Removing Barriers: Using Online Orientation & Support Resources To Improve Access & Equity

September 15, 2021
Rufus Glasper, Ph.D.
President & CEO
League for Innovation in the Community College
Email: glasper@league.org

Meg Foster
Online Learning & Design Specialist
Innovative Educators
Email: meg@ieinfo.org

Bev Tinsley-Stanbrough
Dean of College Readiness
Oakland Community College
Email: bjstanbr@oaklandcc.edu
Introductions

Meg Foster
Innovative Educators
Online Learning & Design Specialist

Bev Tinsley-Stanbrough
Oakland Community College
Dean of College Readiness
Today’s Goals

- Examine current barriers facing students throughout the student lifecycle and explore how technology can be used to remove these barriers.
- Discuss methods for streamlining the new student orientation process.
- Compare your current onboarding process to one that uses technology to streamline the process.
- Share materials and case studies from other institutions.
- Examine the opportunity to address college readiness skills in the onboarding process and throughout the first year.
- Discuss challenges with providing support services online.
- Explain the importance of assessment and how to use data to improve services.
Challenges

- Scheduling conflicts, space issues, too many students, not enough resources, consistency, accessible for all, cost, resources, availability
- Mandatory Orientation needs to be automated

Application

- Online Orientation replaced face-to-face orientation
- Launched on April 19, 2017
- About 18,000 students each semester
- Mandatory for all first-time students (including dual-enrolled and high school guest students)
- Over 34,000+ students to date
Online Student Support Needs

• Needed to be available to families, prospective students, etc.

• Needed to be easy to administer requiring few staff to manage

• Needed to be available to large numbers of students

• Needed a product that was accessible and also easy
Who Do We Service?
Creating Equity & Access

Who is attending college?
- 1/3 of undergraduates are first-generation college students (neither parent had a bachelor’s degree) (Center for First-Generation Student Success)
- 25% of undergraduates are parents (Institute for Women’s Policy Research)
- 45% of undergraduates are non-white and 43% are low-income (American Council on Education)

What are enrollment trends?
- Traditional student enrollment dropped by 7.2% last year
- Community colleges saw an 11.3% decline in enrollment this spring semester.
- Of the 2.6 million students that started college for the first time in the fall of 2019, only 73.9% of them returned the next year.
- 69% of entering students work for pay - Almost 30% more than 40 hours a week
Concern there is a shift from the summer slump to a Covid Crash (Chronicle for Higher Education)
Students of color, grades K-12, could be 6 to 12 months behind in learning by the end of the 2020-21 academic year.
White students could end up 4 to 8 months behind.

Students need to be supported to understand that they belong - that they have a place in our institutions and that they are cared for. How do we create resources that meet students where they are? That do not create boundaries but create connections and success?

What percentage of college freshmen drop out after their first year?
Panic: Why is this happening?

Persist: What can we do about it?
Student Success Timeline: Using Technology To Guide Students

- **Readiness**: Using online student success materials to recruit & prepare potential students.
- **Onboarding**: Using technology to guide & orient students to your processes & policies.
- **First Year**: Using online student success content to supplement classroom instruction & teach critical soft skills.
- **Probation**: Using online content to help students succeed.
Challenges & Interventions
Readiness

○ Student Challenges
  ■ Am I ready for college?
  ■ Lack of Academic Preparation – Do I need to take a remedial class?
  ■ Poor Time Management Skills – How will I successfully juggle work and class?
  ■ Lack of Study Skills - How do I study for a college class?

○ Interventions
  ■ Summer Bridge
  ■ Orientation
  ■ FYE
  ■ ACCUPLACER

○ Orientation & Workshop Topics
  ■ Welcome To Campus
  ■ Testing & Assessment
  ■ Being A Successful College Student
  ■ Habits Of Mind
  ■ Difference Between High School & College
  ■ Time Management & Procrastination
  ■ Online Learning
  ■ First Generation
Welcome to OCC!

- New Student Orientation/Title IX
- English Placement
- Online Learning Readiness Course (DIST 1000)
- Student Success Workshops
Welcome to Oakland Community College
How Do I Register For Classes?
Challenges & Interventions

Panic

Onboarding

Persist
Onboarding

○ Student Challenges
  ○ College jargon – What is FAFSA?
  ○ New systems – What is an LMS?
  ○ College System - How do I login to my college email?
  ○ Registration – How do I register for the right classes?
  ○ Overwhelmed - Where do I find campus resources?

○ Interventions
  ○ Orientation
  ○ Summer Bridge
  ○ Advising
  ○ Other thoughts?

○ Workshop Topics
  ○ Financial Aid
  ○ Technical Tutorials
  ○ Title IX
  ○ Cheating & Plagiarism
Grants

Review the terms of your grant

Need-based
Onboarding

Consent

Voluntary & affirmative agreement to engage in a specific sexual activity

- The absence of no is NOT consent
- Only yes means yes
- Consent is clear
- Consent is informed & enthusiastic
- Obtain verbal consent BEFORE engaging in sexual activity & at EVERY stage of the sexual interaction
Challenges & Interventions
First Year

- **Student Challenges**
  - Lack of Academic Preparation
  - Poor Time Management Skills
  - Lack of Study Skills
  - Career Planning – How do I pick a major?
  - Academic Support – I have text anxiety. Where can I find help?

- **Interventions**
  - Orientation
  - Classroom
  - Learning Center/ Tutoring
  - FYE

- **Workshop Topics**
  - Student Support Resources
  - Grit, Resiliency, Growth Mindset
  - Reading & Writing Strategies
  - Study Strategies
  - Exam Preparation
  - Critical Thinking
  - Information Literacy
  - Succeeding in Math
  - Taking Tests
The Study Cycle

Preview before class - Skim, review, develop questions
Maximize Your College Experience

Use campus capital to grow your own capital
Challenges & Interventions
Probation & Suspension

○ Student Challenges
  ■ Students are underprepared and overwhelmed
  ■ Depression & anxiety on the rise
  ■ Lack of coping skills
○ Interventions
  ■ Orientation
  ■ Counseling
  ■ Classroom
  ■ StudentLingo
○ Workshop Topics
  ■ Handling Failure
  ■ Math Anxiety
  ■ Test Anxiety
  ■ Well-Being & Balance
  ■ Stress Management
  ■ Mental Health & Suicide
  ■ Probation
Academic & Personal Habits
Additional Tips

- Gather feedback
- Reflect on strengths & weaknesses
- Talk to professors, advisors & counselors
- Review courses & college policies
- Create plan for improvement
- Review in context of long-term goals
What Students Are Saying

“What helped the most was information regarding registration for classes and what to expect.”

“.the information helped me understand what was expected because I was lost and confused.”

“I thought everything helped me understand how to be successful when I am starting college at OCC...”

“I liked hearing about other people’s experiences.”

“This whole video was one big help, I can’t wait to see what my future holds.”
Updates

- Launched on April 19, 2017
- Stats for the past year
  - Students in platform since launch (53,455)
  - Courses started for StudentLingo and Go2Orientation (134,988)
  - Courses completed
    - Go2Orientation course completions (43,455)
    - StudentLingo course completions (52,051)
    - Online Readiness course completions (launched 2021) (3,313)
    - Guided Course Placement (launched 2021) (16,975)
- Mandatory for all first-time students (including transfer, dual enrolled and high school guest students)
- With our current state of affairs most of the community colleges in Michigan are doing some sort of online orientation but not to the extent of OCC
Next Steps

- Orientations for specific student groups i.e Veterans, Transfer, F-1, International
- Orientation Learning Outcomes and Assessment Rubric Analysis
- Ongoing committee review and evaluation
- Addressing Diversity, Equity, Inclusion, Justice & Civility across the institution's policies and practices
- Update and further develop college orientation website
- Monitor, review and implement changes based on student feedback
- Partner with Institutional Research to evaluate effectiveness and student persistence
- Close the feedback loop to VFO's
Thank You!

Beverly Tinsley-Stanbrough
Oakland Community College
Dean of College Readiness
bjstanbr@oaklandcc.edu
Site Tour Of IE Experience Site
IE Product Overview

Go2Orientation
- Online Orientation For New Students & Specific Populations

TutorLingo
- 9 Online Tutor Training Videos

Go2Knowledge
- 350+ Webinars For Faculty & Staff

Online Learning
- Online Learning Orientation & 20 Student Success Workshops

StudentLingo
- 50 Online Student Success Workshops

ParentLingo
- Online Parent Orientation & Support Resources

Onboarding
Inform & Engage

Your Vision for Student Success

Training
Instruct & Elevate

Support
Inspire & Empower
New Student Orientation Module

- Fully-Produced Custom New Student Orientation Module With Content
- Unlimited Modules
  - Developed by the institution (included at no additional cost)
  - Developed by IE (included with additional cost for content production)
- Unlimited Users
- Unlimited Sections
- Branding (3-5 Options)
- Custom Welcome Video Production
- Video Options
- Tracks & Branching
- Unlimited quizzes
- Reporting
- Ongoing ADA
- Designated Instructional Designer
- Launch in as little as 2 weeks: 2 Weeks, 30 Days, 60 Days, 90 Days
Topics Include:

• Academic & Career Exploration
• Study Strategies
• Online Learning Skills
• Test-Taking Skills
• Anxiety & Mental Health
• Personal Management & Success Skills
• Research & Writing
• Strategies For Specific Populations

*Imagine if you could have national experts talk to your students about what it takes to be a successful college student!*
Who We Are

● Higher Ed Background
  ○ 75+ years of higher ed experience
  ○ Colorado Community College experience
  ○ Guided Pathways experience
  ○ 20+ years experience with online student services

● Partnership Philosophy
  ○ Products are developed & tested with college partners and their students
  ○ The needs of administrators, faculty, and students drive our decision-making

● Our guarantee: To create customized solutions that works for our clients!
  ○ Easy for administrators to implement, maintain, and improve
  ○ Engaging, informative, and motivating for students

*Solely Focused on Student Success in Higher Education*
Questions & Next Steps

- IE Experience Site - [www.go2ie.com/orientationtrial](http://www.go2ie.com/orientationtrial)

- Contact us with any questions
  303-819-5366
  Kristen@ieinfo.org

- [Complete our evaluation.](#) Share your best intervention strategy for a chance to win a $25 gift card!