

Ferris State University



Perspective



Eric Simone

*Assistant Director of Admissions for
Marketing & Events*

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 develop an online orientation, transforming their three orientations and Title IX information into one, cohesive solution.

Ferris had 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 provider] actually wasn't much better than our in-house online orientation," explained Eric P. Simone, Assistant Director of Admissions for Marketing & Events at Ferris State University.

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 request access to
the webinar recording with Eric.*





Goal

“Advantage Orientation® delivers an online orientation that’s visually stunning and easy for our students to use.”



Situation

FSU wanted to replace the third-party orientation software they had been using for two reasons. Subscription and maintenance costs were billed per user, whether the students completed online orientation or not. For the long term, these costs far outweighed the value. Additionally, the previous system did not always perform to ADA compliance requirements, which became a huge issue for them.

With the addition of a separate system called “Haven” for their Title IX, Eric observed how students would often become confused about where to go and what to complete, not easily finding the Title IX information. Then, the emails rolled in with questions and concerns from students.

“We didn’t want any student’s first impression of Ferris State to be a system that’s clunky, not beneficial, and a waste of their money,” said Simone.

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The Plan

Ferris Called and ADG Answered

Ferris recognized Advantage Orientation’s key attributes: user friendly, completely mobile responsive, and cost-effective over the long term. ADG heard Ferris’s concerns and create a development plan to solve the following:

- » Replace their three online orientations with one, cost-effective solution
- » Integrate Title IX information with the online orientation
- » Make the online orientation 100% ADA compliant



Creativity

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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.

Production Process



"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

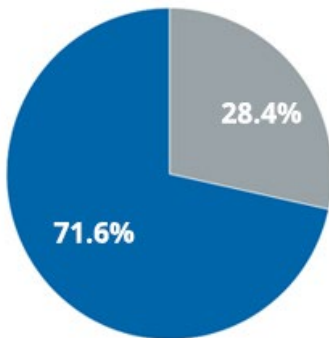
APPLY FILTER

RESET FILTERS

STARTED 6564

COMPLETED 4698

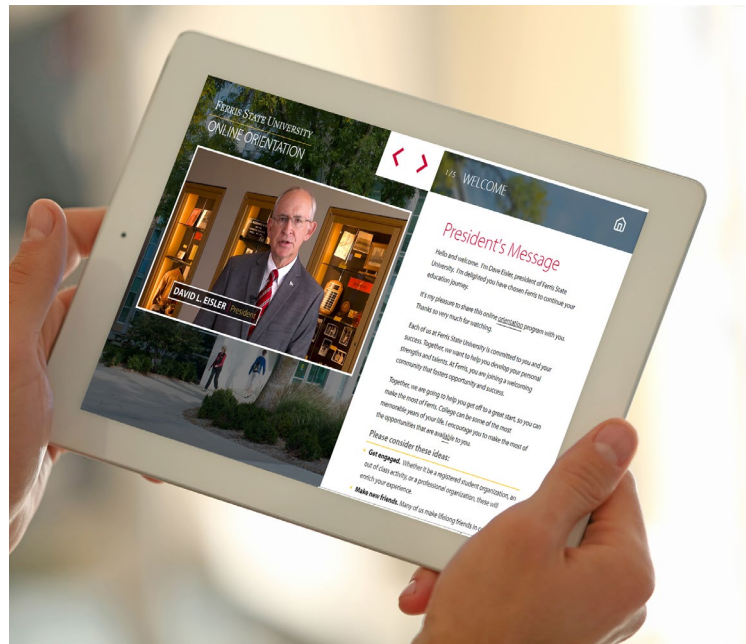
INCOMPLETE 1866



● 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

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After completing this online orientation, new FSU students are more confident to attend in-person orientation. In-person orientation is much smoother now that the bulk of information students need to learn is first shared in the online orientation. This leaves more time at in-person orientations to answer student questions and help them to make valuable connections.

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. 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 North 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

