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Relationship Building Strategies for Online Student Services Professionals



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"It is the people who come face-to-face with students on a regular basis who provide the positive growth experiences for students that enable them to identify their goals and talents and learn how to put them to use. The caring attitude of college personnel is viewed as the most potent retention force on a campus" (Noel, 1985).

CAMPUS COORDINATORS



GRADUATE
SCHOOL

FACULTY
ADVISORS

ENROLLMENT
SERVICES

REGISTRARS

TEACHING
FACULTY

01

BE INVOLVED

Be involved from start to finish

02

BE PROACTIVE

Anticipate road blocks before they become road closures

03

BE A LEARNER

Learn from your peers, learn about university resources, and learn about your students

BE INVOLVED

Begin communication from the student's initial inquiry through graduation day.



INQUIRY



WEBSITE

List yourself as the contact on the Lead Institution "Apply Now" page, as well as anywhere on your university's website



OTHER CAMPUS STAKEHOLDERS

Generated reports from admissions office, graduate school, distance education department, etc. can help you track inquired and gives you a chance to introduce yourself



SELF-TRACKING

Keep your own list and follow up system and make sure to keep in contact with prospective students

GRADUATION



FINAL CHECK

Initiate a joint effort with the student and advisor to make sure they have everything in place for graduation



IT'S A PARTY

If you have grads coming to campus, host a small reception.
If not, send personalized emails congratulating them on their accomplishment

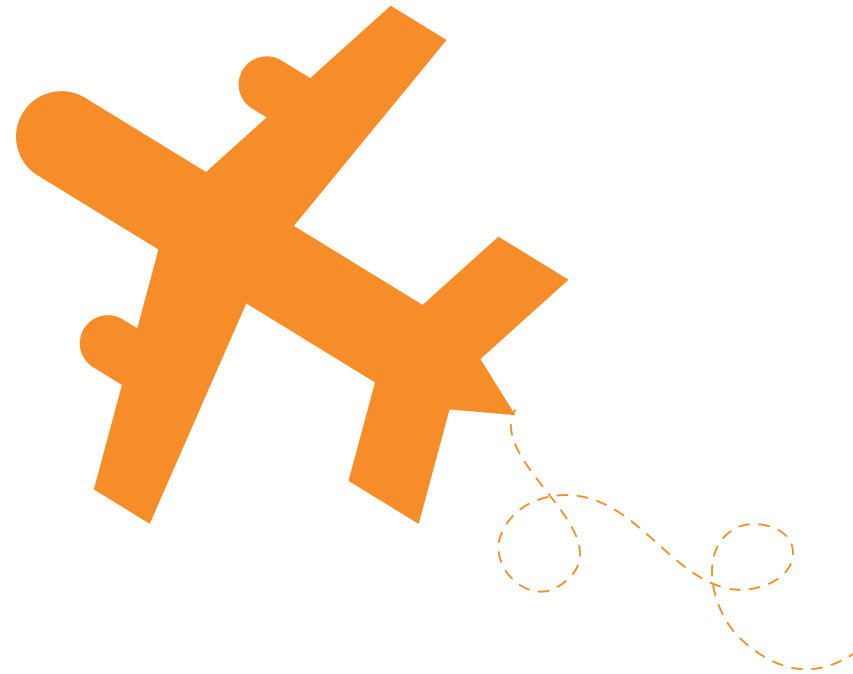


FOLLOW UP

Don't be afraid to check in post-graduation

BE PROACTIVE

Anticipate student questions to avoid turbulence.



TAKING CLASSES



COURSE ACCESS

Check in with other
CCs to see if there are
any login issues



HOW'S IT GOING?

After the first few days
or so, ask students how
they like the course and
if they have any
questions



RESOURCE REMINDERS

Remind students of
resources that may be
of use to them,
especially around
midterms or finals

DEADLINES



DROP DATES

Make sure students are aware of the last day they can receive a refund for their dropped classes



GRADUATION DEADLINES

Make sure administrative paperwork does not get in a student's way for degree completion



ENROLLMENT DEADLINES

Make sure students are aware of the priority enrollment date or a last day to add. It is okay to teach them our lingo!



BE A LEARNER

Always seek to learn from other campus coordinators and university contacts. It is also imperative that we learn about our students as a way to build connections with them.

PEER LEARNING



COOL IDEAS

When you see your peers doing something cool, ask them about it



MENTOR

Is there someone at your university or the alliance who you admire? Ask them to mentor you



LUNCH

Ask colleagues out for a working lunch

LEARNING ABOUT STUDENTS



CAREER

Ask students about their job or dream job



SUPPORT SYSTEM

Find out who is supporting the student through their degree



MAKE A NOTE

Notate baby arrivals, vacations, etc. to remind yourself to wish your students well

OPEN-ENDED QUESTIONS

- What is your goal with your degree?
- What do you think your strengths are?
- What do you want to learn in your courses this semester?
- What was the hardest part about enrolling?
- How can our university support you better?



METHODS

- Zoom
- Email
- Phone
- Google or Qualtrics surveys
- Post cards



THANK YOU!

QUESTIONS?

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