

JAYHAWK GPS



Guidance. Persistence. Success.
Navigating your Academic Success

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2021

Annual Report



Introduction

Jayhawk GPS (Guidance. Persistence. Success.) is KU's student success management system used by Lawrence and Edwards campus undergraduate students and their affiliated academic advising teams. This technology, contracted through EAB, helps to identify students who need extra assistance and allows for easy collaboration and tracking of conversions. The primary reason for moving to this technology was its ease of use for students. Our entire implementation has been driven with a student-focused mindset.

Academic advisors fulfill a critical role in serving and supporting students at KU. They help students make meaning of their learning experiences while encouraging students to act with purpose and perseverance as they make academic progress. Students can rely on advisors for support information and resources as they navigate their personal journey as a Jayhawk.

Jayhawk GPS delivers key functionality like appointment scheduling, strategic outreach, appointment campaigns, individualized and intentional support when needed. Jayhawk GPS provides features that enhance how students engage with their academic advising experience helping them navigate their academic success.

Working within the decentralized context of advising at KU, Jayhawk GPS is centrally coordinated by KU Academic Success. We are committed to improving KU's retention and graduation rates through the use of Jayhawk GPS at KU as our ongoing results confirm.

Jayhawk GPS is a platform that enables advisor and student engagement to improve student retention and success.

"It [the Navigate Student app] helps me find places like the library or who to call when I have a hold."
- Student

"The Appointment Center allows me to see all of our advisors in one place. The student employees covering the front desk can easily schedule advising appointments."
-Advising Office Manager

"Advising appointments are so much easier to schedule than they used to be. I just push the button and it takes me to their calendar."
- Student

Milestones

2018
2019

Pilot - College Advising & Support Services and the Undergraduate Advising Center

System Implementation and Training

Onboarded Advising Units

2019
2020

Data Integrity

Launched *Navigate* Student App

Launched Course Progress Reports tool with ACCT 200 and BIOL 100

Transitioned all advising services to virtual format using phone, email, Zoom, etc.

Spring
2020

Incorporated *Navigate* Student App into Orientation

Onboarded Care Units

*Added Enrollment Hold Information

Fall
2020

Created student-centered training in partnership with IT Instruction & Education

*Launched Enhanced Features to Improve Workflow and Engagement

Spring
2021

Identified Key Advising Metrics

*Continued Onboarding of Care Units

Implemented Personal Appointment Link (PAL) for Student to Schedule Appointments Directly with Advisor

Coming
Soon

Execute Student Employee Survey to Identify Improvement Opportunities

Expand Course Progress Reports for High DFW and Gateway Course departments

Student Success Team Identified

KEY STAKEHOLDERS

Jayhawk GPS Specialists: Serving as subject matter experts (SMEs) for Jayhawk GPS and Academic Advising, these super-users and trainers are embedded in advising units. They work directly with the system administrator to identify needed support, recommend enhancements and develop best practices for system use. A listing of these 20+ staff can be located on the Jayhawk GPS website: jayhawkgps.ku.edu/people

Undergraduate Advising Executive Council (UAEC): UAEC serves as the advising leadership team for KU with advising directors from each School/College represented. UAEC serves as the advisory board for Jayhawk GPS implementation and use.

Additional Partner Users:

Academic Accelerator Program
Office of Admissions
Applied English Center
Center for Orientation & Transition Programs
Center for Undergraduate Research
Edwards Campus
Financial Aid & Scholarships
International Support Services
Military-Affiliated Student Center
Multicultural Scholars Program
Office of Multicultural Affairs
Student-Athletic Support Services
Study Abroad & Global Engagement
TRIO SES & STEM
University Academic Support Centers
University Honors Advising

KU STRATEGIC PLAN – JAYHAWKS|RISING

- Priority #1: Student Success
 - **Master Objective 1: Increase the number of students through pipeline to completion**
Jayhawk GPS provides clear information on progress toward degree for both students and their advisors and intervention tools to support graduation.
 - **Master Objective 2: Reduce average time to degree**
Jayhawk GPS offers centralized storage of advising notes and course history to allow both students and advisors to monitor the path to degree and help prevent roadblocks that delay graduation.
 - **Master Objective 3: Assure student engagement and satisfaction**
Jayhawk GPS helps students engage more closely with their academic advisors and tutors/peer mentors. This tool made virtual advising possible during the spring 2020 online transition. Without this tool, student engagement would have suffered.

73% of student employees surveyed said, "Jayhawk GPS makes it easy to keep track of my students for whom I'm responsible as part of my job."

ACADEMIC SUCCESS 2018-2021 STRATEGIC PRIORITIES

- Goal #1: Identify and maximize partnerships to enhance programs and services
 - **Objective 1: Pursue collaborations with internal KU units and external partners to enhance student opportunities and impact**

Onboarded 15+ new campus partners beyond academic advising during AY 20-21.

- Goal #2: Innovate programs and services to meet the needs of all students
 - **Objective 1: Identify students' needs, reduce barriers and develop opportunities to enhance learning and success both in and out of the classroom**

Overall app use is up. New user logins increased by 51% from AY 19-20.



- **Objective 3: Extend programs, services, and communications through the creative use of technology, staff, and resources**

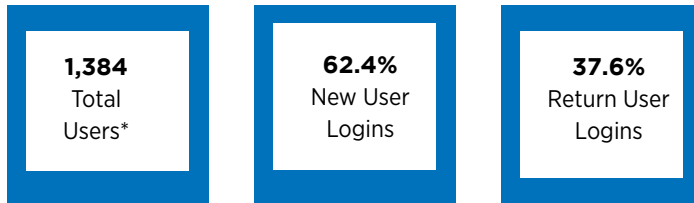
Added holds to student app (*Navigate Student*).

Added advising summaries, notes and progress reports to app.

"I like that it had all my upcoming tutor dates for the rest of the semester so it was easy to see if there were any conflicts early on."-TRIO Tutor

NAVIGATE STUDENT APP

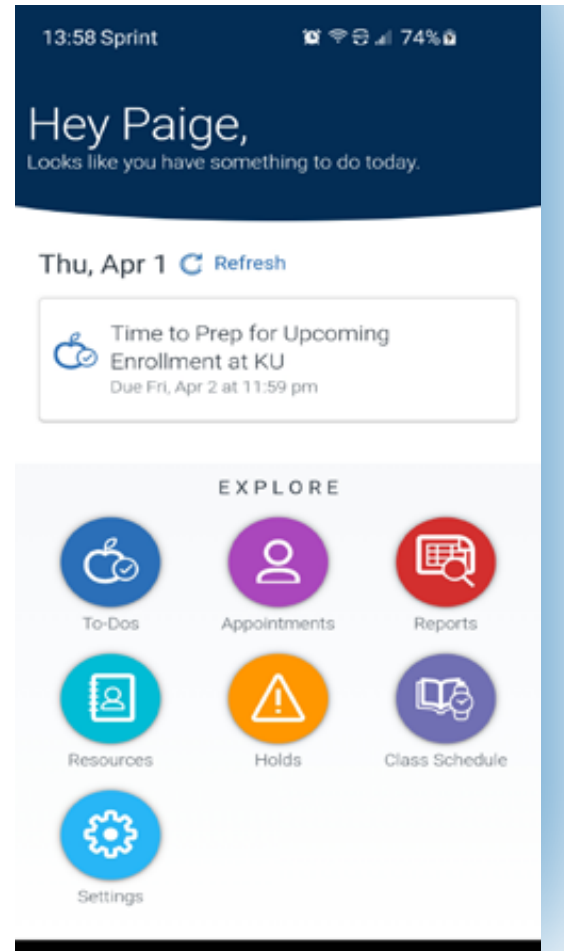
Navigate Student is student-centered companion app to Jayhawk GPS. The app provides essential student success information such as access to their current course schedule, active enrollment hold information, campus resources and the ability to schedule advising appointments with their academic advisor using any mobile device. Improvements have been made over the past year now providing students with past advising notes and other useful information guiding them on their path to success.



*Unique users who last logged in between 6-1-2020 and 5-31-2021

In an effort to increase app usage over the past year, Academic Success has partnered with IT Instruction & Education and the Center for Orientation and Transition Programs to develop a student-focused content specific to Jayhawk GPS informing students how to stay engaged with advisors and campus support.

Learn more at: jayhawkgps.ku.edu/navigate-student-app



"The layout is easy to follow when looking at courses, past appointment history, notes, etc!" - Student

CANCELLATION IMPROVEMENT

Students who scheduled virtual appointments with their assigned academic advisor had

50%

LOWER CANCELLATION RATE.

Offering virtual appointments has decreased cancellations.

Students have engaged more consistently and canceled fewer appointments since the creation of virtual (phone, Zoom, etc.) options.

AY 2020-2021 at a glance

Use of Jayhawk GPS continues to grow since 2018.

An increase in use of Jayhawk GPS means that more students are able to connect directly with their advisor, schedule appointments or drop-in sessions and receive early alerts to stay on track and persist to graduation.

AVERAGE PERSISTENCE RATE CHANGE

The following shows the the average increase in persistence for students with at least one advising appointment in Jayhawk GPS compared to students who did not have an advising appointment.

15.8%

across all undergraduate students, up 6.9% from AY 2019-2020.

19%

increase in advising persistence. More personal contact does matter.

PERSISTENCE RATES BY ACADEMIC LEVEL

The Pandemic story on persistence continues to validate the need for personal advising.

Level	Students with Appointments		Students without Appointments	
	Fall 2019-2020	Fall 2020-2021	Fall 2019-2020	Fall 2020-2021
Freshmen	92.0%	73.7%	89.0%	49.9%
Sophomore	95.2%	81.5%	92.3%	66.0%
Junior	95.8%	81.6%	93.5%	65.4%
Senior	57.6%	31.1%	51.4%	19.6%*

* Fall to Fall provide lower Senior retention results due to Spring/Summer graduation. Fall 2020 to Spring 2021 retention for Seniors with advising appointments is 90.0% and 66.4% retention for Seniors without advising appointments.

PERSISTENCE RATES BY SPECIALIZED POPULATION

Grouping	Students with Appointments		Students without Appointments	
	Fall 2019-2020	Fall 2020-2021	Fall 2019-2020	Fall 2020-2021
First-time full-time (FTFT)	87.3%	80.8%	88.7%	61.2%
TFT	85.3%	73.4%	82.2%	71.0%
First Generation	80.8%	63.2%	75.7%	37%
*Conditional Admits (all)	94.8%	*	82.8%	*

* Conditional Admit tracking adjusted due to program revision, data unavailable

APPOINTMENTS SUMMARY DATA BY DIVISION

The following represents advising appointments facilitated by Jayhawk GPS by school and unit.

	Fall 18	Fall 2019	Fall 2020	% Impact	Unique	
					Advisors	Students
College of Liberal Arts and Sciences	8,484	8,259*	8,301*	.5%	37	4810
Edwards Campus Advising	248	530	499	-5.9%	8	390
School of Architecture & Design	641	867	786	-9.34%	2	479
School of Business	1,370	2,906	3,187	9.67%	9	1902
School of Education	829	1,219	1,066	-12.5%	7	832
School of Engineering	607	1,500	2,035	35.7%	53	1192
School of Journalism and Mass Communications	1,145	1,465	1,215	-17.1%	3	733
School of Music	N/A	N/A	N/A	N/A	N/A	N/A
School of Pharmacy	N/A	42	35	N/A	1	30
School of Social Welfare	N/A	227	201	-11.5%	2	147
Undergraduate Advising Center	6,313	6,790	4,967	-26.9%	21	2729
Total	19,637	23,804	22,292	-6.35%		

N/A - Not onboarded or not using appointment functionality
 *Includes College Departmental Advising & College Online Advising
 AY 20-21 was a full pandemic impact year
 Data from Jayhawk GPS

PROGRESS REPORTING

Progress Reports create an avenue for immediate instructor feedback when a course is in progress. In the initial roll-out Spring 2020, cases were opened when an instructor raised an alert for attendance, poor grades, or missing assignments concerns. These cases initiated outreach from the students' assigned academic advisor. Due to feedback, AY 20-21 we tested an email approach sending self-improvement messaging to students in ACCT 200, BIOL 100. Cases were opened triggering advisor interaction only if the instructor noted multiple concerns. Instructor initiated nudges resulted in actionable response of 65.4% of students meeting with their assigned academic advisor for informed advising.

The early alerts generated during this past AY yielded over 453 alerts leading to behavioral change measured by scheduled advising appointments. Student Success professionals used to inform advising.

Instructor initiated nudges resulted in

65.4%

OF STUDENTS MEETING WITH THEIR ASSIGNED ACADEMIC ADVISOR FOR INFORMED ADVISING.

Alerts Reasons

- Attendance
- Missing Assignment(s)
- Multiple Concerns
- Non-academic Concern
- Not Paying Attention / Sleeping
- Poor Grades
- Should Seek Supplemental Instruction (SI)
- Should Seek Tutoring

Use case highlights

COLLEGE ADVISING & STUDENT SUPPORT OFFICE (CASS)

- Shifting to remote work increased email engagement. CASS Advisors used Notes in Jayhawk GPS to document e-mail advising. The Notes report captures student-to-advisor outreach during specific time periods.
- The activity dashboard helps interpret drop-in advising trends from term-to-term. “These metrics allowed the office to make better choices as we planned...”
- The activity dashboard also provided CASS with the ability to track decreasing numbers of appointment no-shows as advising shifted to all virtual. “We were able to prove that the convenience of virtual advising was preferred by many students resulting in fewer no-shows.

CASS supported students having downloaded the Navigate Student app were

20%

**MORE LIKELY TO BE
RETAINED.**

“It’s easy to schedule, cancel or reschedule appointments, when needed.” - UAC Peer Advisor

AREAS FOR CONTINUED IMPROVEMENT

Need identified to clarify unit for which advisor advises, (e.g., Business Advisor, Honors Advisor, etc.)

- Initiated pilot with Athletics Spring 2021 to test with intention to expand further Fall 2021

Need for student’s ability to select in-person or virtual appointments with advisors

- Identified solution and implemented beginning Summer 2021

Need for expanded partnerships allowing for further onboarding student support units beyond academic advising advancing KU’s student success goals

- Completed - Military-Affiliated Student Center, Undergraduate Research, Admissions, etc.
- In-progress - Financial Aid, University Academic Support Centers, etc.

Need to leverage this technology as part of the campus-wide roll out of the *Loss/Momentum Framework Student Success Model*