MAGNA ONLINE SEMINARS

PowerPoint Handouts

Retaining Online Students with a First Year Experience Program

Tuesday, May 10, 2011

Presented by:
Dr. Kristen Betts
David A. Ruth, Ph.D.

Dr. Kristen Betts is an Associate Clinical Professor in the Goodwin College of Professional Studies at Drexel University. She is the Director of a blended doctoral program in Education Leadership & Management and the founding Director of an online Master of Science in Higher Education program. In 2008, the MSHE Program received the Best Practices Award in Distance Learning Programming from the United States Distance Learning Association (USDLA).

David A. Ruth, Ph.D., currently serves as Dean of Students for Drexel University's University City Main and Center City Hahnemann Campuses. Dr. Ruth and the Student Life team coordinate and manage all of the co-curricular aspects of campus life. In his over 17 years at Drexel, Dr. David A. Ruth has served as Resident Director, Director of Judicial Affairs, Assistant Orientation Director, and Assistant and Associate Dean of Students.

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- July 19, 2011: **E-Student Affairs: Supporting Online Learners**

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We publish six national newsletters:
- *The Teaching Professor*
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- *Recruitment & Retention in Higher Education*
- *Distance Education Report*
- *Online Classroom*
- *Student Affairs Leader*

In addition, we produce student leadership and faculty development conferences, numerous online seminars, and online courses.

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Retaining Online Students with a First Year Experience Program

May 10, 2011
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Slide 1

Magna Publications presents:
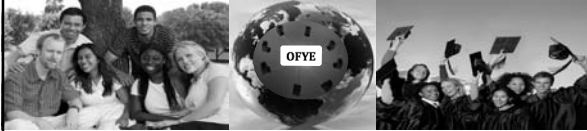
**Retaining Online Students with a
First-Year Experience**

May 10, 2011

Slide 3

- **Trends & Shifts in Education**

- **Multigenerational Students: Online & Blended Education**

- **First-Year Experience for Online Students**

- **Overview of Online First-Year Experience**

- **Optimizing Student Services & Harnessing Technology**

- **How to Get Started with an Online First-Year Experience**

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Slide 2 (Sponsored)

Sponsored by:

DISTANCE education Report

1

Slide 4

Trends & Shifts in Education

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Slide (Presenters)

Presenters

Dr. Kristen Betts
- **Associate Clinical Professor**
- **Director, EdD, Educational Leadership & Mgt**
- **Online & Blended Formats**
- **Began working w/ distance education in 1996**
- **Research – Student recruitment, engagement, retention**

Dr. David Ruth
- **Dean of Students**
- **Over 20 years in higher education**
- **Instructor, online MS in Higher Education Program**
- **Research – online student services, social networking**

ONLINE at Drexel University

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Slide 5

Today's Students

- **18-22 year-old full-time undergraduate students residing on campus represent only 16% of all higher education enrollments**

- **About 70% at least 1 characteristic = "non traditional"**
  - **part-time enrollment**
  - **caring for dependents**
  - **working full-time while enrolled**

  Note: 11% students identify as having a disability

A National Dialogue: The Secretary of Education's Commission on the Future of Higher Education, 2008
http://www2.ed.gov/about/bdscomm/list/hiedfuture/index.html

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Economic Crisis

High Unemployment = Increasing Enrollments

8.8% unemployment USA (March 2011)

- **Displaced and dislocated workers**
- **Credentialed but w/limited opportunities**
- **Concern about losing job**
- **Individuals not retiring – "rewiring" and encore careers**
- **Forced to come out of retirement**
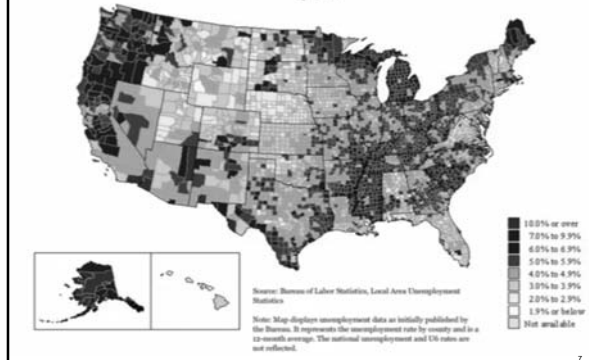- **Very different students than anytime in history**

National map USA unemployment

If student enrollments are shifting, should our practices be shifting too?

Unemployment Rates by County
January 2007
4.6%

Multigenerational Students
Online & Blended Education

Unemployment Rates by County
February 2011
9.5%

Multigenerational Students

**Traditionalists
(1925 to 1946)**

**Baby Boomers
(1947 to 1964)**

**Generation X
(1965 to 1981)**

**Gen Y / Millennials
(1982 to 1990s)**

- **Multigenerational Students**
- **Multigenerational Classrooms: on-campus, online, and blended**
- **Multigenerational Workforce**
- **Institutional mission**
- **All students - potential to succeed**
- **Support services, engagement**
- **Advising - distinct needs**
- **Diverse programming**

Student Success

Student Success:

- **In the classroom**
  (on-campus, blended, and online)

- **Outside of the classroom**
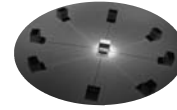 **(co-curricular)**

- **In the workplace**

Campus Commitment

Online Education

- **21% growth rate online vs. 2% overall higher education growth rate between fall 2008-09** ~ Sloan, 2010

- **2020 - students taking up to 60% of their courses online**
  ~ Chronicle of HE, 2009

Student Retention Research

Student departure to student retention – backward design

- **Tinto – Model of Student Departure** (1973, 1975, 1993)
  (academic and social integration)

- **Bean – Multiple models** (1980, 1985, 1990, 2000)
  (explanatory model; w/ Metzner nontrad student model; w/Eaton psych model)

- **Pascarella and Terenzini - summary of retention lit**. (1991)

- **Braxton, Vesper and Hossler - student persistence** (1995)

- **Kuh - Center for Postsecondary Research, NSSE, first-year experience, engagement** (over 300 publications)

- **Swail - Educational Policy Institute, model and articles**

Multigenerational Students & Drexel Difference

Online Human Touch

Online Education

"Enrollment in online programs jumped from

229,363 to 2,139,714

— an 832 percent increase —

from 2001 to 2009

according to higher education consultancy Eduventures."

(US News & World Report, Sept. 2010)

Online Human Touch & Student Engagement

Online Human Touch asserts:

- **students more likely to persist online if engaged in / outside of their courses and educational experience is personalized**

- **community development is critical to engagement - promote and support academic, professional, and social community development**
  Note: community includes support services

- **personalized communication creates a supportive, nurturing, and respectful learning environment (BBoomers, Traditionalists)**
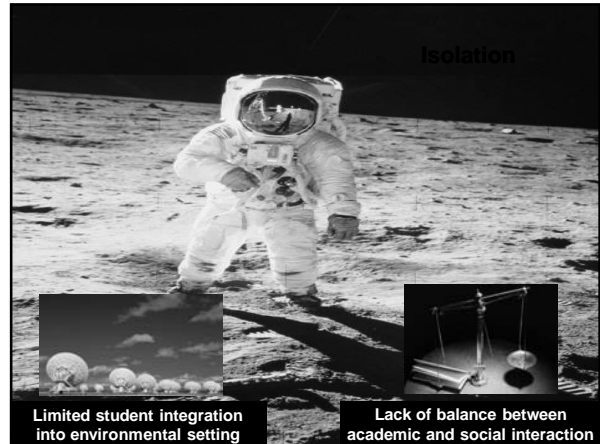
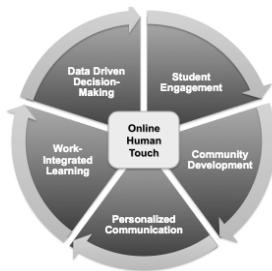## Online Human Touch & Student Engagement

The OHT concept builds upon <u>five areas</u> of research:

1. **Student Engagement**
   (Astin, 1984; Chickering & Gamson, 1987; Tinto, 1975, 1993)
1. **Community Development**
   (Johnson, 2001; Palloff & Pratt, 1999; Stanford-Bowers, 2008)
3. **Personalized Communication**
   (Faharani, 2003; Kruger, Epley, Parker & Ng, 2003; Mehrabian, 1971)
3. **Work-Integrated Learning**
   (Boud, 1991; Kolb & Fry, 1975; Milne, 2007)
3. **Data Driven Decision-Making**
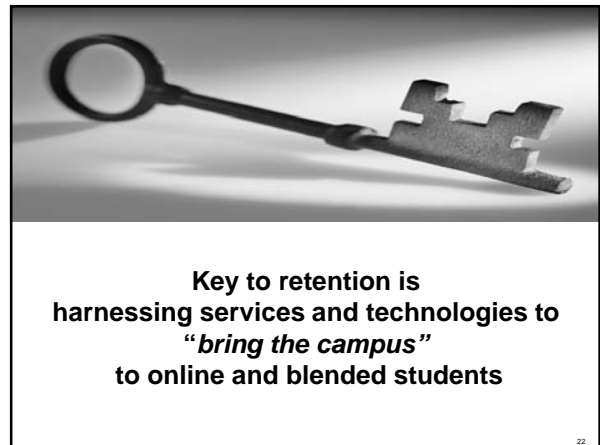   (Cranton & Legge, 1978; Scriven, 1967)

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Isolation

Limited student integration into environmental setting

Lack of balance between academic and social interaction

Online Human Touch Conceptual Framework

Online human touch (OHT), Part 1. - http://jolt.merlot.org/vol4no3/betts_0908.htm
Journal of Online Learning and Teaching, 4(3), 399-418. ISSN: 1558-9528

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**Key to retention is
harnessing services and technologies to
"*bring the campus*"
to online and blended students**

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First-Year Experience for <u>Online</u> Students

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**Online
First-Year Experience**

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Overview of
Online First-Year Experience

Early Engagement Approach

Pre-Enrollment Orientation

- First point of contact – Online Open House

- Congratulatory calls – Director & Academic Advisor

- ✓ Online orientation in Blackboard
  Welcome, links, resources, mobile video tutorials, portal

- ✓ Face Book & Linked-In

- ✓ Online First-Year Experience – Intro/reminder

One to Two to Seventeen in a College to Campus Approach

- **Spring 2007 – MS in Higher Education Program**
- **Spring 2010 – EdD in Education Leadership & Mgt**
- **20 students to 100+ students**
- **Fall 2010 – 15 Programs Goodwin College**
- **490 students invited / 206 attended (42%) – fall 2010**
- **Fall and Spring – begin Online First-Year Experience**
- **Four events – one signature event each quarter**
- **Supplemental events by programs for cohort/all students**
- **Supplemental events w/ Student Affairs for all students**

Early Engagement Approach

Online First-Year Experience

- Virtual Orientation Tea – newly enrolled students

  - Second week first quarter

  - Use new technology

  - Meet support services and key contacts (personalized intros)

  - Meet classmates and faculty

  - Poll students

Early Engagement Approach

Drexel University
Goodwin College for Professional Studies

I. Online Open House — Pre-Orientation

II. Student Orientation

III. Online First-Year Experience

IV. Quarterly Events through Graduation

V. Online Alumni Events

Virtual Tea Orientation

~ Spring 2011 ~
Online First-Year Experience

Goodwin
College of Professional Studies
Drexel University

Agenda & Speakers

- Dr. William Lynch
  "Welcome from the Dean"
  Goodwin College of
  Professional Studies

- Dr. Kristen Betts
  Overview & Polling

- Dr. Karen Nulton
  Writing Center

- Tim Siftar
  Drexel Library

- Abigail Maley
  Office of Information Resources
  & Technology (IRT)

- Monica Singh
  Goodwin Technology Support

- Melissa Englund
  Financial Aid

- Dr. Dave Ruth
  Dean of Students,
  Division of Student Life

- Jenny Dugger
  Disability Services

- Obinna Otti
  Mobile Learning Coordinator/
  RaDLab Manager

When was the last time you submitted an academic paper?

Please respond and click submit.
- ○ In the past 12 months
- ○ 1 to 2 years ago
- ○ 3 to 5 years ago
- ○ 6 to 10 years ago
- ○ More than 10 years ago

[Submit]

How comfortable are you with accessing/utilizing online scholarly resources (e.g., refereed journals, electronic resources, etc.)?
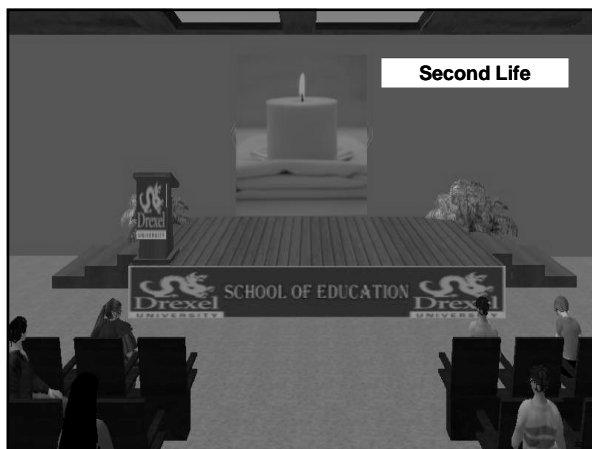
Please respond and click submit.
- ● Very comfortable
- ● Comfortable
- ● Not comfortable
- ● Not comfortable at all

[Submit]

Connecting with Alumni

You are the future of higher education!

DREAM IT. DO IT.
DREXEL
A CAMPAIGN FOR THE FUTURE

Second Life

Virtual Wine & Cheese

The **Master of Science in Higher Education Program** is hosting the first online *Alumni Event* on Tuesday, February 9th from 8:30 pm to 9:45 pm EST. We invite you to join us for a **Virtual Wine & Cheese.**

Who: **MSHE Alumni & Faculty**

What: **Virtual Wine & Cheese to Reconnect with MSHE Alumni and Panel Presentation on "Current & Emerging Trends in Higher Education: Student Affairs, Institutional Research & Enrollment Management"**

When: **Tuesday, February 9th at 8:30 pm EST**

Where: **Horizon Wimba**

How: **Directions for attending the event are on the second page of the invitation**

Virtual Wine & Cheese Overview

The **Virtual Wine & Cheese** event has two parts. The first part will last 30 minutes

Next Steps

How can we expand events beyond Goodwin College and engage students across the campus but not increase costs?

Student Life

Mission Statements

Drexel University

To serve our students and society through comprehensive integrated academic offerings enhanced by technology, cooperative education, and clinical practice in an urban setting, with global outreach embracing research, scholarly activities, and community initiatives

Student Life

Student Life fosters learning and development

Campus Engagement / Campus Activities

Creating seamless opportunities and engaging environments for all students

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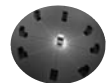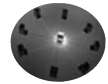
Optimizing Student Services & Harnessing Technologies

Balance Limitations with Opportunities

- **Economy / Budgets**
- **Need for Collaboration**
- **Increased Expectations**
- **22,000 + students!**

Students

How do we reach ALL of them??!

Services & Technologies

Student **Drexel University** Life

Drexel University

LIVE IT. Comprehensive, integrated academics enhanced by cooperative education, technology and research opportunities

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Bringing The Campus
EXPERIENCE
ON-LINE

Student **Drexel University** Life

David A. Ruth, Ph.D.
Dean of Students

ruthda@drexel.edu
215-895-2501

Look for Upcoming on-campus and online events

Embracing the Student Life Mission

Campus Engagement / Campus Activities

Creating seamless opportunities and engaging environments for **all students**

- **Office of Disability Services – partner in accessibility**
- **Engagement for "all" – planning, not afterthought**

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Partnering with institutional locations

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The Office of Disability Services

Access

- **Optimize what is currently in place**
- **Extend through technology**

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Exito Latino/Latino Success Event

- **Keynote Speakers**
  - Current & Emerging Trends in Latino Affairs
  - Developing Partnerships with Hispanic Organizations
  - Recruiting Latino Students to Post-Secondary Institutions
  - Importance of Involvement in Latino Community Organizations
- **Drexel Speakers – Application to Alumni**

Éxito Latino/Latino Success: Dream it - Live it with Drexel University!

Campus Engagement Opportunities

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DREXEL UNIVERSITY CONVOCATION

Drexel University's Convocation is scheduled for tomorrow, October 5, 2010. Convocation communally celebrates the beginning of the academic year. The day begins with all faculty invited to breakfast together with Provost Mark Greenberg in Behrakis Grand Hall, starting at 8:00 AM.

The Convocation ceremony is scheduled for 11:00 AM in the auditorium of the Main Building at 3141 Chestnut Street. John Fry, **Drexel University's 14th president**, will be the keynote speaker. All students, faculty, and staff are strongly urged to attend Convocation.

Convocation 2010

Online Student Singing National Anthem at Drexel Basketball Game

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THE INAUGURATION OF John A. Fry
FOURTEENTH PRESIDENT *of* DREXEL UNIVERSITY
APRIL 14-15, 2011

- EVENT WEBCASTS & SPEECHES
- PHOTO GALLERY
- SIGN GUESTBOOK
- MEDIA COVERAGE

THE PRESIDENT
- About John A. Fry
- Past Presidents

THE UNIVERSITY
- About Drexel University
- Drexel Firsts
- Drexel Rankings

Friday, April 15, 2011 - Investiture

3:30 - 5pm
Inauguration Ceremony: John A. Fry, 14th President of Drexel University
Honored Speaker: Freeman A. Hrabowski, III, President, University of Maryland, Baltimore County
Drexel Recreation Center, 33rd and Market Streets
Watch Webcast
Invocation: Reverend David Peck, Saint James Episcopal Church, Lancaster, Pa. [PDF]
Lucas Hippel, President, Undergraduate Student Government Association [PDF]
Lawrence Fried, President, College of Medicine Student Government Association [PDF]
Jonathan Soffer, President, Graduate Student Association [PDF]
John A. Fry Inaugural Address [PDF]
Benediction: Rabbi Isabel de Koninck, Director, Hillel at Drexel University [PDF]

Graduation 2010

Inaugural Events

Thursday, April 14, 2011 - Academic Symposia

8:30 - 9am	**Continental Breakfast** Bossone Research Enterprise Center, Lobby • Market Street, Between 31st and 32nd Streets
9 - 10:15am	Symposium I: *Autism: The Public Health Response* Bossone Research Enterprise Center, Mitchell Auditorium • Market Street, Between 31st and 32nd Streets Watch Webcast
10:30 - 12pm	Symposium II: *Urban Challenges, Urban Solutions: Drexel's Impact on 21st Century Priorities* Bossone Research Enterprise Center, Mitchell Auditorium • Market Street, Between 31st and 32nd Streets Watch Webcast
12 - 2pm	**Buffet Luncheon and Spotlight on Drexel University: Teaching, Learning, and Research** Displays and presentations on research, creative activities and community engagement. Daskalakis Athletic Center, Fitness Plaza • 33rd and Market Streets
2:30 - 4pm	**Keynote Address:** Judith Rodin, Ph.D., President, Rockefeller Foundation *The Opportunities and Challenges of 21st Century Urbanization* Bossone Research Enterprise Center, Mitchell Auditorium • Market Street, Between 31st and 32nd Streets Watch Webcast Judith Rodin Keynote Address [PDF]
4:15 - 5:15pm	**Inaugural Concert with Harpist** Ann Hobson Pilot, **Principal Harpist Emeritus with the Boston Symphony Joined by Rising Star Violinist** Tai Murray Main Building, Great Court • 32nd and Chestnut Streets Watch Webcast

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MS in Higher Education Program

Data MS in Higher Education Program

- 26 students/cohort to 250 - fall 2005 to fall 2011
- 22 to 65+ yrs old (mix all generations)
- Over 30 states / 5 countries
- Entry to senior level admin
- Increasing percentage transitioning to higher education
- Majority first online education program

OHT Data

Online First-Year Experience   (Very Important/Important)

- 85% feeling a part of Drexel University community
- 83% overall online experience
- 81% getting students to use student support services
- 80% student engagement
- 79% building a sense of community
- 75% student retention
- 51% OFYE should be required / 35% optional

MS in Higher Education Program

Data MS in Higher Education Program

- 78% first online education program
- 90% very satisfied/satisfied w/ MSHE Program
- 56% quality same as on-campus / 34% quality <u>higher</u>
- Three reasons for Drexel's MSHE Program (rank):
  (1) Nat'l Reputation (2) Flexibility (3) Career Advancement
- 95% recommend to others seeking career advancement
- 89% recommend to others seeking career transition
- 30% students advance or transition prior to graduation

(240 students / 50% response rate – April 2011)

Why an OFYE?

- Commitment to mission, engagement, and retention
- Optimize services, technology, resources
- Provide "engagement" opportunities – academic, professional, personal
- Engagement ≠ not dependent on delivery format
- Opportunity, build upon ➔ expand
- Integrate campus and services into courses, events
- Present / publish, share findings, successful practices
- ★ Think outside the box

OHT Data

Personalized Experience
(Very Important/Important - bringing Drexel community to online students)

- 88% faculty <u>use your name</u> in email
- 82% host <u>online events</u> throughout the year
- 82% faculty having a <u>photo</u> w/ course materials
- 81% posting <u>reminders</u> upcoming assignments/due dates
- 78% faculty <u>use your name</u> in Discussion Boards
- 74% plan to stay connected as Drexel alumni

Student **Life**
Drexel University

2011 NASPA Excellence AWARDS:

Off-Campus, Commuter, Non-traditional, Graduate, Professional and related category
(Drexel: Online, blended, accessibility/engagement co-curricular)

Gold Honoree
&
Grand Bronze Medalist
(only three in USA and internationally)

Note: 200+ nominations, worldwide
11,000 members, 1,400 campuses, 29 countries

**How to Get Started with an
Online First-Year Experience**

Bring the "Campus" to Students
Globally

Technology

Technology Checklist

☑ **What technology is being used to engage students within your institution in an online format?**

☑ **What technology is being used to engage students within your colleges/schools in an online format?**

☑ **What technology is available for student services to offer their "services" online?**

☑ **What technology is available to host online campus events? And, who has the licenses for the technology?**

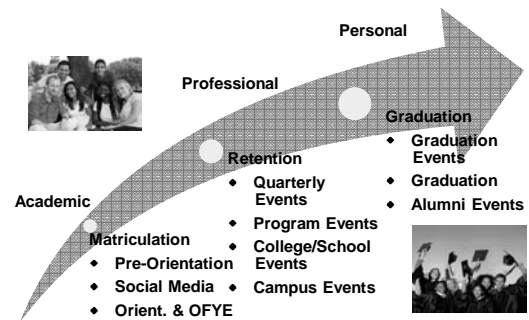☑ **Is there an opportunity to collaborate and OPTIMIZE technology?**

Institution

Institutional Checklist

☑ **What is your institution doing for online and blended students in terms of an orientation or first year experience?**

☑ **What are the colleges/schools within your institution doing for online and blended students in terms of an orientation or first year experience?**

☑ **Is there duplication of efforts?**

☑ **Is there opportunity to collaborate?**

Engagement:
Student Enrollment Lifecycle

Personal

Professional

Academic

Graduation
- Graduation Events
- Graduation
- Alumni Events

Retention
- Quarterly Events
- Program Events
- College/School Events
- Campus Events

Matriculation
- Pre-Orientation
- Social Media
- Orient. & OFYE

Student Services

Student Services Checklist

☑ **What student services are integrated into your traditional first-year experience?**

☑ **What student services are available for students on campus? And, are they available online?**

☑ **How can current services be integrated into an Online First-Year Experience from pre-orientation through the first year AND life cycle of the student?**

☑ **How can support services be viewed as an institutional advantage (student ROI - Drexel Difference) and not a safety net?**

Audience Discussion

Your Best Practices

&

Questions?

Q & A

Dr. Kristen Betts
kbetts@drexel.edu

Dr. David Ruth
ruthda@drexel.edu

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Please tell us what you think in our
evaluation form

http://www.surveymonkey.com/s/may1011