

Developing Personalized Support For Adult Online Learners

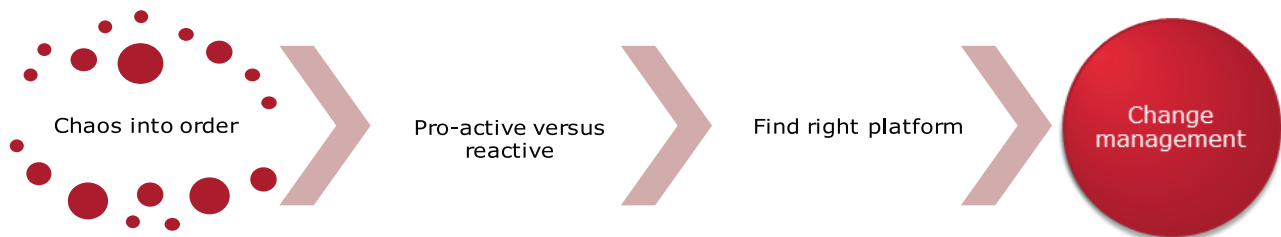
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1. Create a Structured Set of Personalized Engagement Practices



176

At WPI, our main constituents for online graduate programs are working professionals. We had experienced a good amount of growth over a period of 3 years, but we also had 176 students who took one or more courses but stopped at some point. As a result, we realized that we needed to get a better handle on who our fully online students were to better help track their progress and help them succeed and thus wanted to create a structured set of personalized engagement practices, while reducing the amount of manual tracking the team was experiencing.



2. Approach: Salesforce



Retrieve, store and prompt a task.
Allows us to automate routine tasks.
Retention has maintained and increased.

3. Successes & Lessons Learned

By process mapping we could:

- Understand pain points.
- Be prepared for resistance both internally and externally.
- Identify important to understand needs before discussing how the system will actually function, with a view towards future/an ideal state.
- Track online students progress more efficiently.

Things we discovered along the way:

- Data clean up before going into a new system is key. This process help us realize there were quality issues.
- A yearly review is also helpful to perform, in order to keep your process fresh and relevant.
- No student wants to be reduced to a number. Finding a balance between using automated touchpoints and human interaction was perhaps the most important element of all.

