

# Building Personal Connections in a High-Tech World



# Did you Know?

- <http://www.youtube.com/watch?v=pMcfrLYDm2U>

# Vision of Students Today

- <http://www.youtube.com/watch?v=dGCJ46vyR9o>

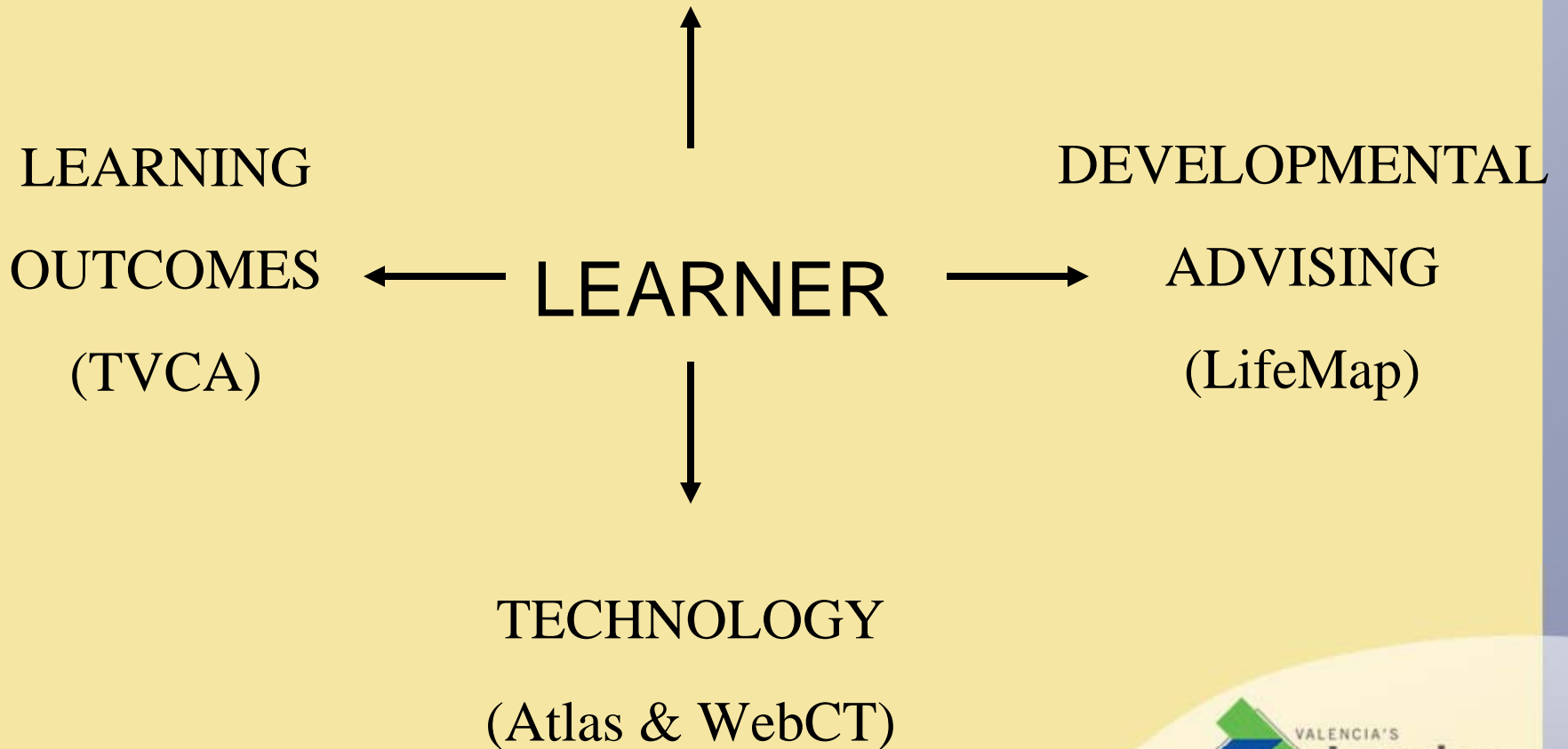


# Introductions

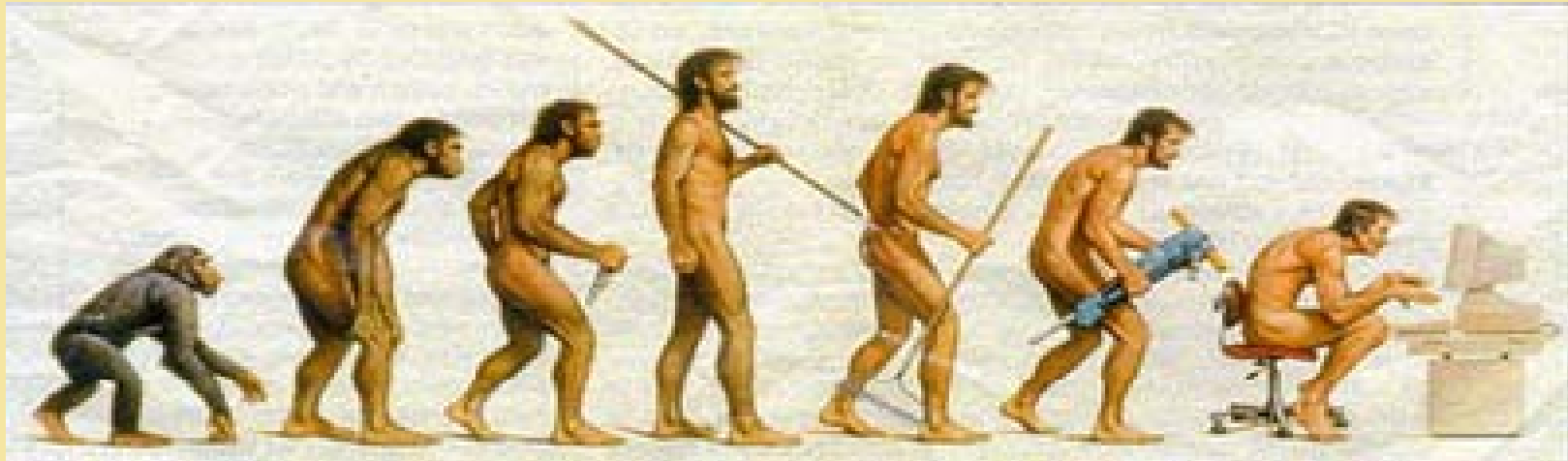
- Liz Gangemi – Coordinator Atlas Information Systems
- Sonya Joseph – Assistant Vice President, Student Affairs
- Cheryl Robinson – Dean of Students, Winter Park Campus



# END-TO-END PROCESSES (Collegewide Engagement and Integration)



# Evolution of Technology at Valencia



- Redesign of Student Services
- Banner Implementation in 2002
- Internet vs. Intranet capability

# Examples of Technology

- LifeMap Communication Plan
- Enrollment Communication Funnel
- Registration Communication
- My Education Plan Advising
- Advising “Online”
- Atlas portal



# LifeMap Stages

- College Transition
- Introduction to College (0-15 hours)
- Progression to Degree (16-44 hours)
- Graduation Transition (45+ hours)
- Lifelong Learning

Inquiry

Application

Visit

Learn Valencia

Follow Through

Attend Class

# LifeMap Communication Funnel

# Enrollment Communication Funnel

- **Application Accepted**
  - E-mail to personal e-mail and letter mailed
  - Instructions to setup ATLAS account & CPT Testing
- **CPT Testing Completed**
  - E-mail Atlas account instructions on How to Sign-up for Orientation
- **No Orientation Sign-up after 10 days**
  - Reminder: “You’re almost there!” – resend instructions



# Enrollment Communication Funnel

- Orientation attended
  - Great, now just register and pay for courses
- No Show at Orientation
  - We missed you! Please re-register for orientation.
- Completed all tasks, but never registered
  - E-mail and phone call
    - Do you need assistance?



# Registration Communication

- Course Section Instructions
- Waitlist (On, Open seat, Too late)
- Third Attempt Message (registration & withdraw)
- Fourth Attempt Message (can't register)
- Cancelled Course message
- Dropped for Prerequisite message

# LifeMap Stages Communication

How are you doing?

30/45/60  
Communication

Grades and  
Degree Audit

Career Program  
Milepost

Graduation Prep



# Learning-Centered Communication

- E-mail when grades are available suggesting students complete a degree audit
- E-mail if a student's term grades place him/her on probation so he/she can begin planning and meet with an advisor
- E-mail to check time-tickets to promote early registration
- E-mail for non-compliant financial aid courses



# Early Alert System

- Faculty can notify student services staff of students exhibiting behaviors that could lead to non-completion
- Built into our portal grading system
- E-mail generated to student services staff
- Advisor reaches out to student to offer support and resource referral



# Connections for online learners

- Welcome e-mail from the faculty member
- Personal phone call from faculty member when the class begins
- Professor biography and photo posted in WebCT
- Have students post a self-introduction to build community
- Course e-mail in Atlas and WebCT



# What do students want?

**PERSONALIZATION!**



# Communication Guidelines

- Always send out communication with a name and an e-mail contact
- Announcements must support learning and learning environment
- “Marketing” of courses is through “Hot Classes”
- Club information and event promotion is through Atlas Groups



# What to Consider When Using Technology – Students still want a person!

Student needs

Staffing



# Discussion Questions

- How are you utilizing technology to reach out to and engage students?
- How are you supporting the demand for online services with personalized service?
- How are you encouraging faculty to incorporate technology to enhance their connection to students?



# Questions for us?



# Contact Us

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