

Student Success Handbook

Helping Your Institution Improve
Persistence & Graduation Rates



Contents

Why Student Support Matters.....3

One App for Every Need

Academic Advising.....5
Career Services.....6
Financial Aid.....7
Peer Mentoring & Coaching.....8
Tutoring.....9
Campus Services.....10
Student Life.....11
Counseling & Mental Health.....12
TRIO Programs.....13
Graduate Programs.....14

At EVAN360, we believe the right technology can transform the student experience and improve retention. That's why we created an app that allows students to instantly connect with the right person for support, even after hours. This handbook is designed to help you envision the ways EVAN360 can empower you to provide the best student support possible.

When students know exactly where to find support they can count on, they are better equipped to persist, achieve their goals, and move toward a successful future.

Why Student Support Matters

Colleges and universities have comprehensive services designed to enable student success. However, students are often navigating uncharted territory when it comes to accessing these services and they face barriers along the way, including:



Not knowing where to go or who to ask for help.



Repeating themselves and re-entering information through multiple channels.



Not knowing what resources are available in the first place.



Visiting multiple office locations on campus.



Scheduling appointments with faculty.



Being intimidated to visit a faculty member's office for the first time.



Waiting for an email response.



Long-standing silos and structures that only benefit a select group of students.



Needing help after hours when no one is available.

The friction in the process of finding support breeds frustration and creates barriers to academic success in the long run. At EVAN360, our goal is to help you break down the barriers. We have developed a way for students to connect with the right person to get answers quickly so they can focus on achieving academic success. EVAN360 provides the personalized, one-on-one connection students need to feel connected, supported, and empowered to succeed.

One App for Every Need

Discover how EVAN360 can be used across campus

Academic Advising

Academic advisors have an important, ongoing role in a student's life from college acceptance to graduation. Students rely on advisors to help them choose the right classes, explore degree options, develop a semesterly plan, and stay on track. That means advisors are in high demand and have a lot of requests to juggle, especially during peak registration times.

The advising experience is most beneficial for students when communication is fast, fluid, timely, and personalized. However, students don't typically have favorable experiences with advising departments. Here are common reasons why:

- Long appointment wait times
- Insufficient advisor-to-student ratio
- Delayed follow-up with students due to overstuffed inboxes
- Students not knowing who to contact
- Students required to schedule in-person appointment
- Siloed and highly specialized advising departments

These all stand in the way of accessing the right support at the right time. First-generation students are navigating the college system with no prior context and should be able to select courses and ask questions without being rushed. Transfer students are on tight deadlines to make sure credits transfer and often need support at a moment's notice. Students need guidance as they explore majors, register for classes, and plan for the semester. They should be able to rely on advisors who provide dependable, consistent, and timely help without barriers.

How EVAN360 Can Help

With EVAN360, students can connect with the correct academic advisor in minutes to:

- Ask questions, compare classes, and learn about course options
- Make a semesterly plan
- Make sure transfer credits are accepted and applied
- Get advice about different majors
- Add/drop a class and find one that's a better fit
- Find the best-fit path to help them reach their goals
- Make sure they're on track to graduate on time

After spending most of 2020 in a remote learning environment, colleges have discovered remote advising works and in-person appointments aren't necessary. An online chat, video call, or phone call can be just as effective. It's the advisor's expertise and commitment to serving students that makes the real difference.

Career Services

Today, most entry-level jobs require a postsecondary degree and previous relevant work experience. The labor market is a competitive environment where even the most hardworking low-income or first-generation students are at a disadvantage before the job search even begins.

Higher-income students who can afford not to work have more time and resources to pursue internships, study abroad programs, and grad school. They're also at an advantage when it comes to attending the school of their choice and finding jobs related to their field of study. While higher-income students typically work to gain experience, build a resume, or pursue a passion, lower-income students are more likely to work to meet basic needs first.

The job search is a complex, unpredictable process in which students need guidance from those who have been there before. Many first-generation students don't have family or friends they can shadow at work or talk to about careers. They need opportunities to explore career options and make connections in their field of interest, and they need faculty support along the way.

How EVAN360 Can Help

As students navigate next steps after graduation, they'll have a lot of questions. With EVAN360, students can connect with a career advisor to:

- Talk through career options and fields of interest
- Get resume writing help
- Get interview advice and conduct practice interviews
- Connect with a mentor or professional
- Get advice about job openings and applications
- Learn about networking opportunities

Students will be more confident in their pursuits when faculty and administrators are engaging, supportive, and eager to help. When students know exactly where to find career support, they are empowered to do what it takes to get where they want to be.

Financial Aid

College is expensive. It's not just tuition that holds many people back. On top of thousands of dollars in tuition, students have to pay for textbooks, housing, daily living expenses, tech devices, and even more if they have kids or family to care for. The true cost of attending college is always higher than expected.

The College Board reports that over the past 30 years, average annual college tuition and fees increased from \$1,810 to \$3,770 at public two-year institutions, from \$3,800 to \$10,560 at public four-year institutions, and from \$18,560 to \$37,650 at non-profit private institutions.

Colleges and universities review thousands of financial aid applications every year. Students have many questions, each specific to their unique circumstances and financial situations, and they need to know exactly where to go for answers. Information packets and website FAQ can address high-level needs, but the more specific the question, the more personalized the response ought to be. This is where it gets tricky. There are far more students than financial aid faculty and balancing incoming student requests can be overwhelming. Students need a reliable, efficient way to get the support they need throughout the application process and beyond. Staff members need a way to deliver that support without delays and overstuffed inboxes.

How EVAN360 Can Help

Part of what students are paying for by going to college are student services and resources, which includes access to financial aid experts. With EVAN360, students can access these experts quickly and in one central location to:

- Ask questions about financial aid and eligibility requirements
- Receive guidance throughout the application process
- Talk through financial aid options, loans, and scholarship/grant opportunities
- Ask questions about work-study programs
- Learn about additional options for making college more affordable
- Find support from faculty and staff members who are on their side

Peer Mentoring & Coaching

Having a trusted, reliable mentor can be transformational. College can be an intimidating place for first-year students who are figuring out how to navigate the system, find classrooms and offices, get connected with other students, learn university jargon, register for the right classes, and more. A more experienced student who has been there before is a valuable resource.

First-year, first-generation, minority, and international students are likely to feel more comfortable approaching a peer for advice or information instead of a faculty member. While students need the support of faculty and staff to thrive, the thought of scheduling an appointment or walking into the office of someone with director, dean, or head in their title can be scary. Peer mentors can be a bridge between students and the university, reassuring and helping students as they seek out resources and faculty members for the first time.

A peer mentoring program provides more opportunities for students to find guidance, information, and support from the right people. Students far outnumber faculty, staff, and professors and can help lighten the load for advisors and counselors who have an endless line of people outside their office. However, getting connected with the right peer mentor isn't easy on a big campus. Students need a way to connect with a mentor who can provide support and encouragement specific to their needs.

How EVAN360 Can Help

Experienced students are a wealth of knowledge when it comes to classes, majors, academic struggles, life circumstances, job interviews, balancing work and school, and more. With EVAN360, students can connect to a peer mentor in minutes to:

- Get advice about classes, majors, and academics
- Connect with a fellow, more experienced first-gen, minority, international, etc. student
- Get advice about job interviews and internships
- Talk through challenging life circumstances
- Understand how to navigate the campus, the university system, and student resources
- Get connected to campus organizations and clubs

Tutoring

Almost every student needs help with coursework at some point in their college career. Unfortunately, not everyone has proper access to tutoring, especially those balancing school with work or family obligations.

According to the Georgetown Center on Education and the Workforce, about 6 million students are low-income, working learners. On average, 47% of students working 15+ hours per week have an average grade of C or lower. Low-income, working students are more likely to work full time, struggle to maintain grades, and be at a disadvantage when it comes to accessing on-campus tutoring centers that are only open from 8am-5pm. Some students aren't able to study until they get off work at 10pm or the kids are in bed, and by that time, tutoring centers are closed, TA's are off for the night, and professors are done checking email for the day. At that point students are pretty much on their own. The longer this pattern continues, students grow discouraged, fall behind, and are more likely to drop out.

Colleges and universities have a responsibility to ensure students have equitable access to resources, which includes tutoring and academic support. However, students don't always know where to go to find a tutor. They might have a general idea that a campus tutoring center exists, but it's unclear how to access it. It may not even be open when they need it. Instead, students should know exactly where they can find the help they need, and it's the institution's responsibility to make that happen. Every student will have the opportunity to thrive if they can all gain access to the same resources as quickly and easily as possible.

How EVAN360 Can Help

With the right academic support at the right time, all students—no matter their circumstances—have a better opportunity to achieve their goals and complete their degree. With EVAN360, students can connect to the right tutor whenever they need help, day or night, to:

- Get coursework, writing, or test prep help
- Get help after hours or when a last-minute problem arises
- Gain access to a wide variety of subject-specific tutors

Colleges and universities can also use EVAN360 to implement a work-study peer tutoring program to employ students and provide support when professors and TA's aren't available.

Campus Services

Campus services reach far and wide. Yet with each new resource comes another siloed method of communication for students seeking help. They have to email the housing department for questions about housing, go to the library service desk for library assistance, go to the student ID office to replace a lost ID, schedule an appointment to get help fixing a laptop, etc. What they really need is one central touch point for all questions and issues. They need a way to get help right then and there.

Questions around campus services are usually simple and easily answered by the right person. Complications arise when students don't know who to contact, they don't have time to run across campus to a physical office, or their question gets lost in a sea of emails. These campus services usually operate as individual offices or departments, but if student inquiries can be routed through one system (EVAN360), institutions can simplify the student and administrator experience. Institutions can gain insight on data trends and recurring issues through EVAN360's reporting capability.

How EVAN360 Can Help

Every student interacts with campus services at some point throughout their college journey. With EVAN360, it's easy for students to find the help they need quickly and in a single place instead of traipsing all over campus. Students can raise questions and instantly connect to the right person for answers regarding:

- Housing
- Dining
- Libraries
- Recreation centers
- Campus bookstore
- Copier/printer services
- Computer lab
- Student IDs
- Workshops and events
- Post office services
- International student services
- Disability services
- Campus safety concerns

Whether it's an unexpected problem or last-minute request, EVAN360 ensures all questions are automatically routed to the right person so students never have to wonder who to contact.

Student Life

A sense of belonging is one of the most important factors in student success. Congruent with Maslow's hierarchy, students need the physical and financial support to attend college, the academic support to succeed in their classes, and the emotional support to persevere, be affirmed, and pursue their goals. It's not enough to just make sure students succeed academically. We must consider the whole student when it comes to support. It's up to faculty and staff to foster an environment where the whole student can thrive.

Belonging has a positive impact on a student's wellbeing and mental health. Those who feel like a valued member of clubs, organizations, programs, and their classroom are more likely to persevere through school, keep up with their studies, and maintain a positive outlook on the future. It's especially important for minorities, first-generation, and international students who are largely underrepresented.

In a school with hundreds or thousands of students, it can be overwhelming to know where and how to get connected. Even with organization fairs and posters on campus, sometimes students just need to talk to someone one-on-one to understand all the options and get advice if they're struggling to find their place.

How EVAN360 Can Help

Faculty, staff, and peers have a wealth of knowledge about campus organizations and programs. With EVAN360, students can connect to the right person to:

- Find the organizations, clubs, or programs that are a good fit
- Get help with applications or interviews for organizations or programs that require them
- Connect to a peer to hear their experiences with a particular organization
- Find a way to volunteer on campus or in the community
- Talk with a trusted faculty member if they're struggling to find their place
- Talk to someone about starting an organization of their own

Counseling & Mental Health

Students face a lot of pressure in college. Academic performance, finances, work, sleep, family, uncertainty about the future, social media, a sense of belonging, and preexisting mental health conditions all shape a student's well-being and outlook on life. If institutions are committed to supporting the college student as a whole person, mental health resources should be a priority. When students can get support easily at the right time, they are better set up to stay in school, complete their degree, and move toward a successful future.

However, most school counseling centers are understaffed and underfunded to handle student demand. The national recommended ratio for college and university counseling services is one full-time professional staff member for every 1,000-1,500 students (International Accreditation of Counseling Services). If a counselor works nine hours per day and sees one student every hour, that's 45 students per week. That's too much for one counselor to handle and not enough to meet student needs.

This is why many students have to wait weeks before they can even get an initial appointment with the right professional. Meanwhile, counselors are stretched thin. At some schools, counseling centers are so overloaded that they've stopped accepting new appointments altogether. Other students can't access counseling when they need it because centers aren't open after hours, they don't know what offerings are available, or the process for making an appointment is obscure. If limited access and wait times continue as the norm, students will anticipate these barriers and be less likely to reach out for help.

How EVAN360 Can Help

With EVAN360, counselors can be easily available to students to:

- Provide support and answer calls after hours or when there's free time in the day
- Connect with students looking for help right away
- Offer online, easily accessible counseling sessions
- Be a resource for students looking into counseling or other mental health support

TRIO Programs

Through TRIO Student Support Services, more than 1,000 colleges and universities are giving students opportunities to persist despite difficult circumstances. Yet with so many students to support and documentation to report, it can be challenging to make sure students aren't falling behind. Imagine if you could simplify the support process for students and faculty while gaining insight into student needs along the way.

How EVAN360 Can Help

EVAN360 is designed to help higher education institutions provide students with the resources and support they need to succeed, free up faculty to focus on what matters most, and empower future generations to achieve their goals. EVAN360 allows faculty and staff to:

- See who isn't seeking support and spend more time helping these students get what they need to succeed.
- Simplify documentation of support activity in one app. Consolidate efforts, analyze performance, and capture data as you go to meet TRIO reporting requirements.
- Help students reach goals and achieve success as they navigate the college system for the first time.

With EVAN360, first-generation and low-income students can connect to the right person in minutes for support regarding:

- Admission
- Academic advising
- Financial aid and scholarships
- Tutoring
- Careers, internships, resumes, and job interviews
- Counseling services
- Personal finances
- Mentoring
- Housing
- Getting connected on campus

Graduate Programs

When we think about supporting college students, undergraduates are usually the focus. Graduate programs are less likely to offer robust support services at the same level that undergraduates receive. There seems to be an expectation that students entering grad school already know everything there is to know about college—that they've mastered the system and can figure it all out themselves. In reality, grad school is a completely different ball game. And since they've been through college before, any questions they do have will likely be more complex and require specific, one-on-one help from faculty and staff.

Grad school requires a higher, more in-depth dedication to reading, writing, critical thinking, and research. It's a major transition, particularly for those stepping into a graduate program at a new university where they're adjusting to a new campus, new faces, a new city, and a new learning environment. Among all the pivotal transitions throughout the student journey (high school to college, college to career), grad school isn't emphasized enough.

As students step into the graduate world, they will need access to a variety of support resources along the way. With a rigorous schedule and course load, students need a way to ask questions easily and get help fast. They don't have time to wait around. Likewise, faculty and staff need a way to address student questions quickly and in a timely manner without facing an overstuffed inbox or a long line of students outside their door.

How EVAN360 Can Help

EVAN360 simplifies the support experience for graduate students and faculty. Students can connect with the right faculty member in minutes to get help with:

- Applying to graduate programs
- Advising and semesterly planning
- Research
- Tutoring and writing help
- Career guidance
- Financial aid
- Campus services
- Campus health and safety concerns

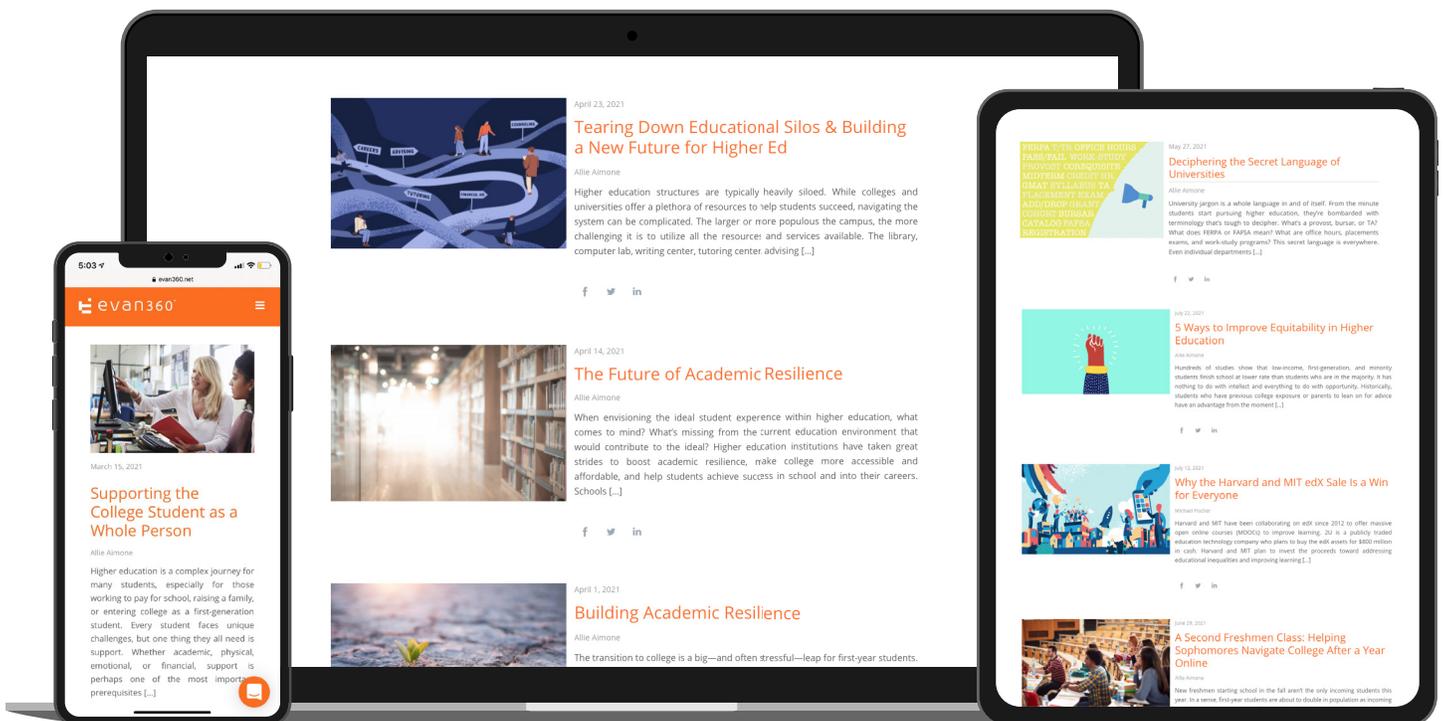
How do you envision EVAN360 working at your institution?

Schedule a demo or learn more at evan360.net.

The EVAN360 Blog

Gain unique insight on how to improve equity and persistence, tear down educational silos, and better support students throughout their college journey.

evan360.net/blog



Gain Insight into Student Needs with EVAN360



EVAN360 provides real-time analytics and automated reporting across all student support services. With our full analytics suite, you can identify ways to improve retention and the student and faculty experience.



Simplify the faculty experience and optimize availability to match student needs.



View trends to identify when and where additional upfront guidance is needed.



Proactively identify student support issues as they happen.



Automate grant reporting to eliminate extra time spent entering data.

[Learn more at evan360.net.](https://www.evan360.net)



evan360.net



info@evan360.com



@EVAN360



@EVAN360_LLC

