



# Engaging for student success: Fostering a sense of community with online graduate learners

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# Agenda

- Overview of Gies College of Business
- Why Engage?
- Academic Program Engagement
- Learner Engagement
- Q and A

# Gies Business Online



Flexible



Stackable



Online by  
Design



# Expanding Our Portfolio



**iMBA**

Financial Management

ACCY Foundations

Digital Marketing

**iMSA**

Strategic Leadership & Management

CPA Pathways

Taxation

**NDEG**

**iMSM**

Value Chain Management

Accounting Data Analytics

**iDegrees**

**Graduate Certificates**

**Non-Degree**



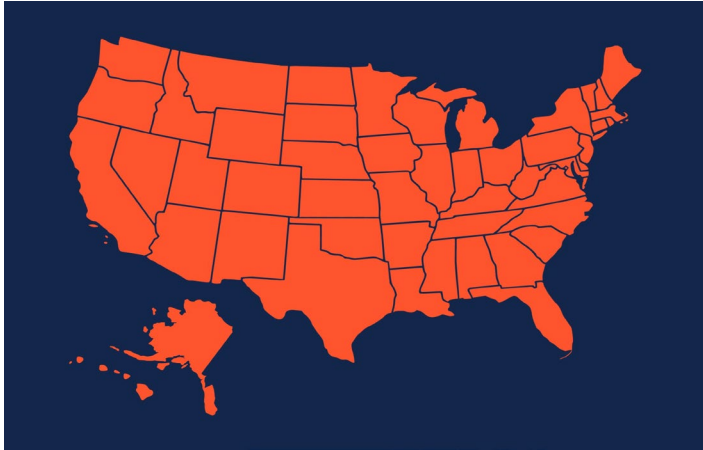




# Accolades

- Announced stacking of iMSM to iMBA
- *P&Q* Dean of the Year 2021: Dean Jeff Brown
- *P&Q* MBA Program of the Year 2022
- Grow with Google Partnership

# Nationwide Presence



- 6,010 Online Students
- 3,000+ Alumni Network
- 50 States Represented

# Worldwide Reach



- 99 Countries Represented



# Gies Online: By the numbers

35% women

14% URM

11%  
international

11 years  
average work  
experience

78 faculty

42 teaching &  
learning staff

250 teaching  
assistants

36 average  
age



# Academic Program Engagement

## Coursework

- ✓ Builds on MOOC
- ✓ Live Weekly Lectures
- ✓ Team/Group Projects
- ✓ Advanced Case Studies & Exams
- ✓ Peer Driven Discussion & Tutoring

## Student Academic Support and Success

- ✓ Degree Planning
- ✓ Express Advising
- ✓ 1:1 Appointments
- ✓ Open Office Hours
- ✓ Email Support







## How do you engage your students?

- Sense of community
- Change of scenery
- Opportunity to travel to new locations
- Improve learner's network



# Learner Engagement

- Gies Led
- Student Led







# Gies Led Engagement

- iConnects, Meet-Ups & Gies Pop-Ups
- iConverge
- Immersions

# iConnects & Meet-Ups

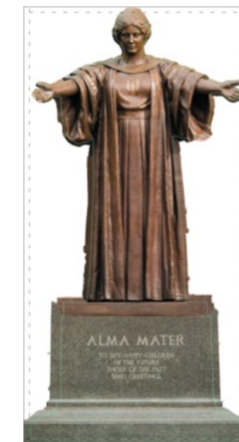
- Staff & Faculty hosted events
- Can range anywhere from 1-50 students in attendance
- Domestic & International





# Gies Pop-Ups

- Gies branded marketing & merchandise sent to students for small events
- No staff or faculty are present
- Target small areas that we do not go to for iConnects & Meet-ups



# iConverge

- Yearly 3-day student event
- Professional development themed
- Includes speakers, campus tours, and structured networking





# Immersion



Virtual

14 days

Pair up with local University

Domestic

3-4 days

One city

International

7-10 days

Pair up with local University

Multiple cities







# Student Led Engagement

- Ambassador program
- New Student Guides
- Social Media
- Workplace
- iGBA



# Ambassador Program

- Application
- Requirements
- Leadership and presentation enhancement
- Student Experience sells
- Provides materials for marketing



# Ambassador Interactions

- One to one connections
- Student stories
- Marketing materials
- Panelists
- LinkedIn Live
- Gies on Location



# Student Feedback

Being a student ambassador, it helped me develop my skills, make meaningful connections, and give back to the community. Padma iMSM/iMBA '23

Being a Gies Online Ambassador has been one of my favorite experiences so far in the program. It's such a rewarding experience and as a student it enhances my leadership skills. I enjoy serving and empowering others to seek education and live out their purpose. Connecting with perspective students and meeting others is fulfilling. Brittany iMBA '23

The Ambassador program was truly eye-opening for me. Although engaged within a short time, it allowed me to build valuable connections with aspiring candidates who have now mastered courage to complete their own applications for the iMSA program. Stephanie iMSA '23

It was an amazing experience that enhanced my leadership skills and offered an opportunity to give back to this amazing program. Khaled iMBA '23

# New Student Guides

- Mentor opportunity for current students
- Newly admitted student connection
- Bridges admission process with onboarding
- Brief application process



**Gies College  
of Business**

Breakout #1 (10 minutes)



# Social Media

- Use student stories to sell
- IG + LinkedIn + FB
- Monthly plan
- Dedicated person to monitor
- 4+ posts each week + reposts



Gies Online at Illinois Gies Business

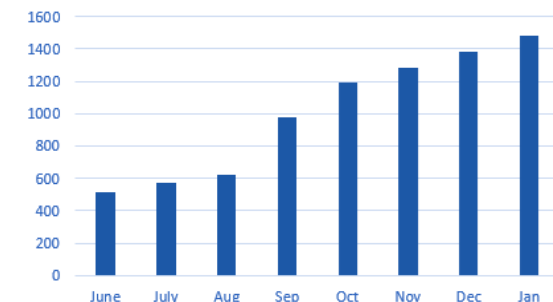
4,518 followers

2mo •

"My time here in Gies will forever be inscribed in my heart. The many opportunities I was given outside and inside the classroom sessions have immensely contributed to my development as a student and in my corporate world. Everything we ...see more



## Followers



We gained 100 followers each month during December and January.

# Workplace



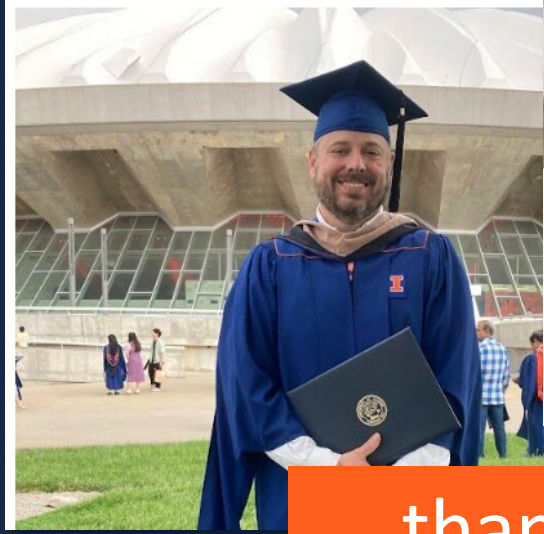
**Patrick Mueller** (He/Him) • Following  
Sr. Digital Marketing Manager  
1mo •

Two years ago, I didn't have the confidence to think that I could earn a bachelor's degree from a top business school. Four years ago, I didn't have the confidence that I could earn a bachelor's degree. Those lingering community college credits sat as a reminder that I had started something I couldn't finish.

I've forged most of my career without the experience of higher education. It bothered me not because I wasn't successful. Instead, I thought I had an opportunity to stretch and grow beyond my comfort zone.

At the end of my last lecture, **Ron Watkins** summed it up nicely with "thank you for investing in yourself." It's not a piece of paper or a line on a resume. It's about changing who you are and how you address challenges.

Thank you to my friends and family for your support and to **Gies College of Business - University of Illinois Urbana-Champaign** for the lifelong memories you will take with me for the rest of my journey.



**Lindsey Koble** • 2nd  
Signia Hearing Territory Account Executive  
2mo • Edited •

Francie has added a fun flare to MBA life. I can be forever thankful for the flexibility Gies College of Business - University of Illinois Urbana-Champaign has given me.

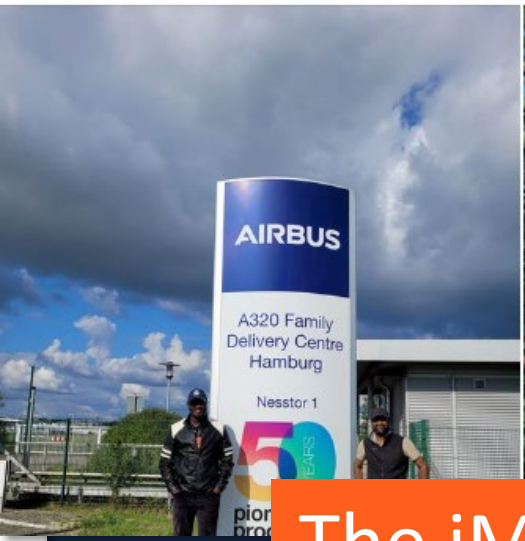
Another semester down! #wearegies



Forever thankful for #flexibility

September 11 at 11:54 AM

I am on a work trip to Hamburg, Germany, so I connected with **Suresh Suryadevara** who showed me around the Airbus facility (where he works), an apple farm, and villages on the outskirts of the city. This is what the iMBA global concept is all about- bringing the world so near!!



The iMBA brings the world so near!!

...thankful for investing in myself



# iGBA



- Complimentary general membership
- Currently enrolled online graduate students
- Official liaison between students and College and University administration
- Encourages professional development and a sense of community by administering activities, programs, and initiatives



Which idea sounds like something  
you could implement?



# Q and A?

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