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CASE STUDY:

Proactive engagement bolsters student success

Hawkeye Community College brings together faculty and staff to improve student outreach

Hawkeye Community College is a public two-year institution with campuses located throughout the Cedar Valley in Iowa. The college serves approximately 5,000 students and is focused on providing a high-quality, affordable education to learners at a variety of stages—from those fresh out of high school to adult learners returning to college.

Because the institution serves such a wide variety of students with different needs and expectations, Hawkeye Community College began looking for a CRM system that would allow it to more easily support student engagement and build a foundation for student success. "Hawkeye is a mix of urban and rural students creating a diverse campus with unique needs," says Lisa Ciesielski, associate director of advising and orientation at Hawkeye Community College. "This presents challenges in the needs of students. We work with many students where finances are a concern, and in many cases transportation can be an issue." In addition, many of the students who come to Hawkeye are balancing full-time careers or family commitments.

A proactive approach to interventions

Hawkeye Community College leadership engaged higher ed consultants and experts to help them establish a vision of "Hawkeye for the Future," and examined

HAWKEYE
COMMUNITY COLLEGE

Primary Challenge
Advisors use multiple systems housing data from across campus with no standardized process for student support

Solution
Ellucian CRM Advise

Results
Single system to manage support

Improved communication with students

More proactive engagement with students

which tools—whether technological or cultural—might be required to help the institution bolster student success.

Hawkeye ultimately chose Ellucian CRM Advise to provide the critical functionality needed for student success goals, allowing the institution to have a singular view of their students for improved outreach and support.

"I think one of the biggest changes made since bringing on Ellucian CRM Advise is the amount of early intervention happening with students," says Ciesielski. "Prior to implementing Ellucian CRM Advise, we were a very reactive campus, but the new software has now allowed us to reach out to students early and often."

Ciesielski and her team are working toward building a better culture on campus to approach student engagement, while also enhancing data sharing and access to student information so that staff and faculty can more effectively help students in need.

Connecting faculty and staff

In the spring of 2018, the institution launched its alert portal for a portion of the faculty. Almost immediately, `more than 100 alerts were submitted. Hawkeye then onboarded the remaining faculty in the fall, and the institution is already seeing greater synergy among faculty, staff, and students. "It is great to see how the system is allowing staff and faculty to work together to help students," says Ciesielski. "People are coming together and providing student assistance more proactively."

The new system has greatly increased the working relationship between the student advising team and the faculty. Through the portal, Hawkeye's faculty not only submit alert notifications, but also receive status updates so they can provide seamless support in the classroom for those students who need it. This is especially important as Hawkeye has

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seen a rise in mental health and college preparedness issues among its student population. The institution now has staff aligned to support these students—and the ability to reach out and help those who may not be prepared for college.

Powering the future of advising and student engagement

Although Hawkeye has been using the new CRM system to improve alerts and reporting among staff, the institution continues to develop newer functionality, such as texting and built-in communication plans.

However, the ultimate goal of having a single, consolidated system to manage student support has been key. "Being able to have one easy system to access all information has made outreach much easier," says Ciesielski. "Staff are able to see many aspects that affect students in one screen. Our next phase will be to create more scoring plans that are more specific to each department, as we have seen that risk factors vary by program and require a unique set of parameters."

Hawkeye Community College plans to continue to increase retention rates through more proactive student support. "Most importantly, it's about having better visibility with student and program successes, sharing information with other departments, and fostering a stronger network of engagement with students holistically," says Ciesielski.