

Ferris State University



Perspective



Eric Simone
Assistant Director of Admissions

Ferris State University had strong enrollment, but their students sent them complaints about their three separate online orientations, which were made in-house. In addition, their Title IX information wasn't included with any of those orientations — it was completely separate. Seeking an expert's help, Ferris worked with Advantage Design Group® to launch their online orientation, transforming their three orientations and Title IX information into one, coherent solution.

Ferris split their prior online orientations to serve three purposes. The first was designated to introduce students to the Ferris main campus. The second one was an online-readiness orientation for their transfer students. They made their third online orientation through a third party for their satellite locations audience.

"We found that the online orientation made by Comevo [a third party] actually wasn't much better than our in-house online orientation," explained Eric P. Simone, Orientation Director in Marketing & Events at Ferris State College.

Real-Life Experience

In this case study, Eric address the goals, strategies, tactics, and impact of collaborating with the creative and technical talent at Advantage Design Group® (ADG) and using Advantage Orientation® as a comprehensive student online orientation solution AND introduction to Title IX.



Select the image to preview a webinar recording with Eric.





Goal

“The ADG platform delivers an online orientation that’s visually stunning and easy for our students to use.”



Upon evaluating Advantage Orientation® capabilities in comparison to other external systems, FSU leaders recognized opportunities to reduce costs improve the student experience, and gain operational efficiencies.

Reduce Costs by Replacing Existing Technologies

Their existing, third-party orientation software’s subscription was based on a per-user fee model. After the first year of use, Advantage Orientation’s annual renewal is a flat fee for unlimited users.

Additionally, Ferris used a separate system to provide Title IX training and, over time, discovered students became confused about where to go and what to complete, not easily finding the Title IX information. ADG provides an Introduction to Title IX module that is easily integrated into the orientation platform, eliminating access barriers.

Improve the Student Experience

“We didn’t want the first impression a student had of Ferris State to be of a system that’s clunky, not beneficial, and a waste of their money,” said Simone. “The ADG platform delivers an online orientation that’s visually stunning and easy for our students to use.”

Wanting to make a great first impression requires a completely responsive system, accessible at any time on any device. Switching to Advantage Orientation meant FSU’s new online orientation would meet ADA compliance standards.

Gain Operational Efficiencies

Lastly, Advantage Orientation® includes an option to create member groups to enable personalized content delivery. Individual audiences experience content most relevant to them in one system. The system’s built-in analytic tool set enables separate reporting for each group that can be managed by assigned administrators from any department. Managing one orientation for any student group would save time and improve efficiencies.

Ferris State wanted to replace three separate online orientations with one system while providing curated content for distinct audiences, including

- » Continuing Education
- » Doctoral Students
- » FTIC
- » International Students
- » Students attending Main Campus
- » Students attending Statewide Campus
- » Prospective Students & Families
- » Transfer Students





Creativity

Production begins with a Kick-Off meeting, followed by concept development.

Project Plan

ADG created a development plan to meet the following objectives:

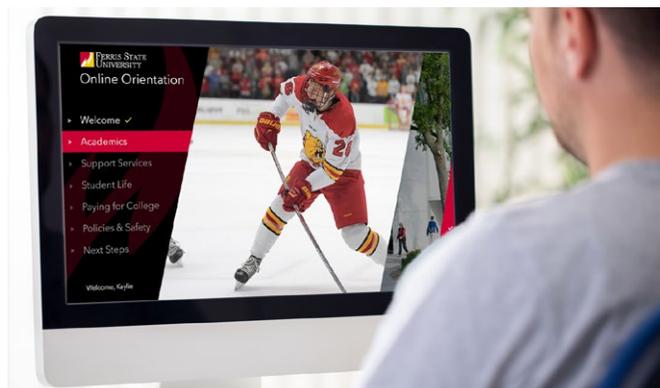
- » Combine three online orientation systems into one
- » Integrate Title IX information into the orientation platform
- » Apply programming expertise to meet ADA compliance standards for accessibility

Production Process

Production begins with a Kick-Off meeting, followed by concept development. This phase presented Eric and his leadership team with three, distinct design concepts inspired by FSU's Brand standards, collateral materials, and imagery. Advantage Design Group® provided FSU with complete video production services, too, including pre-production planning, on-campus filming, and post-production editing and animation. Because of ADG's creative approach, the platform presents FSU's unique Brand and culture, welcoming new students in the most engaging way possible.



“This program is such an improvement over our previous ones — it’s clearer and students aren’t complaining about it like they used to,” Eric explained. “We’re actually getting a lot of people saying that they feel a lot more prepared for their classes now.”





Technology

Overview Report

SELECT DATES

📅
START DATE:

01/16/2019

📅
END DATE:

12/8/2020

SELECT STUDENT TYPE

ActiveStudents ▼

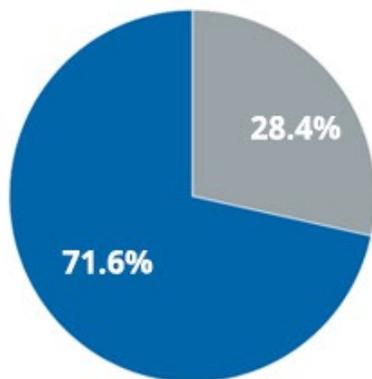
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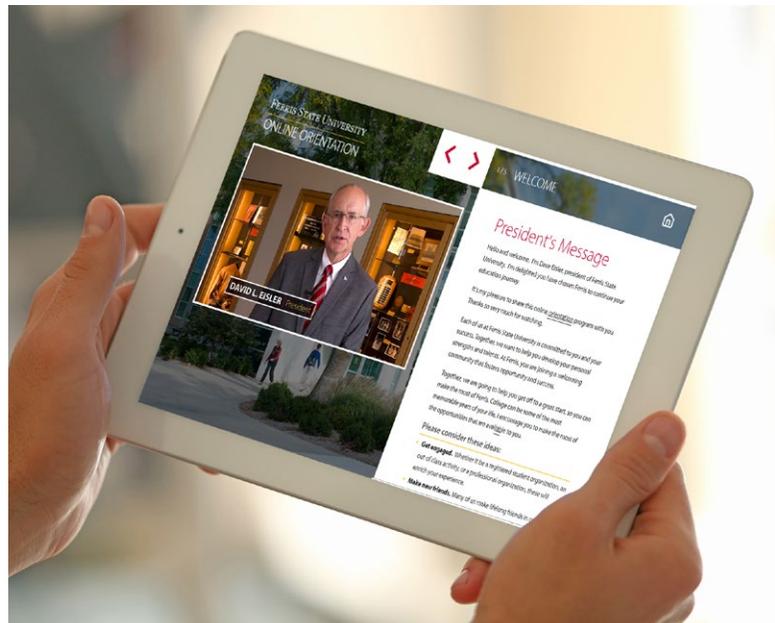
INCOMPLETE 1866



- Incomplete
- Completed

The new Ferris State online orientation presents content that’s easily explored and retained. Information is introductory and aligns with the platform’s functionality in a seamless way. Students are no longer confused about where they need to go and what they need to do next. Their new online orientation automates **reminder emails** to students who have yet to complete online orientation. This simple check-in is helping students persist and **raising orientation completion rates**.

Unlike FSU’s previous online orientations, every student gets to meet the university president. His message is delivered via video, encouraging and welcomes all new students to campus. Since he has many responsibilities to attend to, he was elated to participate in the process and get the chance to greet new students.





Going Forward

“This online orientation has helped the in-person orientation become more impactful... Internally, it’s just so much more manageable for us.”

After completing this online orientation, Ferris’s students are more confident to partake in the in-person orientation. In-person orientation is much smoother now that the bulk of information students need to learn is shared on the online orientation. This leaves more time for in-person orientations to answer student questions instead of covering all the college’s lengthy, important information.

Ferris’s internal team and students aren’t the only ones pleased with the online orientation, either; after the orientation launched, their outside partners told Ferris how much they loved it.

“This online orientation has helped the in-person orientation become more impactful,” said Simone. “For transfer students, it makes the process much easier for them than it did before. Internally, it’s just so much more manageable for us.”

About Advantage Design Group®

Advantage Design Group® is a multimedia production and software development firm established in 1998. This certified, woman-owned small business is the largest online orientation production company in America, employing over 40 full-time staff. The company’s diverse talent includes digital specialists in art direction, UX design, programming, video production, content development, project management and training.

Advantage Orientation®, the company’s cloud-based orientation software, is currently deployed by hundreds of higher education institutions in three countries. The platform provides an interactive and media-rich experience to support successful transitions for new students and new hires.

Visit AdvantageDesignGroup.com to request a live tour.

Advantage Design Group
 6877 Philips Industrial Blvd.
 Jacksonville, FL 32256
 +1 800.657.1338
hello@AdvantageDesignGroup.com

