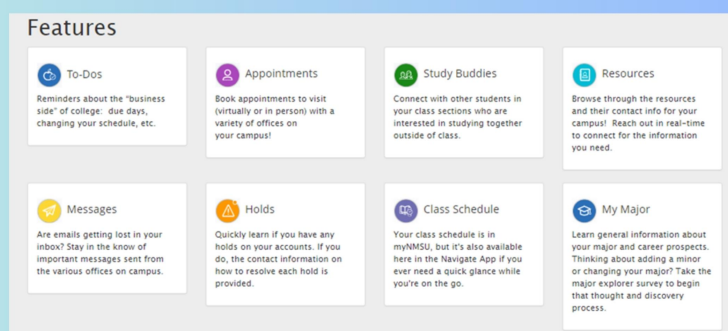


Milestone Guidance (The Navigate Student App)

Milestone Guidance, also known as the Navigate Student App, plays a crucial role in engaging students with the various aspects of the Navigate network of care. Milestone Analytics gives EAB leadership/campus departments the ability to access student utilization and behavioral data from interactions with Navigate Student. Such information will allow NMSU to make data-driven decisions about student outreach, use of resources, and respond quickly to student needs.

1 Introduction

Milestone Guidance has 9 key features that streamline and improve the student experience. One of the primary goals of Milestone Guidance is to provide students with an easily accessible platform that brings critical institutional information right to their fingertips. It also serves as a key element in connecting students to various campus partners such as academic advising, financial aid, campus tutoring, and many others.



2 Objective

The purpose of this assessment is to gain a better understanding of which highlighted key features increase download rates of Milestone Guidance. As well as provide insight into when a student is most likely to download the App (Aggie Welcome and Orientation vs Fall/Spring academic semester).

3 Methodology

Changes to the Navigate presentation during Aggie Welcome and Orientation as well as continuing student marketing were made during each of the review periods listed below. The Student Utilization Summary reporting feature within Navigate Administration is used to analyze download rates and interactions with key features. User/activity counts were assessed during four different time frames. This assessment is ongoing through Summer 2023.

4 Results

Ongoing results based on various changes to both the AWO presentation and continuing student marketing show a greater focus on To-Dos, Study Buddies, and Program Explorer/My Major is trending toward increased download rates for incoming students participating in Aggie Welcome and Orientation. Results also support the current understanding that AWO is the time in which students are most likely to download the app and "buy in" to the idea of the platform.

Time Frame	Presentation Focus	New Users	To-Dos	Study Buddies	Program Explorer
April 22-August 22 (AWO Season)	General Info, Holds, Class Schedule, Appointment Scheduling	1461	375	1	766
September 22- December 22 (Included one AWO program)	General Info, Holds, Class Schedule, Appointment Scheduling	543	241	0	535
January 23-Early April 2023 (Included two AWO programs)	General Info, Holds, To-Dos, Appointment Scheduling	489	482	0	315
Mid-April 23-June 18th *ongoing through August 23	General Info, To-Dos, Study Buddies, Program Explorer	1368	148	148	309

6 Next Steps

The Navigate Administrative Team will continue to monitor download rates throughout Summer 2023 and make presentation and programmatic changes based on the final results.