southern University and Winston-Salem
State University

- 1 Texas Southern University
- 2 Winston-Salem State University
- 3 Q&A

Poll

Texas Southern University



Quick Stats

- ~7,000 undergraduate students
- Campus Setting: Large City (just 10 min southeast of Downtown Houston)

Navigate Journey

- June 2018: Went live with Strategic Care and Milestone Guidance
- January 2019: Went live with Intelligence
- April 2019: Went live with Academic Planning



Meet Your Presenter



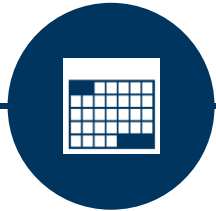
Naomi Lawrence-Lee

*Director of Academic Technology,
Texas Southern University*

Driving Faculty Engagement in Progress Reports



The Importance of Making Time to Meet



1

Kickoff at opening faculty meeting

- Provost invites team and provides 15 minutes for overview

2

Meetings with each college's dean and faculty

- Begin with high level overview of reports for deans
- Explain the impact on students
- Separate "What's in it for them" presentation for faculty

3

Touch base regularly

- Host meetings at least 3 times per semester with each college

Driving Faculty Engagement in Progress Reports



Communications and Nudges

Progress Report Reminders....

Come from the right sender

Sending from Provost Office account garners attention

Keep the ask small

We remind faculty that they don't need to complete reports for every student, just those most at risk

Create a sense of urgency

Example: "You have 24 hours left, don't be left behind the pack"

Instill friendly competition

We share who is in the lead based on completion

Emphasize impact

Helps to show faculty how many alerts are being raised and how many students are being helped as result

Occur multiple times in multiple places

Save the date push card letting them know it is coming soon, nudges via email and directly in Navigate platform, separate emails sent to deans.

Driving Faculty Engagement in Progress Reports



Communications and Nudges

Progress Report Reminders....

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*Example
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behind th*

Fall 2020 Progress report
completion rate increased
from **34%** completion at
start of term **to 62%**
completion at end of term

Emphasiz

*Helps to
many alerts are being raised
and how many students are
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Multiple

*Save the date push card letting
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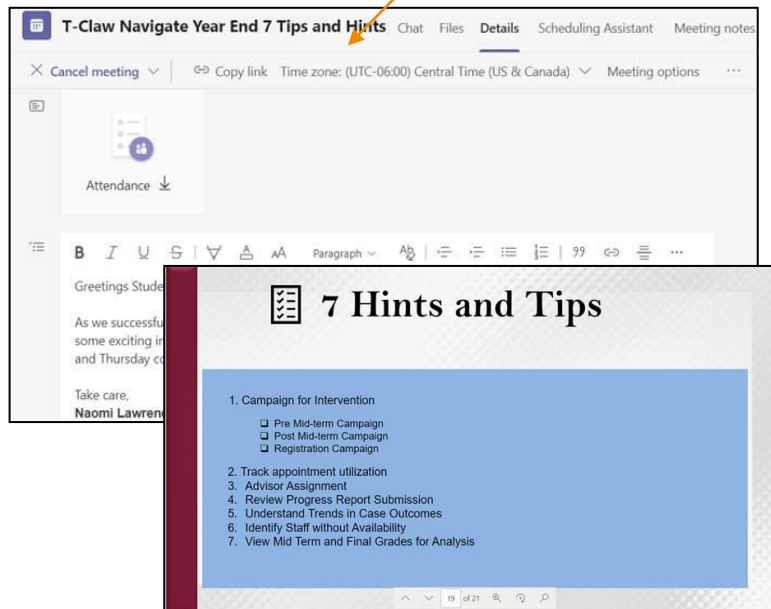
Meeting Faculty and Staff Where They Are

Don't Wait for Student Success Leaders to Come to You

Example: Relationship Types

- Not all first-time freshmen had an assigned advisor
- Our team provided bi-weekly reports to president's chief of staff to increase number of students
- Percentage of first-time freshmen with assigned advisor increased from 69%-84% fall to spring, but they were different types of advisors
- Now- we changed relationship types to specify academic advisors or other types, using that feature more strategically
- Relationship types are being added manually, so must communicate this change to faculty and staff

Tip: Use snappy, eye catching titles for meetings and messages



Winston-Salem State University



Quick Stats

- ~5,000 undergraduate students
- Campus Setting: Midsize City

Navigate Journey

- August 2018: Went live on Strategic Care and Milestone Guidance
- January 2019: Went live on Intelligence
- January 2022: Going live on Academic Planning



Meet Your Presenter



Dr. Derick Virgil

*Interim Dean of the Student
Success Collaborative*

Guiding Principles for Driving Student Engagement

- 1 Engage Early
 - 2 Engage In-Person (whether virtual or literally in person)
 - 3 Engage with Useful Information
-

Pre-Orientation

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Ensure Parents and Guardians Understand the Value of Navigate

- “Rams at Home” sessions are held across the summer in lead up to fall orientation (Ramdition)
- Students often attend with parents or guardians to take care of financial or registration tasks
- Use of this handout resulted in large number of freshman students downloading the app earlier than usual



 **NAVIGATE**

Students spend an average of **3 hours a day** on their phones.

Why shouldn't it help them **graduate**?

*The Navigate Student app is free and available to help WSSU students manage their education and connect with campus activities and resources from their phones. **Download today.***

For more information, visit www.wssu.edu/navigate

 **WINSTON-SALEM**
STATE UNIVERSITY

The handout features a background image of a young Black woman with her hair in two buns, smiling and looking at her smartphone. The text is overlaid on a red and white geometric design.

During Orientation (Virtual in 2020)

The Power of Peer-to-Peer Interactions



► Trained upperclassmen students

Leaders are chosen through application process and must meet GPA requirements. They are trained on the importance of students connecting with advisors.

► Encourage app downloads

Leaders are trained on how to help students download Navigate. Navigate is highlighted during the IT team's technology introductions session and there is dedicated time for students to download the app with their Legacy Leader.

► Serve as resource to ~10 freshmen

Approximately 90 legacy leaders support an incoming class of around 900-1,000. They have many responsibilities during orientation.

► Become an ongoing resource

The program is a year long commitment, and Legacy Leaders receive a stipend.

During Orientation (Virtual in 2020)

The Power of Peer-to-Peer Interactions



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- ▶ **Serve as resource to ~10 freshmen**

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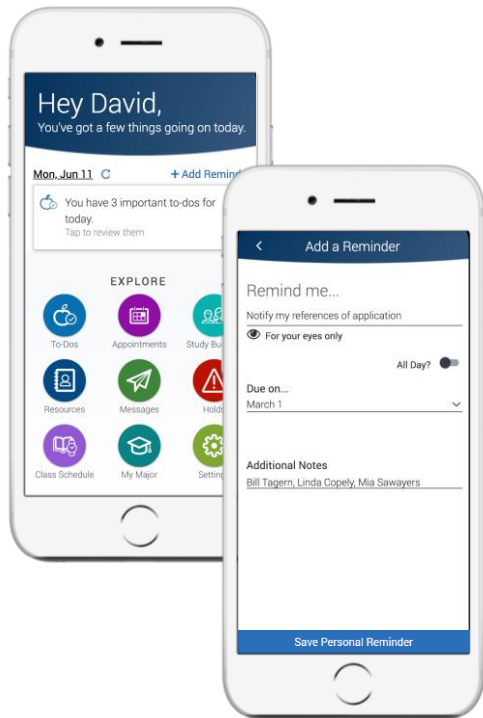
Last orientation, between 85% and
90% of students downloaded the
app

S

Post-Orientation

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Spring Term Contest Reminds Students of the App



1

In Spring 2020, **offered \$100 gift cards** to random selection of students who downloaded the app

2

Resulted in **200 additional app downloads** (across all class years)

3

Will **replicate contest** in Spring 2022



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