

Student Success Committee Meeting
9 a.m. February 12, 2016
Koch Hall Conference Room

Present: Jane Dane', Todd Johnson, Lisa Mayes, Ellen Neufeldt, Tisha Paredes, Brian Payne, Don Stansberry, Rusty Waterfield, Sandy Waters. Guests: Doug Hoffman, Walt Ecton.

Guide Mobile App

Doug Hoffman and Walt Ecton demonstrated the EAB mobile app, Guide. Doug explained that student success has a much broader definition than in the past and requires a new look at the following challenges: retention is not 100%; technology enablement is weak; scale is difficult to achieve; and resource return on investment is unknown. Research has shown that often students are unaware until it is too late that they are heading into financial or academic difficulty and they don't know where to turn for help. Institutions lean heavily on their existing infrastructure and struggle with the technology enablement aspect of support (pointing students to passive, online portals that are difficult to navigate, broadcasting significant number of generic emails, utilize the voice and tone of a university administrator, and inadvertently create barriers to access resources and complete tasks). EAB offers a new approach to student success through their Guide mobile app.

The Guide mobile app gets the right message to the right student at the right time and gives them solutions – in multiple ways – to deal with the problem. The app gets smarter over time. The app is customized to the client (university), and evolves over time. The app is the primary communication channel regarding students' academic performance.

Walt provided a walk-through of the app, explaining:

- Upon acceptance to the university, the student receives instructions to download the app, which has a single sign on.
- Guide creates a customized feed based on student's response to the survey and the data university already has on the student (i.e., financial aid, etc.). For instance, reminders of deadline for financial aid and a listing of steps the student needs to take, with links for the action needed.
- Guide collects data on the student and provides information to the student to solve problems; injects "good ideas" to the student (i.e., "keep studying!").
- "Pro tips" for students are provided, such as, if the student is receiving financial aid: "Did you know that 65% of students nationwide receive financial aid?" Posts from Financial Aid (or Writing Center, etc.) are delivered to students' phone. Posts suggesting majors are sent to students who are undecided.
- Tips can be sent, such as "Action required: you have an unpaid balance." Tips like this can keep repeating until the student resolves the issue.
- Student-to-student communication is available, allowing students to text another to say they are running late for their meeting, for instance.
- Based on a student's classes, a "Quick Poll" can be sent, such as: "How's Math 111 going so far?" or "Who was your meeting with your advisor?" And the student checks the appropriate box (each with appropriate emoticon): great, okay, tougher than expected; this is more difficult than I thought it would be. Suggested actions are provided, based on the student's response (i.e. "good to hear" if student checked "great.")

- Another example of a “Quick Poll” is “Course registration closes in 2 days. Do you know what classes to take?” and the student checks the appropriate response: “Yes, I’m all set,” or “I have specific questions,” or “I’m not sure where to start.”
- Student calendar is linked to their phone. Their course schedule is linked on the phone. This will help with student’s time management.
- Student receive personalized notices on their phone, such as: “You got a C+ on your Math 111 mid-term.” Tips are then sent to student for improving their grade (“Schedule your appointment with math resource Center”).
- Students can receive reminders of events or activities.
- The app can be personalized to ODU’s needs
- Responses to messages and polls, and peer comparisons, are provided.
- The students’ home page was reviewed.

Discussion ensued regarding centralizing the messages and reminders that students would receive through this app, so that they are not inundated with scores of messages all at once. Doug assured the committee that this can be done.