At Case Western Reserve University, we strive to create and sustain a sense of belonging where students are:

- Embraced as individuals who are immersed in an inclusive environment and part of a global citizenry
- Challenged and encouraged in their persistence toward a world-class education
- Empowered to find purpose in the present, prepared for life beyond CWRU, and equipped to lead into the future

In short, a deeply held belief that their lives have been positively transformed through their experience at Case Western Reserve University.

*Retention data reported is first-to-second year AY 2018-19 to 2019-20
**Engagement and satisfaction data from AY 2019-20
HIGH TOUCH / HIGH TECH

Our programs and services engage students at high rates and with excellent satisfaction

- In 2018-19, students who engaged with Student Success via appointments, events and programming were *retained* at higher rates and reported being more satisfied with their CWRU experience
- So in 2019-20, we focused on *engagement*:
  - Engaged 86% of all undergraduates via appointment (10,472) or events (195)
  - 99% of first-year students, consistent with 99% in 2018
  - 89% of second-year students, up from 77.9% in 2018

- A greater proportion of *underrepresented, international* and *Pell* students have utilized Student Advancement services at least once (72%, 72% and 70% respectively) compared with their non-URM and non-international peers (63%)
- 86% of students strongly or somewhat agreed that navigators were *easy to access* for questions and guidance (2020 Navigator Survey)
  » Students who began their CWRU experience with a navigator rated their navigator higher than those who did not, underscoring the importance of *early* and *regular* student-navigator interactions.

*What's next:*
- Collaborate across Student Success to develop (more) success plan templates in SAL and establish a process and timeline for assessing creation and completion

*We readily embrace new technology and moved quickly to support students in a remote learning environment*

- Every undergraduate has a success team in SAL who can share notes, make referrals and advise as a team
- Created *608 success plans* and made *410 referrals* in five months since the SAL launch
  - Launched a unified *virtual front desk* via Zoom to connect students with navigators and career/internship consultants on demand
  - Within *2 weeks* of shifting to remote learning, navigators accounted for each and every undergraduate
  - Facilitated *196 presentations* on the research and creative endeavors of 317 students delivered via an entirely *Virtual Intersections*
  - Post-Graduate Planning and Experiential Education, LaunchNet and Veale Institute for Entrepreneurship partnered to create the *Remote Entrepreneurship Project*, connecting *100* students with startup and small business virtual projects

*Student Advisor Link, or SAL, was deployed in December 2019 as a specialized platform to facilitate student appointments, informed referrals to essential resources and the creation of engaging success plans to help students achieve their goals*
COLLABORATION

Our partnerships yield real results for students

- Navigators use tags in SAL to track career and experiential education guidance to inform referrals to experts in Post-Graduate Planning and Experiential Education
- Experts follow up on referrals and help students set success plans and reach their goals

# of tags used since January 2020

- Created a joint funding pool of $30,000 to support 21 students pursuing unpaid research, projects and internships
- Partnered with Baker-Nord Center for the Humanities to provide $37,500 to 17 students for unpaid internships through the 2020 Humanities@Work Program
- Distributed $304,200 to 93 undergraduate research awardees and facilitated their research-based learning via discussion groups

We bring together stakeholders to create diverse experiences that respect the needs and identities of students

- The revamp and reorganization of new student orientation into Discover Week improved new student satisfaction
  - 99% of students felt accepted and respected regardless of their gender, race, ethnic background, sexual orientation and ability
  - 879 first-year students shared their personal stories to create a digital library of photographs for community building
- Student attendees of the 2018 Career and Choices Fairs were retained at higher rates (4.5% and 6.7% higher respectively)
- In 2019, the joint Career, Choices and CCEL Service Fairs resulted in three major events over two days in one location
  - 2,269 students engaged with 150 organizations, 73 academic departments and 64 service partners

What’s next:
- Strengthen strategic partnerships across the university to promote equity in access to Student Success services
- Collaborate across Student Success to establish a process and timeline for assessing creation and completion of informed referrals in SAL
COMMUNICATION

Our communications are timely and guide students through major milestones in their CWRU journey

The **New Student Roadmap** created a clear transition path for incoming first-year and transfer students (and their families)

» 38,710 total page views May to Aug. 2019

Navigator **touchpoints** provide regular, personal outreach to students. In 2019-20:

» 97% of first-years completed touchpoint #1
» 93% of first-years completed touchpoint #2

Navigators consult with students on a **wide range** of topics during appointments

» 90% - Academic Coaching & Policy
» 34% - Personal Wellness & Development
» 18% - Campus & Community Engagement
» 17% - Experiential Education
» 15% - Post-Graduate / Career Guidance

We craft messages with a clear call to action that inspires engagement from students

- Messages are **coordinated** into a comprehensive calendar to streamline communications and lighten student inboxes
- The **FYI** and **thrive** newsletters provide an important weekly contact with students for the entire CWRU community
  » Average open/click rates of newsletters indicate great engagement

**FYI**: 90.4%/31.9%  **thrive**: 60.8%/5.24%

We use data to inform our content and audience

- Student career interests are used to send **targeted messages** via Handshake to promote opportunities, events and resources (on avg. >50% open rate)
- **Early alerts** including academic concerns from faculty, mid-semester grades and course registration status prompted outreach to **1,281** undergraduates during spring 2020 semester

What’s next:

- Leverage Salesforce Marketing Cloud to integrate communications process and use of SAL to prompt data-informed and timely messaging
- Use tags from SAL to inform outreach to students for targeted invitations to programs, resources and experiential opportunities
SPECIALIZATION

We connect students with experts in their fields for the guidance and support they need most

- Students schedule appointments directly with various specialists in SAL, including career and internship consultants, pre-professional advisors, entrepreneurship specialists, undergraduate research experts and Practicum specialists
  - Pre-professional advisors held 1,189 appointments in 2019-20, with 14% of all undergraduates utilizing pre-health advising at least once

- Created eight Career Interest Areas, each led by a staff member, to provide more specialized career development guidance for students and promote cross-disciplinary interactions and thinking
- Hundreds of students have joined at least one interest area
  - 453 in Engineering
  - 289 in Business
  - 258 in Healthcare
  - 197 in Public Service
  - 141 in Arts & Culture
  - 80 in Sciences
  - 70 in Exploratory
  - 58 in Entrepreneurship

- Supplemental Instruction continues to offer students quality peer-led academic support:
  - 1,737 unique students and 12,311 total participants through groups

Our programs and services are specialized to address the unique needs of particular segments of the student population

- The creation of Discover Days for spring 2020 admits offered a comprehensive orientation experience to the largest spring cohort to date
  - 94.7% indicated they were able to engage with faculty, staff, orientation leaders and other new students during Discover Days

- 72 international students enrolled in Practicum or Co-op in 2019-20, a 28% increase over last year

- Hosted four separate career fairs (two specialized by industry) in 2019-20, engaging 1,776 unique students

We collect specialized data about the experiential education activities of students

- According to the 2019 First Destination Survey, more students reported participating in internships (66%) than in 2018 (61%)

- 93% of students who completed the 2019 Summer Experience Survey reported participating in one or more activities during the summer (research, internship, community service, shadowing)

What’s next:

- Diversify the experiential opportunities available to students through new and existing partnerships
- Grow student participation in Career Interest Areas to provide further specialized guidance and focus outreach