



# Supporting Online Learners Outside of the Classroom: *An Overview of Advising & Learner Success*

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# Advising & Learner Success

- Part of Academic Outreach
- Serves learners studying via Continuing Education (University Park) and World Campus

*For purposes of this presentation,  
we are focusing on World Campus ...*



# Penn State World Campus

- Penn State's online 25<sup>th</sup> campus
- Second highest-enrolling Penn State campus
- Experiencing 22% growth in enrollments
- Online and blended programming
- Video Learning Network



# World Campus Programs

- Degree Programs ([www.worldcampus.psu.edu/degrees.shtml](http://www.worldcampus.psu.edu/degrees.shtml))
  - 22 graduate degrees
  - 20 undergraduate degrees
- Certificate Programs  
([www.worldcampus.psu.edu/certificates.shtml](http://www.worldcampus.psu.edu/certificates.shtml))
  - 21 graduate or postbaccalaurate certificates
  - 13 undergraduate certificates



# Meet Our Learners

- Average Age
  - Undergraduate: 33      - Graduate: 35
- Gender
  - Female: 52%      - Male: 48%
- Residency
  - Outside PA and Mid-Atlantic: 44%
  - PA: 40%
  - Mid-Atlantic: 12%
  - International/Military Stations: 4%

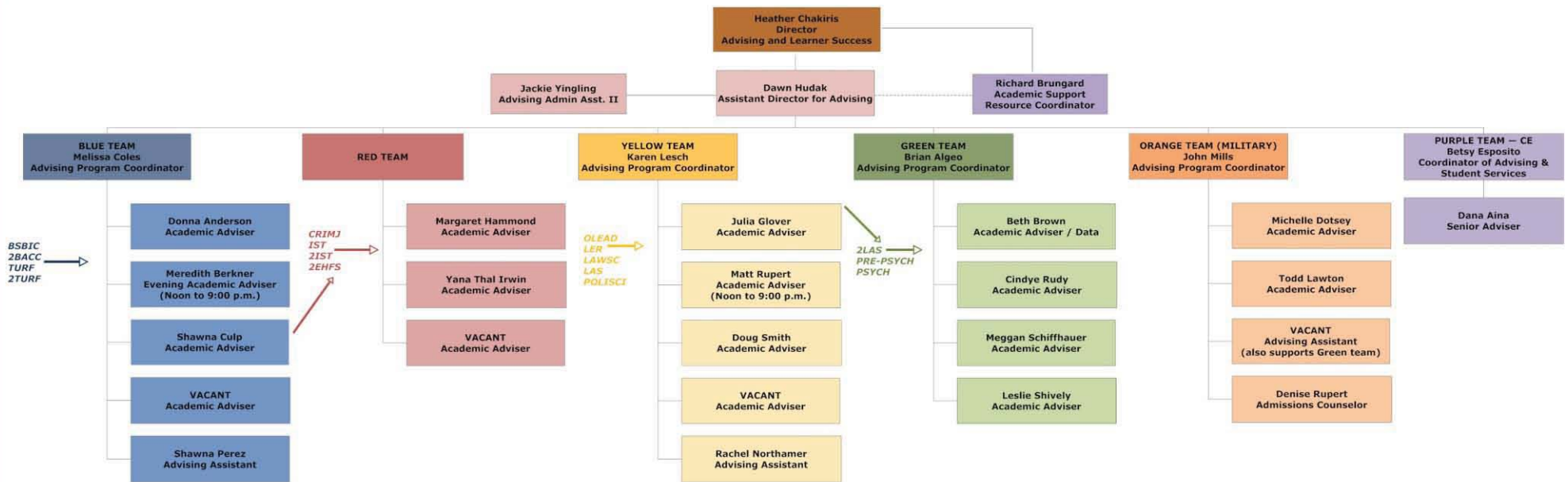


# Enrollments

- BAY08–09: 24,096
- BAY09–10: 31,914
- BAY10–11 (as of 4/30): 39,031 (↑ 22%)
  - SU10: 50.3% WC / 38% UP / 11.7% CwC
  - FA10: 89.8% WC / 4.1% UP / 6.1% CwC
  - SP11: 89.6% WC / 3.8% UP / 6.6% CwC



# A&LS: Academic Advising



- Evening hours (Monday–Thursday)
- Undergraduate advising only
- E&MS, HHDev, and Nursing programs are advised by their colleges

# World Campus Advisers

- Rosters
  - Average per Semester (SU09–SU11)
    - Roster size: 535
    - Reg/Sched: 179
    - Expected: 302
  - Goal is 250:1 (active students, not roster size)
- Competencies
  - Master's degree; 1 year experience





# Advising Performance Standards

- Response Time: 2 bus. days (e-mail); 1 bus. day (phone)
- Send new student e-mail and updated degree audit:  
within 2 weeks of assignment
- Academic Reviews each semester
- Be available via FB, Skype, IM, etc.
- Attend conferences and other development opportunities to stay current on advising policies/trends



# Point of Contact (PoC) Surveys

- Track Satisfaction with Adviser Interaction
  - Web based; weekly invitation to students w/adviser contact
  - No more than one invitation per month no matter # of contacts
  - Measures knowledge, friendliness, responsiveness
  - Students have option to request supervisor follow-up
  - Summary Reports
    - monthly/quarterly/annually per adviser
    - annually (cumulative) for entire team
    - shared w/academic partners regularly
    - resource for SRDPs



# FY 10-11 Advising PoC Summary

- Easy to Contact
  - 95.3% very easy or easy (or n/a)
- Friendliness
  - 99.4% very friendly or friendly (or n/a)
- Knowledgeable
 

- Degree program requirements:	97.6% yes (or n/a)
- Courses (prereqs, selection):	96.6% yes (or n/a)
- Transfer credits:	96.8% yes (or n/a)
- Policies/procedures:	97.6% yes (or n/a)
- Redirecting to right office:	98.2% yes (or n/a)



# CCP/CCRR

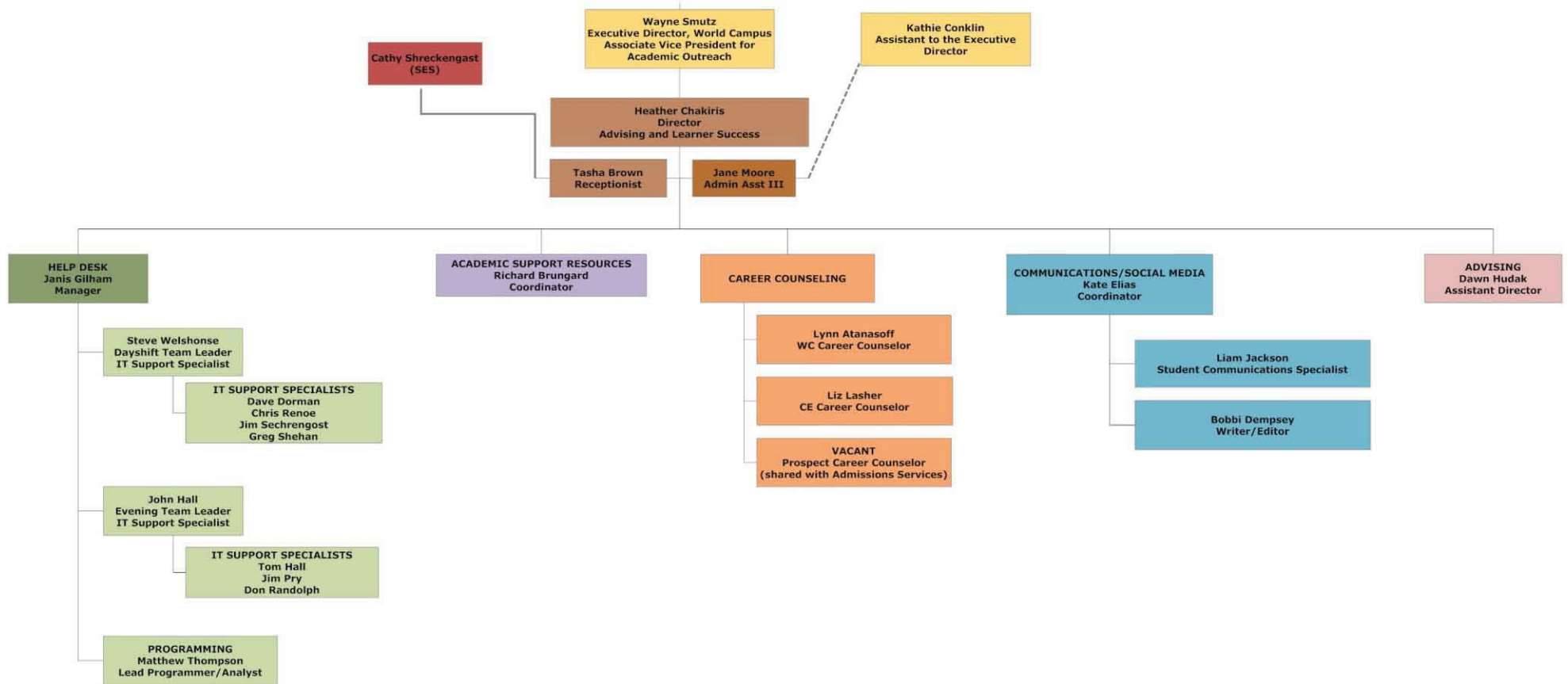
College	Associate Dean	CCP	World Campus CCRR
Abington College	Samir Ouzomgi	Tom Smith	Rachel Northamer
Agricultural Sciences	J. Marcos Fernandez	Terry Musser	Shawna Culp
Altoona College	Kenneth Womack	Jo Shaffer Maggie McNulty	Dawn Hudak
Arts & Architecture	Gary Kesler	Joane Stoneberg	Shawna Perez
Smeal College of Business	Gus Colangelo	Janet Spearly	Todd Lawton
Behrend College	David Christiansen	Mary Beth McCarthy	Douglas Smith
Berks College	Paul Esqueda	Cheryl Gustitus	John Mills
Capital College	Mukund Kulkarni	Katina Moten	Karen Lesch
Communications	Anne Hoag	Jamey Perry	Michelle Dotsey
DUS	Eric White	Marie Lindhorst	Dawn Hudak
Earth & Mineral Sciences	John Hellmann	Jonathan Merritt	Matthew Rupert
Education	Jacqueline Edmondson	David Chase	Leslie Shively
Engineering	Jean Landa Pytel	Jean Landa Pytel	Richard Brungard
Health & Human Development	Anthony D'Augelli	Margaret Sebastianelli	Margaret Hammond
Information Sciences & Technology	Frederico Fonseca	Jean Peritz	Yana Thal Irwin
The Liberal Arts	Christopher Long	Mary Fleming	Elizabeth Brown
Eberly College of Science	Norman Freed	Jim Levin	Meggan Schiffhauer
University College	Nancy Herron	Penny Carlson	Donna Anderson

# Memos of Understanding

- Outline conditions under which colleges will delegate primary advising responsibility to World Campus
- Finalized MoUs: Liberal Arts, IST, and University College
- Reviewed & revised yearly with colleges
- Being drafted for all colleges, even those not offering programs through WC



# A&LS: Learner Success



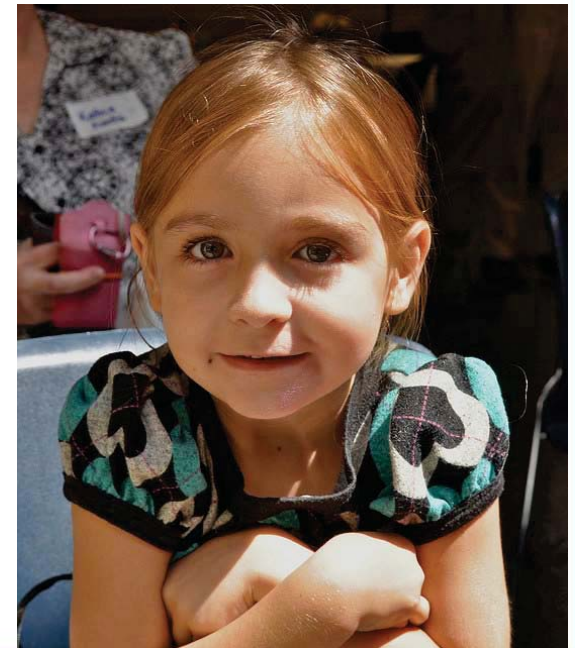
# Academic Support Resources

- Orientation
  - Online modules ([www.worldcampus.psu.edu/orientation.shtml](http://www.worldcampus.psu.edu/orientation.shtml))
  - New Student Webinar (launched September 2010)
    - 526 WC undergrad students have participated; held weekly
    - Penn State structure, important offices, and Web sites
    - curriculum components
    - preparing for an advising session
    - how to register for first course
- Online Tutoring (Penn State Learning)
  - Math, Writing, and STAT 200



# Academic Support Resources (cont'd)

- SmarterMeasure (launched August 2010)
  - 809 WC undergrad students have completed
  - Assesses adult learner readiness for online learning
  - Measures:
    - life factors that may impact ability to persist
    - time management, self-perception, locus of control
    - learning styles
    - reading rate/recall
    - basic technical skills
    - technology usage and vocabulary
  - Directs to online resources
  - Used by advisers with students





# Career Counseling

- Close partnership with UPark Career Services
- Assessments
- Personalized career plans
- Resources for educated career decisions
- Skill building (résumé writing; interviews)
- Webinars



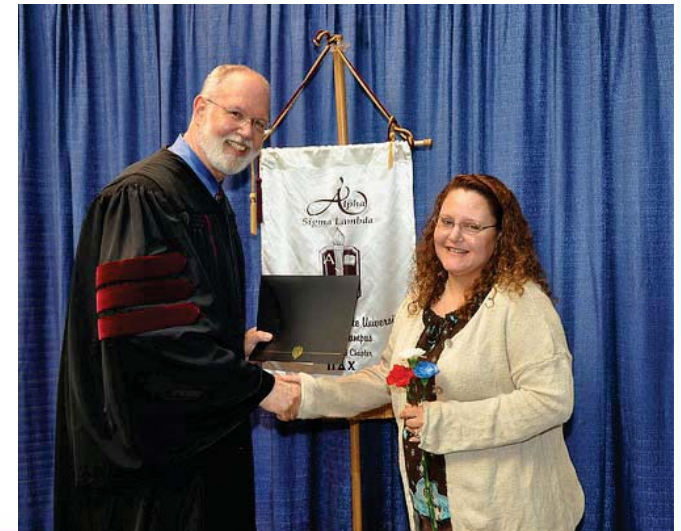
# Technical Support

- HelpDesk
  - Supports World Campus students and faculty
  - Expanded hours (midnight and weekends)
  - Started Point of Contact surveys in January 2011
    - Friendliness: 99% very or somewhat satisfied (or n/a)
    - Knowledgeable: 98.6% very or somewhat satisfied (or n/a)
    - Timely Issue Resolution: 96.6% very or somewhat satisfied (or n/a)
  - Participate on mission-critical Penn State project teams



# Community and Engagement

- All University Day
  - 13 World Campus students participated in 2010
  - 42.9% were first-time campus visitors
  - 80% felt stronger connection to Penn State
- Alpha Sigma Lambda
  - 132 World Campus students inducted SP11
- Blue & White Society
  - Alumni Association membership rate
  - Executive board as advisory board



# Community and Engagement (cont'd)

- Huddle with the Faculty
  - Partnership with Alumni Association and WPSU
  - Live stream with chat functionality
  - 19 participants in FA10
    - 100% would attend another Huddle event
    - 75% felt stronger connection to Penn State
- Student Clubs and THON
- Social Media



# Questions?

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*Thank you for coming!*