

Leveraging Cohorts and Communications in Hostos Navigate

Welcome to our workshop designed to help you maximize your use of Hostos Navigate by using cohorts and communications. We'll explore how to target the right students, create impactful outreach, and track results.

Hostos Navigate Student Success Team





Understanding Cohorts in Hostos Navigate

1 What are Cohorts?

Groups of students sharing common characteristics or criteria. They help you segment your student population for targeted interventions.

2 Key Benefits

Cohorts enable personalized outreach, streamlined workflows, and data-driven decision making. They can increase student engagement dramatically.

3 Available Types

Hostos Navigate offers static, dynamic, and calculated cohorts. Each serves different purposes in student success initiatives.



Hostos Navigate Communication Tools

Email Campaigns

Create targeted messages with personalization tokens. Schedule for optimal delivery times.

Text Messaging

Reach students on their preferred devices. Ideal for time-sensitive communications.

Progress Reporting

Request updates from faculty. Share feedback directly with students and support teams.

Appointment Scheduling

Allow cohort members to book meetings. Automate reminders to reduce no-shows.

Generating Cohort Lists for Targeted Outreach

1

Create Your Cohort

Start in **Advanced Search**. Choose the appropriate student group for your initiative. Paste EMPL Ids in the **Keywords Search** or select **preferred filters** based on demographics, academic performance, or engagement. Set conditions for inclusion. Select **Search**

2

View Search Results

Review your list size and composition. Make adjustments to reach ideal audience.

Save and **Name** the List/Cohort of Students

3

Create a Student List

Select All Students

From Actions select **Add to Student List**

Create New List, Name, and **Save** (This is Your Cohort)

4

Export or Activate

Export: Go to Lists and Saved Items. Select a Student List. From Actions select Export. Select columns to show/hide. Select Export. File will Download as CSV. File will save to Download Center.

Activate: Send communication to students. Use email or text messages or use a combination of both





Student Enrollments Report

Select Reporting from Navigate Menu

Select Standard Report Tab Option

Search **Students Enrollment Report**

Choose **Logic**

Add **Field**, Student List **contains** 'List Name'

Add **Field**, 'Enrollment Course' **'is not empty'**

Select **Run Report**

Export Results



Take-Aways from Leveraging Cohorts & Communications in Hostos Navigate



Creating & Managing Cohorts

Build dynamic or static student groups based on specific criteria like academic performance, enrollment status, or demographics to target your outreach effectively.



Advanced Communication Features

Use Hostos Navigate's email, text messaging, and appointment features to connect students with customized supports



Data-Driven Intervention

Analyze engagement, track student responses, and measure student outcomes to continuously refine your outreach strategies and improve student success.

Strategic communications combined with cohort-based approaches create a powerful system for engaging students, delivering timely interventions, and supporting their persistence through graduation.



Questions & Re-Dos

Hostos Navigate Student Success Team

navigate@hostos.cuny.edu

Ms. Sarah Brennan, Program Owner & App Admin, Chair Navigate Task Force & Training Team

Mr. Carlos Rivera, App Admin,
Co-Chair Navigate Task Force & Training Team