



MISSION: Provide dynamic learning for living, working and serving. VISION: A success story for every student and stakeholder.

The Source

Orientation Components Addressed in the Source

'The Source', an AQIP Action Project, was designed to replace an antiquated online orientation. This was developed to replace the online orientation with a tool/resource that students would have 24/7 access to via the college website and would be linked to the student population type he/she would identify as (ex. new, transfer, PSEO, etc.).

Data/Evidence Used to Build the Components in the Source

The work group tasked with this project researched and compared examples of products across the Minnesota State system and nation. After a thorough review, the group recommended a system that allowed students to identify via student type. This was mapped out taking into consideration the information needs of each student type as they progress through their academic experience.

Oracle Service Cloud (OSC) was chosen as the software platform after looking at various options – institutional developed product, OSC, and other third party vendors. OSC was cost-effective and was being utilized by the M State Support/Call Center. It had the capacity to develop this type of system and integration strategies had already been developed. OSC also allowed 'answers' to be developed by the department that oversees the information and has a feature that prompts reviews and updates by the author of the information.

Since the system was being utilized to log all calls, chats and emails through the M State Support Center, the incident data was compiled and analyzed to determine most prevalent topics. In person and online surveys were also conducted with current students for feedback on topics/information as a new student to M State: what they were glad they were made aware of, what they wish they would have known, and what would be beneficial to new students to M State. The incident topics and student feedback data were prioritized, developed and included as topics/answers for The Source resource. (See "The Source Orientation Focus Group – Survey and Results")

Accomplishments/Results

Information is available to students 24/7 and is updated a minimum of three times a year to ensure accuracy and relevance. OSC allows for the individual reading the information to provide instant feedback on the helpfulness of the answer and/or ask for further assistance or information. These additional inquiries are answered by a staff person in the Support Center.

Student Experience and Evaluation Data

OSC has statistical analysis capabilities that display the current top ten answers based on the most widely searched topics at that point in time. OSC also will pull answers based on keywords entered into the search feature and orders them from most frequently viewed/clicked on to least viewed/clicked on. These two features provide the student answers that the system predicts are most relevant.