



IIT Stuart Dramatically Enhances Their Orientation Effectiveness

College Leverages Online Orientation to Reach International Students

Problem

The Stuart School of Business at IIT wanted to be able to reach their international students, which make up 94-95% of their student body, with their orientation program, without spending large amounts of time or funds due to budget cuts and downsizing.

Solution

Using Comevo's Launch Online Orientation Service, IIT Stuart School of Business was able to create an orientation program in just one-and-a-half weeks, and now are able to reach all of their students.

Benefits

The school was able to save time by providing all the answers online in their orientation. International students are now able to complete their orientation before they even arrive in the country, and can read through the information multiple times and view videos, which is extremely helpful to students whose first language may not be English

Client Profile

Institution Type: School of Business at a private technological university
Population: 783
Client Since: June 2011

The IIT Stuart School of Business accelerates careers and helps professionals reinvent themselves. Their graduates acquire the knowledge and expertise to become global innovators who successfully compete in the rapidly changing worlds of business and the public sector.

IIT Stuart wanted to reach more students, but had limited resources

Like many of today's institutions of higher education, IIT's Stuart School of Business was low on resources. They needed a way to enhance their orientation program and help reach their international students without spending copious amounts of time, energy, or funds.

"94-95% of our students are international, so getting them to our school and used to US culture is one of our main concerns. We also have to get them registered for classes, and host different sessions using different techniques for different groups of students. Giving students the ability to take the Online Orientation before they come to campus, sometimes even before they come to this country, has been very helpful. They are able to read through it multiple times and listen to and watch videos, which is very helpful for students whose first language may not be English. This is a huge improvement from previous years."

- Justine Grant, Graduate Academic Advisor, Illinois Institute of Technology – Stuart School of Business



IIT Stuart goes live in record time

After deciding that Comevo's Launch Online Orientation was the direction they wished to take, Justine and her limited staff got started right away:

"Being down a staff member, we had three people working on creating our orientation program this year. However, we were still able to create and go live with our Online Orientation in just a week-and-a-half, which speaks to the ease-of-use and user-friendliness of the service. We didn't have to staff anyone extra during the week to handle the in-person sessions because we covered much of the necessary information in our Online Orientation, which saved us a great amount of time to dedicate to other things."

- Justine Grant, Graduate Academic Advisor, Illinois Institute of Technology – Stuart School of Business

IIT Stuart ensures that students are prepared by making orientation mandatory

A good orientation is a start, but its effectiveness is limited if students have no motivation to complete it. At the Stuart School of Business, Justine and her staff were able to make their Online Orientation mandatory by making it an important step in the registration process:

“We have students take the Online Orientation, and immediately receive the results of who has completed the program. We then remove the advising hold on their account which allows them to register for classes now that they understand their respective programs, requirements, the advising and registering process, and other background information that we cover in the Online Orientation. When they come to campus for in-person orientation, we no longer have to go over the basics, and we just hold some question and answer sessions a week, including program-specific questions, in which we can cover exception to the rules and higher-level questions.”

- Justine Grant, Graduate Academic Advisor, Illinois Institute of Technology – Stuart School of Business

IIT Stuart plans to build on their Online Orientation program

An Online Orientation module is just the beginning. The possibilities of Comevo’s services are endless, and Justine has realized the potential for growth in their orientation program.

“You have no idea how helpful Online Orientation has been. Now that we have our new-student orientation created, we hope to soon create an Online Orientation module that covers student activities and campus resources.”

- Justine Grant, Graduate Academic Advisor, Illinois Institute of Technology – Stuart School of Business

Additional Benefits to the Comevo Solution:

- Increased retention due to prepared students
- More time for students to fully understand information
- Less energy and time spent by staff
- Able to complete orientation anytime, anywhere
- Ability to monitor completion and response quality



Experience affordable,
user-friendly
multimedia training or
orientation tools to set
your company or
institution apart from
the rest.