

FLORIDA ATLANTIC



Harnessing Human Touch and Targeted Strategies to Grow and Support Online Transfer Enrollment at Florida Atlantic

Presenters:

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AGENDA

Background/Context

OESS Team

Strategies

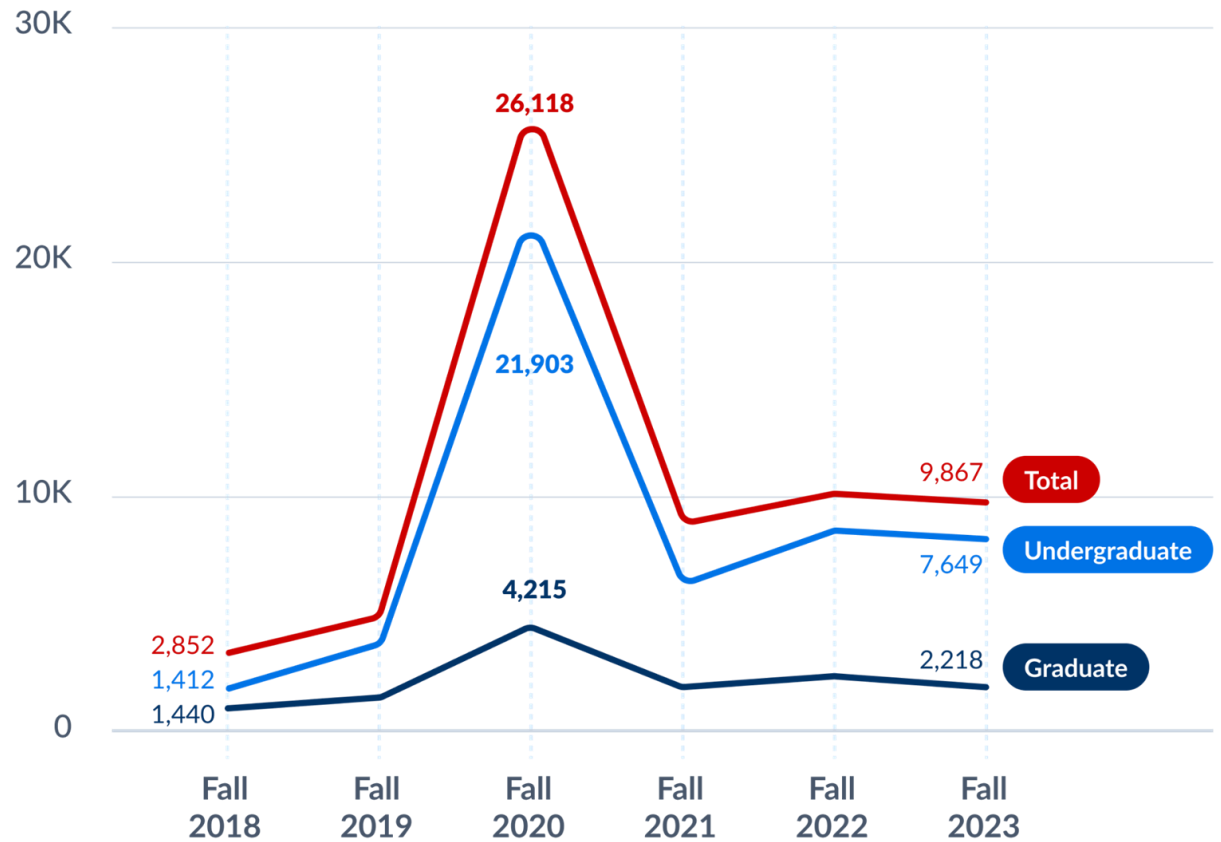
Outcomes



Online Programs Enrollment Growth



Source: Office of Institutional Effectiveness
Dashboards: Enrollment, FAU



Who Are Our Students?

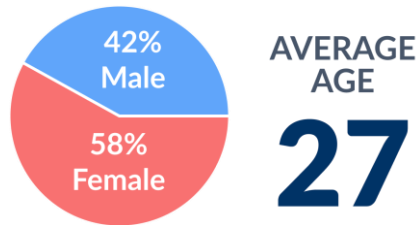
DEMOGRAPHICS Fully Online Students

Undergraduate

FTIC, Transfers, Second Bachelor's,
Returning Former

2,953 Total Enrollment

95% are Florida residents
21% first generation students



AVERAGE
AGE
27

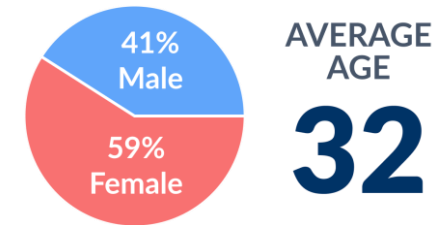
RACE

- Over **55%** are minority
- **20%** African American
- **31%** Hispanic or Latino
- **40%** White

Graduate

1,901 Total Enrollment

43% are Florida residents
16% first generation students



AVERAGE
AGE
32

RACE

- **49%** are minority
- **22%** African American
- **22%** Hispanic or Latino
- **45%** White



Challenges Faced by Transfer Students

**Unique Needs
of Transfer
Students**

**Challenges
Amplified for
Online Learners**

Navigating
Institutional
Processes

Work-life Balance &
Flexibility

Sense of Belonging
(Garrison, 2021;
Baker & Martin,
2022).

Feeling Invisible

Higher Dropout
Rates (Carr, 2000)



Research-Backed Solutions for Supporting Online Transfer Students

Research Insights

- Importance of Social Presence (Baker & Martin, 2022)
- Human-Centered approaches
- Institutional Perception (Stone, 2017)

Key Takeaways

- Communication & Engagement
- Instructor Immediacy (Kuyini, 2011; Reilly et al., 2012).
- Tailored Messaging

Internal Factors

(Tinto)

Academic Integration
Social Integration
Goal Commitment
Institutional Commitment
Learning Community

(Bean & Metzner)

Study Habits
Advising
Absenteeism
Course Availability
Program Fit
Current GPA
Utility
Stress
Satisfaction
Commitment

Student Needs

Clarity of Programs
Self-Esteem
Identification with School
Interpersonal Relationships
Accessibility to Services

Pedagogy

Learning Styles
Teaching Styles

Rovai, A.P. (2003)



Online Enrollment and Student Success Team



**Linnsey
McFerguson**

**Online
Success
Coach**

**Dr. Jessica Lopez-
Velez**

**Director
Online
Enrollment
& Student
Success**

Susan Morrow

**Outreach &
Recruitment
Specialists**

**Dr. Katherine
Coulson-Johnston**

**Online
Programs
Admissions
Concierge**

360-Degree Enrollment Service Approach





Strategies for Growth & Success



Flexible online pathways



- Fully online
- Hybrid
- HQ/QM standards



Key University Partnerships



- Undergraduate Admissions
- Advising
- Center for Teaching & Learning



Easy & convenient access to a person



- Text, Email, Call, in person or virtual meetings
- "Stay Connected"



Personalized Engagement



- Emails, Calls, Texts
- Swag Boxes
- EAB Navigate



Data-Driven Targeting



- Institutional Dashboards
- Ad-hoc reports



Policies to Support Online Students



- Campus Code
- E sections
- Change of Major



Platform for Students' Voice



- Online Students Virtual Forums
- Surveys
- Online Student Advisory Board

Measuring Success: 15% Enrollment Growth (Su/Fa 2024)

Outcomes of OESS Initiatives

- ✓ Increase in application and enrollment rates
- ✓ Improved transfer student persistence and graduation rates
- ✓ Significant positive feedback from students on personalized support





Lessons Learned

What worked well

- Personalized service and high engagement
- Continuous assessment and adaptation of student support services
- Support from leadership

Ongoing challenges

- Balancing scalability with personal touch
- Managing resource allocation for growing student populations

Looking ahead

- Scaling successful initiatives to accommodate future growth
- Further innovation in student success strategies



Questions? Let's Talk!
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