

Creating Online Student Engagement



PennState

Hendrick Best Practices for
Adult Learners Conference

May 8, 2019

Agenda

- What is student engagement?
- Assumptions
- Practical ideas that promote engagement:
 - ✓ Programmatic initiatives
 - ✓ Instructor initiatives



What is Student Engagement?

“The engagement premise is straightforward and easily understood: the more students study a subject, the more they know about it, and the more students practice and get feedback from faculty and staff members on their writing and collaborative problem solving, the deeper they come to understand what they are learning” (Kuh, 2009, p. 5).

- Kuh, G. D. (2009). The national survey of student engagement: Conceptual and empirical foundations. In R. M. Gonyea & G. D. Kuh (Eds.), *New Directions for Institutional Research*: No. 141. Using NSSE in institutional research (pp. 5–20). San Francisco, CA: Jossey-Bass.
<https://www.edglossary.org/student-engagement/>



What is Student Engagement? (continued)

Do Students Feel “Connected”?

Does their involvement address personal and professional needs:

- belonging
- self-esteem
- Individual development



Reasons Students Apply

- Asynchronous nature of curriculum
- PSU reputation
- Extent of PSU alumni base



Assumptions

- Program will develop quality classes
- Program will hire quality instructors
- Program and students will receive quality supports from WC and PSU
- Some students only want their “ticket punched”



Programmatic Initiatives

- Assumption
 - ✓ There is no single initiative that will please all students all of the time.
 - ✓ (Avoid the Louise Aboud approach: “You don’t know what’s good.”)
- Cafeteria Plan



Programmatic Initiatives

Support Options

1. Support for professional certification examinations
2. Career Coaching
3. Emergency scholarships



Programmatic Initiatives (continued)

Activities

1. Clubs (e.g., OLEAD)
2. Student Virtual Chapter of SHRM (Society for HR Management)
3. Virtual Chapter of Labor and Employment Relations Association



Programmatic Initiatives (continued)

Learning Options

1. Hybrid classes: Penn State
2. Domestic site visits
3. Free webinars: professional recertification credits
4. Hybrid classes: International



Description: International Hybrid

- Three credit course
- Hybrid: Online/in residence
 - ✓ 60% of grade online
 - ✓ 40% in residence
- Substitution for elective

(See next four slides)



Croatia: Spring 2019

Sunday, March 31, 2019	
4:00pm – 6:00pm	Walking Tour of Zagreb
6:45pm	Reception/Dinner at Pizzeria 2
Monday, April 1, 2019	
9:00am – 11:00am	Visit Rochester Institute of Technology
1:00 – 3:00pm	Company Site Visit: 3M
6:00pm	Dinner at Vinodol with Ivo Goldstein , Croatian Historian
Tuesday, April 2, 2019	
9:00am – 11:00am	Visit Rochester Institute of Technology
1:00 – 3:00pm	Company Site Visit: Erste Bank
Wednesday, April 3, 2019	
10:00am - noon	Company Site Visit: Kraš ,
2:00 – 3:00	Meeting with Trade Union Representative from IKEA
Thursday, April 4, 2019	
All Day	Company Site Visit: Plitvice Lakes National Park
Friday, April 5, 2019	
10:00am - noon	Company Site Visit: Rimac ,
7:00pm	Dinner at Didov San , Mletačka ul. 11, 10000, Zagreb





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Planning

- Choosing a country & academic host
- Identifying participants
- Creating communication tools
- Identifying site visits
- Identifying Cultural Activities
- Organizing transportation



Challenges

- ✓ The unexpected
 - Bus strike (Ireland)
 - Snow (Scotland)
 - Closed restaurant (Croatia)
 - Last minute site change (Croatia)
- ✓ PSU Risk Management



Instructor Initiatives: Presence

1. Introductions
2. Weekly e-mails
3. Video messages
4. Timely feedback
5. Office hours



Instructor Initiatives: Contribution

1. Ask questions to initiate dialogue
2. Specific, developmental and positive feedback
3. Use of announcements



Small Group Activity

- Teaching “Organizational Behavior.”
- The week’s lesson focuses on equity theory: degree to which employees believe they are treated fairly in comparison with others.

Question: Identify various ways in which the instructor can use the announcement to complement the lesson’s readings (text, commentary, course reserves).



Thank you!

Antone Aboud
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