Supporting Online Learners Outside of the Classroom: An Overview of Advising & Learner Success

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Advising & Learner Success

- Part of Academic Outreach
- Serves learners studying via Continuing Education (University Park) and World Campus

For purposes of this presentation, we are focusing on World Campus...
Penn State World Campus

- Penn State’s online 25th campus
- Second highest-enrolling Penn State campus
- Experiencing 22% growth in enrollments
- Online and blended programming
- Video Learning Network
World Campus Programs

- **Degree Programs** ([www.worldcampus.psu.edu/degrees.shtml](http://www.worldcampus.psu.edu/degrees.shtml))
  - 22 graduate degrees
  - 20 undergraduate degrees

- **Certificate Programs** ([www.worldcampus.psu.edu/certificates.shtml](http://www.worldcampus.psu.edu/certificates.shtml))
  - 21 graduate or postbaccalaureate certificates
  - 13 undergraduate certificates
Meet Our Learners

- **Average Age**
  - Undergraduate: 33 - Graduate: 35

- **Gender**
  - Female: 52% - Male: 48%

- **Residency**
  - Outside PA and Mid-Atlantic: 44%
  - PA: 40%
  - Mid-Atlantic: 12%
  - International/Military Stations: 4%
Enrollments

- BAY08–09: 24,096
- BAY09–10: 31,914
- BAY10–11 (as of 4/30): 39,031 (↑ 22%)
  - SU10: 50.3% WC / 38% UP / 11.7% CwC
  - FA10: 89.8% WC / 4.1% UP / 6.1% CwC
  - SP11: 89.6% WC / 3.8% UP / 6.6% CwC
A&LS: Academic Advising

- Evening hours (Monday–Thursday)
- Undergraduate advising only
- E&MS, HHDev, and Nursing programs are advised by their colleges
World Campus Advisers

- **Rosters**
  - Average per Semester (SU09–SU11)
    - Roster size: 535
    - Reg/Sched: 179
    - Expected: 302
  - Goal is 250:1 (active students, not roster size)

- **Competencies**
  - Master’s degree; 1 year experience
Advising Performance Standards

- Response Time: 2 bus. days (e-mail); 1 bus. day (phone)
- Send new student e-mail and updated degree audit: within 2 weeks of assignment
- Academic Reviews each semester
- Be available via FB, Skype, IM, etc.
- Attend conferences and other development opportunities to stay current on advising policies/trends
Point of Contact (PoC) Surveys

- **Track Satisfaction with Adviser Interaction**
  - Web based; weekly invitation to students w/adviser contact
  - No more than one invitation per month no matter # of contacts
  - Measures knowledge, friendliness, responsiveness
  - Students have option to request supervisor follow-up
  - Summary Reports
    - monthly/quarterly/annually per adviser
    - annually (cumulative) for entire team
    - shared w/academic partners regularly
    - resource for SRDPs
FY 10-11 Advising PoC Summary

- Easy to Contact
  - 95.3% very easy or easy (or n/a)

- Friendliness
  - 99.4% very friendly or friendly (or n/a)

- Knowledgeable
  - Degree program requirements: 97.6% yes (or n/a)
  - Courses (prereqs, selection): 96.6% yes (or n/a)
  - Transfer credits: 96.8% yes (or n/a)
  - Policies/procedures: 97.6% yes (or n/a)
  - Redirecting to right office: 98.2% yes (or n/a)
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Memos of Understanding

- Outline conditions under which colleges will delegate primary advising responsibility to World Campus

- Finalized MoUs: Liberal Arts, IST, and University College

- Reviewed & revised yearly with colleges

- Being drafted for all colleges, even those not offering programs through WC
Academic Support Resources

- **Orientation**
  - Online modules (www.worldcampus.psu.edu/orientation.shtml)
  
  - New Student Webinar (launched September 2010)
    - 526 WC undergrad students have participated; held weekly
    - Penn State structure, important offices, and Web sites
    - curriculum components
    - preparing for an advising session
    - how to register for first course

- **Online Tutoring (Penn State Learning)**
  - Math, Writing, and STAT 200
Academic Support Resources (cont’d)

- SmarterMeasure (launched August 2010)
  - 809 WC undergrad students have completed
  - Assesses adult learner readiness for online learning
  - Measures:
    - life factors that may impact ability to persist
    - time management, self-perception, locus of control
    - learning styles
    - reading rate/recall
    - basic technical skills
    - technology usage and vocabulary
  - Directs to online resources
  - Used by advisers with students
Career Counseling

- Close partnership with UPark Career Services
- Assessments
- Personalized career plans
- Resources for educated career decisions
- Skill building (résumé writing; interviews)
- Webinars
Technical Support

- **HelpDesk**
  - Supports World Campus students and faculty
  - Expanded hours (midnight and weekends)
  - Started Point of Contact surveys in January 2011
    - Friendliness: 99% very or somewhat satisfied (or n/a)
    - Knowledgeable: 98.6% very or somewhat satisfied (or n/a)
    - Timely Issue Resolution: 96.6% very or somewhat satisfied (or n/a)
  - Participate on mission-critical Penn State project teams
Community and Engagement

- **All University Day**
  - 13 World Campus students participated in 2010
  - 42.9% were first-time campus visitors
  - 80% felt stronger connection to Penn State

- **Alpha Sigma Lambda**
  - 132 World Campus students inducted SP11

- **Blue & White Society**
  - Alumni Association membership rate
  - Executive board as advisory board
Community and Engagement (cont’d)

- Huddle with the Faculty
  - Partnership with Alumni Association and WPSU
  - Live stream with chat functionality
  - 19 participants in FA10
    - 100% would attend another Huddle event
    - 75% felt stronger connection to Penn State

- Student Clubs and THON

- Social Media
Questions?

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Thank you for coming!