

Coordinator – Navigate and Retention Initiatives

High Impact Strategy	<p>UW System and UW-Parkside have made substantial investments in the EAB Navigate platform as a tool to enhance student success. We have spent the past two years implementing and learning the technology and developing a campus infrastructure to proactively use the advising and support tools embedded in the platform and the predictive analytics reports to enhance student success. Additional work is needed to socialize Navigate throughout the campus and to achieve truly transformative use of the technology. While members of the EAB Leadership Team have played that role to date, they will now need to shift focus to assessing where we are on the maturity curve and identifying strategic priorities to help achieve level 4 (transformative) in addition to our participation in the EAB Moonshot for Equity program which, among other things, provides the opportunity to implement an additional piece of EAB technology related to academic planning.</p>
Rationale	<p>Navigate is an extremely powerful tool that will continue to be an integral part of our student success initiatives; however, our success in the full implementation and on-going utilization of the platform will not be possible with our current staffing resources.</p> <p>To maximize our current investment and help produce the returns we seek in student success, retention, and graduation, we are proposing a position with the primary duties/responsibilities.</p> <ul style="list-style-type: none"> Developing training materials for myriad users of the Navigate system and offering ongoing, regular training opportunities for faculty, staff, and students as we continue to roll out new features and expand care units and user groups, and as EAB continues to introduce technological enhancements. Managing the Navigate Content Administration Tool and related communication, to-dos, tasks, tips, resources, etc. Managing the early alert system, including both coordinated progress report campaigns and ad hoc alerts. Helping with the initial implementation of the Academic Planning tool and maintaining the tool once it is operational (EAB Moonshot for Equity project). Collaborating with the EAB Leadership Team, advisors, and other functional users to develop strategic communications plans, outreach campaigns, and interventions. Regularly running reports and analyzing data to help us assess the effectiveness of various interventions and initiatives and to aid in our refinement of said efforts. Collecting information from functional users related to issues with the platform and working with CTS/Shared Services and EAB technical support to resolve issues. <p>While there are many technical aspects to this position, the ideal candidate is someone with experience in student success efforts who is skilled in project management and able to form strong, collaborative relationships with people at all levels of the university.</p>
Desired Result	<p>A key to the success of this role and our success in implementing the technology is not just knowing what to do but, more importantly, why we are doing it and what outcomes we are seeking to impact with various projects. This individual will provide a systematic and strategic framework for the use of the Navigate platform and will be responsible for analyzing and presenting student success data to the EAB Leadership Team on a regular basis.</p>

Work Team	<p>EAB Leadership Team – Rob Ducoffe, Tammy McGuckin, Gary Wood, DeAnn Possehl, Neil Baumgartner, Jordania Leon-Jordan, Jessica Cole, Kim Sekas</p> <p>This position will sit within the Advising & Career Center, reporting to Neil Baumgartner, Exec Director of Advising & Academic Support, and working closely with DeAnn Possehl, Assistant Provost for Student Success.</p>	
Potential Costs	Coordinator – Navigate and Retention Initiatives	\$55K rate + 36% fringe
	TOTAL ANNUAL PROJECT COSTS	
Measures of Success	<ul style="list-style-type: none"> • Coordinated, targeted and regularly implemented success campaigns across multiple areas of campus • Calendar of strategic outreach (to-dos, tips, resources, quick polls, etc.) for overall student body and various target populations developed and loaded in Navigate • Ongoing and ad hoc training provided to functional Navigate users • Increased Student use of Navigate app • Increased Faculty/Staff use of alerts, reports, and predictive analytics • Successful implementation and adoption of Academic Planning tool • Broad use of EAB Navigate for purposes of student scheduling across campus offices • Coordinated communication across multiple offices using multiple modalities • Development of institutional policies and practices regarding the use of EAB across campus • Strengthening the use of EAB to identify and intervene with students in need of additional support 	