

# Student and Advisor Use Cases: Enabling Student Success through Technology

## Purpose:

This document outlines which software technologies and applications most positively impact student success outcomes. It is based on human-centered use cases derived from in-depth research involving Black, Latinx/a/o, Indigenous, Asian, Pacific Islander, and poverty-affected students, using the principle of targeted universalism to help many by solving the needs of the few.

Students and advisors helped prioritize the most critical challenges and identified which technologies would be most helpful in solving them.

This document can be used to:

1. Assist institutions in comprehending which software features foster successful advising, tailored to the distinctive needs of racially minoritized and poverty-affected students. This information can inform their software procurement practices and bolster holistic advising strategies and procedures.
2. Aid developers of advising software in creating equitable and valuable capabilities that enhance institutional advising processes and contribute to improved student outcomes.

## How to read this document:

The tools and features were grouped into four main categories of product solutions, and ranked by the most impactful applications.

The green highlighted areas reflect the most critical features students and advisors identified to help them remove the most pressing academic and non-academic barriers toward better outcomes. An advising technology strategy consisting of this suite of software could significantly improve student outcomes.

## PRODUCT SOLUTIONS & FEATURE OPPORTUNITIES

### Education Planning and Degree Audit Tools

Solutions designed to assist students and academic advisors in planning educational paths, tracking academic progress, and ensuring compliance with degree requirements for timely and successful program completion.

<b>Course Scheduling and Registration</b> Guided instructional course registration aligned with student's degree plans
<b>Degree Planner and Auditing</b> Ability to map out 2 or 4-year degree plan with options for early graduation
<b>Financial Planning Tools</b> Students can manage their costs and find aid opportunities
<b>Prospect Engagement CRM</b> A capability that manages and organizes prospective students
<b>Job Board and Job Application</b> Tools to find internships and apply for jobs post-graduation
<b>Alumni &amp; Advanced CRM</b> A capability that manages and organizes school alumni networks
<b>Multi-Modal Campaigns</b> Tools to channel advertisements from schools to prospective BLI/LI students

### Alerts, Signals, and Notifications Tools

Platforms that monitor student performance and engagement, providing timely alerts and notifications to educators and administrators to identify and respond to potential risks or needs.

<b>Curriculum and Registration Alerts</b> Automated reminders of major course deadlines
<b>Nudging Students in Need of Additional Support</b> Predictive analytics identify and nudge students in the right direction
<b>Regular Degree Audit and Automated Notifications</b> Automated tracking of progress towards a chosen degree path
<b>Alerts and Checklists for Graduation</b> Clear instructions on graduation requirements and reminders to complete tasks
<b>Scouting and Recruiting Signals/Notifications</b> Insights to admissions teams to help identify and engage prospective students
<b>Progress Application Completion Notifications</b> Tool to encourage students who start applications to complete them
<b>Post-Grad Follow-up Alerts</b> Keeping in touch with alumni to connect current students with alumni

### Case Management Tools

Tools that help advisors understand, track, manage, and address individual students holistically, ensuring personalized guidance, communication, and support throughout their educational journey.

<b>Holistic Profile, Notes &amp; Referrals</b> One source for student information with advisor notes through all milestones
<b>Proactive Connection to Academic/Non-Academic Support</b> Networking tool to connect students with additional support when needed
<b>Self-Service Resource Hub</b> Centralized hub with answers to common questions and links to find help
<b>Nudging and Alerts to Advisors + Student</b> Automated, data-backed alerts for deadlines, off-track students etc.
<b>Flexible Communication Options</b> Multiple ways for students and advisors to reach each other
<b>Virtual Advising Technology</b> Capability for advising to happen virtually (e.g. video calling)
<b>Easy Scheduling of Appointments</b> Automated & easy scheduling of mandatory/ad-hoc advising appointments
<b>Cohort Management</b> Manage groups of students through their school journeys
<b>Whole Journey Tools</b> Platform that allows mentors and advisors to follow a student's entire journey

### Student-Centered, Equity-Focused Analytics Tools and Training

Tools and programs that analyze diverse student data through an equity lens, providing insights and training to enhance inclusivity and tailor educational strategies to support student success.

<b>Real-Time Data on Current Student Representation and DEI efforts</b> Updated information on student diversity and inclusion efforts
<b>Cultural Sensitivity Training</b> Build awareness and understanding of various cultural backgrounds and perspectives
<b>AI Mentorship, Peer and Interest Matching</b> Facilitate meaningful networking and learning by pairing mentors and peers
<b>Predictive Analytics on Degree Process</b> Forecast students' academic trajectories to effectively guide them to completion
<b>Analytics to Evaluate Enrollment and Retention</b> Ongoing analytics to evaluate student trends in enrollment, registration, drops etc.
<b>Student Alumni Career Exploration</b> Student/alumni engagement for insights, advice, and career networking opportunities
<b>Language Translation for College Documents and Forms</b> Translate educational materials and paperwork into multiple languages to ensure accessibility for non-native English speakers

**KEY:**  Features that meet the highest priority use cases