


## No Student Left Behind: Individualized Support in an Online Environment


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## Context

- Public, research university in Norfolk, VA
- Over 100 online programs (bachelor's, master's, doctoral, certificate)
- Our team's focus - only undergraduate programs
  - Primarily completion programs
- Office of Distance Learning – administrative unit, not academic
  - Simultaneously offer campus-based programs online, semester calendar

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## How did we get here?

### Enrollment Trends

- Distance programs to military since mid-1980s
- Satellite broadcasts to partner sites began in 1994
- Online deliveries integrated (videostreaming, web-based)
- Online passed satellite enrollments in 2008-09; over 75% of enrollments online by 2012-13
- Newly-launched majors all web-based
  - other programs have migrated completely or partially to web-based

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## How did we get here?

### Technology Improvements

- Move from satellite network to web conferencing (Cisco WebEx) in 2014
- Live coursework became accessible anywhere
- Result: all programs now online
  - mixture of synchronous and asynchronous courses, depending on program

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**ODUOnline**

## How did we get here?

Our goal in the transition:

ENHANCE (not just “not sacrifice”) the quality of our student support services in our new, completely online environment.

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**ODUOnline**

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**ODUOnline**

## Current Structure

Intake Team – supports prospective students

- Enrollment Coaches (“connect”)
- Enrollment Coordinators (“engage”)

Advising Team – supports matriculated students (“advise”)

- Enrollment Coordinators and Advisors are college-specific

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**ODUOnline**

## Enrollment Coaches

First response team

Functions:


- Learn about student motivations, goals, priorities
- Provide basic ODUOnline and program information
- Major exploration (FOCUS), online exploration
- Initial screenings
- CRM used: uCoach
- Prepare for transition to Enrollment Coordinators

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## Enrollment Coordinator

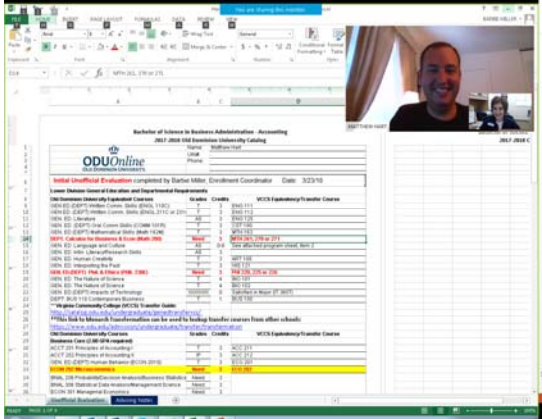
### Second Response Team


- Review information obtained by Enrollment Coach
  - Continuation of relationship that started with coach
  - Assess needs and goals; is ODUOnline the best fit?
  
- Ensuring potential students make informed decision is top priority



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## Enrollment Coordinator






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## Pre-Advising Objectives


- Time-intensive investment at the earliest stages
- Focus on preparedness
  - Long-term investment prior to attending
  - End goal – retention and graduation
- No commitment required to receive extensive pre-advising services
- Once admitted, introduce Student Success Advisor



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## From Prospective to Enrolled

- Enrollment Coordinator and Student Success Advisor College Team
  - Smooth, timely exchange and transition
  - Continuing support at next level through graduation
  
- Professional Academic Advising and Coaching Support
  - Distributed online staff interconnected with technology tools
  - Intrusive advising and coaching for student success



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## Advisors Connect

Interactive and technology-dependent

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## Advisors Engage

- Prepare for and respond to the **individual**
- Convey care and concern
- Continuation of previous assistance

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## Advisors Advise


- NACADA (National Academic Advising Association) Core Values
- **Advising as Teaching**
  - Orientation
- Coaching for Success
  - Situational
  - Intrusive
  - Interventional
  - Primary link to everything/everyone ODU
- Program-specific advising
  - Subject matter experts
    - 31 majors, 20 minors in 6 colleges – 2-3 advisors for each college
    - Approximately 250 active students per advisor

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## Advisors Teach? Yes!

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## Advisors as Teachers




- [ODUOnline Student Success Accounting Major \(EAB Users\)](#)
- [ODUOnline Student Success Ad Operations \(EAB Users\)](#)
- [ODUOnline Student Success Civil Engineering Technology Major \(EAB Users\)](#)
- [ODUOnline Student Success Communication Major \(EAB Users\)](#)
- [ODUOnline Student Success Computer Science Major \(EAB Users\)](#)
- [ODUOnline Student Success Criminal Justice Major \(EAB Users\)](#)
- [ODUOnline Student Success Cyber Policy Major \(EAB Users\)](#)
- [ODUOnline Student Success Cybersecurity Major \(EAB Users\)](#)
- [ODUOnline Student Success Dental Hygiene Major \(EAB Users\)](#)
- [ODUOnline Student Success Electrical Engineering Technology Major \(EAB Users\)](#)
- [ODUOnline Student Success Finance Major \(EAB Users\)](#)
- [ODUOnline Student Success Health Services Administration Major \(EAB Users\)](#)
- [ODUOnline Student Success Health Services Administration \(Professional\) Major \(EAB Users\)](#)
- [ODUOnline Student Success Human Services Major \(EAB Users\)](#)
- [ODUOnline Student Success IBI General Engineering Technology Major \(EAB Users\)](#)
- [ODUOnline Student Success Industrial Technology \(OTIS\) Major \(EAB Users\)](#)
- [ODUOnline Student Success Information Systems and Technology Major \(EAB Users\)](#)
- [ODUOnline Student Success Leadership Major \(EAB Users\)](#)
- [ODUOnline Student Success Management Major \(EAB Users\)](#)
- [ODUOnline Student Success Marketing Education \(OTIS\) Major \(EAB Users\)](#)
- [ODUOnline Student Success Marketing Major \(EAB Users\)](#)
- [ODUOnline Student Success Mechanical Engineering Technology Major \(EAB Users\)](#)
- [ODUOnline Student Success Medical Technology Major \(EAB Users\)](#)
- [ODUOnline Student Success Modeling and Simulation Engineering Major \(EAB Users\)](#)
- [ODUOnline Student Success Nursing Major \(EAB Users\)](#)
- [ODUOnline Student Success Professional Writing Major \(EAB Users\)](#)
- [ODUOnline Student Success Psychology Major \(EAB Users\)](#)
- [ODUOnline Student Success Public Health Major \(EAB Users\)](#)
- [ODUOnline Student Success TR Primary Elements Major \(EAB Users\)](#)
- [ODUOnline Student Success TR RNED Early Childhood Educated Major \(EAB Users\)](#)
- [ODUOnline Student Success TR RNED General Curriculum Major \(EAB Users\)](#)
- [ODUOnline Student Success Training Specialist \(OTIS\) Major \(EAB Users\)](#)





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## Advisors Advise




- Continuous Improvement
  - Supervisor and Peer Debriefing
- Document
  - Degreeworks
  - EAB






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## Continuous Improvement for Student Success for all Teams




- Meetings recorded for debrief purposes
- Training on new techniques with constructive critiques
- Constant eye on quality/efficiency of processes and communications
- Identify areas for training needs

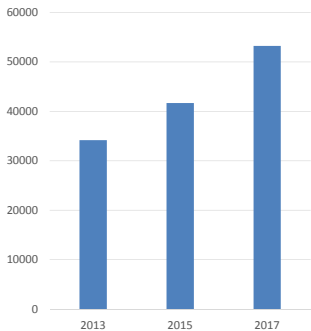


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## Continued Growth and Success



### Online Course Registrations



Year	Registrations (Approx.)
2013	34,000
2015	41,000
2017	53,000

- #10 Best Nonprofit Colleges for Online Bachelor's Degrees - [NonprofitCollegesOnline.com](http://NonprofitCollegesOnline.com), 2018**
- Military Friendly School™ - [Victory Media](http://VictoryMedia.com), 2010-2018 (Top 10 School 2018)**
- #2 Best Online Colleges in Virginia - [TheBestSchools.org](http://TheBestSchools.org), 2018**

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## Questions or Comments?

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