



# Increasing Student Adoption

Xavier University of Louisiana

2022 Navigate HBCU Summit

# Introductions



## Dr. George Williams

*Director of Student Academic Success*

gwilli30@xula.edu

- Located in New Orleans, LA
- Private HBCU serving over 3,300 students



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## Strategic Engagement

- Encourage students to download app during new and returning student orientations
- Participating in EAB's "Student Digital Promotion" campaign to highlight app capabilities
- Approximately 1,400 students have logged into the Navigate Student app over last 12 months

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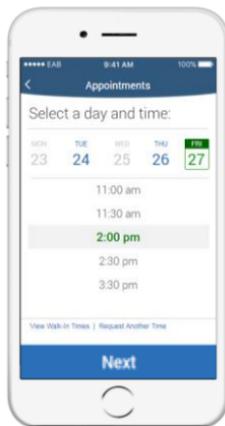
## Staff/Faculty Messaging

- Reimagining messaging extend to staff/faculty to encourage that they establish "Availability" in Navigate so that students can successfully schedule appointments with them

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## Auditing Content

- Actively rebooting content across Summer 2022, including To-Dos, Intake Survey, Quick Polls, etc.



App Download



Study Buddies



Appointments



To-Dos

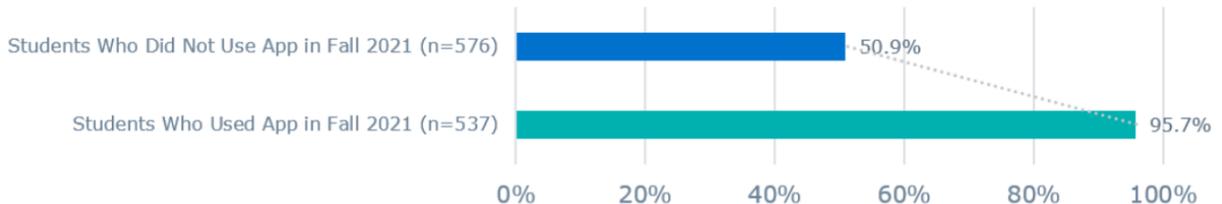


## Evaluating outcomes to activate data-driven decision making

- *The below analysis focuses exclusively on Freshman students*

### IV. Fall 2021 "Navigate Student" Usage

*Fall 2021 to Spring 2022 Reenrollment*



# Open Discussion

## Increasing Student Adoption

1. What are the biggest barriers to student adoption of Navigate at your institution?
2. How have you overcome barriers to student adoption – what are your most successful strategies to engage students?
3. What is your team's support structure for the app? i.e. what have you found most successful re: managing app content?
4. How do you engage staff/faculty in the student adoption process?

College can  
be tough.

**Navigate  
is here  
to help.**



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