

UW System Navigate Implementation Project FAQ

What is Navigate?

Navigate is EAB's student success management system. It's designed to enable advisors, faculty and staff to provide more personalized, coordinated, timely student contacts and resources and to empower students with information and tools to support their retention, progress and degree completion. Navigate does *not* replace professional advisors, faculty advisors or other student care staff. Their roles and relationships with students remain vital to student success.

The Navigate system is based on three pillars to support student success.

1. **Intelligence** (analytics) components include institution-specific historical trend analytics, predictive analytics, population health analytics and analysis of support service use and efficacy. Leaders can use this information to understand cohort-level and individual student risk, identify and engage at-risk populations, inform strategic care, and make continuous improvements to support services.
2. **Strategic Care** components allow a comprehensive view of a student's risk and progress, campaign management to target and track at-risk students for advising appointments, faculty one-click alerts to advisors about struggling students, faculty feedback on a student's progress, early intervention, cross-campus referrals, and a complete digital history for each student to close the loop.
3. **Smart Guidance** components, through a student's smartphone or desktop, allow self-service tools, appointment scheduling, notifications that empower students to stay on course, and exploration of majors and labor market data. The mobile app provides a customized timeline with deadlines and priorities based on the student intake survey and student information system (SIS) data and breaks down major milestones into discrete tasks for students.

Why does UW System support Navigate implementation?

The UW System Board of Regents approved a contract with EAB in December 2018 to use the company's Navigate student success management system to improve undergraduate retention and guide students on a path toward graduation, a key goal of the UW System 360 Advising initiative. UW System is investing \$4 million to reduce the cost to the four UW System institutions already using Navigate and provide affordable entry for another eight institutions.

Use of the Navigate system is expected to help:

- Improve overall retention and graduation rates
- Close achievement gaps in progress and completion among Pell grant recipients, first generation college students and students from underrepresented minority groups (see [news release](#))
- Save time and money for students by reducing time to degree completion
 - Students' cost for each additional year averages \$56,000 in tuition, fees and other expenses and foregone income (based on UW averages and Wisconsin income)
- Build on other UW System-UW institution student success partnerships focused on mathematics, high impact practices, credit momentum and seamless transfer

More than 500 higher education institutions have implemented Navigate as one of their student success strategies. A few examples of impacts in the [EAB 2019 Case Study Compendium](#) follow.

Georgia State University targeted resources through multiple structured, data-driven interventions and, since 2012, extended their data-driven approach to academic advising through the use of Navigate. Impacts include;

- 3 percentage point increase in graduation rate since 2012
- \$3 million estimated additional tuition revenue in one year
- 8 fewer credit hours at completion on average since 2012

UW-Milwaukee established a "SWAT team" to share ideas and developed stop-out campaigns to register students. Impacts include:

- 123 students returned to campus following campaigns from fall 2015 to fall 2016 that targeted students not enrolled for the next term
- \$604,000 in additional revenue from students registered through EAB campaigns from fall 2015 to fall 2016

Virginia Commonwealth University used Navigate predictive analytics in fall 2014 to run targeted advising campaigns for proactive intervention with 12 student sub-populations.

Impacts include:

- 65 additional students enrolled in spring 2015 due to five persistence-focused interventions
- \$346,000 in additional spring 2015 tuition revenue

How does this relate to other UW System initiatives?

UW System 2020FWD strategic priorities include [360 Advising](#), an initiative to improve student success and reduce time to degree by expanding the use of predictive analytics, intensive advising, and other advising practices that provide timely support to students. Navigate implementation and

use supports 360 Advising and builds on work introduced at the UW System Fall Advising Workshop in 2018 and the newly introduced 15 to Finish campaign to build credit momentum.

The Navigate student success management system expands advising opportunities to advance the goals of additional [UW System student success initiatives](#), including the Math Initiative, student participation in high impact practices (HIPs), and seamless transfer among UW System institutions.

What does the student see in the smart profile?

That varies by institution. Typically, students see a customized timeline with key deadlines and priorities based on their student intake survey and student information system (SIS) data. They see large milestones broken into discrete tasks and the number of those tasks they've completed. The self-service tools allow them to see holds, appointment schedules and other information such as their designated advisor and campus resources.

Is there a way to provide a positive alert?

Yes, that is part of the value of the Navigate system. An advisor could, for example, query the system to find every advisee who had increased their GPA and send a congratulatory message to each. They also could reach out to an individual student with a positive message for any reason, such as in response to feedback from a faculty member.

Does the information entered into Navigate alter information in our student information system (SIS)?

No. Information only flows one way, so entering information into Navigate will not alter anything in the underlying SIS.

How are changes in the SIS reflected in Navigate?

EAB updates Navigate nightly, so any changes in the SIS are reflected the next day.

How will other technology that student support services use be integrated with Navigate?

Some data can be sent to Navigate via an application programming interface (API). However, these APIs require that institutions build connectors to API, which is time-intensive for technical teams and thus not feasible during the implementation phase.

<https://www.wisconsin.edu/ss-eab-project>

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