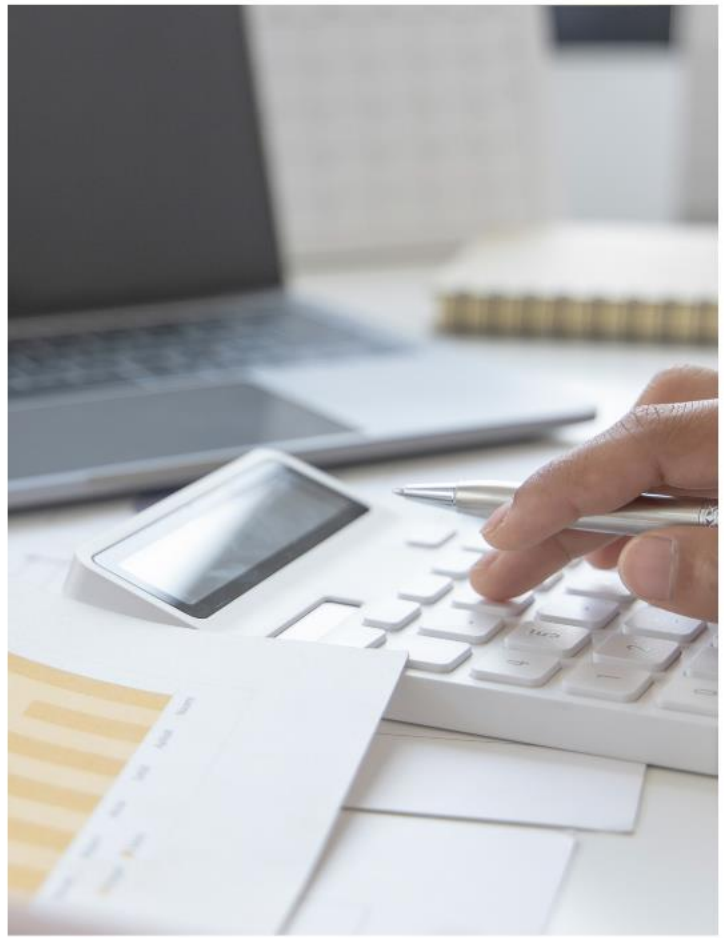
RNLNC

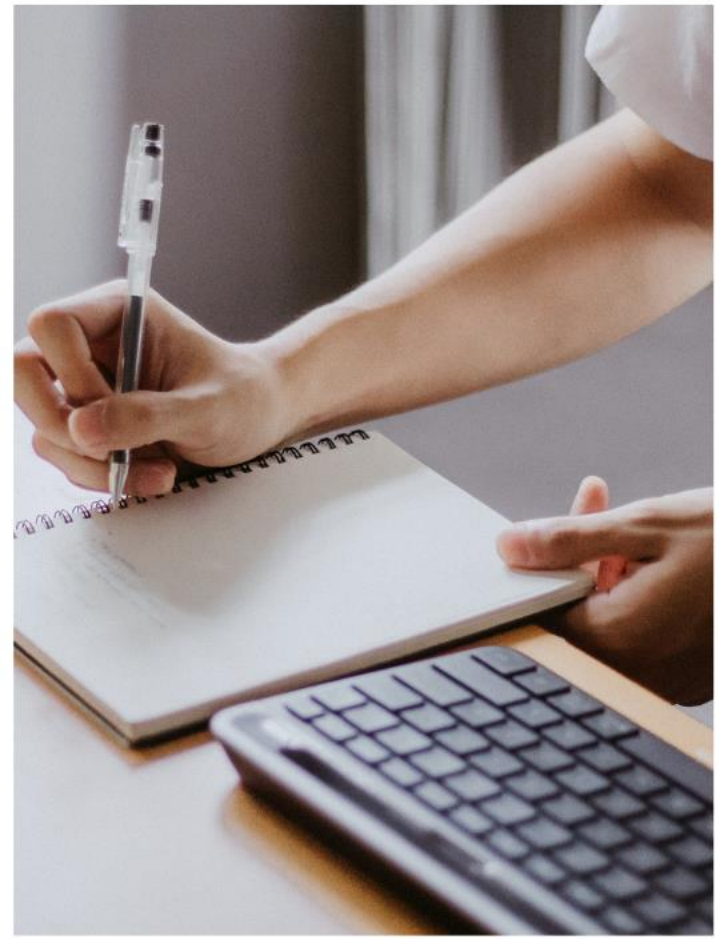
PRESENTATION HANDOUT

ORAL ROBERTS UNIVERSITY

RETAINING ADULT LEARNERS IN AN ONLINE ENVIRONMENT



THE ONLINE ENVIRONMENT TODAY



NAVIGATING RETENTION IN ONLINE HIGHER EDUCATION POST-COVID19

"While schools that are primarily online saw gains last year during the height of the pandemic, those positives turned to negatives this fall, with enrollment dropping by 5.4% for undergrad programs and 13.6% for graduate programs."

Nadworny, Elissa. "College Enrollment Plummeted During The Pandemic. This Fall, it's Even Worse." NPR, October 26, 2021, https://www.npr.org/2021/10/26/1048955023/college-enrollment-down-pandemic-economy.

RETENTION FACTORS FACING ADULT LEARNERS

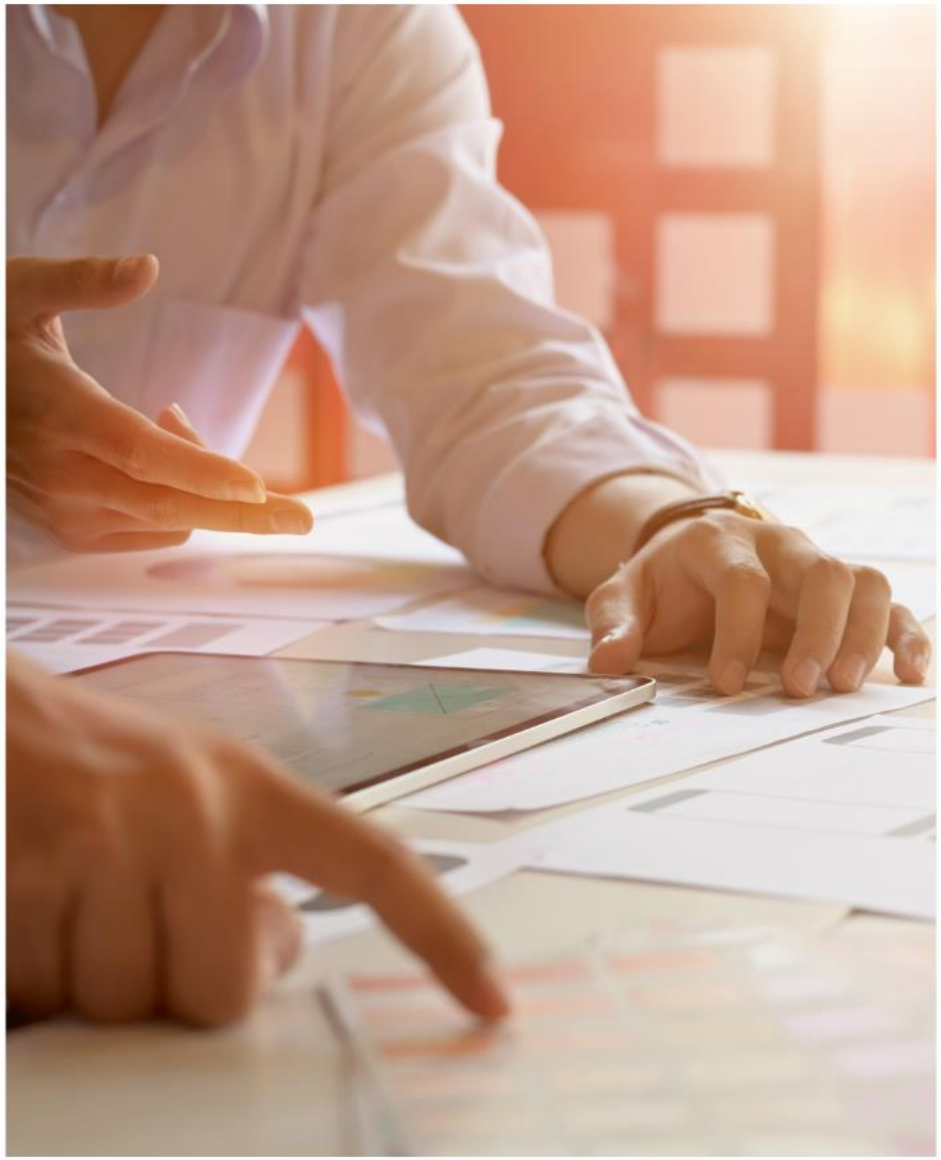
- MANAGING TIME/WORK
- FAMILY
- FINANCES
- PANDEMIC
- MENTAL HEALTH

SUPPORT SYSTEMS

01 EDUCATION PLAN

02 FINANCIAL PLAN

03 SUCCESS PLAN



EDUCATION PLAN

01 Formatted for The Individual

02 System to Make Quick Updates

03 Academic Support

FINANCIAL PLAN

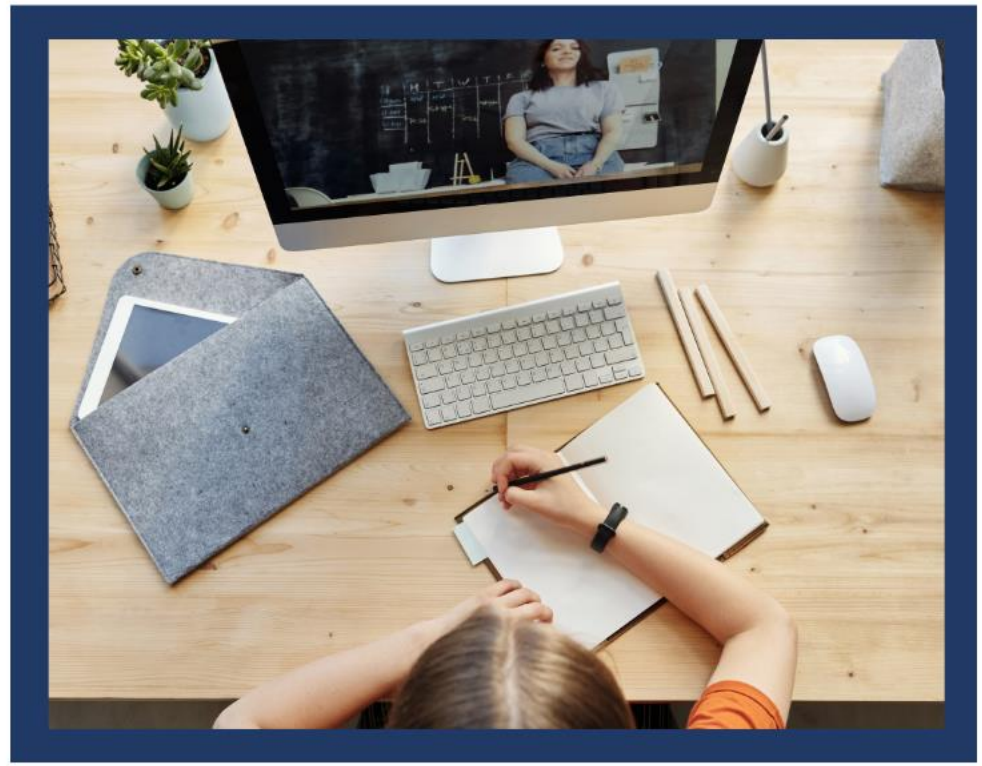
01 Designated Online Specialist

02 Processes That Run With the Rhythm of Online

SUCCESS PLAN

Managing a Student From Application to Graduation

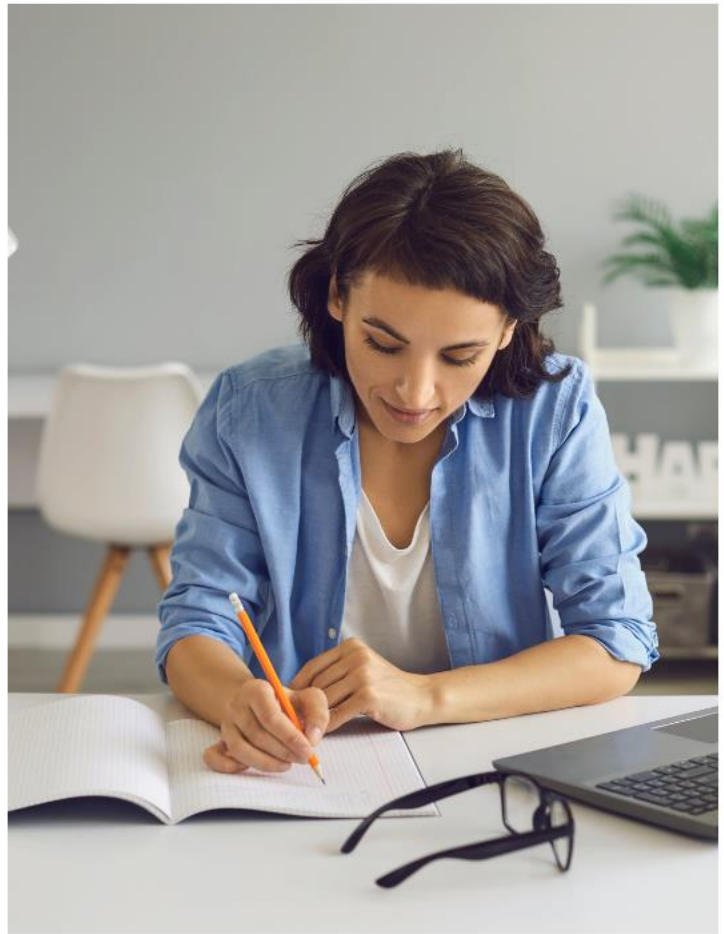
ORGANIZATIONAL ISSUES



Too Much Administration

Transactional Student Engagement

Enrollment Vs Registration



ENROLLMENT VS. REGISTRATION

Enrollment - Transformational
Registration - Transactional

SUCCESS COACH (RELATIONSHIP)

- DESIGNATED POINT OF CONTACT
- MANAGE THEIR "WHY"
- SUCCESS METRICS
- NEW VS. CURRENT STUDENTS

DESIGNATED POINT OF CONTACT

Who Is Responsible For The Success of Each Student?

01 Set Expectations for Students and Staff

02 Deadlines and Touchpoints

03 Does Not Have To Be The Expert

RETENTION IS A MINDSET

FROM APPLICATION TO GRADUATION

There will be moments of doubt in the mind of a student.

The question is not "if" it will happen, but "when" it will happen.

01 Encouragement

02 Find Solutions

03 Create a Plan

04 Resources

KNOW THE **"WHY"**

METRICS

01 No Access Report

02 At-Risk Report

NEW VS. CURRENT STUDENTS

01 Foundation

02 Expectations

03 Engagement

THANK YOU

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