

objectives



WHAT DO YOU WANT?

The schools that have implemented their online programs with a minimum of hiccups have one thing in common: they all took some time up front to identify what they wanted their online orientation program to accomplish – and what problems they wanted it to solve.

Your Objectives list can be as simple as What We Want and What We Don't Want. But if you're having trouble getting started, take into account your orientation program's long-range goals and short-term objectives, and then consider some of these desired outcomes.

(If you haven't already identified your school's objectives, use this form to help you get started.)

INFORM

Create an online orientation that:

- makes students feel welcome,
- provides them with information they need prior to registering for classes,
- serves as a resource of campus services and policies
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ENGAGE:

Create an online orientation that:

- is easy to access and easy to use
- allows students to progress at their own speed
- presents complete, correct and consistent information
- uses a variety of methods (written text, videos, photography, links) to keep students engaged
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RETAIN:

Create an online orientation that:

- connects students with the resources they need – when they need them
- clarifies requirements, policies and procedures so students proceed smoothly on a direct path towards graduation
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GRADUATE:

Create an online orientation that:

- sets the tone for your school's approach to student services and support
- helps students navigate the challenges they will face – and the requirements they must fulfill – year to year
- charts the course towards graduation
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