OSU ECAMPUS: EARLY ENGAGEMENT PROMOTES DISTANCE STUDENT SUCCESS

November 15, 2017

Oregon State University Ecampus: Department of Student Services
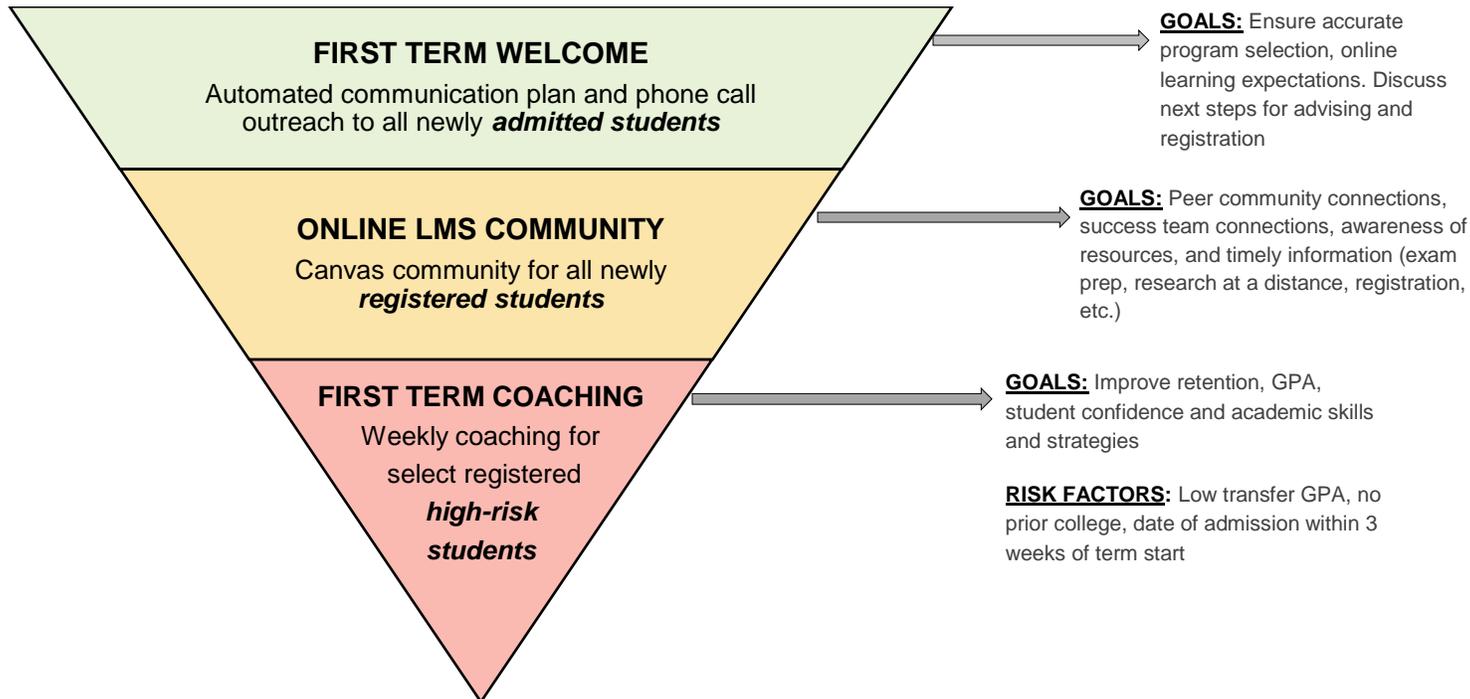
OVERVIEW

1. About the initiative

The Student Success Team is a group within OSU Ecampus consisting of student services professionals and academic counselors. The described services were created out of an identified need for more intensive transitional support for new students enrolled in online, undergraduate, degree-seeking programs. The approach is three pronged, consisting of: phone and email outreach at the point of admission, broad level community engagement and information through the Learning Management System (LMS), and more intensive one-on-one academic coaching offered to high-risk students during the first term of enrollment. This is a newly implemented set of programming, and services and assessment are ongoing. The early outcome data listed below represents the Fall 2016 to Spring 2017 cohort of online, undergraduate, degree-seeking students.

2. Project Scope

Tiered approach, starting with broad outreach to all students and becoming increasingly more personalized based on enrollment data and student risk indicators

FIRST TERM WELCOME
Automated communication plan and phone call outreach to all newly *admitted students*

GOALS: Ensure accurate program selection, online learning expectations. Discuss next steps for advising and registration

ONLINE LMS COMMUNITY
Canvas community for all newly *registered students*

GOALS: Peer community connections, success team connections, awareness of resources, and timely information (exam prep, research at a distance, registration, etc.)

FIRST TERM COACHING
Weekly coaching for select registered *high-risk students*

GOALS: Improve retention, GPA, student confidence and academic skills and strategies

RISK FACTORS: Low transfer GPA, no prior college, date of admission within 3 weeks of term start

3. Early Outcomes *(based on student survey feedback and comparisons with 5 year historical averages)*

- 95% acceptance rate for LMS learning community invitations (994 total students)
- 5% increase in term 1 to term 2 retention across cohort
- 15% Increase in awareness of online tools and resources for students
- Improved academic outcomes for high-risk students (who worked with an academic coach)
  - Increase in average 1st term GPA (0.17 GPA points over average 1st term GPA)
  - Increase in term completion rates (2% increase over average 1st term completion rates)
  - Increase in retention to term 2 (9% increase over average retention rates to term 2)

4. Contact Information

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