CASE STUDIES

OAKLAND COMMUNITY COLLEGE

How a community college in Michigan provided mandatory orientation to over 30,000 students and implemented an automated removal of registration holds.

Background & Challenge
Oakland Community College, a 2-year public college, wanted to provide an online new student orientation solution to assist with scheduling conflicts, space issues, too many students and not enough resources. This online orientation ultimately replaced their in-person orientation completely. They also wanted to automatically remove registration holds, which was time-consuming and required a lot of resources.

Solution
After a lengthy RFP search, Oakland CC chose Innovative Educators to develop a customized orientation designed to introduce students to the campus and to serve as a resource that students can refer back to at any time. Their orientation design includes customized content, various learning modalities, resources, and multiple quizzes, all of which help promote student engagement throughout the orientation.

Their online orientation replaced their face-to-face orientation and is mandatory for all new students. They use the program to feed completion data back into their Student Information System (SIS). Oakland CC launched their online orientation in March 2017 along with online student success workshops (StudentLingo).

Initially, Oakland chose to register students through our native site and then transitioned to utilizing SSO with a Webhook to release registration holds based on student completion of the Accuplacer Review and New Student Orientation modules.

Results
Fast forward three years later: Oakland has over 30,617 online orientation users, and instead of spending time working on the logistics of scheduling face-to-face orientations, Dean Beverly Stanborough and her team are now channeling their energies into developing more online modules to benefit their students, such as an Accuplacer review module.
Student Reviews

• "Very informative and helpful. I feel more ready to continue my education and get started on my classes!"

• "I found this orientation incredibly useful because it gives me the best advice on how to live a life in college.

Staff Reviews

"You’re awesome and have made orientation to our students very successful! Thank you."

- Beverly Stanbrough
  Dean Of College Readiness

"Your team has been great in supporting our needs on such a personal level."

- Andrea Powell
  Administrative Specialist