

Welcome to today's **University Business** web seminar

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## Student Success in the Era of COVID-19



**Kurt Eisele-Dyrli**  
Web Seminar Editor  
University Business



**Luke Schultheis**  
Vice President for  
Enrollment, Planning &  
Effectiveness  
Fairleigh Dickinson  
University



**John Laws**  
Vice Chancellor of  
Student Success  
Ivy Tech Community  
College, Lafayette  
Campus

Thank you for joining us! The web seminar will start promptly at 2:00 ET.

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Use the Chat panel at the right of your screen. Select the name of our event producer, Jason York, and type your message.



"Chat" for tech support

### **No computer speakers? Prefer to listen privately?**

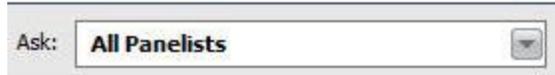
Dial the phone number and access code posted in the Chat window.

### **To submit a question to our panel:**

Use the Q&A panel at the right of your screen. Send your question to All Panelists, the default option.



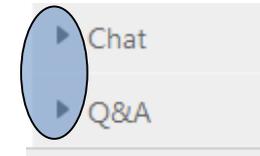
"Q&A" for panelist questions



Ask: All Panelists

### **Don't see a panel?**

Click the "expand panel" triangle in front of the panel name.



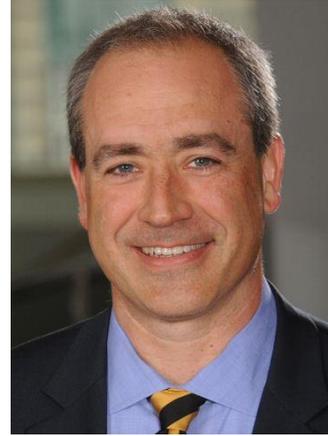
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*This web seminar is sponsored by:*

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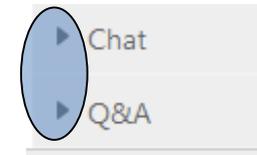
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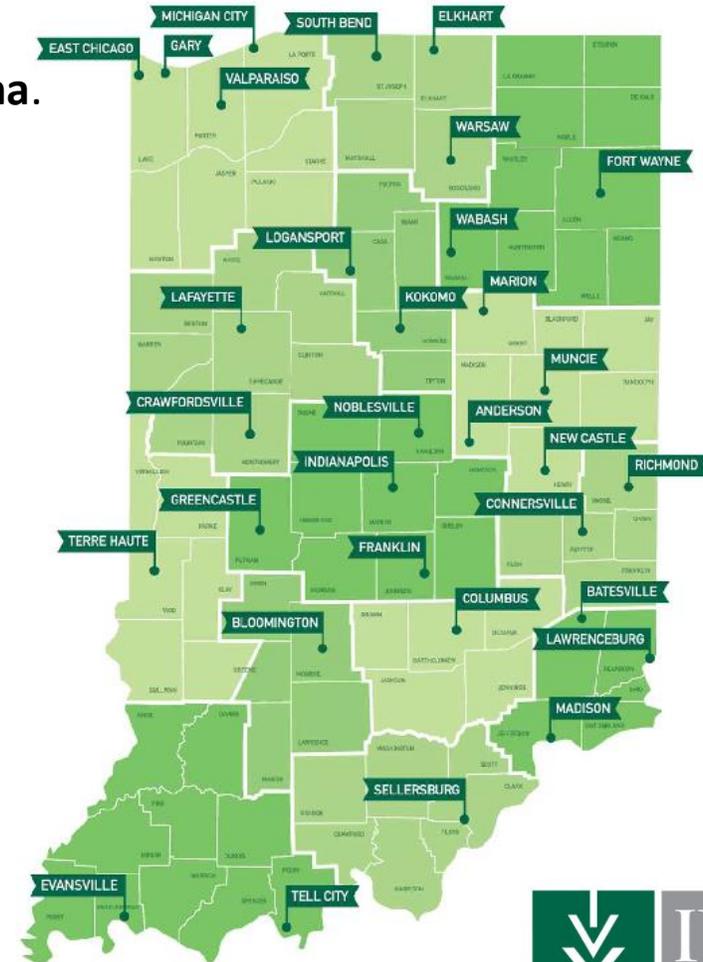
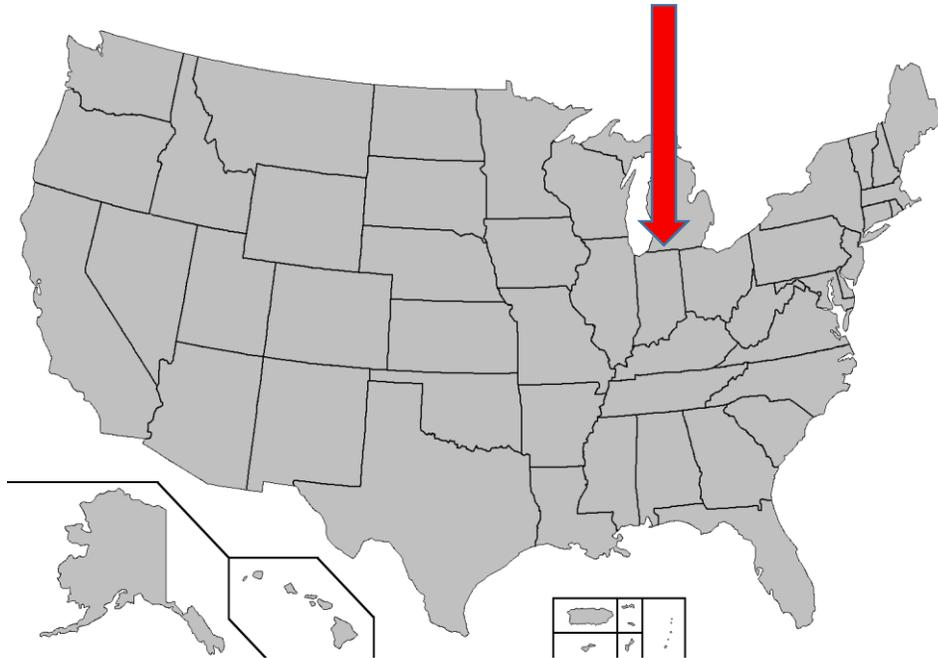
# STUDENT SUCCESS IN THE ERA OF COVID-19

Dr. John R. Laws  
Vice Chancellor for Student Success  
Ivy Tech Community College  
Lafayette Campus



# IVY TECH COMMUNITY COLLEGE

Ivy Tech covers the entire state of Indiana.



# BASIC FACTS

- Founded in 1963 as Vocational / Technical School
- Community College established in 2005
- 18 Campuses at 40 locations
- All Accredited as a Single Institution
- Annual Full-time Tuition is just over \$4,300
- \$149.55 per credit hour
- Serving over 100,000 students each year
- 72% of our students are Pell-eligible

# THE PAST

- Growing in size and scope
- Focused on serving as the “economic engine” of the State and feeder to 4-year institutions.
- Increasing “Student Success” as defined by state Commission on Higher Education and Federal Department of Education.
- Online presence about 30%
- Serving the entire state and slightly across-the-borders”
- Small percentage of out-of-state students

# THE PAST

## Student Success

### Graduation Numbers

- 2 Year Period
- 3 Year Period
- Technical Certificates
- Associates Degree

### Retention

- Fall to Fall
- Spring to Fall



# THE PRESENT (MARCH-TODAY)

## FALL 2020 IVY TECH COURSE DELIVERY METHODS\*

	PERCENT ON CAMPUS*	SCHEDULED SESSIONS	SAME ROOM AS FACULTY	RECORDED LECTURES	DISTANCE LEARNING FEE
TRADITIONAL (TR)	100%	✓	✓	✗	✗
BLENDED TRADITIONAL (BT)	≥50%	✓	✓	✗	✓
BLENDED ONLINE (BI)	33-50%	✓	✓	✗	✓
VIRTUAL (VI)	0% + Skills Assessment	✓	✗	✓	✗
LEARN ANYWHERE (LA)	0-100%	✓	✓	✓	✗
ONLINE (I)	0%	✗	✗	✗	✓

\* Effective with August 24 start classes

# THE PRESENT (MARCH-TODAY)

## Awareness

- CDC and College policies announced, posted electronically and hard-copy
- Special Webpage
- Email agreement sent to all students / place on login screen

## Reduced density on campus

- Majority of faculty teaching from home
- Staff split into teams with different days on campus/virtual
- <30% classes on campus

## Virtual services now available

- Compliments our normal service
- Service hours expanded (virtually)

# THE PRESENT (MARCH-TODAY)

Expanded use of technology - meetings, paper exchange, assignments, email, texting, video messaging.

- Zoom and Teams (Microsoft)
- Adjustments to our “normal” practices to include email
- Developed instructional videos and video greetings
- Electronic textbooks (Cengage Unlimited with COVID-19 money)
- College secured texting software (just prior to outbreak)
- College secured video messaging software as part of expanding services.
- Expanded use of docuSign use
- Computer specs information

# THE PRESENT (MARCH-TODAY)

## Expanded Awareness to Student Needs

- Students hit hardest
- Child Care
- Unintended bias
- Referrals for campus and community
- Aunt Bertha
- Computers

## Donor opportunities

- Financial support
- Easing of restrictions
- Sharing student stories



# THE PRESENT (MARCH-TODAY)

## Student Engagement

- Student Check-in
- Student Life
  - Virtual
  - Face-to-Face
  - Assignment based
- WIG's and Leading indicators

## Plan B for unexpected issues

- Learn Anywhere Model
- Online Proctoring
- Internet Concerns



# THE PRESENT +

## Student Lifecycle Management

A holistic and data-informed approach that focuses on the entire **student** journey — from admissions through alumni — to ensure **student** success.

## Lifecycle Management Ivy Tech Approach

- Fall 2018, Ivy Tech issued a Request for Information for a system solution.
- College-wide team evaluated proposals and product demonstrations.
- The College selected Salesforce as our Constituent Relationship Management system (CRM)



A few things a CRM will do is:

- Transform the Student Journey
- Coordinate Employer Engagement at a Statewide Level
- Grow Alumni Engagement
- Boost Enrollment, Retention and Completion Outcomes
- Optimize Internal Effectiveness Between College Departments and Locations

Vision Statement: Transform the student journey by creating a platform to enable informed decision-making and align business processes to improve student success, lifetime constituent engagement, and facilitate Ivy Tech's strategic mission and vision.

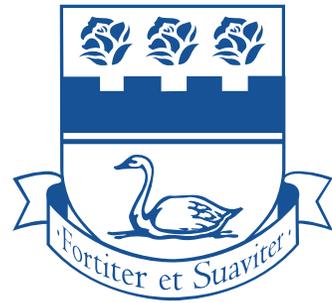
Guiding Principles: innovative, intuitive, efficient, collaborative, trusted.

# THE FUTURE

1. Infuse CRM into the culture and processes
2. Improve Prior Learning Credit process
3. Work to expand internet access across service area
4. Increase collaboration (crosswalk) from non-credit course to credit courses/programs
5. Further develop donor opportunities for student support

# PRACTICAL TAKE-AWAYS

1. Produce Information sheet on computer specs
2. Develop instructional videos on processes
3. Review AuntBertha.com and consider use
4. Explore DocuSign or other electronic signing software – Update Policies/Procedures, as needed
5. Videos and other “how to” guides



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# Student Success in the Era of COVID-19

Luke D. Schultheis, Ph.D.

Vice President for Enrollment, Planning and Effectiveness

- Nearly 80 years of serving students
- 2 New Jersey campuses, with additional in Vancouver and Wroxtton
- Largest private university in New Jersey
- Significant increases in rankings last three years



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## The Past

- New online platform for graduate programs
- Expanding geographic enrollment profile
- International student growth
- Exceeded housing capacity
- Broad number of academic majors on the campuses



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## The Past

- Attendance at open house events
- Admission application volume
- Transfers
- Deposits and housing reservations
- Participation in extracurricular events
- 1<sup>st</sup> to 2<sup>nd</sup> year retention/graduation rates



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## The Present

- Students and employees working remotely
- A few hundred now live on campus
- Support services by appointment
- Extracurricular in a virtual format



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## The Present

- Faculty training on course delivery platforms
- Awareness of health/safety and how communication is received
- New tools for appointments, communication, teaching, meeting, extracurricular, events, tours
- Expanded service hours but limited instructional (for international)



## Presently moving forward

- Develop strong “class of” affinity
- Change student engagement activities
- Collaborate more tightly amongst campuses/units
- Career services needs to be reimagined
- Engage alumni, share with them what we are doing today and tomorrow
- Increase senior administration communication
- Expand information on the web and the “how to’s”



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## Looking ahead

- Condense, collaborate, centralize
- Redevelop job descriptions/duty lists
- Expand training for staff
- Develop instruction for those in different time zones
- New student platforms need to be developed and implemented



Discussion  
Luke@fdu.edu



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# okta

Kevin Bresser, Okta, Director of Higher Education





**Kevin Bresser**  
Director of Higher Education  
Okta

- Served the technology needs of colleges and universities for the past 26 years
- Specialized in Career Services, Human Resources, Athletics, Financial Aid, Advancement, and Information Technology
- Resides in Austin, Texas with wife/Gwen, son/Karsten, and daughter/Hannah





# Traditional HigherEd Identity Focus



Students



Staff+Faculty



Contractors+  
Researchers



# Modern HiEd Identity Considerations



Applicants



Students



Employees



Contractors+  
Researchers



Alumnus



Donors



Ticketing



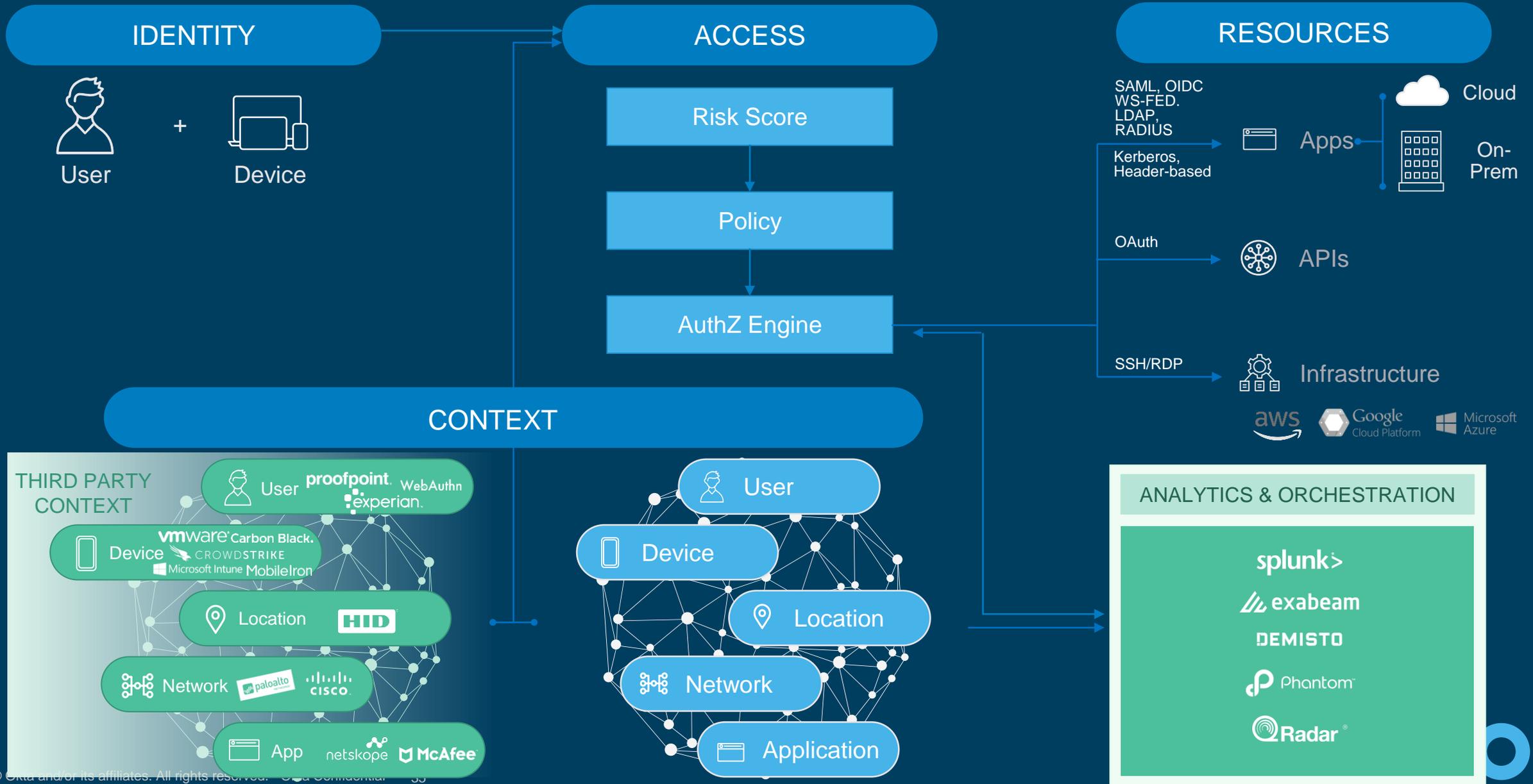
Campers



Parents



# Identity is at the Center of Security





# okta

Kevin Bresser, Okta, Director of Higher Education



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## Q&A



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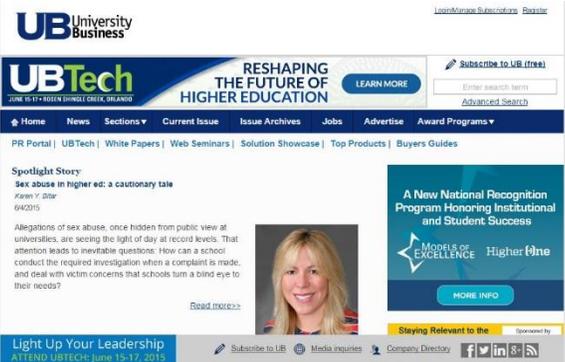


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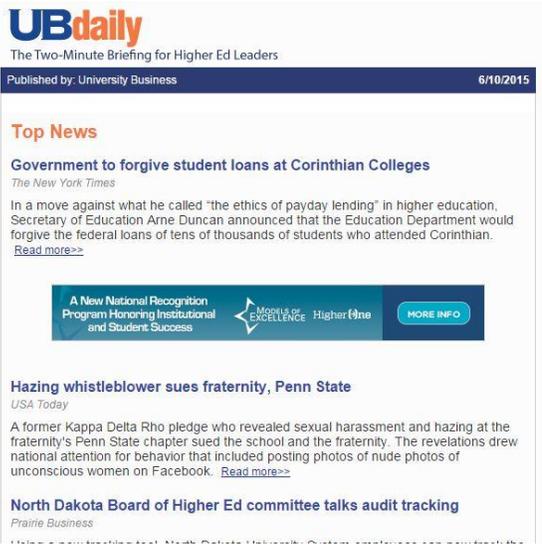
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You will also receive an email  
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