Using Technology to Increase Student Success: Constituent Relationship Management Software

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Agenda

Brief background

Benefits of a CRM

Implementation steps and challenges
About NOVA

Northern Virginia Community College: founded in 1964

Located outside of Washington DC, serving the northern Virginia area

6 campuses and the Extended Learning Institute for online learning

Accredited by the Southern Association of Colleges and Schools (SACS)

President: Dr. Robert Templin
More About NOVA

- NOVA offers 150 degrees and certificates
- Headcount: 78,000+ students (35,000+ FTES)
- Over 3000 faculty members
- Student Information System: PeopleSoft
NOVA’s Quality Enhancement Plan (QEP)

Objective: To improve the planning skills necessary for students to complete their academic programs

Purpose statement: The GPS for Success will improve students’ academic planning skills through early and continued engagement with academic advisors
First-time-to-college curricular students who are recent high school graduates will

- Develop an academic goal
- Select a program of study aligned with their academic goal
- Identify their Faculty Advisor
- Develop the practice of meeting with a Faculty Advisor
- Develop an “academic program completion plan,” organized by semester, with guidance from an advisor
Working across silos

Culture of Student Success

GPS for Success

Application
Placement Testing
Financial Aid
Registration
Orientation
Advising
Counseling
Academics
Challenges

- Multiple campuses
- Shared model of advising
- Involves all college units
- Consistent communication
- Change in culture
Constituent Relationship Management = CRM

- Works in tandem with SIS
- Allows student to plan his/her academic career according to his/her needs
- Dynamic, not static
- Improves communication with students
- Improves communication between college units
- Improves consistency of advising
- Ability to track students
Rating CRMs

- Ability to work with SIS
- Advising tools
- Communication tools
- Appointment/referral tools
- Ease of use
- Training options
- Customizability
- Reporting tools
- Cost
Implementation Needs

Involves in-depth collaboration between college units

- Academic units
- Student Services
- Administration
- Huge IT undertaking
- Project management
- Leader who sees the big picture, but understands the details
Implementation Components

- Catalog files
- Program sheets
- Communication
- Testing
Deliverables: Student Planner

Student planner by degree

![Plan Overview](image)

### General Studies

**AAS: General Studies EHH 2013**

#### Plan Overview

- **You have 3 unmet requirements.**

#### Plan Table

<table>
<thead>
<tr>
<th>Term</th>
<th>2013 Credits</th>
<th>2014 Credits</th>
<th>2015 Credits</th>
<th>2016 Credits</th>
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### Fall 2013 Term

**Choose Term**

- **Term Credits**
  - 15 credits scheduled

- **To Do Items For Term**
  - Select course(s) for 2 electives

- **Suggested Courses To Add**
  - No further suggestions available for this term

### Courses

- **BIH101A** General Biology I, Survey of Cellular Biology 4 cr.
  - M----: 10:00 AM - 11:50 AM
  - M-W-F: 9:00 AM - 9:50 AM

- **MTH095** Int Algebra w/Rt Triangle Trig 5 cr.
  - M-W-F: 12:10 PM - 2:00 PM

### Additional Notes

- Select 1 course (3 credits) to use for req "3 credits from Communications Distribution List"
- Click to view options

- Select 1 course (3 credits) to use for req "3 credits History Elective"
- Click to view options
Deliverables: Student Advising

Student planner by semester

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<td><strong>You have 3 unmet requirements.</strong></td>
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<td><strong>Add a Course</strong></td>
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*Your course records have been temporarily modified.*

Note: You may drag and drop a course into another term.

### 2013

#### Fall
- BI101A
- MTH095
- 3 credits from Commun...
- 3 credits History Ele...

### 2014

#### Winter
- CIS120
- CIS120L
- HPE285OL
- HST101
- MTH211

#### Spring
- No planned courses this term.

#### Summer
- ANTH102
- BA101
- BI102A
- 3 credits from SOC204...
- 1 credit from Health...

#### Fall
- ART115
- SP111
- 3 credits Psychology...
- 3 credits Humanities
- 3 credits History Ele...
Deliverables: Communication with SIS
Meeting program requirements

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Course Scheduling

**MTH211 Fundamentals of Elementary Mathematics I**

- **Term**: Winter 2014
- **Section**: ACTIVE
- **Day & Time**: MWF 1:00 PM - 5:50 PM
- **Location**: MAIN AC 2603, MAIN AC 2007

**Description**
- F/W This course is part of a three-course sequence in mathematics for future K-8 teachers. The course includes problem solving, functions, the structure of number systems, operations on whole numbers, and number theory. Various concrete, pictorial, and heuristic problem solving strategies are used along with algorithmic problem solving. A required computer component will reinforce the concepts of the course.

**Prerequisites**: MTH095, MTH020, RD090, WR090 or ENL201R, ENL201W, MTH020

**Unmet Prerequisite**: MTH095

**Prerequisite to**: MTH212, CS125ENF

**View Course Page**
Deliverables: Communication
Individual and bulk email to students
Questions?