INNOVATING STUDENT ORIENTATION

6 Keys to Success

> START HERE WITH

ADVANTAGE® ORIENTATION

CREATIVITY | TECHNOLOGY | RESULTS

INTRODUCTION

This document is interactive. Click on the arrows at the top to navigate. Select the video player to preview recorded conference sessions and webinars.

ADVANTAGE DESIGN GROUP

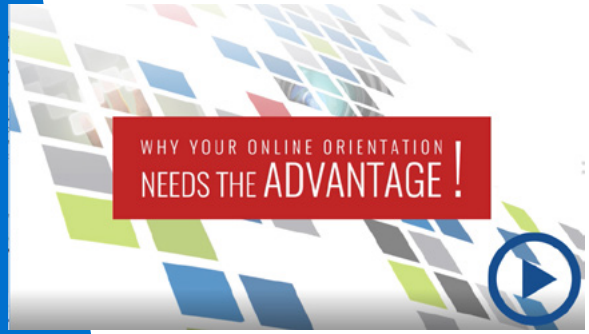
Are you wondering if you need an online orientation? Today, better questions are what kind of online student orientation experience are you providing? Is it making a difference? The challenge is to engage with students and their families early in the enrollment process. You want to reinforce their decision, help them feel connected, welcome, inform and guide them to take the next steps and ultimately, commit to attending your school. Whew! That's asking a lot.

We work with Higher Ed professionals in student success, recruitment, admissions, enrollment management and first year experience at hundreds of colleges and universities across America. They're using the Advantage Orientation® to reach more and engage with more students like never before. This guide was developed over a two-year period and represents the real-life experiences of some of our clients.

Our clients have taught us a few things about the vision and purpose driving the work of orientation and its intended impact on transition, persistence and retention. We've taught them a few things about leveraging our creativity and technology to make their work more meaningful and effective. They're achieving measurable ROI (Radical Onboarding Improvement) and so can you.

What does it take to innovate and continuously improve student orientation programming? Consider these Keys to Success and set of best practices supporting each one.

TABLE OF CONTENTS



We are a sole source because of our fully-featured platform, customized design, comprehensive video production capabilities and customer service.

NODA CONFERENCE 2017 PANEL DISCUSSION

STRATEGY
Brace for Impact
Just say 'Yes!'
Change the Work
Context is Everything

CREATIVITY
Design Matters
Go with the Flow
Show Them
Wait for It

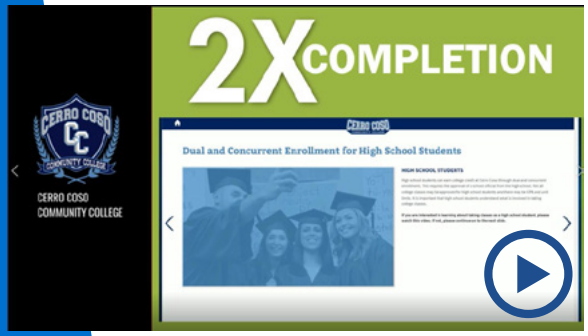
TECHNOLOGY
Digital Essentials
Stay in Your Lane
Get Personal
Interact

MANAGE
Intervene
Update on the Fly
Communicate
Comply

EVALUATE
Monitor Data
Compare Metrics

COLLABORATE

STRATEGY



In the first six months since launch, more than twice as many students completed orientation than the entire year before.

CERRO COSO COMMUNITY COLLEGE

BRACE FOR IMPACT

It's critical to be prepared so you can quantify the differences after launching your new online orientation program. Start now to capture previous year's data related to matriculation, persistence or retention. These may include the number of students who

> Inquire
> Apply
> Admitted/Accepted
> Attend Orientation
> Register
> Enroll
> Show up for the first day of class

You may account for different or additional metrics than these but knowing your numbers before you start will make it possible to demonstrate impact.

JUST SAY 'YES!'

Unlike the on-campus orientation event, students will experience orientation content online, at their own pace. There's room (and time) to include each area of campus. So, just say 'yes!'

Curating content with campus partners during the initial development phase can take many forms.

> Connect with your marketing, communications of public affairs office to tap into images and video that can be repurposed.
> Identify a representative from each division or department to act as subject matter expert.
> Invite structured participation to capture "high-level" information within a relatively short deadline.

STRATEGY

We looked at ways to build this in-house and none of our options allowed us to capture much data or include interactive content like quizzes and videos.

ARIZONA STATE UNIVERSITY

CHANGE THE WORK

While you can build your own online orientation with off-the-shelf software, most people struggle with where to start, allocating enough resources to get it done and anticipating what's required to keep it going.

If you've ever tried to build an orientation program with your school's learning management system, you get it.

This system has been applied across many organizational models – from one-person operations to multi-unit departments. You have control over administrative assignments and level of access and with unlimited training, you're completely empowered. As a result, orientation management becomes much more streamlined.

CONTEXT IS EVERYTHING

Ask yourself, "when is the ideal time for students to start the program and what happened right before that?"

With this understanding, present them with enough information to take the next step, like meet an advisor or attend on-campus orientation. You can leverage the system's interactive checklist function to help students stay organized to take those steps.

When you determine where you want your online orientation to be positioned along the student's journey, understanding context and goal will provide a more student-centered experience.

CREATIVITY

It was a great match because they have product that will look exactly the way it should go.

HOWARD UNIVERSITY

DESIGN MATTERS

Great interface design considers artistic expression, functionality and the total user experience. It's critical to not only make a great first impression, it must be instantly recognizable, attractive, intuitive and align with your school's Brand.

Our approach to design is intentional to incorporate the elements of your Brand's identity and personality, making your online orientation completely unique to your school.

GO WITH THE FLOW

One of the most daunting aspects of producing an online orientation is developing content. Here's a secret: all of that content already exists. It's on your website, in your catalog and student handbook, it's scattered across departments and hidden in software instructions.

Think of your program's content as pieces of a puzzle. Your content structure is your program's main navigation and reflects the primary topics you want students to explore. The goal is to assemble those pieces to form a structured flow that's modular and linear. And, guess what? We can help you do that, too!

CREATIVITY

It's much more interactive and visual. Students want shiney and bright and cool color. The video gives a whole new youthful feel.

EASTERN FLORIDA STATE COLLEGE

SHOW THEM

When you infuse your orientation with video, you give students a more immersive experience and provide information in an "edutaining" way. They can picture themselves on your campus, meet your leadership and hear from future classmates.

Use video to introduce and close each section. Invite interaction through video-based quiz questions. Our comprehensive video production services – from concept to finished minute – give you the flexibility to infuse your program with video at strategic touchpoints. There's practically no limit to the ideas you can convey.

WAIT FOR IT

There's so much students need to know, but they don't need to know it all right now. Remember, this is an introduction, so be concise, use technical terms sparingly and present bite-sized information.

Wait for it. Let functionality connect students to deeper information once they've completed the program. It's a great way to make the online orientation experience more digestible.

TECHNOLOGY

I was skeptical. Could an online program replace an on-campus experience? It's a complement, a way to flip orientation. When I saw the finished product I knew it was the right choice.

BERGEN COMMUNITY COLLEGE

DIGITAL ESSENTIALS

When presenting digital content, there are two fundamental attributes you can't live without: accessibility and responsiveness.

Making digital content accessible to those with disabilities means the platform must conform to the Web Content Accessibility Guidelines 2.0 (WCAG20). These guidelines call for attributes such as compatibility with screen readers, selective type sizes, keyboard navigation and captioned videos, just to name a few.

Content that's not tailor-made for any device becomes inconvenient and has a greater chance of simply being ignored. To meet students where they are, a fully-responsive interface let's them engage in your content any time, any place, right from the palm of their hand.

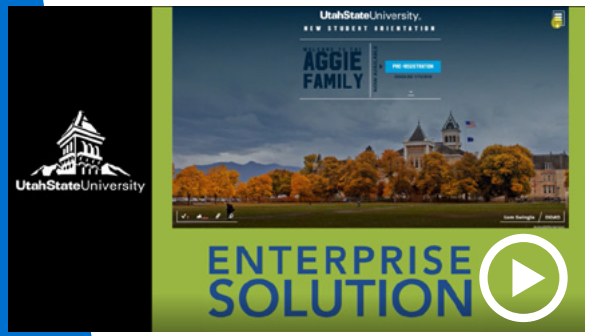
STAY IN YOUR LANE

Help your students avoid destractions. Using techniques like hyperlinks within content or making all content available all at once, slows progress and presents obstacles toward completion.

The framework of this system is a progressive set of modules. We use advanced programming techniques to release content conditionally, integrate screen timers you control and allow students to return to where they left off when they need to step away.

The technology lets you establish a lane, cover one topic at a time and help students stay focused on the road in front of them.

TECHNOLOGY



We needed an enterprise solution. Our learning management software wasn't capapble of serving up dynamic information based on a student's situation.

UTAH STATE UNIVERSITY

GET PERSONAL

Technology allows you to speak to students' needs and interests on a more personal level. How personal? It depends on how much you know about them before they begin the program.

Greet each student by name, present them with information based on their profile. Through integration with student information systems, you can segment users into just about any group, like campus location, major or student type (freshmen, transfer, international, etc.).

Oh, and don't forget guests and parents! You can customize your orientation for them, too.

INTERACT

Interactive media responds to actions. Every click or touch of the screen is an interaction.

Interaction enables navigation, progression to the next screen, answers to questions, checklist completion and keyword searches. Interaction serves two important purposes. Firstly, interaction extends engagement beyond the initial attraction of interface design. Secondly, it's expected.

When media moves and animates, it grabs their attention and their curiosity. Taking action moves them forward. Now, they're engaged.

MANAGE

Our online orientation helps to meet the Title IX mandate. We have accurate data we can see. If a student starts and doesn't finish, we can see where they're struggling and reach out to those students.

MONROE COMMUNITY COLLEGE

INTERVENE

Interaction enables intervention. Each click leaves a digital footprint and produces usage data generated in real time. How many students completed your orientation today, last week or last month? How long does it take them to complete it? Who needs reminding?

Data analysis can point to areas that need refinement or improvement. If more students are getting a question wrong than right, maybe it's time to change how you ask the question or change your content. As students interact and learn, managing your platform's reporting capabilities gives you more insights so you can step in and learn right along with them.

UPDATE ON THE FLY

Change happens and when it does, making updates within an intuitive content management system should be easy. We show you how to compose text, drag and drop new or replacement images or videos, add screens, edit questions, add more answers to your FAQ or publish an announcement.

When a campus partner calls and wants to make a change, you've got this.

MANAGE

Through data collection within the system, students tell us orientation is a good use of their time, the information is relevant and they feel more prepared to work with an advisor.

UNIVERSITY OF WASHINGTON

COMMUNICATE

Your online orientation is part of the enrollment conversation where you do most of the talking. Since communication is a two-way street, there are a variety of communication tools you can incorporate.

Ask their opinion in a survey, remind them to complete the program with automated emails and reward them with a personalized certificate of completion. Capturing their feedback and automating the process is easy on you and let's them know you're listening.

COMPLY

Whether by mandate or school policy, when you're required to inform, instruct, or train new students, you can easily add content to your orientation to cover it. This option also gives you a more creative approach to presenting sensitive and critical information.

Use your online orientation to introduce new students to complex topics like Safety, Financial Wellness, or for international students, how to get a visa. Remember, this is an introduction, so leverage your system's functionality to lead them to more resources or prepare them to be more successful in subsequent courses and programs.

EVALUATE

The process to capture data and manage reporting is simplified within an administrative panel we train you to use.

ADVANTAGE DESIGN GROUP

Like any initiative or program, you can't manage or improve what you don't measure. Your online orientation system's administrative capabilities allow you to analyze usage data and report on the milestones along each student's path to enrollment. When combined with qualitative evidence, the impact of your online orientation over time becomes clear.

MONITOR DATA

Monitor real-time data within your orientation platform to measure
> Completion Rates
> Quiz and Test Answers
> Number of Screens Viewed
> Most Popular Topics
> Survey Responses
> Time to Complete

COMPARE METRICS

What difference has your Advantage Orientation® made?
Compare year-to-year metrics to measure impact and return on investment.
> **Access:** total number of students who started and completed orientation
> **Yield:** the percentage of students who choose to enroll after being admitted
> **Melt:** percentage of students admitted who do not choose to enroll

COLLABORATE WITH US

...just do it. There's no disadvantage. The opportunity to provide students with these resources at their fingertips, before they arrive, is invaluable.

LOUISIANA STATE UNIVERSITY

When you choose the level of development services and functionality you need, our team of digital designers, programmers, video producers and content creators work WITH you. These management, artistic, communication and technical specialists are your dedicated production team.

Just like the online orientation experiences we build, our production process is modular, linear and progressive. This approach leverages our diverse and cumulative skill set to unite behind your goals, align with your Brand, expand your capacity and guide you through production to launch a dynamic online orientation experience unique to your school. After launch, our service includes top-notch training and support so you're always empowered and in the know.

Let's have a conversation.

The only way to know if our solution is the right fit to innovate your orientation and onboarding program is to experience it for yourself. So, reach out. Let's schedule a demonstration for you and your team. Here's how you can reach us:

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