CENTER FOR DISTANCE LEARNING

CITY COLLEGES OF CHICAGO

Student Orientations:
Their Impact on Online Student Retention and Success

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Student Orientations:
Their Impact on Online Student Retention and Success

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Agenda

- Overview of CDL - Selom Assignon
- Student Retention Project - Darrylinn Todd
- Problem Solving Strategies - Selom Assignon
- Intervention Results - Darrylinn Todd
- Next Steps – Selom Assignon
- Q & A

Overview

- The Center for Distance Learning (CDL) is the central coordinating unit for all distance learning courses available at the City Colleges of Chicago (CCC).
- CCC is Composed of Seven Colleges.
- CDL is Located at Kennedy-King College (KKC).

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Overview

- **1956**--CCC First Offered College Courses by Television
  - *TV College* Partnership with **Chicago Public Schools** and **WTTW Channel 11**
- **1976**--Center for Open Learning
- **1999**--Center for Distance Learning

Overview

- CDL offers over 90 courses in a wide range of disciplines and enrolls over 12,000 students each year.
- CDL is one of Illinois' leading providers of distance learning courses.

Types of Courses

- **WWW Web-Based Courses** – Online
  - **8** week session for Summer and **16** weeks for Fall and Spring
  - Coursework is completed online at: http://ccc.blackboard.com

- **TW (Teleweb) Courses** – Online with Video Component
  - **8** week session for Summer and **16** weeks for Fall and Spring
  - Videos are broadcast on **WYCC-TV Channel 20**
  - Coursework is completed online at: http://ccc.blackboard.com

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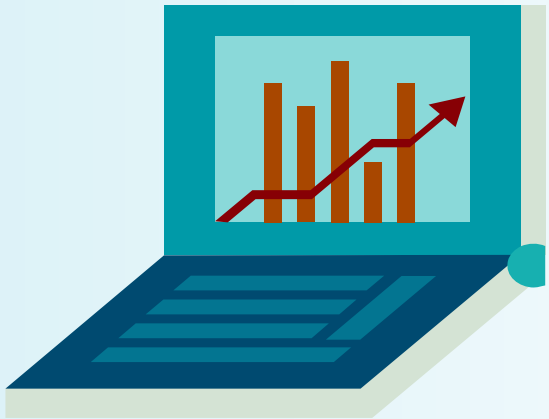
PROVIDING TECHNOLOGY-ENHANCED DISTANCE LEARNING

HTTP://CDL.CCC.EDU

CDL Student Retention Project



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CDL Quality Review

- Focus on Student Progress:
  - Student Enrollment
  - Student Retention
  - Student Success

Retention Statistics 2002-03

	CDL	CPCC	CCD	MCC
Retention	66.6%	83%	80%	94%

CPCC - Central Piedmont Community College
CCD - Community College of Denver
MCC - Maui Community College

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Source: CCSSE - Vol. 2 - Issue 1- Dec. 2002 - Community College Student Survey Engagement

Data Collection & Problem Analysis

- **Data Collection**
  - Student Exit Surveys
  - Student Telephone Interviews
  - Campus Visits
  - Focus Groups
- **Results**
  - Student Satisfaction with Online Learning
  - Student Preparedness
  - Other Considerations

Question 1:

What type of strategies do you have in place to ensure student retention and success in your distance learning programs?

Problem Solving Strategies

- Created a "***Getting Started***" Step by Step Procedures on the CDL Website.
- Redesigned CDL Student Orientation (online and Face-to-Face)
- Developed Audio/Video Materials for Distribution. (Link)

Problem Solving Strategies

- Conducted Face-to-Face Student Orientations
- Introduced On-Demand Student Orientation Services
- Identified Campus Representatives

Question 2:

What types of student orientations do you have for your distance learning students?

A. Face-to-Face student orientation
B. Online student orientation
C. Both A and B
D. None of the above
E. Other interventions

Intervention Results

- Increased Enrollment
- Higher Retention Rate
- Increased Student Satisfaction

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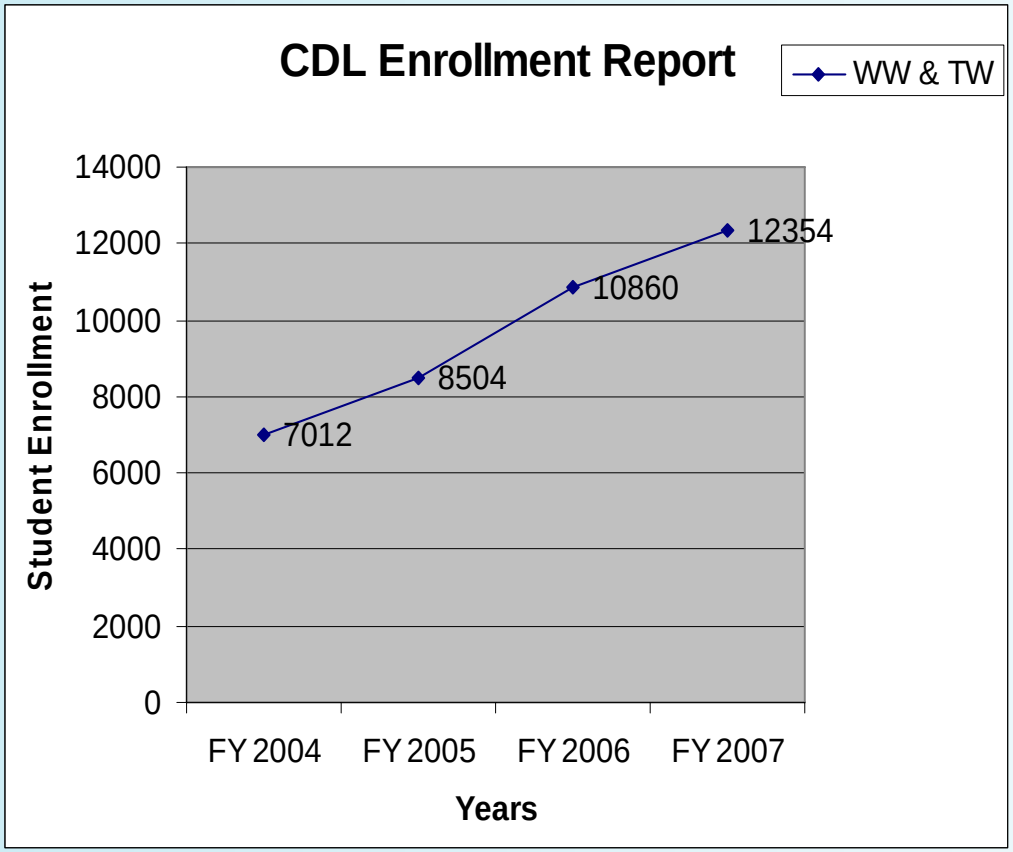
CDL Course Enrollment FY 2004-07



FY 2004	FY 2005	FY 2006	FY 2007
7012	8504	10860	12354

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Retention Reports: FY 2004 and FY 2005

FY 2004	Retention
Online Orientation	69.8%
Traditional	75.2%

FY 2005	Retention
Online Orientation	71.5%
Traditional	80.5%

Retention Reports: Fall 2006 vs. 2007

Fall 2006	Retention
F2F Orientation	83.3%
Online Orientation	77.5%
Traditional	86.3%

Fall 2007	Retention
F2F Orientation	87%
Online Orientation	75.3%
Traditional	86.6%

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Analysis of Intervention

- Understanding of Online Learning
- Course Interactions
- Basic Skills (e.g reading, writing)
- Personal Issues (e.g. family, financial)
- Faculty Support
- Student Services

Next Steps

- Future Research
  - Identify key success factors
- Developmental Courses
- Keyboarding
- Enhanced Online Multimedia
- Increased Student to Instructor Interaction

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