Creating Online Student Engagement
Agenda

• What is student engagement?

• Assumptions

• Practical ideas that promote engagement:
  ✓ Programmatic initiatives
  ✓ Instructor initiatives
What is Student Engagement?

“The engagement premise is straightforward and easily understood: the more students study a subject, the more they know about it, and the more students practice and get feedback from faculty and staff members on their writing and collaborative problem solving, the deeper they come to understand what they are learning” (Kuh, 2009, p. 5).

  https://www.edglossary.org/student-engagement/
What is Student Engagement? (continued)

Do Students Feel “Connected”?

Does their involvement address personal and professional needs:

- belonging
- self-esteem
- Individual development
Reasons Students Apply

• Asynchronous nature of curriculum
• PSU reputation
• Extent of PSU alumni base
Assumptions

• Program will develop quality classes
• Program will hire quality instructors
• Program and students will receive quality supports from WC and PSU
• Some students only want their “ticket punched”
Programmatic Initiatives

• Assumption

✓ There is no single initiative that will please all students all of the time.

✓ (Avoid the Louise Aboud approach: “You don’t know what’s good.”)

• Cafeteria Plan
Programmatic Initiatives

Support Options

1. Support for professional certification examinations
2. Career Coaching
3. Emergency scholarships
Programmatic Initiatives (continued)

Activities

1. Clubs (e.g., OLEAD)
2. Student Virtual Chapter of SHRM (Society for HR Management)
3. Virtual Chapter of Labor and Employment Relations Association
Programmatic Initiatives (continued)

Learning Options

1. Hybrid classes: Penn State
2. Domestic site visits
3. Free webinars: professional recertification credits
4. Hybrid classes: International
Description: International Hybrid

➤ Three credit course

➤ Hybrid: Online/in residence

✓ 60% of grade online

✓ 40% in residence

➤ Substitution for elective

(See next four slides)
## Croatia: Spring 2019

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>Sunday, March 31, 2019</td>
<td>4:00pm – 6:00pm</td>
<td>Walking Tour of Zagreb</td>
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<td>6:45pm</td>
<td>Reception/Dinner at Pizzeria 2</td>
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<tr>
<td>Monday, April 1, 2019</td>
<td>9:00am – 11:00am</td>
<td>Visit Rochester Institute of Technology</td>
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<td>1:00 – 3:00pm</td>
<td>Company Site Visit: 3M</td>
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<tr>
<td></td>
<td>6:00pm</td>
<td>Dinner at Vinodol with Ivo Goldstein, Croatian Historian</td>
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<tr>
<td>Tuesday, April 2, 2019</td>
<td>9:00am – 11:00am</td>
<td>Visit Rochester Institute of Technology</td>
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<tr>
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<td>1:00 – 3:00pm</td>
<td>Company Site Visit: Erste Bank</td>
</tr>
<tr>
<td>Wednesday, April 3, 2019</td>
<td>10:00am - noon</td>
<td>Company Site Visit: Kraš</td>
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<td>2:00 – 3:00</td>
<td>Meeting with Trade Union Representative from IKEA</td>
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<tr>
<td>Thursday, April 4, 2019</td>
<td>All Day</td>
<td>Company Site Visit: Plitvice Lakes National Park</td>
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<tr>
<td>Friday, April 5, 2019</td>
<td>10:00am - noon</td>
<td>Company Site Visit: Rimac</td>
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<td>7:00pm</td>
<td>Dinner at Didov San, Mletačka ul. 11, 10000, Zagreb</td>
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Planning

- Choosing a country & academic host
- Identifying participants
- Creating communication tools
- Identifying site visits
- Identifying Cultural Activities
- Organizing transportation
Challenges

✓ The unexpected
  • Bus strike (Ireland)
  • Snow (Scotland)
  • Closed restaurant (Croatia)
  • Last minute site change (Croatia)
✓ PSU Risk Management
Instructor Initiatives: Presence

1. Introductions
2. Weekly e-mails
3. Video messages
4. Timely feedback
5. Office hours
Instructor Initiatives: Contribution

1. Ask questions to initiate dialogue
2. Specific, developmental and positive feedback
3. Use of announcements
Small Group Activity

• Teaching “Organizational Behavior.”
• The week’s lesson focuses on equity theory: degree to which employees believe they are treated fairly in comparison with others.

**Question:** Identify various ways in which the instructor can use the announcement to complement the lesson’s readings (text, commentary, course reserves).
Thank you!

Antone Aboud
School of Labor and Employment Relations
aja19@psu.edu
(518) 229-2184