Relationship Building Strategies for Online Student Services Professionals

JULY 23, 2018
"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

ENROLLMENT SERVICES

TEACHING FACULTY

FACULTY ADVISORS

REGISTRARS
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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