Minnesota State Community and Technical College, MN

Project: New Student Orientation - From One Time Event to Ongoing Support Experience

Version 1.0- Project

<table>
<thead>
<tr>
<th>Q: What is the current status of your project?</th>
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<th>Q: Briefly describe the current status of the project. Explain how this project relates to any strategic initiatives or challenges described in the institution’s most recent or soon-to-be submitted systems portfolio, if applicable.</th>
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<td>A: The Source was designed to replace an outdated online orientation tool with an ongoing, supportive orientation resource students could access 24/7 via the College's website.</td>
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Information is organized and linked to student population type to provide answers and resources suited to their unique questions. The Source has been tested, implemented, evaluated and improved based on analytics and student feedback. The Source is managed by a Student Development Director and numerous personnel contribute content updates to ensure the relevance and accuracy of the Source. Project leaders selected Oracle Service Cloud as the software platform for the Source, which allows for the analysis of analytics that are used to improve the Source. This project relates to feedback from the 2013 and recent systems portfolio which points to the need for the College to use meaningful data to inform service improvements. Prior to the implementation of the Source, the College did not have formal data related to its orientation programs. The Source uses incident data from the Support Center, analytics from Oracle Service Cloud, and student feedback data to inform future improvements to the tool.

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<th>List the project goals as stated in the original project declaration along with the Q: metrics/measures for assessing the progress for each goal.</th>
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<td><strong>A:</strong> The new orientation, the Source, will be ready for piloting in Spring of 2016. (Product is viewable and functional by this time)</td>
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*The complete version of the Source will be ready for implementation by the Fall of 2016. (Product is viewable and functional for the volume of users at this time) The Source was completed in the Fall of 2016 and is available at https://mstate.custhelp.com/app/the-source

*Student input and feedback tools will be created by Fall of 2016. (Student survey and focus group questions developed) Student survey input and feedback tools were created and implemented during the 2016/2017 academic year. Students provided feedback on the topics they found most helpful, most needed, missing in addition to providing suggestions on the best way to market the tool to students.

*Student input and feedback will be gathered and analyzed by the Fall of 2017. (Results from student input and feedback will be documented and shared for review and analysis) Student input and feedback results, data from the Support Center logs and analytics from Oracle Service Cloud were shared with the academic and student development leadership team. A sub-group of that team has continued to regularly analyze data and uses the data to inform improvements to the Source. The data has also helped to inform improvements in other processes, such as the transcript request process and methods for sharing financial aid support information for students.

*A recommendation of where orientation should be in the College's organizational structure will occur by the end of the Fall 2017 term. (Formal recommendation will be placed on the agenda of the combined leadership team meeting and at other employee and management meetings, as needed.) The Source is now managed by the Student Development Services division and a Director for Student Development now coordinates this service.
Describe what has been accomplished with this project over the past year, specifically referring to quantifiable results that show progress. You may need to include a discussion clarifying how the original goals and anticipated outcomes may have shifted during the year.

A: One of the most significant accomplishments of the Source involves using the analytics in Oracle Service Cloud, a customer management software, to determine the helpfulness and relevance of the Source topics from a student's perspective. Using the analytics allows the College to update the content in the Source to better address student questions and needs. Moreover, the data has also informed service improvements outside of the Source. For example, when the number of answer "hits" for transcript requests spiked, it helped provide supporting data for a need to improve the transcript request process. A sub-group of the academic and student affairs leadership teams now regularly analyzes the analytics for continuous improvement purposes. While completely updating and significantly revamping our approach to orientation to take it from a one-time event to an ongoing, comprehensive support tool was a significant accomplish, the incorporation of a data analytics and using data for continuous improvement into this project was significant as well.

Describe how various members of the learning community have participated in this action project. Show the breadth of involvement by individuals and groups over the project's duration, particularly during the past year.

A: Numerous departments and teams are involved in ensuring the accuracy and relevancy of the Source. These include: enrollment management, communications and marketing, financial aid, information technology services, library services, web services, programs with specialized admission requirements, housing, tutoring services, food services, disability/accommodations services, business office services, veteran's services, etc. The project coordinator, a Director of Student Development, provides reports and updates to the academic and student development leadership team. We see an opportunity to better inform faculty of the current status of the Source and to solicit their input about future project enhancements.

Describe the effect that this project has had on the institution, students, and others in the learning community. What has the institution learned that can be identified as a good practice to use in other aspects of its quality work or from which other institutions might benefit?

A: This project has demonstrated our ability to launch a comprehensive, ongoing orientation tool for students that addresses unique student needs by student type. The analysis of student "hit" data from Oracle Service Cloud and feedback from the "was this answer
helpful" feedback feature indicates success in terms of student usage and relevance. Using the data to inform continuous improvement of the tool and of other services has given the College more confidence in our ability to replicate this approach in other service areas. Another lesson learned relates to providing employees with appropriate support and training for a project of this breadth and depth. Specifically, to contribute content to the Source, employees completed a specific training on how to write "articles" for the tool before they could be assigned as a knowledge manager for a particular topic.

Describe the anticipated challenges that may be encountered in successfully completing the project or for institutionalizing the learning from the project’s goals.

A: Technology systems are constantly changing, and sometimes are outside of our control as we are part of a large statewide system. The system is currently in the process of identifying a system wide customer relationship management software and identifying initial plans for the complete overhaul/recreation of its entire student record system. We realize we need to be flexible and prepared to adapt, change or abandon our current platform if system decisions warrant it. Another challenge is ensuring that we share the successes of this project beyond Student Development Services and the academic leadership team.

In light of the project goals, current circumstances, institutional learning from this project, and anticipated barriers to success, list the next steps to be taken over the course of the next 12 - 24 months in order to complete or institutionalize the results of this action project. Provide a timeline for completing each next step.

A: 1. Continue the project outside the Action Project structure through the sub-group that regularly reviews analytics and coordinates project improvements - ongoing.

2. Review project results, lessons learned and planned future improvements at the fall 2018 Institutional Effectiveness Council meeting - Fall of 2018.

3. Share project successes and lessons learned as recommended by the Institutional Effectiveness Council - by end of Fall 2018.

Provide any additional information, inquiries, or concerns that the institution wishes reviewers to understand regarding this Action Project. Enter N/A if not applicable.

A: We would be happy to share resources from the Source, the article training guides and other aspects of this project.
**Declaration**

**Q:** Briefly describe the project in less than 100 words. Be sure to identify the key organizational areas (departments, programs, divisions, units, etc.) and key organizational processes that this action project will affect, change, and/or improve.

**A:** This project will lead to the development of a new orientation experience for students. Our previous approach viewed orientation as primarily a one-time experience students would complete prior to classes starting, yet students have orientation and service questions and needs throughout their college experience. We identified an opportunity to better utilize the Oracle tool to create an orientation experience that students can access at any time during their time at M State. We also want this project to lead to a recommendation about where orientation should be housed in the organizational structure, so there is ongoing ownership of the results of this project. Finally, this action project seeks to obtain student input and effectiveness data regarding this new approach.

**Q:** Describe your institution’s reasons for initiating this action project now and how long it should take to complete it. Why are this project and its goals high among your institution’s current priorities? Also, explain how this project relates to any strategic initiatives or challenges described in the institution’s recent or soon-to-be submitted Systems Portfolio.

**A:** Our orientation to the college experiences have been handled by ad-hoc teams who have taken it upon themselves to develop and implement college orientation. This informal approach leads to outdated information for students and lack of role clarity for employees. In addition, we have not consistently assessed our students' views of the orientation experience and/or analyzed the effectiveness of our orientation programming in any formal way. This project aligns with our top institutional priorities of increasing student success and focusing on specific continuous improvement goals. From our AQIP feedback, this project is designed to help us in the utilization of data to benchmark and measure improvement in support services, 612.

**Q:** List the project goals, milestones, and deliverables along with corresponding metrics, due dates, and other measures for assessing the progress toward each goal. Be sure to include when you anticipate submitting the project for formal reviews.

**A:** *The new orientation, the Source, will be ready for piloting in Spring of 2016.*
*The complete version of the Source will be ready for implementation by the Fall of 2016.

*Student input and feedback tools will be created by Fall of 2016.

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*A recommendation of where orientation should be in the College's organizational structure will occur by the end of the Fall 2017 term.

Describe how various members of the learning community will participate in this action project. Show the breadth of involvement by individuals and groups over the project’s duration.

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<td>A:</td>
<td>Several departments and teams will participate in this action project, including student development services, faculty, the academic leadership team, institutional research, marketing and communications, and IT. Several teams of employees are involved in creating the content for the Source. The Dean of Student Success and a Director of Student Development will participate in the project and monitor the progress of the project.</td>
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Describe how the institution will monitor project progress/success during, and at the completion of this project. Be sure to specifically state the measures that will be evaluated and when.

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Describe the challenges that may be encountered in successfully completing the project or for institutionalizing the learning from the project’s goals.

**Q:**

**A:** The complex nature of our structure (multi-campus, comprehensive community college mission, numerous instructional delivery modes-traditional, online, blended, telepresence, requires us to consider many factors and needs when we improve an approach that has been in place for a number of years. Because there are numerous technology systems involved in our current and planned new approach, the project will have multiple phases. Incorporating and using student data to improve our programs and services continues to be a challenge.

Provide any additional information that the institution wishes reviewers to understand regarding this Action Project.

**Q:**

**A:** The Oracle tool is a customer management system. We can use the Oracle tool to create and update content and to track user interactions with the new orientation system. As a College, we are attempting to make greater use of the Oracle tool for content development, delivery, analytics, etc. We are also part of a state system of colleges, and the system is engaging in an RFP process to select a new customer management system. Long term, we do not know which system will be selected.

Tags:

- Meeting Student and Other Key Stakeholder Needs
- Quality Overview