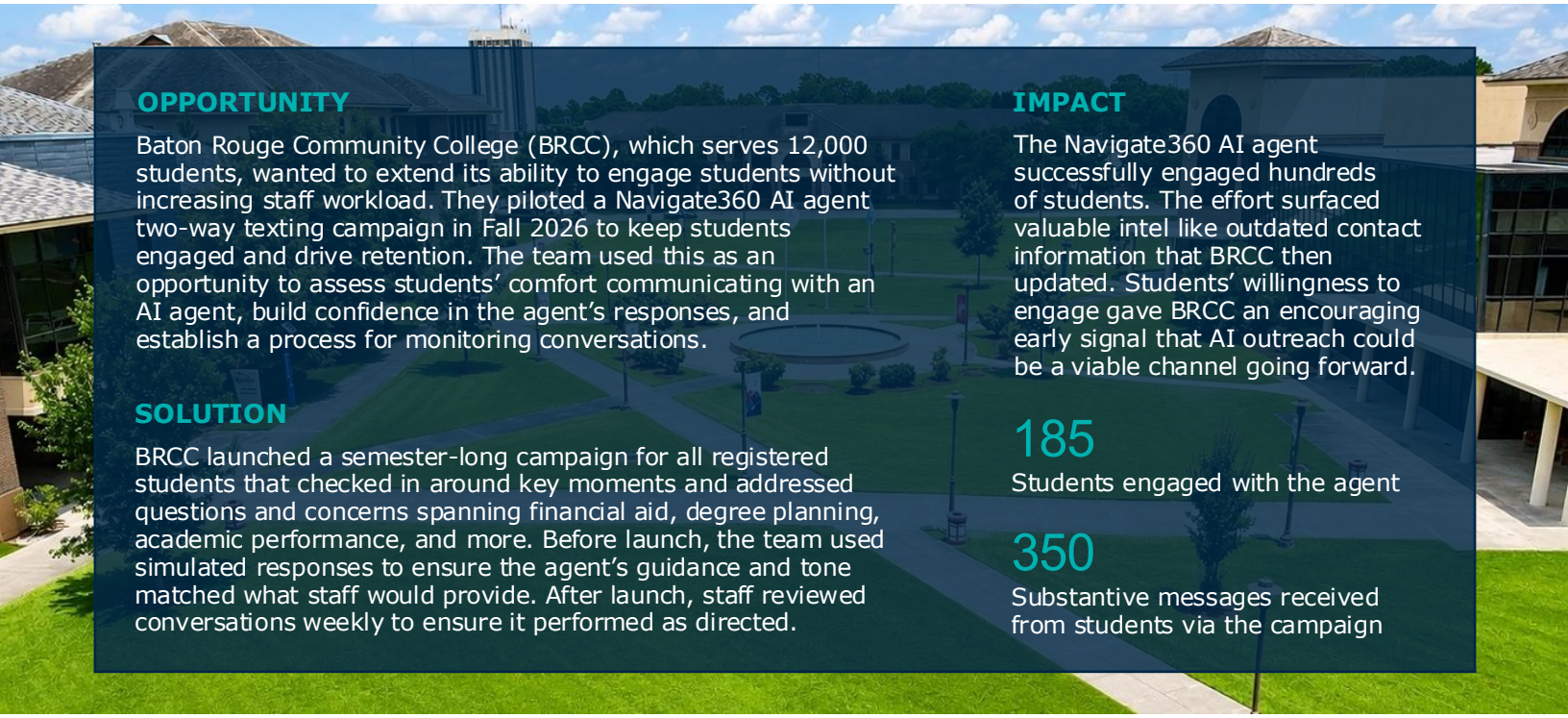
CASE STUDY

EAB

Keeping Community College Students Connected Throughout the Semester with AI Agent Campaigns

How Baton Rouge Community College Uses Navigate360 to Scale Outreach and Strengthen Retention



OPPORTUNITY

Baton Rouge Community College (BRCC), which serves 12,000 students, wanted to extend its ability to engage students without increasing staff workload. They piloted a Navigate360 AI agent two-way texting campaign in Fall 2026 to keep students engaged and drive retention. The team used this as an opportunity to assess students' comfort communicating with an AI agent, build confidence in the agent's responses, and establish a process for monitoring conversations.

SOLUTION

BRCC launched a semester-long campaign for all registered students that checked in around key moments and addressed questions and concerns spanning financial aid, degree planning, academic performance, and more. Before launch, the team used simulated responses to ensure the agent's guidance and tone matched what staff would provide. After launch, staff reviewed conversations weekly to ensure it performed as directed.

IMPACT

The Navigate360 AI agent successfully engaged hundreds of students. The effort surfaced valuable intel like outdated contact information that BRCC then updated. Students' willingness to engage gave BRCC an encouraging early signal that AI outreach could be a viable channel going forward.

185
Students engaged with the agent

350
Substantive messages received from students via the campaign

Piloting an Innovative, Scalable Approach to Student Engagement

How BRCC Piloted a Navigate360 Agent Campaign

1 Test the agent

Ensure guidance is clear and that the agent's messaging captures the voice of BRCC staff

2 Reach students

Keep in touch with students throughout the semester, especially at key milestones

3 Review conversations

Double-check the agent's performance and adjust parameters as needed

4 Learn from insights

Improve student contact records and inform future communications strategy

To learn how Navigate360 agents can help your team scale student engagement, visit: eab.com/navigate360-ai.

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