Redefining enrollment success through the power of virtual community
PRESENTERS

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InScribe
Belonging in College
LEARNING AS SOCIAL PROCESS
Psychological Interventions
Stories from upper year peers about adverse experiences in college:

1. Normal
   a. Common
   b. Cause by transition / not person

2. Temporary
Cumulative First Year GPA
(Controls for gender, first-gen, SAT/ACT, high school class rank)

Achievement Gap Reduction
Raw Means: 35%
Adjusted means: 53%

Walton & Cohen, 2007 & 2011
In Class Discussion about Belonging Uncertainty

(Binning, Chen, Fotuhi et al., 2020)

- In-class facilitated discussion about common challenges
- In Biology and Physics courses
- $N \sim 1800$
Attendance in Discussion Section

- Physics Class 1
- Physics Class 2
- Biology Class 3
- Biology Class 1
- Biology Class 2
- Biology Class 3
- Biology Class 4
- Average

Intervention
Control
How We Work

Our main focus is always on the student

Scientific Rigor
User Centered Design
Agile Development
How can we engage applicants and students in meaningful, relevant conversations before and during the enrollment process?
User-Centered Design Research
INTERVIEWS
Our team connected with others throughout WGU to explore ways to design the study.

Nine Students and Potential Students
- Five prospective students currently in the Enrollment Process
- Four students in their first term at WGU

Five Members of the Enrollment Team
- Management and Supervisors
- Enrollment Counselors

Five Senior Management and Leadership
- Student Communities
- Interactive Products
- Alumni Relations
- Enrollment
CURRENT ENROLLMENT DATA

Metrics Reviewed:

- % of students progressing through each stage of the enrollment funnel (monthly average)
- Average student timeline from application to intake
Communities need to be relevant and focused to hold value for the student.

Students overwhelmingly value the opportunity to learn more about the experiences of their peers and alumni.

WGU students lean heavily on Enrollment Counselors for guidance, but there are significant gaps where students must wait, which can be frustrating.

Students who are already connected to others at WGU (via referral or social media) are having better experiences and are more likely to matriculate.

There is a lot of misinformation in the social media groups.
Building the Virtual Community
IMPLEMENTATION PLAN

Prospective Student Messaging Plan

Enrollment/Alumni Moderator Team

Community Development
*Powered by InScribe*
MESSAGING PLAN

3 time, Weekly Email Campaign

- Average open rate ~**50%**, average click through rate ~**15%**

4 Widgets placed on our enrollment portal

- Single Sign On Enabled

InScribe’s community engagement notification system
CHOOSING AN ALL-STAR MODERATOR TEAM

- **Platform Moderators**
  - Answer general questions.
  - Provide status updates for students during times that they have to wait.
  - Post new and relevant resources to the community.

- **Alumni Ambassadors**
  - Share their experiences and build a sense of belonging.
  - Normalize and empathize with students’ paths to WGU.
VIRTUAL COMMUNITY PLATFORM

Features of a Virtual Community

- Helps students build connections with each other early in the enrollment process
- Provides authentic feedback for WGU students in ways chatbots and websites cannot
- Offers alumni an informal, low-stakes way to engage and give back to the institution

Why InScribe?

- Provides visibility and platform analytics to improve the community over time
- Efficiently sorts and displays the most vital resources
- Seamlessly integrates with any system
COMMUNITY STRUCTURE

GENERAL ENROLLMENT

- **Top-level Enrollment Community**
  - Topics:
    - Transcripts and Transfer Credits
    - Financial Aid/Scholarships
    - Prerequisites

- **College- and Program-Specific Channels**
  - Topics (vary by college):
    - Program-specific admission requirements
    - Licensing/Certifications
    - Regional/Location based
Channels

- WGU General Enrollment
- College of I.T.

Explore the open channels — join any that interest you.

- College of Business
  Ask questions and connect with mentors and peers from the College of Business.
  [JOIN]

- College of Health Professions
  Ask questions and connect with mentors and peers from the College of Health.
  [JOIN]

- Teachers College
  Ask questions and connect with mentors and peers from the Teachers College
  [JOIN]
Welcome to the College of I.T. channel

Paid jobs while in school?

Hey guys. Any advice on getting a paid internship or job while in school??

MT Megan T, Oct 21, 2020

FEATURED

Data analytics program

I'm considering Data Analytics. What kind of jobs can I get with that education?
**Choosing a degree - what if I change my mind?**

Hi - I've been looking at the degree programs and am not sure if I should choose Computer Sci...

You, Oct 19, 2020

**How long does getting transcripts take?**

How long does it usually take to get transcripts from other institutions?

You, Jun 30, 2020

**Can I get credit for things I know?**

can i get ce

You
Research Plan
**HYPOTHESES**

**H1.** Students given access to the virtual community in the enrollment portal (vs. control) will have higher rates of matriculation.

**H2.** Students given access to the virtual community in the enrollment portal (vs. control) will have a shorter time from application to the intake interview.

**Exploratory data evaluations:**
(1) Student engagement with the InScribe platform
(2) Student satisfaction data of their enrollment experience (new / existing enrollment survey)
(3) Evaluate sense of belonging and self-efficacy
(4) Assess impact of the community on Enrollment Counselor workload
SAMPLE SIZE AND TIMING

- **August / September / October 2020**
  - After launch, *10% of applicants* are currently routed to the treatment condition over the course of 60 days.
  - *4,000* applicants are estimated to participate in the study

- **October / November / December 2020**
  - Time will be allowed for students in the treatment condition to complete their enrollment process.

- **January 2021**
  - Analysis and report
Community Sneak Peek
WGU Applicant Connect
(power of InScribe)

- Early Statistics
- Community Engagement Examples
COMMUNITY ENGAGEMENT
COMMUNITY ENGAGEMENT

- Transcripts and Transfer Credit: 8781 views
- Alumni Experiences: 2942 views
- The WGU Experience: 2333 views
- Getting Started with Enrollment: 1745 views
- Financing Your Education:
- Program Pre-reqs:
- Certifications and Outside Testing:
- Which degree should I get?
- Military:
70% of students in the treatment group have interacted with the community

~2,000 students
ALUMNI SHARING THEIR EXPERIENCE

Question about the costs and the affordability of WGU

Hello - I've read about the costs and affordability of WGU - does anyone have personal experience with this? Is WGU typically more affordable than getting a degree from another school and why is that?

Thanks for any info you have.

Karen S, Oct 6, 2020

Hi Karen. When I attended in 2018 and just last year, each 6 month period was about $3500. WGU is very affordable because some students finish within the 6 month time. This includes all the online materials too. I think I just had to pay a one time fee for the nursing program but that was it.

Christina (WGU Alumni), Oct 6, 2020

Thank you!

Karen S, Oct 6, 2020
Impacted by Covid-19? Apply for the WGU Resiliency Grant

WGU is pleased to offer the WGU Resiliency Grant to assist students with the unforeseen financial struggles presented by the COVID-19 pandemic. This grant offers new students up to $2,500 that can be used for tuition, fees, and instructional materials to allow you to continue your course of study.

https://www.wgu.edu/financial-aid-tuition/scholarships/general/resiliency-grant.html
Enrollment, transcripts, and school code

School code

Tabitha R, Oct 8, 2020

2 ANSWERS

Endorsed by Dawna Gravley - Oct 9, 2020

Hey Tabitha,

WGU's FAFSA code is **033394**

Jessica Gallagher, Oct 8, 2020

0 REPLIES
Ecosystem of...

PEOPLE

CLASSMATES
INSTRUCTORS
ADVISORS
ALUMNI
TUTORS
Ecosystem of...
SKILLS

- Applied Academic
- Interpersonal
- Communication
- Critical Thinking
- Technology Use
Keys to SUCCESS

We are here to help!

**PURPOSE**
Design the community to support your goals.
Introduce the purpose of the community to members and act in ways that reinforce the purpose.

**PEOPLE**
Consider who needs to be involved to ensure success.
Who is moderating? What about a student mentors? Alumni?

**PLACEMENT**
Include entry points where the learners are already going. If this isn’t possible, add entry points that make sense and are easy to find.

**PLAN**
Have a plan. How will you introduce the community to members? What are some ways you can encourage participation? An introductory post? Weekly sharing?
Hello! I'm from Milwaukee, WI. I'm a freshman in the Psychology program. I think I want to be a school counselor but am not 100% certain. In my free time, I like to swim and am learning how to sail.
Common Community Configurations

- Admissions and Enrollment
- Onboarding
- Faculty
- Academic Support
- Career Planning
Thank You! 🙌

If you have any additional questions please reach out!

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