

CASE STUDY

# How a High-Performing University Improved the Student Experience with EAB Campus

University of South Carolina, Large Public Institution in Columbia, South Carolina

- **About:** The University of South Carolina (USC) enrolls 25,556 undergraduate students and has a six-year graduation rate of 73%.
- **Challenge:** Despite strong institutional performance, USC's advising structure was fragmented and advising practices were non-standardized. As a result, students' experience (and satisfaction) varied widely across colleges, departments, and individual advisors.
- **Solution:** USC joined EAB's Student Success Collaborative to coordinate different offices and improve the student experience. USC established an advising taskforce and implemented recommendations based on EAB's best practice guidance, and connected advising and student services together in a Coordinated Care Network.
- **Impact:** During a time of considerable enrollment growth, USC saw a 3.7% increase in their four-year graduation rate, as well as a 1% increase in their six-year graduation rate.

**Impact Highlights**

**3.7%**  
Increase in four-year graduation rate

**1%**  
Increase in six-year graduation rate

## Transforming Academic Advising

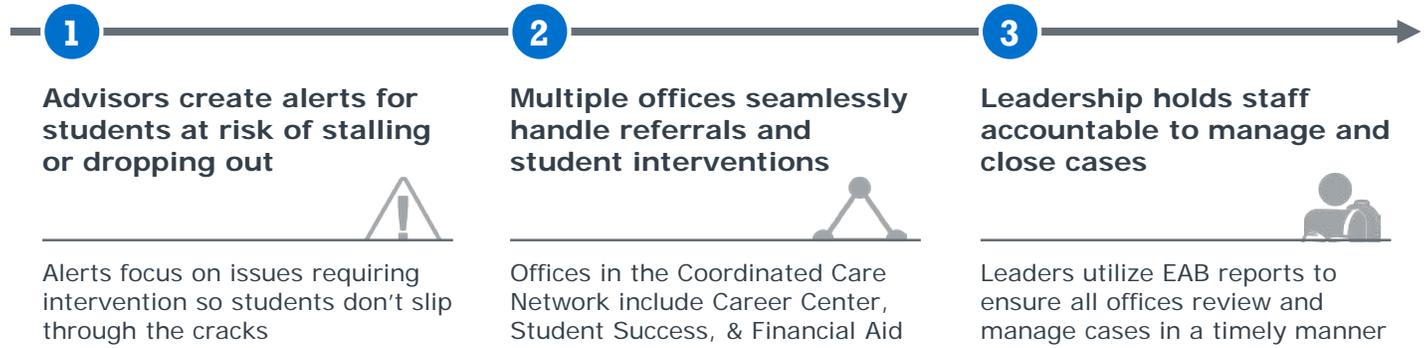
*EAB Best Practices and Technology Help Standardize and Elevate Advising*

Sample Advising Taskforce Recommendations	How EAB Technology Supports Action
✓ Create Advising Center and hire First-Year Advisors to improve consistency	▶ All advisors can now access a comprehensive <b>workflow and communications platform</b> and view <b>student risk data</b>
✓ Establish new expectations and processes for advising across all years	▶ Advisors communicate with students, run proactive campaigns, and coordinate with other units <b>using EAB technology</b>
✓ Standardize advisor training and certification curriculum	▶ New staff <b>learn EAB technology during onboarding</b> ; prior experience using EAB technology is weighed in hiring decisions
✓ Offer faculty-led programs to help students explore majors and careers	▶ <b>Simplified advising technology ecosystem</b> supports desired changes and growth in faculty advising
✓ Develop culture of student responsibility for academic planning	▶ <b>No-show tracking and self-service scheduling</b> foster student accountability and ownership

**EAB Campus Platform Utilization at USC**

**7,500** Average unique monthly users     **120K** Average monthly log-ins     **53K** Total student appointments scheduled in 2017

# Strategically Managing Alerts Across the Coordinated Care Network



**1,507**

Staff-generated referral alerts created in 2017

**<1%**

Percentage of alert cases open at the end of 2017

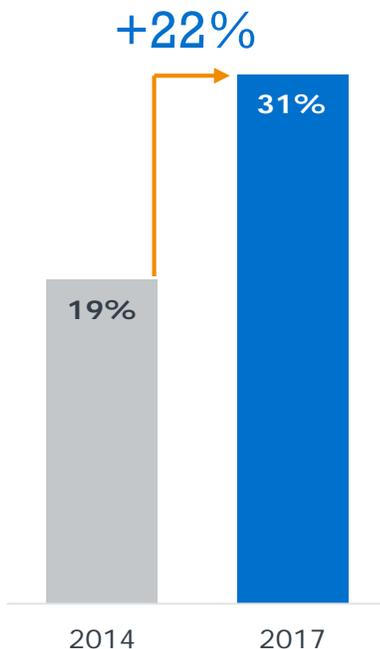
Top three referrals in 2017:

1. Major Change Advising
2. Student Undecided About Major
3. Office of Pre-Professional Advising

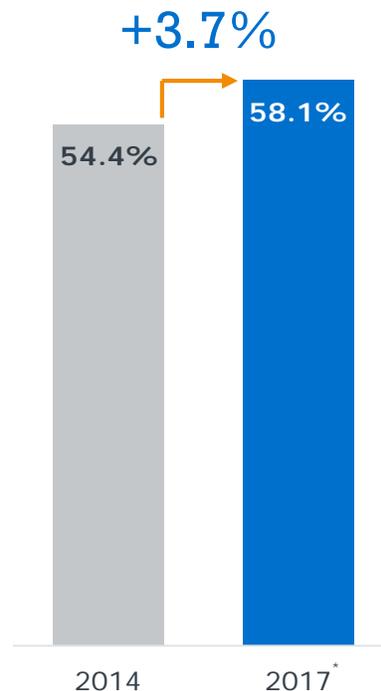
## Use of EAB Technology Pivotal in Improving Satisfaction, Long-Term Outcomes

### Student Satisfaction with Advising

Percentage of Students Who Said They Were "Extremely Satisfied" With Advising at USC



### Four-Year Graduation Rate



### Six-Year Graduation Rate



\*2017 graduation data is preliminary pending submission to IPEDS  
Source: OIRAA, IPEDS Graduation Rate Survey