Resume Review

Tuesday, Spetember 19
10:00 -11:00am

2 Guests

Mark Savage

Meisy Sullivan

30 Min. Before

Appointment Types

Assigned Audiences

Case Study

C CAPELLA UNIVERSITY

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The Problem

Capella University, a leader in innovation within higher education, was looking for a new way to drive student success. With the mission to transform the lives of working professionals, Capella felt as though they needed to do more to realize their core promise of "providing personalized support at every step" in the advising arena.

If Capella could increase utilization of their advising program, they believed they could achieve their ambitious student success goals by raising engagement, retention, graduation rates, and even employment rates.

However, there were three core problems that prevented Capella from achieving these ambitious goals:

1. Students were struggling to efficiently schedule time with advisors
2. Advisors were not able to serve as many students as they had hoped
3. Administrators needed better access to data to evaluate engagement and progress towards goals

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Goals

The overall goal of Capella was to hit student success goals by:

1. Creating a centralized location for advisors and students to "gather"
2. Building a system that was efficient, easy to use, and appealing to students and advisors
3. Adhering closely to brand and mission of Capella

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Strategy

In partnership with PeopleGrove, Capella launched the Capella Connect platform and created a campaign to drive use and awareness of the advisory system, first as a test, and then at scale.

Step 1: Building a Partnership

PeopleGrove started with deep discovery of the university's needs. Capella had a unique culture and mission to help personalize support at every step to drive student success. "From the first conversations with an enrollment counselor, through to graduation day, we aim to provide each and every Capella student with a dedicated support team of faculty, advisors, and mentors, just for them." With these goals in mind, PeopleGrove and Capella identified challenges and helped construct the ideal platform configuration.

Step 2: Create Momentum

Working hand-in-hand with PeopleGrove, Capella launched an email campaign to encourage students to engage with advisors and work towards building an advisor/learner community. At the core of the solution was leveraging the "first available feature" that eliminates back-and-forth in scheduling. Through the campaign with students, the initial advisors were able to increase the advisor to student ratio by over 59%.

Step 3: Scale the Process

Once the process was in place, Capella used the PeopleGrove platform to manage the advisor community in two core ways. The first way was to roll this out the system to all advisors and students. With this new system, advisors were able to increase the students 100%, from 170 to 270. Secondly, they were able to increase their most scalable offering: live workshops. By using the platform as a marketing hub, they were able to increase workshop attendance by 400%. The result was higher quality engagement from students, with a more robust and engaged advisory community.

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Impact

- Reduced advising scheduling time from "weeks" to "minutes."
- Increased advisor productivity and advisor to student ratio by 59%
- Improved student engagement, increasing event attendance increase by 400%
- Aligned and improved key student success metrics including increased engagement, retention, graduation rates, and employment rates

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Key Learnings

- Find a baseline before implementation and use data to make decisions
- Tie the university's mission to the platform goals to drive interest and adoption
- Test quickly on a small group first, and then scale for impact