PREP

OUTREACH TO ONLINE LEARNERS THROUGH ADMISSIONS
NATIONAL AMERICAN UNIVERSITY

• For-profit educational institution
• Technical & professional degrees
• 36 branch campuses, 11 states
• Approx. 10,000 students, many online/distance learners
• 10 librarians
• Wide range of student backgrounds
  – Adult learner challenges
ADMISSIONS & THE LIBRARY

• Admissions:
  – Largest department at NAU
  – High turnover/low retention rate

• Overall:

• Poor relationships with admissions staff

• Low understanding/knowledge of library resource & services by admissions staff
PROJECT GOALS

• Overall: Increase student retention through higher student success

• Library
  – Work with & create better relationships with Admissions
  – Outreach to online/distance learners
  – Increase academic skills of incoming students

• Admissions
  – Increased student show rates & forge better relationships with students, particularly online/distance students
CREATING BUY-IN

• Admissions Outreach
  – Identify key stakeholders
    • Create personal contacts
    • Clear & repeated communication
    • Persistence!
  – Identify Admissions’ goals that librarians could address
    • Increase show rate, particularly for early enrolling student
    • Forge better relationships with students, particularly online/distance students
    • Increase academic skills of incoming students
PREP: HIGHER RETENTION & BETTER PREPARED STUDENTS

Practice

Exposure and familiarity with the sites and tools needed for academic success.

Readiness

Confidence in their ability to succeed and achieve.

Engagement

“What’s in it for me?” answered.

PERFORMANCE

A confident, engaged & motivated student!
PREP Timeline Guide

HIGHLY RECOMMENDED:
1. Intro to Library
2. Intro to Learning Express
3. Computer Basics 1: Application Basics
4. Computer Basics 6: Organizing Data
5. Internet Basics 1: Surfing the Internet
6. Internet Basics 4: Using 1-on-1 Communication
7. Microsoft Word 2013 Course 2: Basic OR
   a. Microsoft Word 2010 Course 2: Basic
8. Microsoft PowerPoint 2013 Course 2: Basic OR
   a. Microsoft Word 2010 Course 2: Basic
9. Microsoft Excel 2013 Course 2: Basic OR
   a. Microsoft Excel 2010 Course 2: Basic
10. DSL Overview
11. Library Tips & Tricks
12. Smarter Searching

OPTIONAL:
1. Computer Basics 2: Web Browsing
2. Internet Basics 5: Email Etiquette
3. Job & Career Accelerator
4. Career Services Center
5. Interview with Confidence
6. Basic Math Tutorial: Review
7. Basic Math Tutorial: Comprehensive
8. Basic Algebra Tutorial
9. Writing Skills Tutorial
10. Grammar Skills Tutorial
PREP Tutorials List

A PREP Highly Recommended Tutorial is sent weekly to each newly enrolled student through an automated email process for 12 weeks. Admissions advisors can offer Optional Tutorials at their discretion. Note that some tutorials are quite lengthy; advisors can choose to recommend only portions of a desired tutorial based on a student’s needs. Consult the PREP Tutorials & Content document for more information, including a table of contents, for all tutorials. Contact your nearest librarian (on campus or via email at askalibrarian@national.edu) or DOA for more information or clarification.

HIGHLY RECOMMENDED:
1. **D2L Overview**: (PDF) How to use D2L
2. **Time Management**: (Website) Time management, motivating yourself, decision making
3. **Study Skills**: (Website) Learning techniques & study habits, online learning & ground classroom skills
4. **Intro to Library**: (5 min) Basic library website use
5. **Intro to Learning Express**: (4 min) How to use the Learning Express Database
6. **Computer Basics 5: Application Basics**: (26:35 min) Basic computer tools: creating documents, spreadsheets, using the internet
7. **Computer Basics 6: Organizing Data**: (50 min) Folders; How to save, share, & delete files
8. **Internet Basics 4: Using 1-on-1 Communication**: (23:44 min) Email, Instant Messaging, VOIP
9. **Library Tips & Tricks**: (5 min) Finding library materials
10. **Smarter Searching**: (5 min) Searching using keywords & subjects
PREP GOALS

• Higher student success via:

• Increased academic & fundamental skills
  – Reduce fear of online environments & computers
  – Practice setting and achieving goals

• Higher student show rates
  – Stronger connections between admissions advisors & students
  – Continued contact during period between enrollment & start date
ASSESSMENT

• Problems with Assessment:
  – Cannot assume any results due only to PREP, versus another initiative
  – Uneven implementation
    • Voluntary for admissions advisors and students
    • Automated emails sent, but admissions follow through not enforced or tracked
  – Uneven training on PREP across NAU system as not standardized as part of admissions advisor training
### ASSESSMENT

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PREP emails sent April 31 – August 1, 2015
## ASSESSMENT

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PREP emails sent Jan 2016 – April 2016
PREP: A SUCCESS?

• No longer being used by admissions
  – Changing role for admissions advisors
  – Loss of key stakeholders
  – Lack of clear data for assessment

• Library goals met?
  – Create relationships with admissions → YES
  – Higher visibility with online/distance learners → YES
LESSONS LEARNED

– Be persistent in creating relationships
– Be adaptable
– Comprehensive assessment plan
  • Improved analytics & tracking
  • Tracking student usage more closely
– More even implementation across system by advisors
  • Greater buy-in from all levels
  • PREP instituted in training
TAKEAWAY & THE FUTURE

• Relationships forged with Admissions & key administrators
• Higher visibility for Library & Librarians
• PREP undergoing revision
  – Future partnerships with Academic Advisors?
QUESTIONS? COMMENTS?

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