

# How University of Vermont Reduced Melt at the Finish Line with Navigate360's Agent Campaigns

Large public research university in Burlington, VT, serving nearly 11K undergraduate students



“The Agent Campaigns were **a low-lift, high-impact tactic that helped us course-correct in the late summer months**. I'm excited to see how the impact scales with earlier deployment in future terms.”

— Dr. Jay Jacobs, VP&EM  
University of Vermont

## Impact Highlights

# 37.6%

of students included in the agent campaigns registered for Fall 2026

# +1pp

increase in retention, narrowing the year-over-year gap from 1.6 to just 0.6 percentage points

# +\$1.59M

estimated annual net tuition revenue, assuming students persist through Spring

## CHALLENGE:

University of Vermont (UVM) entered summer 2026 experiencing stronger-than-expected demographic headwinds. Retention was tracking 1.6 percentage points (pp) below the prior year, while enrollment also fell short of projections, contributing to an anticipated budget shortfall.

Despite staff spending the summer reaching out to students through email campaigns, mass texts, and other traditional methods, roughly 200 active students remained unregistered for any Fall 2026 courses.

## SOLUTION:

Three weeks before classes began, UVM partnered with EAB to launch three Navigate360 Agent Campaigns that included 202 unregistered students.

The agent sent personalized, two-way text messages and used students' responses to understand what might be preventing them from registering. Using university-approved information and response rules, it answered routine questions, shared resources, and guided students to the appropriate offices. With routine questions handled, staff could focus on helping students resolve more complex barriers, such as registration holds, financial concerns, and advising needs.



UVM set up their first Agent Campaign in a working session with EAB **in just 45 minutes**.

## IMPACT:

During the campaigns' three-week run, UVM successfully reengaged students who had not responded to months of traditional outreach and saw 76 students register for an average of nearly 13 credits each. The agent also identified common barriers to registration as well as which students already transferred or decided not to enroll. This allowed staff to stop unnecessary follow-up and focus on students who still needed help enrolling. The agent acted as both a scalable enrollment nudge and an early-warning triage layer.

# Results of Agent Campaigns at UVM

## Summary of Combined Impact

202 students included in three combined campaigns

**37.6%** of students included in the agent campaigns **registered**

**\$1.59M** estimated **annual net tuition revenue**, assuming students persist through spring

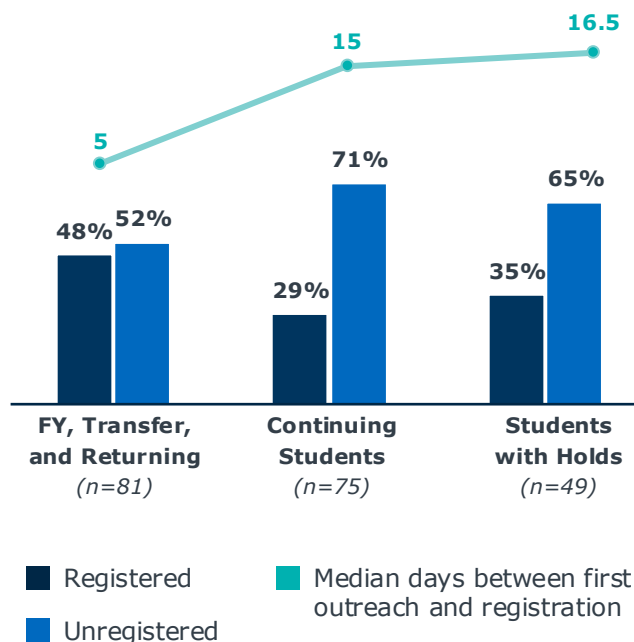
**10 days** median time from **first outreach to registration**

**83.5%** of registered students were **sophomores, juniors, or seniors**

*This outcome was especially meaningful at UVM, where continuing-student **outreach varies across their decentralized campus**, unlike the consistent communication first-year students receive.*

## Individual Campaign Performance

Separated by focus population



## Agent Campaigns Identify Barriers so Staff Can Focus on Next Steps

Unlike a standard text campaign that sends reminders and leaves staff to manage replies, **Navigate360 Agent Campaigns deploy an AI assistant to continue the conversation.** Using UVM-approved information, the agent answered routine questions, identified what was delaying registration, sent follow-up reminders, and automatically stopped outreach when a student registered or confirmed they were not returning. **Staff reviewed responses and stepped in when students needed direct support.**

**More than half of students (54.5%) responded to the Agent Campaign**, and 11 confirmed plans to transfer, withdraw, defer, or not return. This helped UVM stop unnecessary outreach and focus staff attention on students who could still enroll.

In January 2026, UVM's Provost charged the team with centralizing student support, **leading to the launch of Ask UVM, a one-stop center powered by Navigate360.** In future campaigns, students who need personal assistance will be routed to Ask UVM, which **connects them with the appropriate campus office and tracks their needs through resolution.**

## Fall 2026 Registration Rates by Barrier

Percentage of students who encountered each barrier and ultimately registered

**Registration or course-planning help**

**78%**

registered for Fall 2026



**Needed to schedule an advising appointment**

**86%**

registered for Fall 2026



**Questions around cost, billing, or financial holds**

**50%**

registered for Fall 2026

