Redesigning the student experience:
How Nicolet College is using CRM to Innovate Academics, Student Affairs, Admissions, and Career Services
Christin VanKauwenberg

- Director of Student Success at Nicolet College
- Helps support the teams that impact a student’s journey outside the classroom
- Worked for a tribal government as a higher education coordinator and as in housing at 4-year regional, comprehensive university previously.
- PhD dissertation focusing on access and equity in 2-year spaces
Nicolet College

- Technical and university transfer college
- Rhinelander, Wisconsin on beautiful Lake Julia
- Six academic buildings nestled on 280 wooded acres
- Technical Labs – Automotive, Welding, Health Care, Graphic Design, Electromechanical, Industrial Mechanical, and Culinary
“Colleges cannot create conditions to improve learning for all students unless they understand diverse students and eliminate institutional barriers to their success.”

- American Association of Community Colleges
Who We Are

STUDENTS

- > 10,000 people attend courses or events annually
- 1 out of every 12 district resident attends a credit or non-credit class annually
- 12% racial and ethnic minorities
- 15% single parents
- 20% academically disadvantaged
- 39% economically disadvantaged
- 57% - 70% first generation in their family to attend college
Who We Are

- 6% of currently enrolled students graduated from high school before 1990.
- 14% of currently enrolled students graduated from high school before 2000.
- 34% of currently enrolled students graduated from high school before 2010.
- Between 57% and 70% of currently enrolled students are the first generation in their family to attend college.
Drivers for Change = Student Experience

Driver #1
Flexible Learning

Driver #2
Student Experience
Drivers for Change #1: Flexible Learning

Driver #1
Flexible Learning

- CBE
- Online
- Hybrid
- High Flex
- Video Support
Drivers for Change #2: Student Experience

- Workforce Development
- LMS
- Student Portal
- PowerCampus (SIS)
- Starfish (Advising)
What the Data Said

**Stopout Student Insights Project. (2018). ReUp Education, Entangled Solutions, Nicolet College**

- **Given a lot of thought to going to or back to college?**
  - 60% of Drops
  - 76% of Melts

- **I had friends and felt I belonged.**
  - 68% Completers
  - 29% Drops

- **I worried about how I would pay each semester.**
  - 26% Completers
  - 44% Drops
  - 51% Melts

- **Class schedule worked with my schedule.**
  - 67% Completers
  - 53% Drops
  - 37% Melts

- **Did you have scholarships or financial aid?**
  - 85% Completers
  - 65% Drops
  - 24% Melts
Vision: “Concierge” Student Experience

- Put the student at the center
- Supports interactions and information that is shared in a single place
  - Academic interactions
  - Coaches
  - Community
  - College resources
  - Etc.
Vision: Nicolet My Way
What it Will Take

LEADERSHIP

ORGANIZATIONAL RESTRUCTURING

RETHINK PROGRAM

SUPPORTING TECHNOLOGY
Learning Relationship Management (LRM)

- Provides the essential functionality of:
  - Learning Management System (LRM)
  - Student Information System (SIS)
  - Social learning & engagement community
- Built around student needs, to facilitate crucial relationships for success
- Makes comprehensive data from full student experience accessible & usable to:
  - drive pedagogical innovation & personalization
  - enable student success, coaching & interventions
  - make lifelong learning possible
Motivis Learning LRM Supports

STUDENT-CENTERED LEARNING
- Student voice & agency
- Connection with community
- Embedded Metacognition

ANYTIME, ANYWHERE LEARNING
- Flexible Pacing
- Project-based learning
- Experiential learning

COMPETENCY-BASED LEARNING & PROGRESSION
- Proficiency-based learning
- Mastery-based learning
- Outcome-based learning

PERSONALIZED LEARNING
- Personalized Learning Pathways
- Customization at scale
- Data-driven learning
See it in Action
Community Groups

Groups and Clubs (15)

- Be the differen... (5 members)
- Business Profe... (1 member)
- Database Fund... (11 members)
- Dental Hygiene (2 members)
- For Legal (8 members)
- IT Club (8 members)
Community - Themes and Tags

- Career Development
  - Career Workshops
  - Internships
  - Tech Connect
  - Certificate of Professional Development
  - Job Opportunities

- Community Information

- Leadership Opportunities
  - ANSA
  - Auto
  - Cosmo
  - CRU
  - DECA
  - ECE
  - Nerd and Pop Culture Club
  - AODA
  - BPA
  - Criminal Justice
  - Culinary
  - Dental Hygiene
  - IT
  - Nursing
Community - Custom Content

Nicolet College students partner with Vilas County Economic Development Corp. to create annual report

Posted on 10/29/2018 by Christin Van Kaassenberg

“They met and even exceeded our expectations. The students did a fabulous job and we have nothing but praise for the work they did.”

That’s from Jim Tuckwell, chair of the Vilas County Economic Development Corporation board. He’s describing the recent project where a group of Nicolet College Business Professionals of America (BPA) students took on the exciting task of creating the corporation’s annual report.

The economic development corporation has a long history of working with Nicolet and the statewide Wisconsin Technical College System (WTCS). In 2017, the WTCS honored the corporation with its Futuremaker Partner Award for its commitment to promote education, entrepreneurship, and economic development.

In the photo above, Jim Tuckwell, chair of the Vilas County Economic Development Corporation, center, meets with the Nicolet College Administrative Professional students to look over the annual report the students created. He’s pictured here with, left to right, Nicolet Administrative Professional Instructor Tracey MacQuarrie, and students Lisa Schmidt, Three Lakes, Angela Platek, Rhinelander, Leslie Hogue, Boulder Junction, and Christine WiBending, Rhinelander.
Coaching

REDESIGNING THE STUDENT EXPERIENCE

NICOLET COLLEGE

Home  Feed  News  Calendar  Messages
Courses  Evaluations  My Students  Curriculum
Discover  Groups and Clubs  Events

NICOLET COLLEGE

Individual 7643
John Graetz

Programs

ASSIGNMENTS  OUTCOME PROGRESS

PROGRESS FILTER
Show All

1010314801 Create profession ready business diagrams and flow charts. (MS Visio)
3 out of 7 Performance Indicators Completed

101521460C01 Develop a JAVA Program that utilizes methods
0 out of 2 Performance Indicators Completed

1015011001 Explain industry standards, practices, and network theory (Network Fundamentals)
6 out of 4 Performance Indicators Completed

101501150C01 Manage and troubleshoot hardware and various configuration
0 out of 4 Performance Indicators Completed

1015011102 Explain network services, topology, and network appliances (Network Fundamentals)
6 out of 3 Performance Indicators Completed

10154155C02 Manage Desktop Network Configurations and Applications
0 out of 4 Performance Indicators Completed

10154155C03 Manage users, system access, and resource sharing

Back to top

motivis learning
Admissions

Welcome Test Bravo!

Welcome to your Nicolet College applicant portal. Throughout the application process, this will be an important place to go:

- View your to-do list
- Know your application status
- Meet your Student Success Team
- Find important services for applicants
- Update your contact information

Test Bravo’s Application Details

Task Description:

In order to be considered official, manuscript the FAFSA to Nicolet College Admissions:

- PO Box 118
- Wausau, WI 54401
- Fax: 715.803.4601

Have you already submitted your FAFSA? View your financial aid.

Test Bravo’s Personal Information

First Name

Sex

Mailing Street

123 TEST LANE

Mailing State/Province

NEW HAMPSHIRE

Mailing Country

UNITED STATES

Home Phone

Test Bravo’s Student Success Team

Career Coach Name

ERIKA HARKINS
Lessons Learned

- VISION
- COLLABORATION
- VALIDATION
- TECHNOLOGY
Thank You!

Tom@motivislearning.com
cvankauwenberg@nicoletcollege.edu
Session Evaluations & Drawing

- Download and open OLC Conferences mobile app
- Navigate to specific session to evaluate
- Select “Evaluate Session” on session details screen (located under session type and track)
- Complete session evaluation*

*Each session evaluation completed (limited to one per session) = one contest entry

Five (5) $25 gift cards will be awarded to five (5) individuals
Must submit evals using the OLC Conferences mobile app or website