NORTHERN ARIZONA UNIVERSITY

# Targeting Risk & Intervention

Objective:

o Personalize the student experience by improving communication and collaboration across the institution

o Proactively guide students to graduation by empowering advisors and mentors with a comprehensive student record and predictive information (Civitas)

o Streamline business processes through the use of Salesforce case management
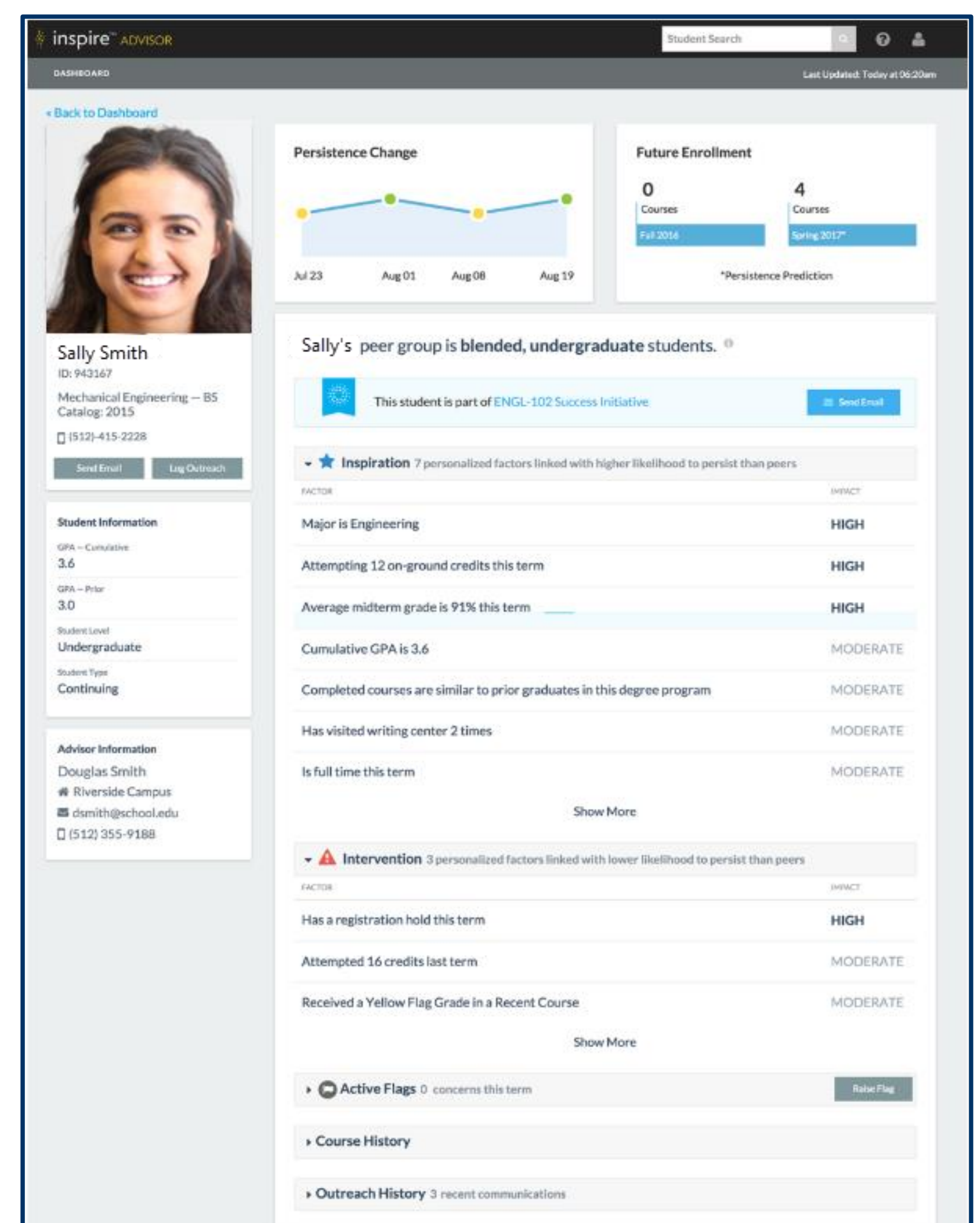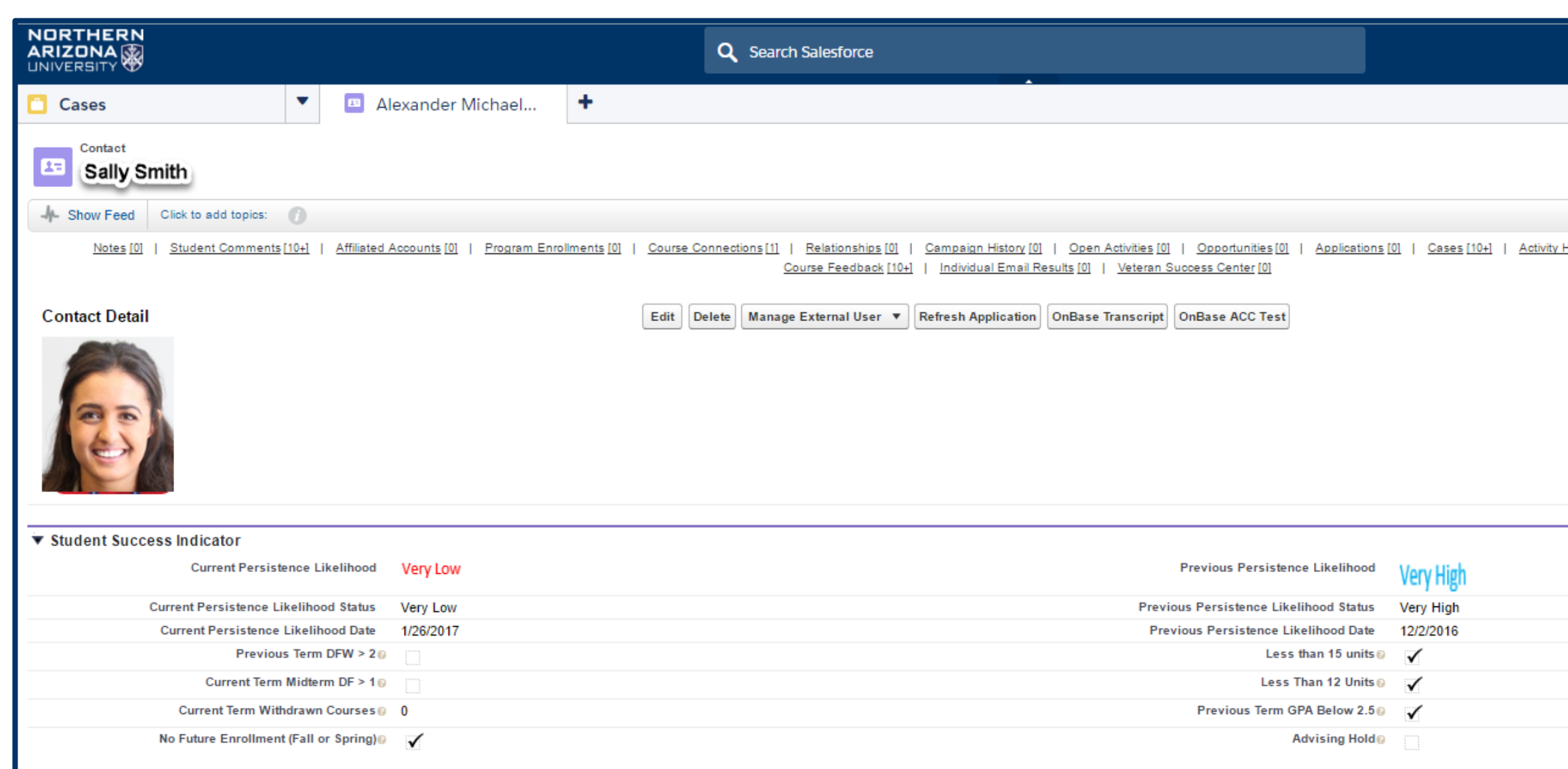
Impact:

o Student support staff are empowered with readily-available information that was previously dispersed across multiple systems

o Data informs prioritizing workloads where and when advisor case-loads are high

o Redundancies and inefficiencies have been identified leading to improved processes

Proud Moments:

o Improved efficiency of student outreach and issue resolution

o Inclusive development of a new early alert tool

o Integration of Civitas risk score into the Salesforce CRM

o Centralization of advising structure and progress toward target advising ratios

Challenges:

o Pace of change

o Technical challenge of multiple tool integrations

o Resource allocation to multiple initiatives

o Roll-out and adoption of new tools multiple constituents (faculty, staff, athletics, etc.)