



Student Orientation: flexible and dynamic approach to enhance the student experience in a multi-campus diverse institution

Abhishek Awasthi

Manager, Student Engagement and Retention

2018 ISANA Conference, Sydney

OVERVIEW

- Bendigo Kangan Institute
- Student Orientation Program
 - 2016
 - 2017
 - 2018
- Next steps, observations and takeaways

Corcoran, Shaun - Project Manager

Naddaf, Violette - Project Officer

Battaglia, Peter

Bayliss, Janet

Celano, Maria

Chant, Marilla

Choudhury, Priyanka

Clarke, Karma

Davey, Rebecca

Dore, Simone

Dum, Leyla

Gray, Stacey

Kirkland, Ingar

Launer, Kathryn

Minzenmay, Krista

Mortimer, Michelle

Nagels, Peter

Newman-Kemp, Vicki

OConnor, Yioula

Perryman, Jacqueline

Piechowiak, Gail

Pitto, Joanne

Radecki, Patrick

Radford, Daniel

Rix, Karen

Rundle, Sandra

Smith, Kay

Stanyer, Lynette

Stubbs, Tracey

Suttie, Tim

White, Peter

Wiseman, Brian

Rogers, Donna - Executive Director (current)

Barton, Peter - Executive Director

Bayly, Lynette - Executive Director

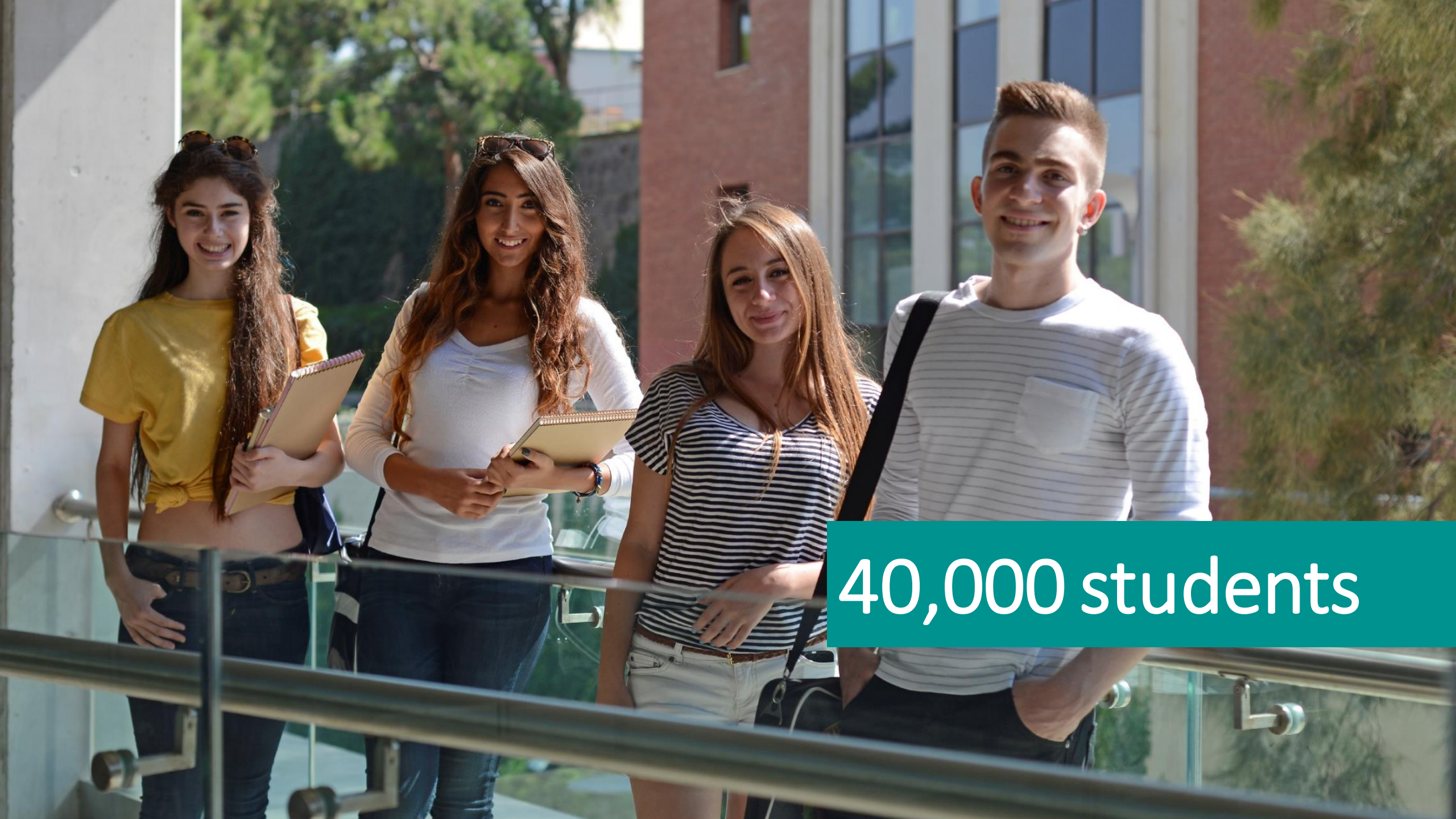
Schmidt, Caroline - Marketing and Communications



Bendigo Kangan Institute

- established in 2014
- by the merger of two TAFE institutes
 - Bendigo TAFE
 - Kangan Institute





40,000 students

A diverse range of study options

AUTOMOTIVE

ANIMALS, PLANTS & SCIENCES

BUSINESS, COMMERCE & IT

HEALTH & COMMUNITY TRAINING

CREATIVE INDUSTRIES

TRADES & INDUSTRIAL

HOSPITALITY, TRAVEL & TOURISM

HAIR & BEAUTY

INDIGENOUS STUDIES

FOUNDATION STUDIES

Student Engagement and Retention team

- counselling and disability
- welfare, wellbeing, youth work and child safety
- equity groups and international students
- critical incident management
- retention and transition
- activities, events and recreation
- communications
- scholarships
- library services
- basic IT support
- pre-training review sessions for language, literacy and numeracy
- academic language and learning support
- retail operations of the bookshop
- mentoring and leadership
- volunteering
- orientation

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2016

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GAPS IDENTIFIED

- No student orientation program
- No student volunteering/leadership program
- No student union/representing body





WHY have a Student Orientation Program

- Engagement and Retention
- Transition and Success



Student Orientation Program

Investment

- Institutional cultural shift
 - Financial resources
- Staff across the institution

Student Orientation Program - WHAT

- Design Principles - for all students
 - Across all campuses
 - Scalable
 - In-partnership
 - Measurable



Student Orientation Program - WHEN

In 2017, incorporating all five design principles

Spread over 2 weeks

6 days in total



Student Orientation

» 2017 « PROGRAM

As a new student, we understand that it can be a daunting time, so we've put together an orientation program that's designed to provide you with what you need to know.

Come along to an Orientation session so that you gain valuable information about studying at Kangan Institute.

Orientation sessions will run on 7 February and 9 February at our Docklands campus.

16 topics and 176 sessions

Student Support Services

Counselling Services

Disability Support

Financial Budgeting

Housing/Accommodation

Effective Communication

Study Tips

Stress Management

Library Services

Introduction to e-Library

Online Resources

Basic Researching

Referencing & Plagiarism

Career Planning

Employment Services

Enrolment Queries

Which are the most important to you?

Student Support Services

Counselling Services

Disability Support

Financial Budgeting

Housing/Accommodation

Effective Communication

Study Tips

Stress Management

Library Services

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Career Planning

Employment Services

Enrolment Queries

A photograph of an outdoor event, likely a conference or festival. In the foreground, a man in a red t-shirt and green pants is leaning over, looking at a wooden Jenga tower on a table. To his left, a woman in a bright green t-shirt is also looking at the tower. In the background, many other people are walking around on a paved area. There are trees and a white tent visible in the distance. The overall atmosphere is busy and social.

2017

- Confusion – which session(s) to attend?
- Too many offerings
- 1277 attendees
– plus 3000 lunches

- Review and Evaluation
 - Online survey
 - 77.27% satisfaction rate
 - Face to face feedback sessions
 - Students, staff and stakeholders



2017 Student Orientation Program

- Review and Evaluation
 - During study period and/or outside study period
 - Better messaging and fewer sessions
 - Identification of top sessions
 1. Library Services
 2. Student Support Services
 3. Counselling Services
 4. Online Resources
 5. Basic Researching
 6. Stress Management

2018 - redesign and revamp Program, Content & Delivery



2017 v 2018

Same design principles

- For all students
- Across all campuses
- Scalable
- In-partnership
- Measurable

*bound to industry
bound to succeed*

KANGAN
INSTITUTE

PROUDLY
TAFE VICTORIA

Student Orientation 2018

MOONEE PONDS | 21 FEBRUARY

Please join us for a free lunch
from 12pm to 1pm

For details and to register, visit:
kangan.edu.au/KI-orientation




2017 v 2018

- Spread over 2 weeks
- 6 days in total
- 176 sessions
- 16 topics

- Spread over 3 weeks
- 11 days in total
- 66 sessions
- 6 topics

6 TOPICS ONLY

- Top priority
 - Library / Student Support Services
 - Medium priority
 - Academic Language / Managing Studies
 - Low priority
 - Family Information Session/Volunteering Program
- 
- A blurred background image of an orange Porsche GT3RS sports car on a gravel surface. The car is positioned in the center-right of the frame, facing right. The license plate area displays "GT3RS". The background is a soft-focus landscape with a clear sky and some distant structures.

Student Orientation PROGRAM



Student support services

Introduction to Counselling, Welfare and Disability services
What assistance can Student Services provide?
How to find us and book an appointment

Library Services

Introduction to the library and tour
Service and assistance with course related topics
Online resources, bookshop services and the eLibrary

Managing Your Studies

Study Tips - manage time, prioritise, motivate and focus
Effective Communication - Skills and strategies
Procrastination & stress - how it affects & how we can assist

Academic Language and Learning

Research - Referencing tools and how to use them
Plagiarism - What is plagiarism and how to avoid it
Referencing - Use of different referencing styles

Family Information

For parents and carers of students joining Bendigo TAFE
What services are available
How to access them and who to contact.

Bendigo TAFE Student Volunteering Program

Benefits of volunteering
Duties of a student volunteer
Rewards of being a volunteer

STRATEGY

- Easy for students to pick/prioritise
- Students could attend at any campus
 - there was follow-up once you attend a session
- Ongoing engagement
 - Student Volunteering Program

Strategy

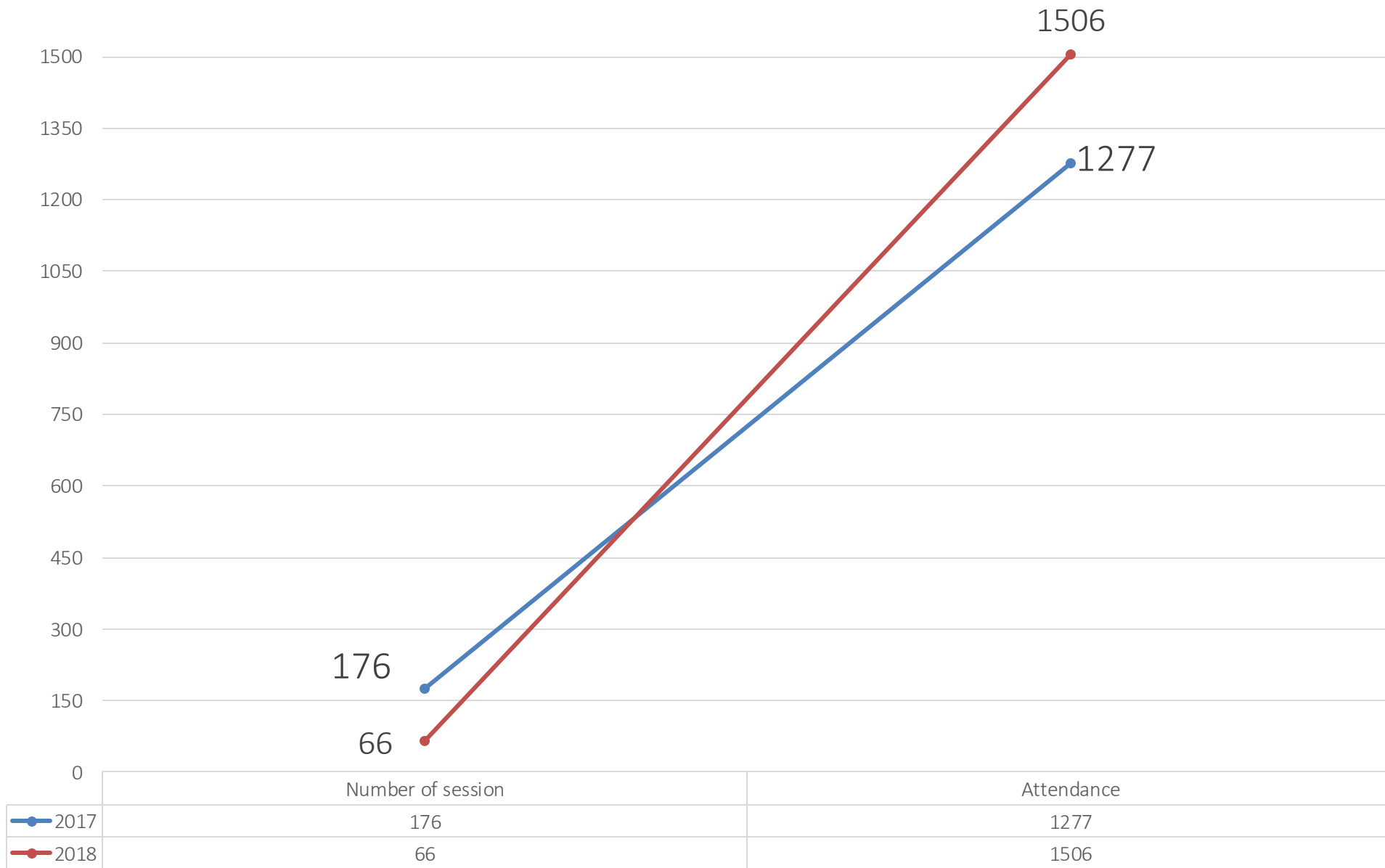
- Teachers could pick the package
- Consistent message
 - Same set of approved presentations for delivery
 - All sessions within the library spaces
- Better capturing design with high-visual impact
 - Community, Businesses and Local Government

RESULTS

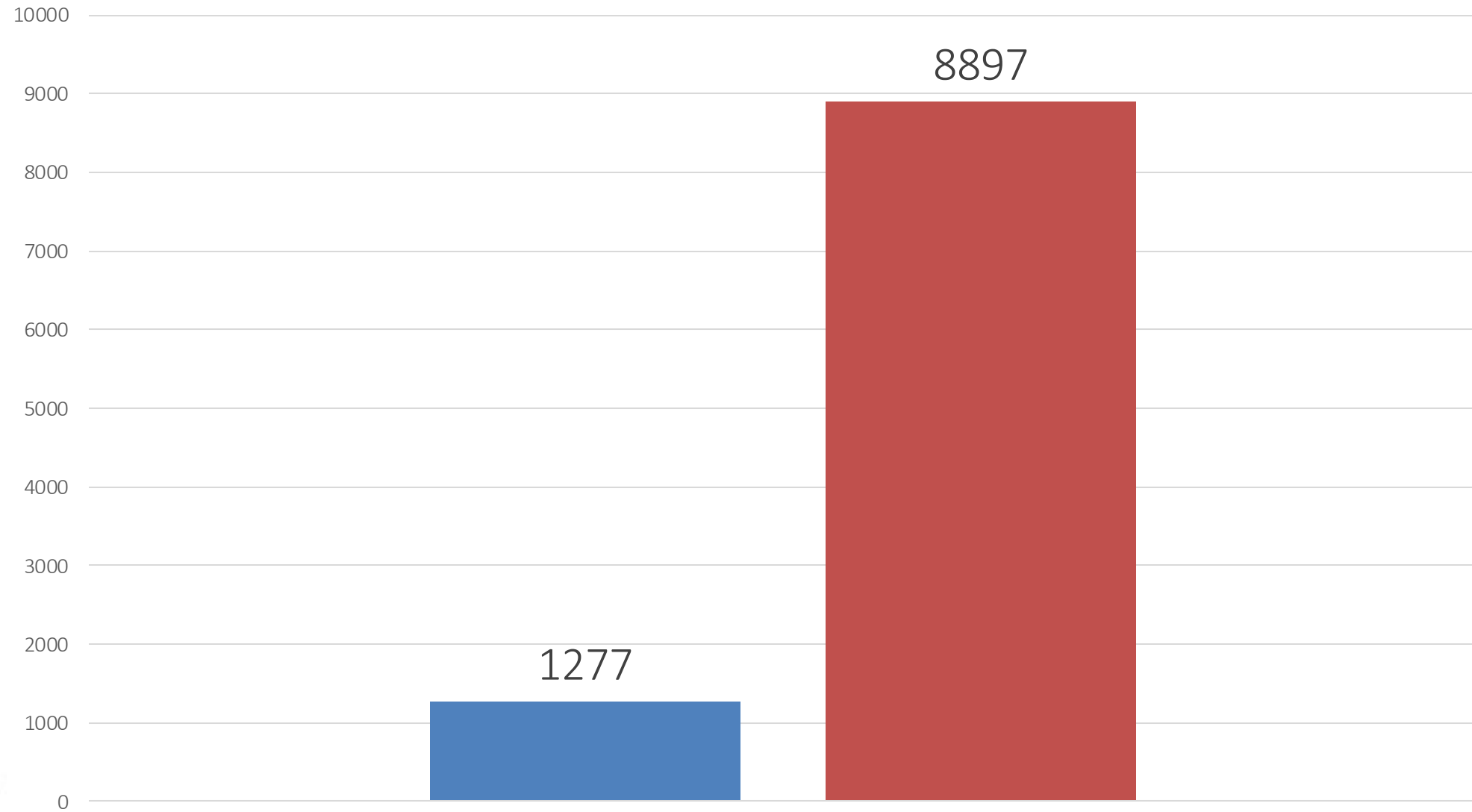
- Increase in attendance
- 8897 attendees
 - 1506 on-program; 7391 off-program
 - 4024 lunches

10,000+ attendees as of today

2017 v 2018



Overall numbers – 2017 v 2018



Attendance

■ 2017 ■ 2018



SUCCESS INDICATORS

- Direct referrals to services
- Increased numbers at library and support services
- Feedback and continuing programs
 - Student Volunteering Program

NEXT STEPS

- Similar approach but spread over 4 weeks
- Expand Student Volunteering Program
- Keep two priority levels for sessions (high/low)



OBSERVATIONS

- gap between institutional and student beliefs
- value proposition needs to be visible
- combination of contemporary and traditional forms of communication/dissemination of information tools

KEY TAKEAWAYS

- enriching experiences and sense of belonging
 - extra curricular activities with ownership
 - enhanced profile of support services across the institution
- social interactions
 - common areas/opportunities of passive and active interactions
- single program and/or policy is insufficient
 - success of program/policy is success of students over time



03 5434 1689

aawasthi@bendigotafe.edu.au

THANK YOU

