



Orangeburg-Calhoun Technical College Increases Orientation Program Participation

College Dramatically Increases Their Reach Through Online Orientation

Problem

The Orangeburg-Calhoun Technical College was experiencing an orientation disconnect. While the student population was increasing each year, the number of students attending their on-campus orientation program was decreasing.

Solution

Properly utilizing Comevo's @school Online Orientation Service, OCtech was able to increase their reach and ensure that their students were prepared and knowledgeable before school began.

Benefits

OCtech exponentially increased the number of students who participated in the Online Orientation, while also dramatically increasing the number who attended their on-campus orientation. OCtech now successfully reaches all their students with their orientation process by implementing a model that harnesses the power of technology while maintaining an effective and personal on-campus program.

Client Profile

Institution Type: Two-year technical college
Population: 2,500
Client Since: 2007

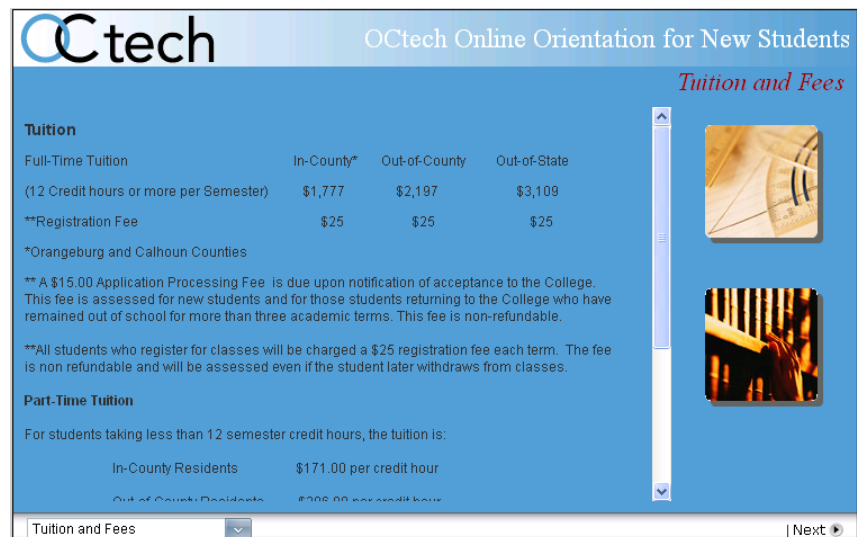
Orangeburg-Calhoun Technical College is a member of the American Association of Community Colleges and is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS) to award Associate in Arts, Associate in Science and Associate in Applied Science degrees.

OCtech wanted to increase their reach and motivate students

Orangeburg-Calhoun Technical College was experiencing a disconnect with their students. They were having difficulty motivating students to attend their on-campus orientation program, and those who did were not engaged and we were not providing effective measures to motivate them to be an active participant in the program.

"Our orientation consisted of a lot of sedentary activities which bored students. We now have a relatively large number of new students per year, but we were receiving very poor attendance to our program. We were missing a very large population and had trouble getting information to everyone, so the majority of students received no form of orientation."

- Bobbie Felder, Vice-President for Student Services, Orangeburg-Calhoun Technical College



OCtech Online Orientation for New Students

Tuition and Fees

Tuition	In-County*	Out-of-County	Out-of-State
Full-Time Tuition (12 Credit hours or more per Semester)	\$1,777	\$2,197	\$3,109
**Registration Fee	\$25	\$25	\$25

*Orangeburg and Calhoun Counties

** A \$15.00 Application Processing Fee is due upon notification of acceptance to the College. This fee is assessed for new students and for those students returning to the College who have remained out of school for more than three academic terms. This fee is non-refundable.

**All students who register for classes will be charged a \$25 registration fee each term. The fee is non-refundable and will be assessed even if the student later withdraws from classes.

Part-Time Tuition

For students taking less than 12 semester credit hours, the tuition is:

In-County Residents	\$171.00 per credit hour
Out-of-County Residents	\$206.00 per credit hour

Tuition and Fees | Next

OCtech realizes a need for change

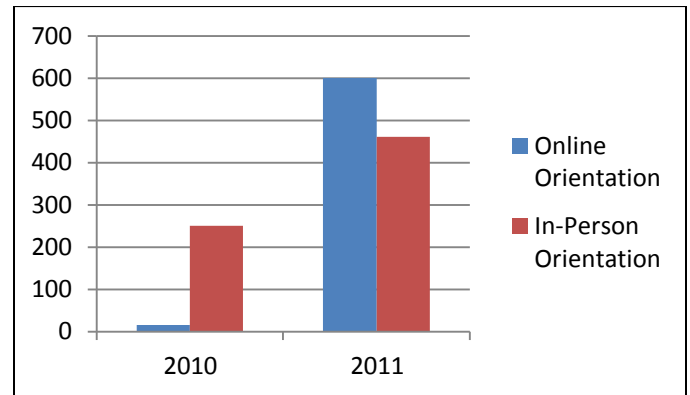
OCtech began using Comevo's Online Orientation service, but was still having trouble motivating students to utilize it. Bobbie decided it was time to take action, and created a program that significantly increased accountability, therefore enhancing the reach of their orientation, as well as the quality of their on-campus orientation.

"For the first three years, we solely used Online Orientation as an optional substitute for students who could not come to the in-person orientation. However, we only had about 10-20 students complete the orientation each year. So this year, I decided we were either going to drop the program or work to take full advantage of it. We did not want to get rid of our in-person orientation because many students like the personal connection, so we wanted to find a way to integrate both without detracting from either. We ended up re-editing the content, and began a soft-transition into mandatory Online Orientation. Students now have two options: They can either enroll in a semester-long orientation class, or they can do a two-part orientation. This consists of the Online Orientation, which typically takes about twenty minutes and contains a 24 question test that they must pass with at least a 20, and the in-person orientation. This is what sparked such a huge increase in participation in the Online Orientation as well as the on-campus orientation. All the housekeeping and general information is now online, and our on-campus orientation is much more focused, with opportunities to have a program/major-specific orientation and to meet faculty and other students in their own program. It has made our on-campus orientation much more effective and personal. In all, these changes have really helped our retention."

- Bobbie Felder, Vice-President for Student Services, Orangeburg-Calhoun Technical College

Additional Benefits to the Comevo Solution:

- Increased retention due to prepared students
- Less energy and time spent by staff
- Able to complete orientation anytime, anywhere
- Reach all students
- Ability to monitor completion and response quality



The amount of students participating in online orientation at OCtech increased by 3,750% and the number attending the in-person orientation increased by 184% between 2010 and 2011.

OCtech experiences a rapid increase in orientation participation

After increasing the incentives to complete the Online Orientation, OCtech experienced a dramatic increase in students doing so. It also increased the number of students attending the in-person orientation.

"While not mandatory, we have now increased the incentive to complete Online Orientation. Last year 16 people completed the Online Orientation program. This past fall we had 601, a dramatic improvement. In the past, we only had about 250 students participate in the on campus program. This past fall, we had 461, not including the 200 additional friends and family members who joined them. In prior years, our reach was about 250 to 300 students. Last fall we reached 601 students through our Online Orientation program, and we also had 461 come to campus to participate in the on campus program. This is an obvious improvement, and it's great that students have 24/7 access to a new student orientation program. We are able to reach students anytime and anywhere they can get a network connection."

- Bobbie Felder, Vice-President for Student Services, Orangeburg-Calhoun Technical College

OCtech sees the benefits of interactivity

An interactive Online Orientation can really engage students, making them more eager and excited to learn. Bobbie at OCtech understands this, and looks forward to improving the interactivity of their Online Orientation program.

"Comevo has been very responsive and accommodating to all our needs. We have not used flash yet, but would like to enhance our orientation for the next go-around with videos and such in order to make our Online Orientation more interactive."

- Bobbie Felder, Vice-President for Student Services, Orangeburg-Calhoun Technical College



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