

## CASE STUDY



## Lane College Jackson, Tennessee

### CLIENT INTRODUCTION

Lane College, located in Jackson, Tennessee on approximately 55 acres, is a small, private, co-educational, church-related institution that provides a liberal arts curriculum leading to baccalaureate degrees in the Arts and Sciences. Student population averages about 1,500 with 53.5% of students being males and 46.5% being females. The racial demographics are 93% black or African-American, 5.1% race or ethnicity unknown, and 1.3% two or more races.

Lane College showed a retention rate of 50% for full-time students and 33% for part-time students from Fall 2016 to Fall 2017 of first-time students seeking a bachelor's degree.

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### MISSION

With strong ties to the Christian Methodist Episcopal Church, the College's Mission is to develop the "whole student." Academic excellence is the institution's top priority, and it is achieved through a student-centered and nurturing approach to learning supported by excellent teaching, teaching-related research, and service. The College believes that one's intellectual capability coupled with social and spiritual growth is essential to the development of a well-rounded individual. In keeping with this Mission, the College offers creative and enriching academic programs to prepare students for their chosen careers; and encourages active student engagement to cultivate life-long learning.

### GOAL

Lane College has set a goal of increasing both retention and graduation rates. In an effort to reach these goals students have been introduced to the VitaNavis® analytics platform. Mrs. Sherrill Scott, Vice President to Administration is adamant in her efforts to increase retention and graduation rates. She feels that assisting students in finding the right course of study is crucial for reaching her goal.

### IMPLEMENTATION

Lane College has been implementing the use of the VitaNavis platform for the last two academic years. First-year students are all placed into a Freshman Orientation course where they begin with an interest assessment, called the SuperStrong® (a more robust and rapid version of the Strong Interest Inventory® tool), which is required as one of the first assignments. Some faculty members and any undecided majors have also participated. Mrs. Scott pointed out that the use of the VitaNavis platform has greatly increased student traffic to the Career Center. She stated, "Before VitaNavis, students were typically waiting until their junior year to visit the Career Center, but now we are seeing a lot more freshmen and sophomores." Lane College is further using the data of the VitaNavis platform as they pair student internships and community service projects with the results of the student's SuperStrong results. Several of the scholarships require community service and students gain more from the experience when the project is geared towards their interests.

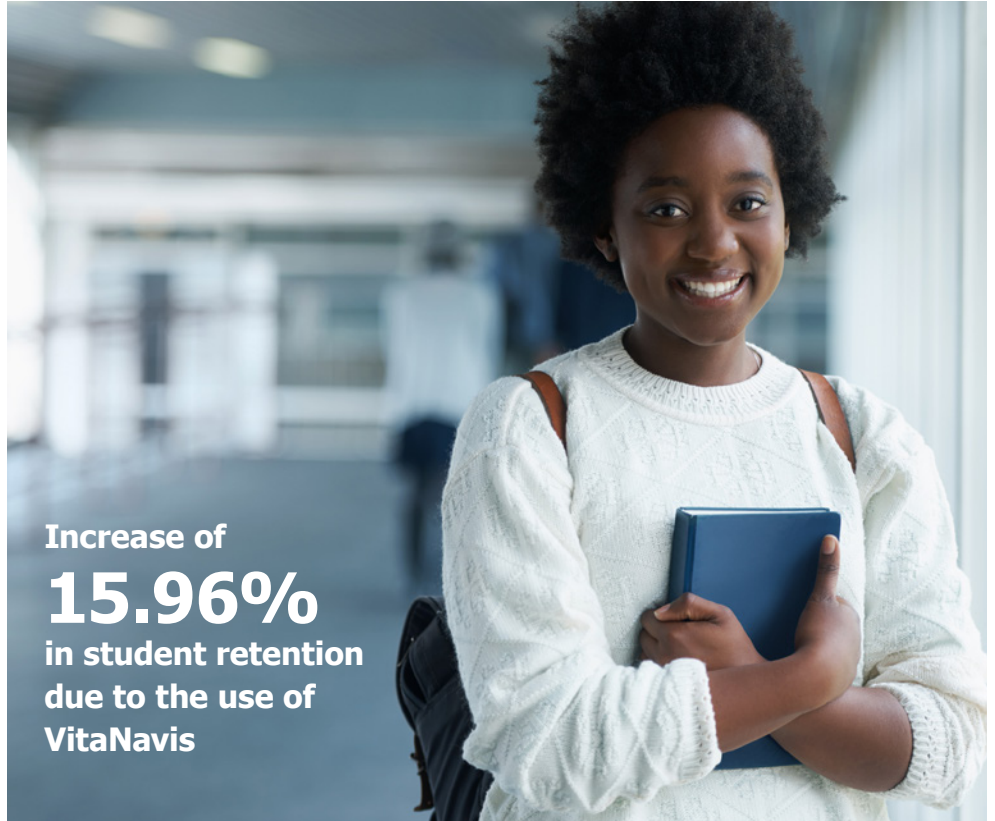
## RESULTS

The program has been widely accepted by both students and faculty members. Lane College has experienced the positive outcomes of increased retention rates, increased student usage of the Career Center, increased positivity in relation to community service projects and volunteer work. Lane College has also experienced a decrease in the number of students transferring. During the 2017-2018 academic year, students not going through the VitaNavis platform held a 68.33% retention rate at Lane College; however, students that did go through it showed a retention rate of 82.29%.

## FEEDBACK

With an increase of 15.96% in student retention due to the use of VitaNavis, Lane College is excited to expand their usage to more students than just incoming freshmen. Mrs. Sherrill Scott stated, "VitaNavis is a great tool for all, but we are seeing a great deal of success with our undecided students. [It] really helps the students pinpoint their interests which helps in selecting a field of study, but also in choosing electives."

Mrs. Scott also credited the "time-friendly and instant feedback" of the platform as the majority of the ease of getting students to complete the assessment.



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## COMPANY OVERVIEW

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