



Ferris State Caters to All Students Using Comevo's Launch Online Orientation

University increases its reach and ensures student preparedness through its online orientation process

Problem

Most Ferris State locations in its statewide/online program had no orientation whatsoever. At its largest location, they attempted to host in-person orientations off-campus, but found it very difficult to manage with students frequently coming in and out of the system. They needed to find a way to orient more students.

Solution

Ferris State found Comevo's Launch Online Orientation Service, which enabled them to ensure that all students have the information and training they need to be successful in their system.

Benefits

Comevo's Launch Online Orientation allowed Ferris State to reach out to statewide and online students, using the path forks feature to create a unique orientation experience for each of its different locations.

"The tracking capabilities are excellent...it's really just a way for us to maximize our efforts."

Client Profile

Institution Type: Public University
Population: 14,560
Client Since: 2011

Ferris is the ninth-largest university in Michigan with 14,560 students studying on its main campus, at one of the 19 off-campus locations across the state, or online.

Ferris State's statewide/online program was struggling to effectively orient its students

Most locations in Ferris State's statewide/online program did nothing to orient new students. The school relied heavily on the information provided in a lengthy admit packet, but students were not absorbing the critical knowledge they needed to succeed. At its largest location, Ferris attempted to host in-person orientations; however, they were difficult to coordinate and frequently had only 2-3 new students per session. In addition, many students tend to apply late, which makes organizing in-person orientations for these students difficult.

Ferris State uses Comevo's Launch Online Orientation to get students the information they need

Dawn Schavey, Director of Student Services, Leadership & Activities, and her team realized that this orientation system, or lack thereof, just wasn't cutting it. They researched their options, and found Comevo to be the solution.

"Comevo's Launch Online Orientation allowed us to reach out to our statewide and online students. We really liked the path forks feature, as we were able to use different paths to create a unique orientation experience for each of our locations. The tracking capabilities are excellent, we are able to see who has completed the orientation and how well they did; it's really just a way for us to maximize our efforts. There is now a lot that is available online to students, and Comevo offered a quick, easy, and fairly inexpensive way to provide information to them."

Dawn Schavey, Director of Student Services, Leadership & Activities, Ferris State University

The university quickly finds dramatic improvement in overall efficiency and organization, as well as student preparedness

Using Comevo's Launch Online Orientation, Ferris State was able to engage with their students on a level they had never reached before. In addition, they have been able to encourage the vast majority of students to complete the orientation, even though they have not made it mandatory, using an incentive system, and the students come out happy, satisfied, and more prepared.

"At the end of our orientation, we use Comevo's Survey Tool to gauge student satisfaction with the orientation. The vast majority of students tend to be very happy at the end, and feel that the information provided was helpful and guided them in the right direction. In order to get students to participate, they receive a free t-shirt after completion, and we also include a bookmark in their admit packet that highlights the orientation in their to-do list. We've also increased efficiency by integrating the orientation with our new CRM system. They now receive an email once they are admitted asking them to complete the orientation, and we are able to automatically send a reminder if they have begun the orientation but have not yet completed it."

Dawn Schavey, Director of Student Services, Leadership & Activities, Ferris State University