



PRESENTATION HANDOUT



# Be True to Your Institutional Brand in the Digital Learning Environment

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# Discussion Guide

- 1. Current landscape:** Online learning pre- and post-COVID-19
- 2. Common concerns** when transitioning to an online environment
- 3. Key takeaways**
- 4. Q + A**

# Priority Areas for Institutions

**85%**

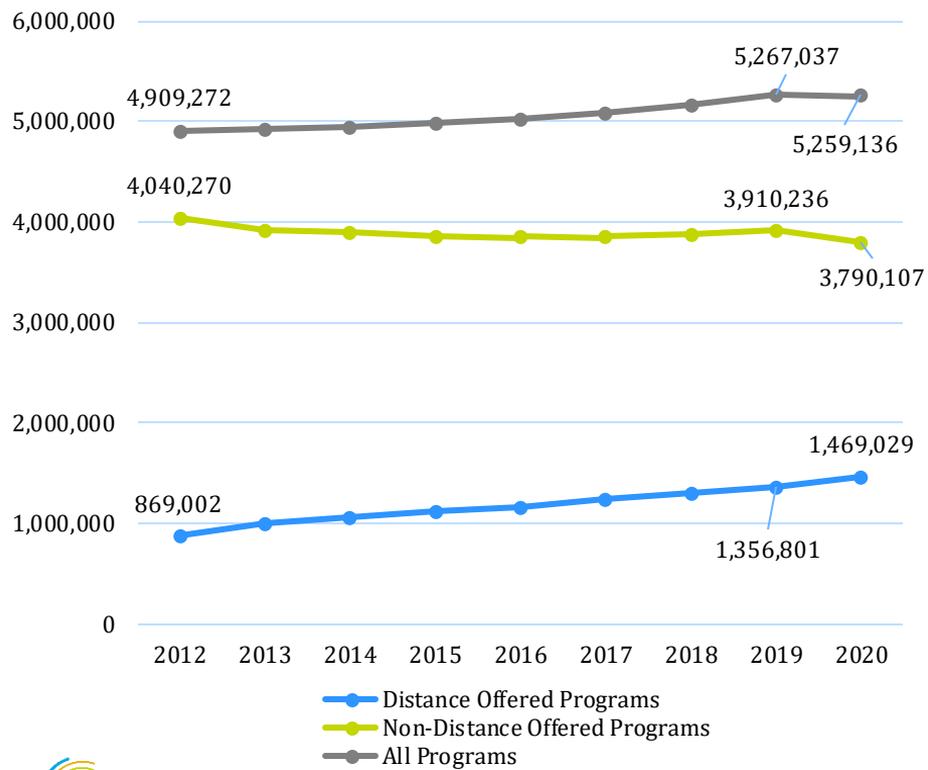
Expanding online programs and offerings

**81%**

Funding programs based on their alignment with the university's mission

# COVID-19's Effect on Online Learning (Pre-pandemic trends)

*Rise in distance offered completions*



*Accelerated trends leading into pandemic*



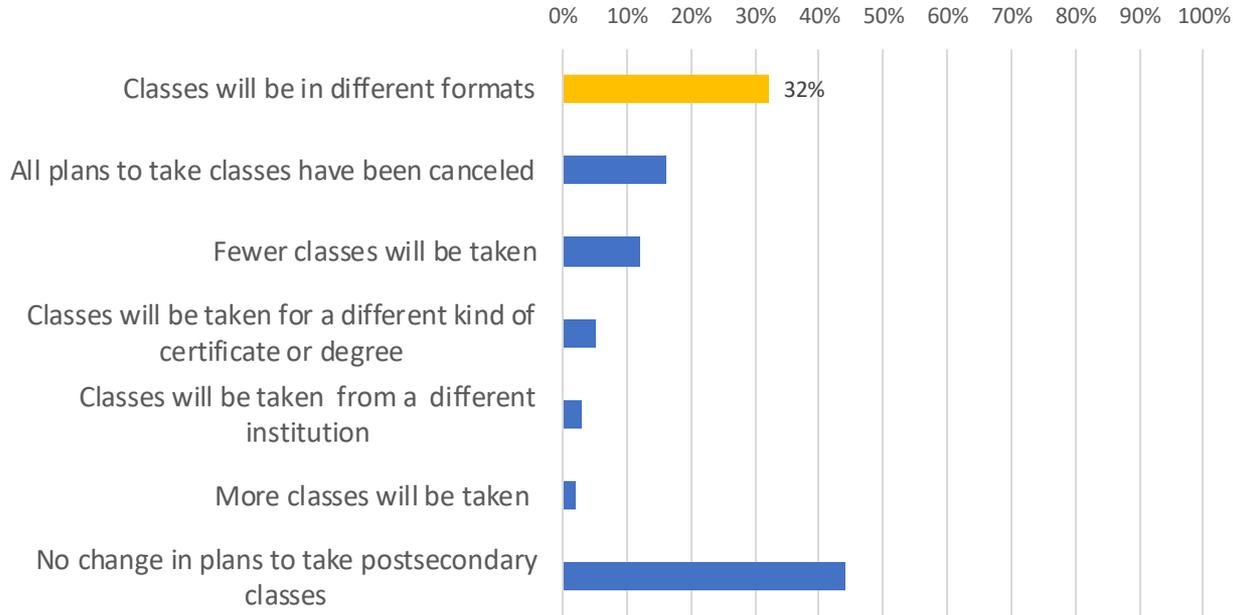
Source: IPEDS National Data Center

# COVID-19's Effect on Online Learning

## Post-pandemic findings

## Receptions of shift to online

18+ who reported change in post secondary plans for at least one house member



- 40% students found it easier to participate
  - Majority found it easier to interact with instructor
- Faculty driven research found large introductory courses were the best to transition online

# Transitioning Your Brand to an Online Environment

*Major concerns regardless of institution type*

- 1.** Student Engagement + Collaboration
- 2.** Student Support Services
- 3.** Student Learning Experience



Student  
Engagement +  
Collaboration

A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and have their left hand on a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. Centered over the image is white text that reads: "How can institutions create engaging, social experiences for students online?".

How can institutions create  
engaging, social experiences  
for students online?

# Student Social Engagement

## *What does the data tell us?*

**76%**

Institutions claim that student classroom attendance is down post-COVID-19.

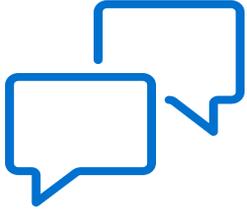
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**54%**

Students say in-person classroom engagement is worse post-pandemic.

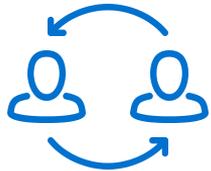
# Student Social Engagement

## *How to transition to an online environment*



Create online forums outside of the LMS using familiar platforms like Facebook.

Include intentional group activities in the curriculum.



Set up instructor-student interviews to learn more about the student's motivations.

# Student Social Engagement

## *Key takeaway*

How can institutions create engaging, social experiences for students online?

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**Provide opportunities for interaction both within courses and externally.**



# Student Support Services

A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and have their left hand on a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. Centered over the image is the text "How can institutions provide exceptional student support online?" in a white, sans-serif font.

How can institutions provide  
exceptional student support  
online?

# Student Support Services

## *What does the data tell us?*

**84%**

Institutions said online students had less access to support services prior to COVID-19

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**48%**

Institutional leaders agree that providing online student support serves all students, not only online students

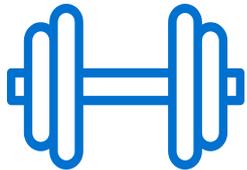
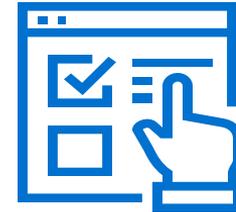
# Student Support Services

## *How to transition to an online environment*



Offer virtual events that explain each student service and its benefit.

Embed callouts to services in online courses.



Share use cases of campus facilities benefitting an online student (e.g., rec center).

# Student Support Services

## *Key takeaway*

How can institutions provide exceptional student support online?

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**Help students learn about (and use) existing services available to them.**



# Student Learning Experience

A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and have their left hand on a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. Centered over the image is white text that reads: "How can institutions offer a quality online learning experience to students?".

How can institutions offer a quality online learning experience to students?

# Student Learning Experience

## *What does the data tell us?*

**51%**

Faculty who now feel more positive about online learning than pre-pandemic.

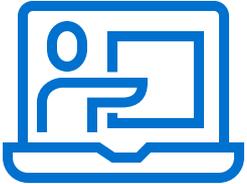
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**73%**

Students prefer some of their courses to be fully online post-pandemic.

# Student Learning Experience

## *How to transition to an online environment*



Provide ongoing training on best practices for online teaching; offer certification course.

Prepare students for early success with LMS training and support.



Involve students in the development of curriculum via focus groups and surveys.

# Student Learning Experience

## *Key takeaway*

How can institutions offer a quality online learning experience to students?

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**Create opportunities for both students and faculty to learn about the nuances of the online environment.**

“

Tell me and I forget, teach  
me and I remember,  
involve me and I learn.

*-Confucian philosopher Xunzi*

# Be True To Your Institutional Brand in the Online Learning Environment

## *Key takeaways*

- 1.** Provide opportunities for interaction both within curriculum and externally.
- 2.** Help students learn about (and use) existing services available to them.
- 3.** Create opportunities for both students and faculty to learn about the nuances of the online environment.



Q + A