KU

ACADEMIC SUCCESS NAVIGATORS

academicsuccess.ku.edu/academic-success-navigators

Navigators are a team of highly skilled, cross-trained full-time staff that connect prospective and new students to services through personalized outreach and support.

KU Academic Success

academicsuccess.ku.edu

ABOUT US

Academic Success Navigators serve prospective and new students at KU by providing personalized service that encompasses the students' needs quickly and holistically by answering students' questions and providing clear next action steps. We serve transfer, degree completion, graduate and online students attending KU Lawrence, KU Edwards, KU at Leavenworth, and both credit and non-credit Jayhawk Global students.

Services

- Immediate personal contact via phone and text
- Referral agent
- Appointment scheduling
- Personalized outreach until student takes action
- Welcome students to KU; reduce student anxiety; build trust

Goals

- Rapid student inquiry response
- High-quality customer service
- Assist students in the program decision-making process
- Provide guidance on next steps after admission
- Remove/ease barriers to entry or barriers to registration
- Increase the number of newly admitted students that enroll and attend first day of classes

"Thank you so much for your excellent and very personalized service." — KU Student

NAVIGATOR SERVICES

Portfolio Item 1
Lawrence/Edwards Transfer Students

- 5-day response post admission for new transfers and readmits
- One-on-one tech sessions
- Appointment scheduling/reminders
- Transfer Welcome Advising scheduling/reminders
- Orientation registration/reminders
- Ad hoc service calling campaigns
- Readmit Admission Campaigns
- Systems: Slate + Jayhawk GPS

Portfolio Item 2
Graduate Students
(KU Edwards, KU Leavenworth, Jayhawk Global)

- 24-hour inquiry phone response
- 45 day follow up to appointment
- 5-day response post admission
- One-on-one tech sessions
- Appointment scheduling
- Transfer Welcome Advising scheduling
- Ad hoc service calling campaigns
- Additional pre-advising for faculty advised programs to increase conversion rates
- Systems: Slate + Hubspot

Portfolio Item 3
Jayhawk Global Non-Credit

- 24-hour or less response to non-credit phone and email inquiries
- Registration processing and payment collection for non-credit programs
- Systems: Enrole + Outlook/Skype

"Thank you for giving me a call; now I feel like I have some steps I can take to make this dream a reality." *– KU Student*

KU TRANSFER STUDENTS

"It was lovely to meet you today. Thank you so much for going over the tools I'll need to be successful as a student, as well as following up with important links. I appreciate it!"

-F23 Transfer Admit

1,076
Navigator Tech Sessions

1,201
Transfer Welcome Advising sessions scheduled

"The Navigator helped me prepare for my academic advising appointment."

81%
Agree or Strongly Agree

98% Admitted Transfers Called

74% Completed Tech Sessions

67.5% Transfer Conversion Rate

100%
Agree or Strongly Agree

"The Tech Call made me more comfortable navigating KU systems."

Survey Feedback from Navigator Tech Sessions for Fall 2023 Admits

KU EDWARDS & KU LEAVENWORTH STUDENTS

The following metrics represent the outreach our Navigators have accomplished with students expressing interest in programs offered at KU Edwards Campus and at KU in Leavenworth through our research-based 6-call sequence including texts and email.

64,999
Student phone calls

28,974
Emails to inquiring students

1,913
Prospective student appointments scheduled

11%
Conversion from inquiry

78 Programs Supported

Jayhawk Global Non-Credit & Credit

Jayhawk Global Non-Credit Registration Team

The following metrics represent Registration Team support functions performed by Navigators for Jayhawk Global non-credit programs with emphasis on Osher Lifelong Learning Institute courses, KU Aerospace Short Courses, and Professional Programs.

3,607 Registrations processed

$628,891 Transactions processed

5,664 Student Phone Calls

225 Undergrad apps submitted

110 Grad apps submitted

Jayhawk Global Credit/Academic Programs

In October 2022, Navigators began making phone calls to students expressing interest in Jayhawk Global credit programs including six undergraduate programs, two master's degrees, and one doctoral degree.

Priority #1 Personalize the new student experience and establish foundational campus knowledge for all incoming students.

- In addition to the metrics shared above:
    - 127 Graduate Student Welcome Calls
    - 25 Grad Tech Sessions
    - 501 Readmit Calls Summer/Fall 23

Priority #2 Coordinate academic support programs and technologies to promote an integrated student services model.

- 1,200 Current Student Hold Mitigation/Support Phone Calls
- 1,076 Tech Sessions led to Navigate App downloads

Priority #5 Support the mental, physical, and financial well-being of students through personalized referrals and collaborative programming.
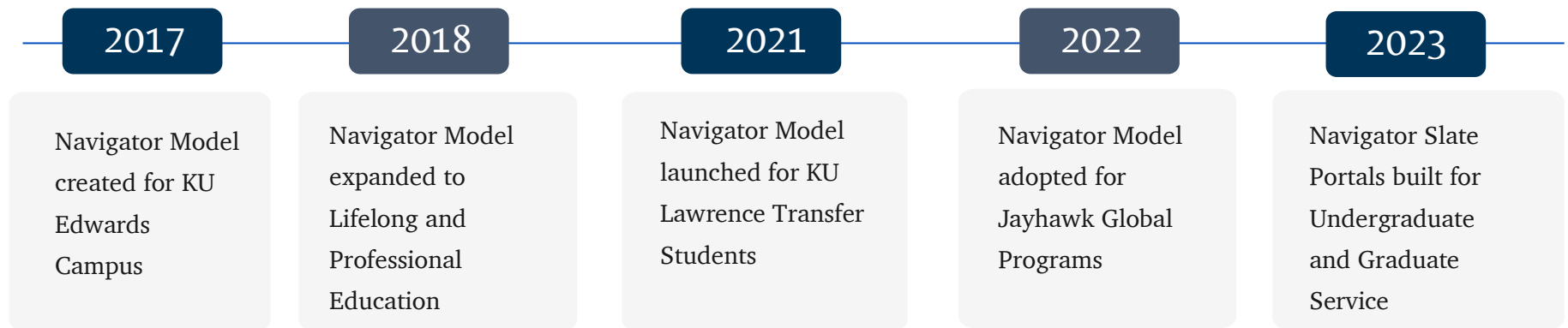
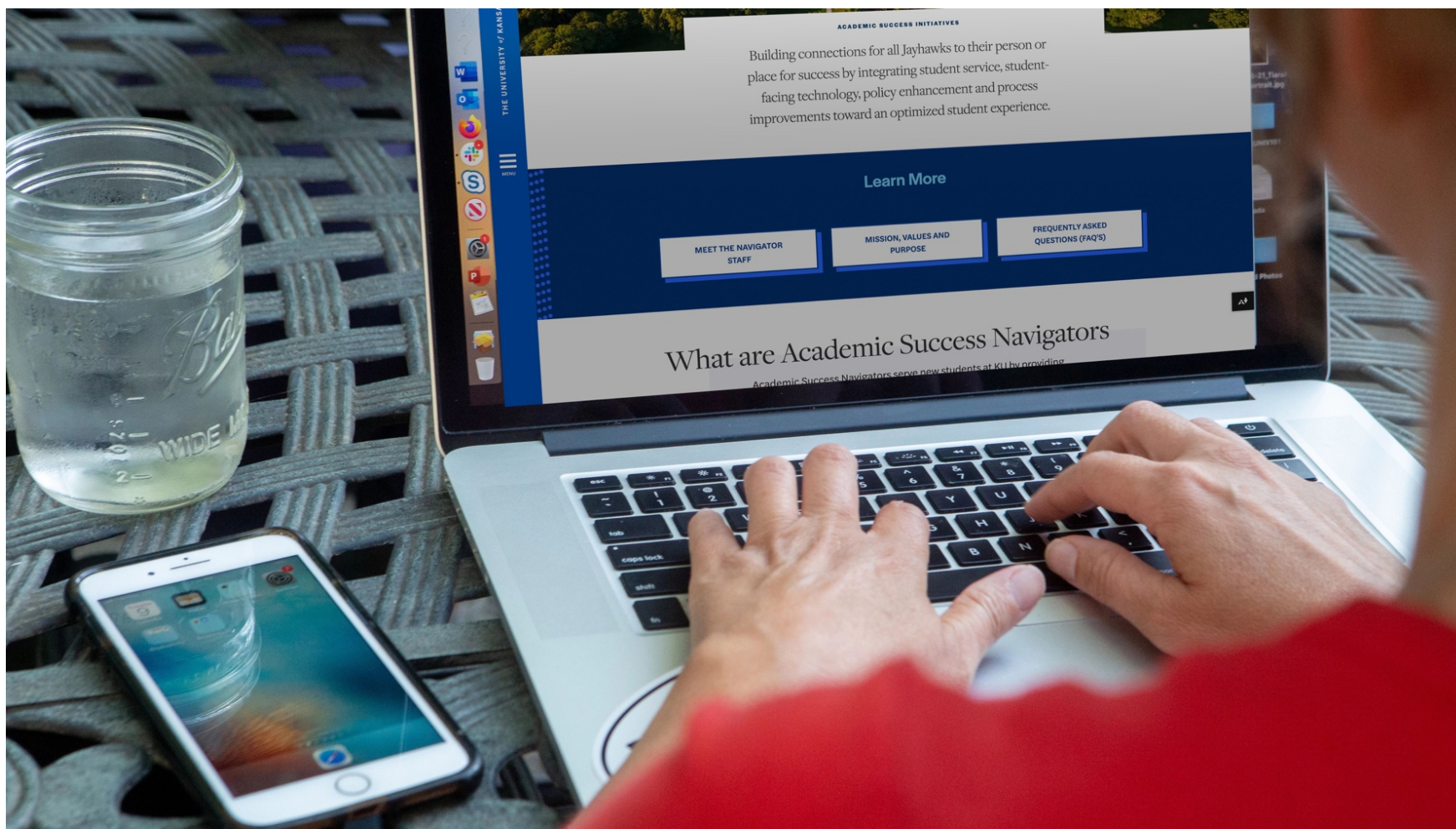- 2555 Plan to Pay Phone calls to students with $1,000+ balances in the 6 days prior to fee deadline.
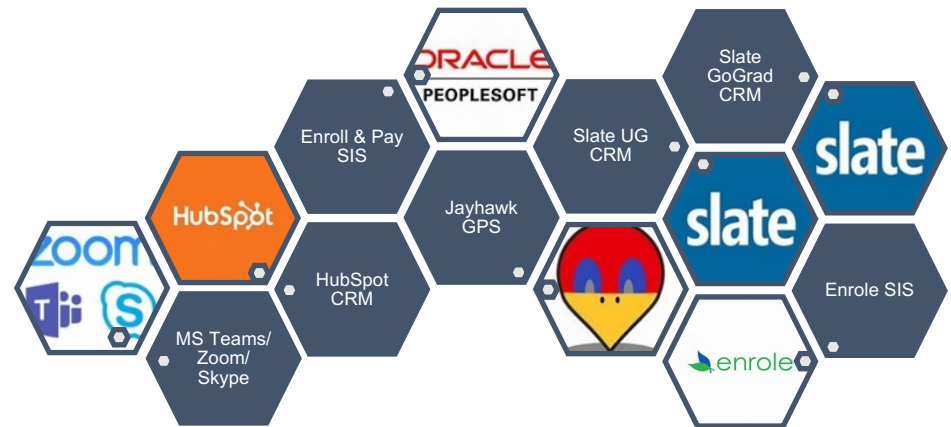
OPERATIONS AND MILESTONES

Navigator Operations: the Difference

1. Listen to the student's story, interests, motivations, and goals. Respond to the individual student and tailor communications to their needs/wants. Personalize the experience.

2. Provide service that is helpful and answers questions while providing education and satisfaction for the student.

3. Deliver service that encompasses customer needs: Friendliness, Empathy, Fairness, and Customer Control with time-sensitive information.

4. Provide next action steps where the student feels confident to continue their academic journey at KU.

2017	2018	2021	2022	2023
Navigator Model created for KU Edwards Campus	Navigator Model expanded to Lifelong and Professional Education	Navigator Model launched for KU Lawrence Transfer Students	Navigator Model adopted for Jayhawk Global Programs	Navigator Slate Portals built for Undergraduate and Graduate Service

![KU logo] **Academic Success Navigators**

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