

## FranU keeps students on track with data-informed advising

Baton Rouge, Louisiana | 4-year | Private | 1,300 students

### The challenge



#### The right interventions at the right time.

With the goal of improving retention and completion rates, the Franciscan Missionaries of Our Lady University (FranU) created the Office of Advising to identify at-risk factors and support student needs, but the advisors were limited in the technology and processes needed to perform timely, effective interventions.

### The solution



#### Centralizing and streamlining student advising.

CRM Advise  
Ellucian Colleague  
Ellucian Cloud

### The result



#### A holistic solution to support the whole student.

By implementing CRM Advise, FranU established an interconnected support system, identifying student needs through an early-alert system, clearing communication lines between faculty and staff, and enabling advisors to offer high-impact guidance exactly when it's needed.

## Impact



**10%**

increase in first-year retention rate



**17%**

increase in graduation rate for largest degree program



**90%**

overall retention rate in spring 2022



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