



Key Metrics



214

Students Supported Across
Six Nursing Cohorts



80.5%

Engagement Rate



100%

Student Opt-in During
Onboarding



2,600+

Student-Navigator Messages
(Over 18 Months)



87.5%

Of Survey Respondents Rated
the Program 5 out of 5



CHALLENGE



WVJC serves many nontraditional nursing students who balance school, work, and caregiving while learning in hybrid or online environments. Limited in-person support contributes to heightened stress, burnout, and difficulty staying on track. WVJC needed consistent, human-centered outreach to strengthen student engagement, well-being, and retention.

SOLUTION



WVJC partnered with Moodr Health to introduce Life Coach Navigators who provide personalized outreach from enrollment through graduation. Students receive bi-weekly check-ins that allow them to discuss life challenges and academic needs, with timely referrals when additional support is required. The program grew from one pilot cohort to six, with all students choosing to participate.



Proactive
Outreach



Personalized
Support



Timely
Referrals

RESULTS



1

High Student Engagement

Across six cohorts, 214 students participated, resulting in an 80.5% engagement rate and 2,600+ personalized messages exchanged.

2

Strong Student Satisfaction

All surveyed students rated the program 4 or 5 out of 5 on the Likert scale, with 87.5% giving a perfect score and citing strong support from their navigators.

3

Improved Well-Being & Retention

Over 90% reported improved stress management, and no surveyed students were considering leaving the program.

Case Study: West Virginia Junior College & Moodr Health

The Challenge

West Virginia Junior College (WVJC) offers flexible nursing programs designed to meet students where they are, with on-campus, online, and hybrid options across Morgantown, Martinsburg, and Charleston. These programs expand access to higher education and clinical experience across West Virginia's rural regions.

Many nursing students are nontraditional learners who have returned to school after several years away from academia and are balancing coursework with jobs and caregiving. The average WVJC nursing student is 28 years old and often manages multiple responsibilities while enrolled in a full-time program. For many, nursing school is one of several major commitments competing for time and attention. Without steady, personalized support, students can experience heightened stress, burnout, and difficulty keeping pace with assignments and exams. Students may struggle to stay motivated and confident when facing the dual demands of academic expectations and the responsibilities of day to day life. A study of 1,187 students delineates that nontraditional students experience notably higher levels of stress, anxiety, and depression compared with traditional college students (Trenz, Ecklund-Flores, & Rapoza, 2015).

Furthermore, the majority of WVJC nursing cohorts are delivered course curriculum in hybrid or fully virtual formats, limiting opportunities for in-person support and peer interaction. Students in rural areas may face limited access to resources and social connection. As a result, many students are left without the sense of community that often sustains students through challenging programs. WVJC recognized that students needed consistent, human-centered support to help manage their academic, professional, and personal lives.

To acknowledge these barriers, WVJC sought proactive support that could strengthen student satisfaction, engagement, and retention by providing personalized and ongoing outreach with

each student. The goal was to ensure every student, in-person or online, felt seen and supported throughout their academic journey.

The Solution

In partnership with Moodr Health, WVJC introduced Life Coach Navigators, licensed professionals in nursing and social work who provide tailored guidance to students from enrollment through graduation. To onboard students, the program was first presented during new student orientations, where students learned about the support available to them and were invited to opt in. Across five nursing cohorts, participation was unanimous, with 100% of students choosing to engage with a Life Coach Navigator.

Once enrolled, students begin receiving personalized outreach designed to initiate connection and support both academic and personal well-being. Life Coach Navigators communicate with students through biweekly text messages and student satisfaction surveys, all sent manually to ensure that interactions feel intimate rather than automated. Each message is tailored to the individual student's needs, enabling open dialogue surrounding stress, personal challenges, time management, and overall quality of life.

When a student indicates a need for additional help, the Life Coach Navigator coordinates timely follow-up and connects them to appropriate referrals. This may include connecting students with mental health services, academic support, or community resources. The Life Coach Navigator continues to monitor progress and maintain communication, ensuring that students never feel alone.

What began as a pilot in one cohort has now expanded to six active cohorts, with 214 students actively utilizing the program. Through Moodr Health's partnership and WVJC's commitment to student health and wellness, the program has become an integral part of the nursing student experience, providing a proactive support system that extends beyond academics.

Testimonials from Students

"It's nice just having someone to talk to that's not someone I know or family. My Life Coach Navigator helps me stay on track and keeps me motivated."

"Ten out of ten, the best thing to help with nursing school. Knowing you have someone who is always there to help you and not judge you makes all the difference."

"My LCN has helped me deal with health scares, family loss, and the ups and downs of the nursing program. It's great to talk to someone who understands and listens."

The Results

Since implementation, the impact of the program has been both measurable and deeply personal. Across all six nursing cohorts, 214 students have actively engaged with their Life Coach Navigators, resulting in a significant engagement rate of 80.5%. This engagement rate delineates how these touchpoints are not superficial exchanges, but instead meaningful interactions that reflect genuine connection. Students and Life Coach Navigators have shared 2,600+ text messages over their 18-month program duration, demonstrating that students feel comfortable reaching out, asking for help, and maintaining an ongoing dialogue about their well-being.

Moodr Health Life Coach Navigators have collected survey data that reinforces this. Every student who responded rated their overall experience of the program with a score of 4 or 5 out of 5 on the Likert scale, with 87.5% of respondents scoring their experience a 5 out of 5. While the statistics stand impressive, the sentiment behind them is even more powerful. Over 50% of survey respondents added additional comments, largely focusing on their close relationships with their Life Coach Navigators. Students repeatedly described their navigator as someone who listens without judgement, checks in at the right times, and helps them stay grounded when school and life feel overwhelming.

More than 90% of students reported that the support they received helped them effectively manage stress and remain in the nursing programs. Several students noted that they had faced

moments of significant personal hardship, yet the presence of a Life Coach Navigator helped them feel less alone. Notably, while most non-traditional nursing programs have a retention rate of 65-80%, not a single student surveyed indicated they were actively considering leaving the WVJC program, an evident reflection of how proactive, consistent support can strengthen student confidence and commitment to completing the program.

These results portray more than high satisfaction scores. They reveal a student population that feels seen, supported, and valued. WVJC and Moodr Health created an environment where nontraditional learners can access personalized health and wellness support, not only strengthening academic performance, but also fostering confidence and a sense of belonging among students.

About Moodr Health

Moodr Health is a HIPAA compliant communication and engagement platform that blends human outreach with intelligent workflows to improve care engagement, satisfaction, and outcomes. The platform is built on the backbone of a healthcare CRM and integrates seamlessly with existing systems and workflows to enable care teams to deliver scalable engagement across patient populations, turning real time insights into measurable outcomes. Moodr works with healthcare, education, and community based organizations to enhance satisfaction and reduce avoidable barriers to care. Learn more at moodrhealth.com.

About West Virginia Junior College (WVJC)

West Virginia Junior College (WVJC) is a career focused institution that offers flexible on campus, online, and hybrid nursing programs designed to support nontraditional students as they pursue high demand healthcare careers. WVJC serves a diverse student body and maintains a supportive learning environment with strong student to faculty ratios that encourage individualized guidance. Learn more at wvj.edu.