Good data can completely transform an institution's practices, processes and programs. The Residence and Behavioral Intervention teams at Wilfrid Laurier University (WLU) are living proof that using data in make impactful changes on their campus and in their student’s lives - enriching the experience and success of their students. The school uses Advocate by Symplicity to target at-risk students and send reminders for misconduct prevention. This has led to a decrease in recidivism for repeat offenders during high risk times which directly resulted in higher student retention.

**Wilfrid Laurier University (WLU) is a public university in Waterloo, Ontario, Canada. The university has 19,500 enrolled undergraduate students and 3,750 on-campus residents. WLU has been using Advocate by Symplicity since 2015.**

**KEY IMPROVEMENTS**

**Residence staff run regular status reports** to identify the trends in conduct violations based on building type, time of year, and student population.

**Advocate reports had an impact in policy creation** for conduct management on holidays weekends and unsanctioned events.

**Increased amount of reporting and case load** helped staff request for more full-time help.

**Student conduct data is regularly shared with various campus partners** to understand behavioral trends and make informed decisions.

**REPORTS USED**

- Status Reports
- Policy Creation
- Professional Staff Hiring
- Campus Partnerships

**ADVOCATE SUCCESS STORY**

Wilfrid Laurier University uses Advocate data to drive policy changes and strengthen campus relationships.

<table>
<thead>
<tr>
<th>responsible Findings in 2017</th>
<th>2,421</th>
</tr>
</thead>
<tbody>
<tr>
<td>increase in incident reports and contact sheets</td>
<td>40%</td>
</tr>
<tr>
<td>drop in conduct violations for St. Patrick’s Day</td>
<td>70%</td>
</tr>
<tr>
<td>hours spent in conduct meetings for St. Patrick’s Day</td>
<td>64.5</td>
</tr>
<tr>
<td>decrease in overall policy violations</td>
<td>40%</td>
</tr>
</tbody>
</table>
Advocate is used campus-wide for all conduct matters, but the Department of Residence is the most prominent user of the system. The staff leverages Advocate to run reports on conduct trends by residence hall, incident type, timeframe, and more. Advocate data was crucial in creating new guest policies for busy weekends like the annual St. Patrick’s Day celebration which draws over 15,000 visitors. Residence staff noticed a significant uptick in conduct violations that weekend, so they wanted to implement a no-guest policy to limit the number of students on campus. Staff ran comparative reports to highlight incidents on St. Patrick’s Day weekend versus a non-holiday weekend. The data was presented to senior leadership who agreed that new policies need to be created around these particular types of events to manage and prevent further violations.

Residence staff also leveraged Advocate’s communication capabilities to reach out to students on probation and on notice and remind them of the new residence conduct policies. Such efforts led to a 15% drop in incident reports and a 70% decrease in overall policy violations compared to last year’s St. Patrick’s Day celebration (2017). Despite a 10% increase in residence population for 2018, student misconduct cases have dropped by 40% in the last six months.

“Reporting is a really important part of Advocate. I’m amazed at all the possibilities that exist within reporting and all the ways I can use the information.”

Elissa Cressman, MEd, Residence Life Manager, Wilfrid Laurier University