

CASE STUDY

It Starts With the Faculty: Improving Campus-Wide Engagement in Advising

Samford University, Small Private Institution, Birmingham, AL

- **About:** Samford University is a private Christian university with 3,000 undergraduate students and a graduation rate of 66%.
- **Challenge:** A communication gap existed between faculty advisors and student support staff due to inconsistent tools and processes for monitoring and supporting student progress. Faculty were aware of student issues but lacked the time to fully address them, while student support staff had the capacity to intervene but didn't know which students needed help.
- **Solution:** Faculty leadership established new policies requiring midterm grade submissions through EAB Campus, while student support staff began using EAB's holistic student data to strategically intervene with at-risk students.
- **Impact:** First-year retention increased 2% within one year of EAB Campus implementation with no additional investment in tutoring, supplemental instruction, or other student success measures.

Impact Highlights

90%
Average faculty progress report response rate since launching EAB Campus

2%
Increase in first-year retention one year after full EAB Campus launch

\$674K
Additional tuition revenue

Shifting the Culture of Support on Campus—and Bringing Faculty Along

Before EAB implementation



Disengaged faculty members



Communication gap between faculty and staff



At-risk students slipping through the cracks

EAB data and tools pave the way for culture shift



Best Practices: How Samford Secured Faculty Buy-in



Work With Faculty Governance

Samford's faculty senate requires grade submissions in EAB Campus; staff [report on progress and outcomes](#) to close the loop



Be the Faculty's Partner

When faculty express concerns about a student, staff work with other offices in a ["coordinated care network"](#) to intervene



Turn Naysayers into Champions

Leadership [engage with naysayers](#) to hear and address concerns; faculty can access student performance data in EAB to understand *why* their involvement matters



Keep Building Bridges

Samford's [EAB dedicated consultant](#) encourages and supports campus-wide faculty participation—navigating staff turnover and shifting priorities

90%

Average faculty progress report **response rate** since launching EAB

Academics thrive on open inquiry, so **transparency is critical to encourage faculty involvement**. When faculty saw the volume of initiatives being impacted by their progress report submissions, they were willing to put in the time and effort to provide insight on their students.

-Nancy Biggio, Associate Provost for Administration

Retention Continues to Climb Without Any Additional Investment in Staff

First-Year Retention and Additional Tuition Revenue

