Creating an Ecosystem that “RISES” for online learners

VIRTUAL CONFERENCE
Introductions

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How do you measure the quality of the online student experience and foster a vibrant, engaged student body?

RISE Rubric
RISE

**RESPONSIVE**
Answers student questions in a timely manner; gathers and responds to student feedback to foster data-driven decision making.

**INCLUSIVE**
Equally values and supports the success and participation of online students; Staff have the tech and competency to meet with students virtually.

**SUPPORTIVE**
All necessary services and support mechanisms are provided to facilitate online student success.

**ENGAGING**
Vibrant communities of students and campus personnel engage with each other with the same or better levels of engagement as the campus-based programs.

Excellent ecosystem inclusive of online students
Responsive

Answers student questions in a timely manner; gathers and responds to student feedback to foster data-driven decision making.
Inclusive

Equally values and supports the success and participation of online students; Staff have the tech and competency to meet with students virtually.
Supportive

All necessary services and support mechanisms are provided to facilitate online student success.
Engaging

Vibrant communities of students and campus personnel engage with each other with the same or better levels of engagement as the campus-based programs.
Engagement Methods

- Student Organizations
- Student Government
- Campus Events (repository of ideas)
Online Student Union

- Live chats
- Asynchronous Engagement activities
- Information sharing
- Contact point to staff
- Resource Sharing
- Campus wide connections
- Event announcements
Choose a platform

Key considerations when selecting a product for your virtual student union:

- Frictionless
- Multi-modality (sync/async)
- Accessibility
- Mobile Apps
- Security
- Sustainability beyond COVID-19
<table>
<thead>
<tr>
<th>Feature</th>
<th>Slack</th>
<th>Discord</th>
<th>Canvas Chat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Included in Free Plan</td>
<td>Up to 10,000 messages</td>
<td>Unlimited Messaging</td>
<td>Included with your university's license</td>
</tr>
<tr>
<td></td>
<td>Up to 5GB of file storage</td>
<td>Up to 8 users in a video call</td>
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<tr>
<td></td>
<td>Video and voice calls for 2 users</td>
<td>5,000 users online at the same time</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10 integrations with third-party services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accessibility</td>
<td>Not quite AA</td>
<td>Not AA</td>
<td>Mostly AA (<a href="#">VPAT</a>)</td>
</tr>
<tr>
<td>Mobile Friendly</td>
<td>Yes (Apps)</td>
<td>Yes (Apps)</td>
<td>Glitchy experience</td>
</tr>
<tr>
<td>Interface for text communication</td>
<td>Channels, 1-1 DMs + threaded messaging</td>
<td>Channels, 1-1 DMs</td>
<td>Chat room</td>
</tr>
<tr>
<td>Voice and video communication</td>
<td>Start voice call from text channel</td>
<td>Voice channels separate from text</td>
<td>N/A</td>
</tr>
<tr>
<td>Integrations</td>
<td>Almost 1000+ integrations</td>
<td>YouTube, Blizzard Entertainment, Twitch, Skype, Steam, Reddit, Facebook, Twitter, Spotify, and Xbox Live.</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Managing your community

Create a community for your institution or program

- **Recommended Channels**
  - Announcements
  - Event information
  - Ask <name> for questions to staff
  - Student org channels
  - Orientation groups
  - Region or state-based channels
  - Channels by major or grad year
  - Interest-based channels

- **Permissions**
- **Community Guidelines**
Students with disabilities

- Include an accessibility statement on marketing
- Be prepared for live captioning
- Use high color contrast
- Accompany images with text
- Make sure documents are accessible (cheat sheets here)
Students from historically marginalized populations

- Going home may not be positive
- Internet or computer access may be limited
- Finding a quiet location may not be possible/ no longer in their own room
Measuring engagement
Student Satisfaction

- Student satisfaction with...
  - sense of community
  - sense of belonging
  - opportunities for engagement
  - connection with peers, faculty, or staff outside of scheduled live sessions
  - connection with peers, faculty or staff in person
Curricular Engagement

- Number of views of discussion boards in courses
- Number of visits to faculty or staff office hours
- Number of course-based discussion posts by students and faculty
- Length of time a student spends on asynchronous activities
- Attendance in live sessions
- Discussion post responses
- Responses to classmates’ posts
- Qualitative review of discussion responses
Co-Curricular Engagement

- Number of live streams by students
- Number and percent of university events/student orgs made accessible to online students/number and percent of online attendees
- Virtual student union
  - Discussion post responses
  - Responses to others’ posts
  - Pageviews of discussion posts
- Number of new groups created
- Attendance in live sessions and events
- % attending for entire event vs. a portion
- % of cohort participating in a social discussion
... and ultimately...

Student Retention

Student/Alumni ratings of likelihood to recommend program
Resources

- Resources for Supporting and Engaging Students Online
- NASPA Webinar: Leveraging Best Practices in Supporting and Engaging Online during Campus Closures
- Noodle Partners Webinar Resources: Stay Connected! Fostering Social Engagement During Times of Social Distancing
- Defining, Creating, and Assessing Social Engagement in Virtual Communities
- Overview of Virtual Student Union & Best Practices for Facilitation Strategies
- Selecting a Product for your Virtual Student Union
- Collaborative Brainstorm List of Online Social Events
- Online Streaming in Higher Education
- Virtual Events from the College Agency
- Lessons Learned in Adapting to Virtual Performance by NACA
- The Virtual Program Provider Collective by Jason Levasseur
Opportunities for Engagement
Questions?
Tell us your feedback