

CASE STUDY

ECMC

Educational Credit Management Corporation (ECMC)

WHO IS ECMC?

Established in 1994, Educational Credit Management Corporation (ECMC) is a nonprofit company that provides support for the administration of the Federal Family Education Loan Program as a student loan guaranty agency. In the guarantor role, ECMC sponsors programs to help students and families plan and pay for college. They work with schools and loan servicers to lower student loan default rates, promote financial literacy, and provide resources to support student loan borrowers to successfully repay their loans.

Currently, ECMC has VitaNavis on 46 college campuses with a total of 24,900 students

MISSION

The mission of ECMC Group is to help students recognize and realize their potential by investing in, creating and providing innovative education solutions that support schools and improve student educational outcomes.

Simply stated, their mission is to help students succeed.

PROBLEM

Brenda McCafferty is an Outreach Manager for ECMC. She and other members of the team act as a liaison between The Myers-Briggs Company Innovation Labs and the client school. Brenda has been in this role for approximately two years. The goal for the use of the VitaNavis® analytics platform is to increase retention and graduation rates among students.

IMPLEMENTATION

As part of their mission, ECMC equips a variety of schools with tools such as the SuperStong® interest assessment (based on the valid and reliable *Strong Interest Inventory*® tool) and other resources through the VitaNavis platform to assist students and counselors determine the

right career path and thus major. At this point, ECMC has guided 46 college campuses and 24,900 students in the implementation of the VitaNavis solution.

Implementation of VitaNavis on campuses associated with ECMC began during the summer of 2017. Most schools are implementing the platform, with the SuperStrong assessment at its core, as a requirement in their Freshman 101 class or Orientation. The schools that have made this a requirement are seeing the most user participation.

RESULTS

Currently, ECMC has VitaNavis on 46 college campuses with a total of 24,900 students. Retention rates for newly enrolled students are climbing: The 2016-2017 cohort showed an increase of 31.36% retention rate and the 2017-2018 cohort increased 30.21% in retention rate. The total retention rate of new students using the platform is 65.64% and the retention rate of students not using the platform is 34.41%. The average private institution is seeing an increase of 15-16% in retention rates. The most current retention rate for students using VitaNavis as opposed to students that are currently not shows an increase of 27.92%



FEEDBACK

The feedback from ECMC has been that VitaNavis is very user-friendly and requires little to no training. Schools have expressed their appreciation for instant feedback and quick onboarding. The VitaNavis platform has impacted the core metrics of ECMC as schools are seeing an increase in the number of declared majors.

The greatest mistake that schools can make when using VitaNavis is limiting it to only one group, such as incoming freshman. Brenda McCafferty stated, "VitaNavis is turnkey ready, student-friendly and there is absolutely no reason we would not encourage schools and students to use the SuperStrong assessment." Brenda also stated that

"VitaNavis is setting the benchmark for many services." Brenda concluded by stating, "Schools that recognize the complete value of the product are helping thousands of students. It cannot just be given to students without follow up. If a student takes the assessment then meets with an advisor who helps them understand their results a student almost always chooses a pathway that saves them money, time, and unnecessary floundering before charting their pathway."

Tom Bailey is another outreach manager for ECMC and when asked, "What is your first response when asked about VitaNavis?" Tom stated, "Quality solution that's easy to read and interpret with superior customer support." Tom was also asked, "Where have you seen schools be most successful using the solution and the biggest setback for schools that have not used it successfully?" Tom's response was, "Community College of Denver is using [the platform] in orientation sessions and they see that 80% of undecideds are able to successfully choose a program of study. To date, I have not had any schools report any setbacks."

Bridget Ellis, an outreach manager for ECMC, was also asked the questions listed above. When asked about her initial response when asked about the platform she reiterated the statements of both of her colleagues stating, "Great product. Great customer service to schools." When Bridget was asked about schools that have experienced success and setbacks her response was, "Proactive advising to assist students in program selection.

Only those schools that utilized the service as a "career" tool for graduate students were less successful. Some evolved and decided to begin using in first-year experience courses and saw a marked improvement."

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Tom Bailey

Outreach Manager, ECMC

COMPANY OVERVIEW

The Myers-Briggs Company empowers people and organizations around the world to improve teamwork and collaboration, identify and develop leadership, foster diversity, and solve complex personal development challenges. As a Certified B Corporation®, we're a force for good. Our powerfully practical solutions are grounded in a deep understanding of the trends that affect people and organizations today, and we're ready to help you succeed. For more than 60 years, The Myers-Briggs Company has provided renowned brands that include The Myers-Briggs Type Indicator® (MBTI®), Strong Interest Inventory®, Thomas Kilmann Conflict Mode Instrument (TKI®), FIRO®, CPI 260®, and California Psychological Inventory™ (CPI™) instruments—and now, the VitaNavis® platform.



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