

# Launch Pad to Splash Down: Online *Everything* from Orientations, to Student Services and Career Services



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Naveen Jindal School of Management

2018 MBA Conferences

## Session Presenters

*Janin Menendez*

Director of Student Affairs, MBA for Professionals  
University of Florida

*Stacey Dorang Peeler*

Managing Director, Online MBA  
Penn State University

*Valerie Henry*

Executive Director, MBA & Specialized Master's Programs  
Temple University

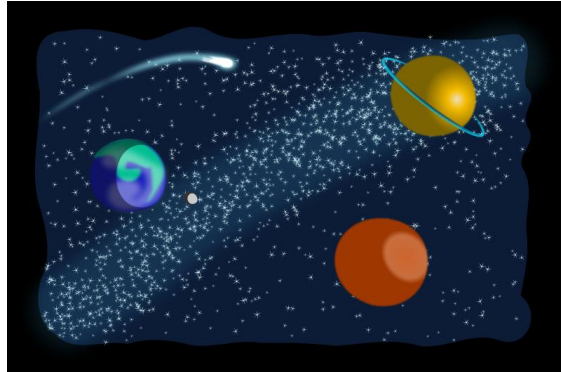


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# Agenda

- Introductions
- Orientation
- Student Services
- Career Services
- Q&A



## Orientation Launch Pad

### *Program Background*

### *University of Florida MBA Programs Portfolio*

Online MBA (hybrid and fully online models)  
Professional MBA (Gainesville & Fort Lauderdale)  
Executive MBA  
Full-Time MBA



# Orientation Launch Pad



## ***(Internet) Online MBA Program – Launched 1999***

- Hybrid format – Campus visit requirement once per term
- Technology advances, re-branding to Online MBA
- Focus Areas (curriculum choice) introduced in 2016

## ***Fully Online MBA Program – Launched 2018***

- Increased flexibility
- Response to student feedback
  - Breaks between terms
  - Number of courses
  - Campus visit requirement
  - Travel considerations (Gainesville)



# Orientation Launch Pad

## **New Program Launch – Stakeholder Considerations**

- College Leadership – Deans
- Faculty – Course format change
- Admissions – Recruiting strategy
- Instructional Design Team – Technology
- Career Services Team - Advising at a distance
- Student Affairs Team – Orientation & Scaling Services



# Orientation Launch Pad



## How do we adapt our current orientation structure?

- Tap into campus resources
- Technology considerations
- Ensuring student understanding of content



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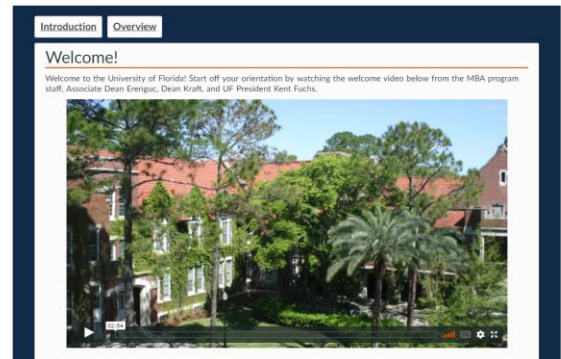
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# Orientation Launch Pad

## Creating a connection to campus

- Video shoots throughout campus
- Welcome video including Deans and UF President
- Use existing LMS (Canvas)

## Welcome: Get Started!



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# Orientation Launch Pad



## Delivering content historically covered in person

- Determine critical topics
- Coordination of staff
- Create scripts based on in-person dialogue
- Varied media types

# Orientation Launch Pad

## Challenges

- Lack of connection with students
- Some topics not as clear online
- Admissions timeline
- Changes to student information system
- Staff confidence with videos and technology



# Orientation

## Launch Pad

### Lessons Learned

- Start planning as early as possible
  - Workflow
  - Faculty and staff schedules
  - Campus stakeholders
- Put yourself in the students' shoes
- Expect the unexpected
  - Questions from students
  - Scheduling
- Testing...1..2..3

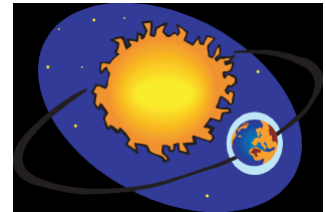


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# Student Services

## Orbit



### ***Program Background:***

#### ***Penn State Online MBA Program, led by The Smeal College of Business***

Professional Graduate Programs Portfolio—Resident MBA, Executive MBA, Online MBA (partner model), Professional Masters Programs, Graduate Certificates

MBA Model to re-designed Online MBA, led by The Smeal College of Business

- Opportunities to distinguish new program, align with other Smeal programs, collaborate across the portfolio
- Needed to consider program differentiators
- Services must be scalable



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# Student Services Orbit



What is going well...

### Advising Model

- Scheduled as soon as they commit-also a retention tool
- One on one
- Personalized/customized
- Keeps students Connected with Program
- Tracked in Salesforce
- Takes robust staffing focus

Pre-Advising Video: <https://youtu.be/KRXfyjw8HE>.



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# Student Services Orbit



What is going well...

### Advising Model

Advising and Case templates

Case ID	Case Name	Case Status	Case Type	Case Priority	Case Owner	Case Start Date	Case End Date	Case Duration	Case Category	Case Sub-Category	Case Description	Case Notes	Case Actions
1001	Student Services Orbit	Open	Advising	High	John Doe	2018-08-01	2018-12-31	52 Weeks	Student Services	Advising	Advising and Case templates	Advising and Case templates	Advising and Case templates
1002	Student Services Orbit	Open	Advising	High	John Doe	2018-08-01	2018-12-31	52 Weeks	Student Services	Advising	Advising and Case templates	Advising and Case templates	Advising and Case templates
1003	Student Services Orbit	Open	Advising	High	John Doe	2018-08-01	2018-12-31	52 Weeks	Student Services	Advising	Advising and Case templates	Advising and Case templates	Advising and Case templates



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# Student Services Orbit



*What is going well...*

**Advising Model**  
Degree Audit

Degree Audit Plans  
DA-000000340  
Degree Audit: DA-000000340

Printable View | Help for this Page

Action	Degree Audit Plan Name	Course ID	Course	Term *	Campus	Term Anomaly?
Edit   Del	DAP-00005329	MBADM 815	Ethical and Responsible Business Leadership		Great Valley	<input type="checkbox"/>
Edit   Del	DAP-00005330	MBADM 571	Global Strategic Management		Behrend	<input type="checkbox"/>
Edit   Del	DAP-00007812	MBADM 830	Managing in the Digital Economy		Behrend	<input type="checkbox"/>
Edit   Del	DAP-00005320	MBADM 810	Team Performance	2178 - Fall 2017	University Park	<input type="checkbox"/>
Edit   Del	DAP-00005321	MBADM 811	Financial Accounting	2178 - Fall 2017	University Park	<input type="checkbox"/>
Edit   Del	DAP-00005322	MBADM 814	Leadership Communications and Change Management	2178 - Fall 2017	Harrisburg	<input type="checkbox"/>
Edit   Del	DAP-00005323	MBADM 813	Data Analysis for Decision Making	2181 - Spring 2018	Great Valley	<input type="checkbox"/>
Edit   Del	DAP-00005324	MBADM 821	Marketing in a Global Environment	2181 - Spring 2018	University Park	<input type="checkbox"/>
Edit   Del	DAP-00005331	MBADM 531	Corporate Innovation and Entrepreneurship	2181 - Spring 2018	University Park	<input type="checkbox"/>
Edit   Del	DAP-00005325	MBADM 820	Financial Management	2185 - Summer 2018	Great Valley	<input type="checkbox"/>
Edit   Del	DAP-00005326	MBADM 822	Managing Supply Chains in Global Markets	2185 - Summer 2018	Behrend	<input type="checkbox"/>
Edit   Del	DAP-00005327	MBADM 812	Economics for Business Strategy	2188 - Fall 2018	Harrisburg	<input type="checkbox"/>
Edit   Del	DAP-00005328	MBADM 816	Managing and Leading People in Organizations	2188 - Fall 2018	Harrisburg	<input type="checkbox"/>

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# Student Services Orbit



*What is going well...*

**Student Ambassadors**

- Sounding board/Brain Trust
- Regular team calls
- Student Driven Peer and Prospect Communication
- Zoom sessions
- Email connections
- Events—First Annual Tailgate!



FOR MORE INFORMATION, PLEASE CONTACT AUSTIN SCITTI WITH PENN STATE ATHLETICS AT 814-867-6098 OR AZ55496@PSU.EDU



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# Student Services

## Orbit



### Challenges...

#### Student Organizations

- Some receptivity—WIIFM not strong enough
- New models required
- Time constraints

☰ OMBA Residency FA18 > Modules > Welcome and Residency Week Materials > Student Organizations

2188 - 201819FA Print A A

Home **Student Organizations**

The following information will help you learn more about organizations within the Penn State community and beyond.

- MBA Military and Veterans Association
- Women's MBA Association
- Penn State Innovation Network
- MBA Association

Announcements  
**Modules**  
 People  
 Assignments  
 Discussions  
 Files

# Student Services

## Orbit



### Challenges...

#### Mentoring Program

- Low use
- Many details/maintenance
- Good way to engage alumni
- Time constraints

Logout

#### Online MBA Mentoring Program

##### Become a Mentee

As you begin your MBA degree, you may have a million questions about what it's really like to be an online MBA student. Why not tap into the wisdom of someone who has successfully navigated the program? You may even select a mentor who has similar educational training or professional career path that you are looking for.

##### OMBA mentors will:

- Provide reflections on their experience in the MBA/OMBA programs.
- Offer helpful tips on time management, team dynamics, virtual team meeting best practices and study skills.
- Share how the program has benefited them to help the students see the light at the end of the tunnel.
- Be accessible to new students throughout their first year in the program.
- Be reached by phone, email or through a Zoom conference.
- Answer the new student's questions honestly.
- Direct new students to the appropriate OMBA staff member when there's a question they cannot answer.

To enroll in the program, find your best-fit mentor and click on the "Select Mentor" button to begin the registration process.

Leah Barron



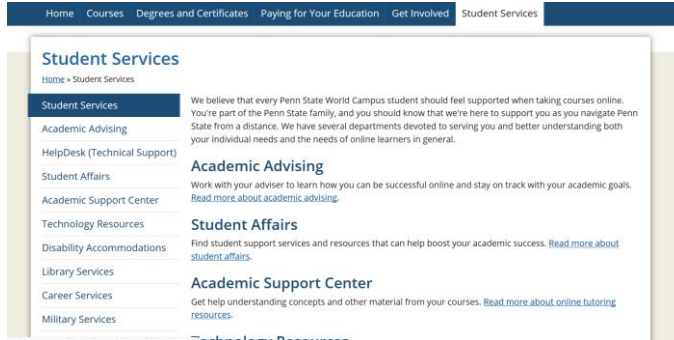
- Hometown:**
- Bridgeport, WV
- Current Position/Company/Industry:**
- Operations Program Manager at Apple, Inc.
- Undergraduate Institution/Major:**
- Virginia Tech / Food Science
- Graduate Institution/Major:**
- University of Georgia / Master of Science
  - Penn State University / Master of Business Administration (MBA)
- Hobbies/Special Interests:**
- Hiking, skiing, traveling the west coast, baking
- Preferred Time to Connect:**
- Mornings/Lunch Hour/Evenings

# Student Services

## Orbit

**Challenges...**

**Other Services**—a “mixed bag” (ie: counseling support/some shared services)



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# Student Services

## Orbit

**Lessons Learned...**

**Some services transfer and adapt easily from resident to online delivery**

...but, not everything you may think is transferrable is needed or wanted

**Let the students guide your decisions**

Be proactive

Ask for the good, the bad and the ugly

**Be open to continually iterating**

Collect data

Re-visit and revise

**MAY  
THE  
FORCE  
BE WITH  
YOU**



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# Career Services

## Splash Down!

### Program Background:

#### Fox Online MBA Program, Temple University

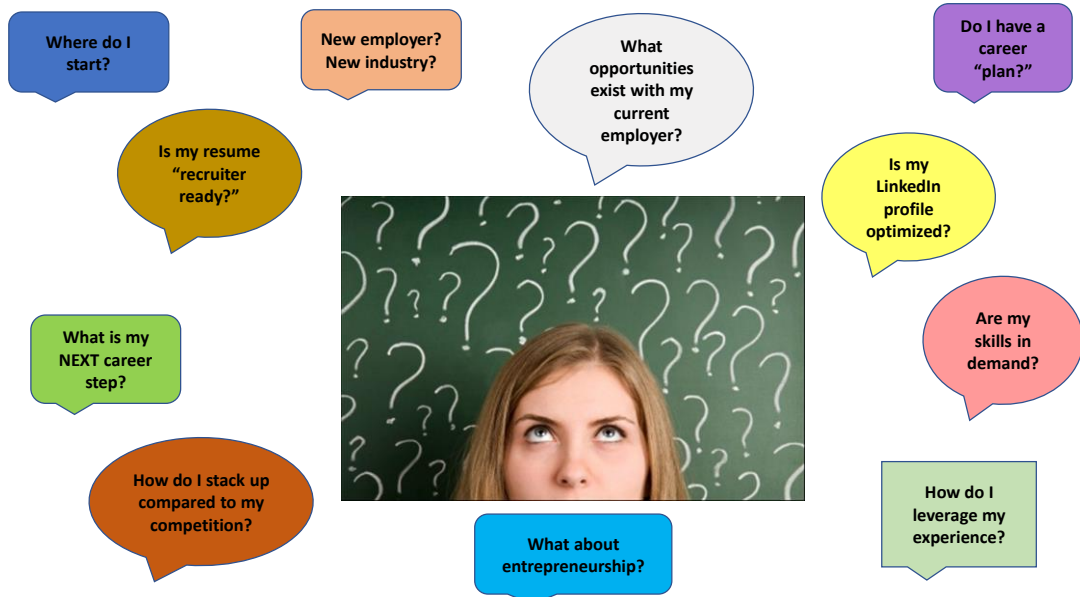
#### Graduate Programs Portfolio

- Global MBA
- Executive MBA
- Online MBA
- Part-Time MBA
- Professional Masters Programs
- Graduate Certificates



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# Career Services

## Splash Down!



*What is going well...*

### Meridian University Solutions (Partner)

- Professional career management consulting firm
- Seasoned experts – personal career enhancement coaching
- Provides career transition, career management and entrepreneurial coaching services
- One-on-one 24/7 coaching
- Access begins at 6 mos after start of program through 6 mos after graduation
- Enrollment information provided by Fox
- <http://www.meridianresourcesuniveristysolutions.com/about>

Home
Create Brand
Establish Targets
Build Portfolio
Launch Search
Promote Brand
Close the Deal
Manage Career
Entrepreneurs

**Our Business Partnership**

Meridian Resources is a national career management firm with decades of experience and up-to-date knowledge on what it takes to help you meet your goals. We have been a long-standing partner with **The Fox School of Business**. Since 2012, we have successfully provided career coaching services to MBA students and graduates as an extension of the **Center for Student Professional Development (CSPD)**. Our coaches are business savvy with extensive industry experience coupled with decades of career coaching experience in a professional capacity. They know the business world and are experts at translating that business experience into practical strategies to help accelerate your career.

**Letter from the Assistant Dean**

**Activate Coaching Services**

**STEP 1:**  
Tell us a little bit about yourself, your goals, and your specific needs by taking this required 5-minute **SURVEY**. Upon receipt, we will personally review your information and make a coach assignment. You will receive an email with the coach introduction.

**We provide the keys that unlock your potential for career success.**


Whether you are seeking a new job, managing an internal career change, or embarking on an entrepreneurial endeavor, our team offers the knowledge, tools, and resources to help you meet your individual career goals.


The business market is a highly competitive landscape. In order to successfully manage your career you need a comprehensive action plan and strategy to achieve your goals that encompasses building, marketing, and communicating a powerful personal or business brand.

This portal offers a strategic road map to building, launching, and maintaining a highly successful campaign whether it be a job search, moving up the career ladder, or starting a new business. Our proven methodology will ensure that you don't miss an important step in the process and in return, you will meet your goals faster with an edge on your competition.

Your personal coach will serve as a guide and will assist you with the development and implementation of the information presented here. Throughout the portal, you will find links to activate special services such as resume review, research requests, and mock interviews. We look forward to partnering with you on your career journey!

Center for Student Professional Development  
215.204.2371 [www.fox.temple.edu/cspd](http://www.fox.temple.edu/cspd)




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# Career Services

## Splash Down!



### *What is going well...*

#### **Center for Student Professional Development (CSPD)**

- Career/industry awareness and research tools
- Digital resume feedback tool (VMock)
- Interview preparation software (Big Interview)
- Professional development videos (Fox Video Vault)
- Job boards

#### **CSPD Graduate Professional Development Canvas Group**

Houses above CSPD tools/resources

# Career Services

## Splash Down!



### *Challenges...*

#### **Resources (initially)**

- Hired outside firm because in-house cannot support 24/7

#### **Engagement**

- Communication plan
- Extension of time for services

#### **Changing demographic of Online MBAs**

- More information at orientation
- National Conferences
- Recruiting schedule

# Career Services

## Splash Down!

### *Lessons Learned...*

#### **Provide options – FLEXIBILITY!**

- Giving students the option to choose between external and in-house providers
- Online tools and on-site options
- Timing of services

#### **Communication**

- Ensure students know what options they have and REMIND them



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## Q&A



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