How the Most Innovative University in the United States is Promoting Student Success: An Overview of Resources Designed for the 21st Century Student

Arizona State University

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Overview

“Universities are competing globally for students, academics and funding, and only those that stay relevant and leverage new digital capabilities will benefit in this digital age. Those institutions that are not equipping themselves to adapt to this new digital era will be left behind.” --PWC, 2018
Agenda

- Introductions
- Higher education in the United States
- Regional information
- ASU by the numbers
- Digital natives and digital immigrants
- Definition of success
- Suite of tools
- Looking ahead
Our Background

Jessica
- B.A., Secondary Education
- M.Ed., Higher Education
- Assistant Director, Academic Services
- Major: Biomedical Engineering
- 11 years experience in secondary/higher education

Gia
- B.A., Organizational Leadership
- M.Ed., Higher Education
- Academic Success Specialist, Senior
- Major: Electrical Engineering
- 13 years experience in advising
- 16 years experience mentoring and coaching in corporate sector
Higher Education in the U.S.

Statistics (as of 2018)

- ~ 327.2 million people in the United States
- ~ 19.9 million students enrolled (< 6.1%)

Many options for post-secondary schools (7,021)

- Trade and technical schools (2,438)
- Community colleges – two year degrees or prep for university (1,579)
- Universities – four year degrees and advanced degrees (3,004)

Students choose their degree path

- Applications submitted last year of secondary school
Regional Information

- ASU located in the Southwestern United States
- Metropolitan area + surrounding suburbs
- Phoenix ~ 1.6 million people
- ASU is one of three major universities
  - Northern Arizona University ~ 31,000 students
  - University of Arizona ~ 45,500 students
  - Arizona State University ~ 112,000 students and growing
University Charter

- Charter video: https://president.asu.edu/asu-mission-goals

ASU is a comprehensive public research university, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.
“One university in many places”
- 6 campuses = 5 ground + online
- 350 undergraduate + 450 graduate degree options available
- Of those 800 programs, 200 available online
- Tier 1 research institution

Colleges
- 18 colleges comprise the university
- Size and presence on each campus varies
## ASU Student Demographics

- Total on all 6 campuses = 112,000 and growing

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Undergraduate</th>
<th>Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian/Alaska Native</td>
<td>783 (1.3%)</td>
<td>135 (1.1%)</td>
</tr>
<tr>
<td>Asian</td>
<td>4,446 (7.4%)</td>
<td>618 (4.9%)</td>
</tr>
<tr>
<td>Black/African American</td>
<td>2,539 (4.2%)</td>
<td>384 (3.0%)</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>14,417 (24.0%)</td>
<td>1,361 (10.8%)</td>
</tr>
<tr>
<td>Native Hawaiian/Pacific Islander</td>
<td>134 (0.2%)</td>
<td>20 (0.2%)</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>2,672 (4.4%)</td>
<td>290 (2.3%)</td>
</tr>
<tr>
<td>White</td>
<td>29,504 (49.1%)</td>
<td>5,384 (42.7%)</td>
</tr>
<tr>
<td>International</td>
<td>5,388 (9.0%)</td>
<td>4,243 (33.7%)</td>
</tr>
<tr>
<td>Unspecified</td>
<td>225 (0.4%)</td>
<td>166 (1.3%)</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Gender</th>
<th>Undergraduates</th>
<th>Graduate Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>28,715 (47.8%)</td>
<td>5,911 (46.9%)</td>
</tr>
<tr>
<td>Male</td>
<td>31,393 (52.2%)</td>
<td>6,690 (53.1%)</td>
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</tbody>
</table>
ASU’s College of Engineering

- Six engineering departments
  - 25 undergraduate + 62 graduate programs
  - 6 undergraduate + 14 graduate programs are available online
  - Total enrollment (fall 2018): 22,458 students
  - 70+ professional academic advisors
  - 350+ faculty members
Digital Natives and Digital Immigrants

- **Digital Native**
  - An individual who was born using technology

- **Digital Immigrant**
  - An individual who utilizes technology but was not raised ‘on’ technology

- First-time Freshmen (FTF) = ‘traditional’ students
  - These students are often digital natives

- Transfer students and returning adult students = ‘non-traditional’
  - Some may be digital natives, but many are digital immigrants
College in the Digital Age

- Students crave immediate feedback and easy access to answers
  - Communication skills are often lacking
  - Many rely on texting as their main source of communication
  - Email is antiquated technology in their eyes

- Mentality of customer versus student
  - Demand for resources available all hours
    - People and self-service tools
  - “Students increasingly see universities as the main means of securing their future employment rather than simply learning and self-development.” -- PWC, 2018, Digital University

- Technology is the key to connecting with all students
Definition of Success

- **University defines success as:**
  - Retention + graduation rates, GPA + grades, class registration

- **Advisors define success as:**
  - Navigating the university system
  - Understanding policies and procedures
  - Knowing deadlines and dates from the academic calendar
  - Understanding resources available
  - Taking part in engagement opportunities
  - Awareness of lingo, acronyms, environment
  - Ultimately, being autonomous students
Student Resources Overview

- University resources
  - Most general and most available
  - All students can use

- College resources
  - Engineering is 1 of 18 colleges at ASU
  - Targeted content is included
  - Specifically designed by each college
University Resources

- me3
- ASU Degree Search
- ASU Transfer Guide
- MyASU
- ASU Online Orientation
University Resource: me3

- Available to anyone to use
- Download as an app
- Functions as a game
- Targeted to high school students
- Helpful for students in transition
- Overview of me3 video:
University Resource: Degree Search

- Categorizes all degree, minor, and certificate options
  - Replaces printed catalogs
- Provides in-depth information
  - Videos, descriptions, contact info
- Helps new and current students
- Demo
University Resource: Transfer Guide

- Course equivalency search
- Credit by exam search
- Demo

Personalize your experience by:

- Building your Transfer Map
- Opting-in to a pathway program
- Tracking your degree progress
University Resource: MyASU

- Student-facing portal
  - Priority tasks
  - Finances tab
  - Campus Services
  - Service Center
  - eAdvisor and major map
  - DARS + explainer videos
Degree Progress Tools

My Classes
- Spring '18
- Fall '18
- Spring '19
- Summer '19
- Fall '19

BIO 340 General Genetics
BIO 353 Cell Biology

Priority Tasks
- ABOR Code of Conduct

My Programs
- Biomedical Engineering (BSE)

My Major Map Progress
- Track your progress against your degree's major map.
- Graduation Audit (DARS)
- View your progress towards your degree.
- Major Map
- See the degree's full major map, without your progress.
- DARS Explainer Experience

Barrett Honors College
- Honors Progress
- Enrichment Contracts
University Resource: ASU Online Orientation

- Free 6-day course for ASU Online students only
- Explore ASU’s academic and career resources
- Discuss the value of earning your degree
- Review academic integrity policy
- How to navigate the online classroom
- How to interact with other online students
- Learning style and study habit assessments
- Create a personal plan for work/school/life balance

[ASU Online Overview]
College Resources

- Engineering online orientation
- Live registration sessions
- Advising hold schedule
- Prospective student webinars
Welcome from the College of Engineering

- ASU Online students only
- Videos from Dean and Vice Dean
- College-specific resources and information
- Builds on info from ASU Online Orientation
College Resource: Live Registration Sessions

- ASU Online students only
- Demonstrate registration tools
- Review class schedule

What we’ll cover

1. Program Curriculum
2. Graduation Audit (DARS)
3. Transfer Credit Evaluations
4. Registering for Classes
5. ASU Online Format
6. Strategies for Success
7. Paying for School
8. Next Steps
College Resource: Advising Holds

- Imposed on account at designated times
- Prevents enrollment transactions
- Engineering utilizes these often
  - Degree rigor and math intensity
  - Student retention
- Example:

<table>
<thead>
<tr>
<th>Advisor Meeting Schedule</th>
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<tbody>
<tr>
<td>Term 0: Hold Placed; Resolved by orientation</td>
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<tr>
<td>Term 1: Hold Placed; Resolved by ASU 101 visit [Create Freshman/Sophomore course plan]</td>
</tr>
<tr>
<td>Term 2: Hold Placed; Resolved by Canvas module online</td>
</tr>
<tr>
<td>Term 3: No Hold Placed</td>
</tr>
<tr>
<td>Term 4: Hold Placed; Resolved by appointment [Create Junior/Senior course plan]</td>
</tr>
<tr>
<td>Term 5: Hold Placed; Resolved by appointment [Graduation check]</td>
</tr>
<tr>
<td>Term 6: No Hold Placed</td>
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<tr>
<td>Term 7: No Hold Placed</td>
</tr>
<tr>
<td>Term 8: No Hold Placed</td>
</tr>
</tbody>
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College Resource: Prospective Webinars

- Departments utilize webinars differently
- Electrical Engineering example
- Biomedical example
- Google hangout, Adobe Connect, Zoom
How this suite of tools enables autonomy + success

- Complements in-person advising services
- Communication in different modalities
- Ability to disseminate information efficiently
- Students can seek answers to questions
- Retention (major, college, university)
"Universities are competing globally for students, academics and funding, and only those that stay relevant and leverage new digital capabilities will benefit in this digital age. Those institutions that are not equipping themselves to adapt to this new digital era will be left behind." --PWC, 2018

- What does this mean at ASU?
  - Growth of ASU Online
  - CRM systems improving the speed of communication and student interaction
Thank you

- We appreciate you joining us!
- Questions?
- Connect with us:
  - Jessica.Meeker@asu.edu
  - Gia.McLaughlin@asu.edu