Using Technology to Flip the Advising Appointment and Create Enrollment Gains

Wiregrass Georgia Technical College, Public, Associate College in Valdosta, Georgia

**About:** Part of the TSCG System, Wiregrass Georgia Technical College serves over 4,000 students on four campuses. In June 2016, Wiregrass joined the Student Success Collaborative and in April 2017, they launched Navigate.

**Challenge:** Prior to 2017, students had minimal insight into the academic planning process and relied on ARC advisors to create an optimal class schedule. With long advising appointments, advisors did not have adequate capacity during peak enrollment times.

**Solution:** Wiregrass partnered with EAB to implement a student success technology that would streamline the onboarding experience and reshape the advising appointment.

**Impact:** Both advisors and students are more satisfied with the new advising process and advisors have increased capacity to run ‘success workshops’ on critical topics. These technology-enabled changes contributed to a 4% increase in applicant conversion, resulting in 79k in additional revenue.

Impact Highlights

4% Increase in enrollee conversion rate from fall 2016 to 2017

$79K Additional revenue earned from enrolling a greater proportion of the total Wiregrass applicant pool

The Journey Toward Smart Academic Planning

2014
Faculty Advising
Decentralized advising model

- 1 in 3 students struggles with planning and registration
- Students are not required to meet with their advisor before first-term registration

2015
The ARC
Centralized, professional advising model

- Students assigned a faculty advisor at 50-60% program completion
- 9 full-time advisors and 1 part-time advisor

2017
The ARC + Navigate
Centralized, professional advising leveraged by technology

- 100% of ARC advisors use Navigate in advisement sessions
- See 37% of students by appointment and 63% via walk-in
Navigate Facilitates The Move to Relationship-Based Advising

Pre-Navigate Advising
Multi-Day Process
40-Minute Advising Appointment

- Discuss Academic Goals, Campus Resources, and Enrollment Steps
- Create Class Schedule
- Bring Students to Computer Lab to Register

Schedule creation dominated the advising appointment because students did not have the tools they needed to take charge of their academic planning.

Post-Navigate Advising
Single-Day Process
25-Minute Advising Appointment

- Discuss Academic Goals, Campus Resources, and Enrollment Steps
- Provide Navigate Tutorial on Chromebook
- Post-Advising Appointment Schedule Creation and Registration

With Navigate, students are empowered to independently plan their schedule and register for classes after the advising appointment is complete.

Applicant Conversion Rate on the Rise in 2017

<table>
<thead>
<tr>
<th>% of Enrollees Who Registered</th>
<th>% Registered Students Dropped for Non-Payment</th>
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<tbody>
<tr>
<td>Fall 2016 71%</td>
<td>Fall 2016 11%</td>
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<tr>
<td>Fall 2017 75%</td>
<td>Fall 2017 8%</td>
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4% Increase in Enrollee Conversion Rate
3% Decrease in Registered-Not-Paid Students

"I’m able to do it on my own time instead of having to set an appointment to do everything. I can kind of get a jump start before meeting with my advisor."

-Wiregrass Student

"Using this with students has been awesome. I used to note all their classes on a piece of paper, which they promptly lost... If they didn’t register with me, who knew if they would follow up or follow my advice? Now, I can back up our conversations with Navigate and I feel more comfortable that students will stay on track because it’s all right there for them."

-Wiregrass Advisor