

CASE STUDY



Hampton University

Hampton, Virginia

CLIENT INTRODUCTION

Hampton University, located in Hampton, Virginia on approximately 314 acres, is nestled along the banks of the Virginia Peninsula, near the mouth of the Chesapeake Bay. In addition to being one of the top historically black universities in the world, Hampton University is a tightly-knit community of learners and educators, representing 49 states and 35 territories and nations. As of Fall 2018, Hampton University had a student population of 4,321 with 922 being first-time entering freshmen. The student population is comprised of 33.4% males and 66.5% females. The racial demographics are 93.4% Black, 1.4% Hispanic/Latino, and 3% White.

Hampton University showed a retention rate of 78% for full-time students and 27% for part-time students for students that began their studies in Fall 2016 and returned in Fall 2017. Denise W. James, M.A., Director of Student Success Center, shares what they are doing to drive success for students. To get in touch for additional information, feel free to contact her at denise.james@hamptonu.edu or at (757) 727 - 5913.

MISSION

Hampton University is a comprehensive institution of higher education, dedicated to the promotion of learning, building of character and preparation of promising students for positions of leadership and service. Its curriculum emphasis is scientific and professional with a strong liberal arts undergirding. In carrying out its mission, the University requires that everything that it does be of the highest quality.

A historically black institution, Hampton University is committed to multiculturalism. The University serves students from diverse national, cultural and economic backgrounds. Placing its students at the center of its planning, the University provides a holistic educational environment. Learning is facilitated by a range of educational offerings, a rigorous curriculum, excellent teaching, professional experiences, multiple leadership opportunities, and an emphasis on the development of character which values integrity, respect, decency, dignity, and responsibility.

Research and public service are integral parts of Hampton's mission. In order to enhance scholarship and discovery, the faculty is engaged in writing, research, and grantsmanship. Faculty, staff, and students provide leadership and service

to the University as well as the global community.

GOAL

Hampton University's primary goal is to increase the retention and graduation rates of its students. It is preferred that students graduate within 4-6 years. Understandably, students entering the institution as Undecided/Undeclared majors or those changing their major will likely prolong graduation.

IMPLEMENTATION

Hampton University began implementation in the summer of 2017. Presently, 759 students and some staff have utilized the VitaNavis platform. Denise James credits the user-friendly attribute of the platform to the success of student participation and stated that her students were, "satisfied on the spot with their results and were eager to continue with the planning process." The school has added the VitaNavis platform into the curriculum of their University 101 class that all first-time freshmen are encouraged to complete. The addition of a link to the VitaNavis platform on the HU Student Portal and sending a mass reminder email to students greatly contributed to the ease of student completion.

The campus Career Center also uses the platform to assist current students and

alumni in constructing a career plan. Denise stated, “The VitaNavis platform is a useful tool for both advisors and students. The platform has provided students with the knowledge they needed to make the best decision based on their interests.”

RESULTS

After the first year of implementation of the VitaNavis platform, Hampton University saw an increase of 8.7% in the retention of first-time students. Also, compared to non-users, students going through the system showed a 9.8% higher retention rate. The program has been widely accepted by both students and faculty and the University is excited about continuing the program and continuing to assist students in discovering careers through investigating their interests.

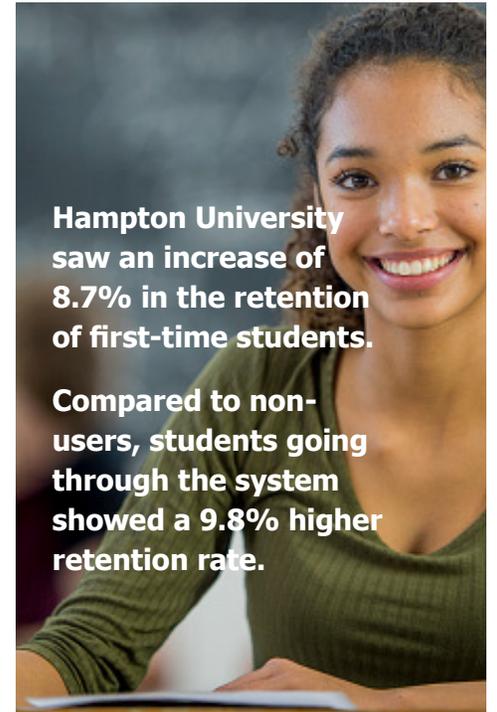
STUDENT SUCCESS STORY

In January 2018, a student visited the Student Success Center after being referred by another department. The student changed her major to Undecided because she wasn't sure what degree to pursue after being removed from her original major. Denise recommended that she complete the SuperStrong® assessment (a core component of the VitaNavis platform) to help her discover a career path. The student completed the assessment in less than 15 minutes and was surprised to find that (based on her responses) her top theme code was

Investigative. Immediately, she shared that she always had an interest in the criminal justice field. The Criminal Justice Department was contacted and the advisor agreed to see the student that afternoon. The student visited the Criminal Justice advisor and returned to the Student Success Center to share the information that she received to include the curriculum and possible career paths. The student was excited and decided to explore the other two occupational themes: Realistic and Social before she made a final decision.

The student was asked to provide reflections. She said “This [tool] helped me a lot. I went into the [assessment] with an open mind and heart to explore other options, and I was really surprised and impressed with the results it gave me. The Student Success Center team were very helpful and understanding with my situation. It helped me out a lot and I'm excited to start researching the topics that the results gave me!”

As of May 2019, the student is still matriculating “in good standing” at Hampton University as a Journalism major. The SuperStrong assessment through VitaNavis was instrumental in retaining this student at Hampton University.



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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.

*Data sources gathered from IPEDS and HU Data Warehouse.



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