

FINDING	PROPOSED SOLUTION FROM AMPERAGE	PROGRESS/STATUS
Students were confusing the MyBarton Portal with the Admissions Portal - having trouble logging in with the correct username/password.	Rename Admissions Portal to Admissions Application.	Done.
Email templates are inconsistent - very different look and feel, and different tone.	Develop a template in each email automation platform that is consistent. OR - move all automated/bulk email activity to one platform.	Ongoing. Emails have been cleaned up between the inquiry and application phases in terms of content, but we still need to develop templates. Next is to create those templates and then clean up the content in emails between application and enrollment. There is also a new group forming to address this, which is described briefly in line 12.
Lack of communication after application.	Improve nudges between application and enroll stages.	Ongoing.
Webpages where digital ads were pointing were not consistent with ad visuals and messaging.	Use landing pages developed specifically for a campaign, even if a relevant page already exists in the website.	Semi-complete. We began building pages with the same message/visuals within the website. We're testing out a landing page product that would also allow us to track behavior and capture contact information. This is a major priority for 22-23.
Some platforms for advertising could be added to the marketing mix.	Add OTT (Over The Top) streaming service marketing. (think Peacock, History Channel apps, etc.) and AudioGo (web-based radio apps like Pandora.)	Semi-complete - we already have experience with OTT and will add it back in when it makes sense in a campaign. We have not investigated AudioGo yet.
No clear path to inquire-apply-enroll.	Rework the steps and develop how-to content to guide students. Build in nudges at key moments that explain the next step. Improve the process of finding and adding classes.	Started - some videos have been built and other pages are being reorganized. The PowerBI course search tool remains a bottleneck for students. Brandon continues to advocate noisily for CourseLeaf or a similar turnkey catalog/enrollment product.
Not enough engaging content on website.	Add more videos and relevant photos.	Ongoing. Many videos have been added and we have been changing out photos. More to come.
Not enough online-focused content on social media.	Add more online-focused content on social media.	N/A - our online focused content is almost entirely paid-advertising on social media, which is why it does not show up in our organic content on our news feed. We do have posts about sessions and online promos.
No storytelling content relevant to transient students.	Tell more stories about transient student success.	Done and ongoing. We have begun tracking down these stories and have several being used in ads now.
No personable content about faculty to give students clarity on what to expect from a class.	Add videos and/or features of online faculty members and their courses.	Done/Ongoing. We now feature courses for promotion and include videos from faculty if they are willing to participate.
Lack of email confirmation after registering. No email communication received between enrollment and first day of class. No confirmation when enrollment status changes (dropped course). Virtual orientation email arrived 10 days after dropping a course.	Audit all automated emails from inquiry through enrollment and first day of class to develop a cohesive and well-timed plan for nudges and communicating steps to students - via email and text. Also send a "welcome" email to first-time students. Do a short survey for students who drop their course to learn why we're losing students. Remove unenrolled students from main distribution lists. Check timing of email about orientation.	Ongoing. This is another major priority for 22-23. Initial plan is to form a communication work group to review and update all automated email communications. This group will continue in perpetuity, meeting on a frequent basis to review upcoming automated emails from the various departments that send them.
No instructions on how to use canvas readily accessible or sent to student in advance.	Provide better instructions on using canvas to new students.	Not started, but will likely be part of the how-to videos being created by The Center.
Outdated messaging in course dashboard, which was full of general announcements.	Keep the dashboard more up to date with more frequent check-ins. Reduce the number of announcements. Add a "welcome" message to the top of canvas for first-time students to welcome them.	Not started.
Inconsistency on which email address is used for communication.	Be consistent on which email address was used.	Started - there was some discussion on whether it would be OK to use a personal email address provided during the application/inquiry instead of the Barton-issued email.
Big red warning that the email is "not from Barton" even though it is from Barton through canvas or other apps/platforms used by the colleges.	Deactivate warning for emails from Barton-sanctioned apps/platforms.	Not started.
This is not so much a finding as a recommendation - they put together a campaign plan for us with sample messaging and artwork. We did not feel it represented us well. We used the tactics and strategies they recommended but did not use the artwork or messaging, in favor of our own.		

The scope of work for Amperage was to perform an audit of sorts for our processes/communications pertaining to our "transient" student audience - students at universities who use our courses to fulfill credit requirements at their home institutions.

The findings presented in this document come from the following reports from Amperage:

- Journey Map
- Student Survey
- Secret Shopper - Inquiry through Application stages.
- Secret Shopper - Application through Enrolled (and dropped class) stages.
- Campaign Plan Recommendation
- Student Persona Development
- Student Interviews
- [View the full documents here.](#)



BARTON ONLINE SECRET SHOPPER

PART 2

APRIL 2022



AMPERAGE
MARKETING & FUNDRAISING
MOVE THE NEEDLE

OBJECTIVE

- Enroll in an online course for the purpose of analyzing communication from Barton Online to registered distance education students.
- Gather all forms of communication for high-level evaluation.
- Identify gaps in communication that may disrupt the student experience.



THE PROCESS

Part 1:

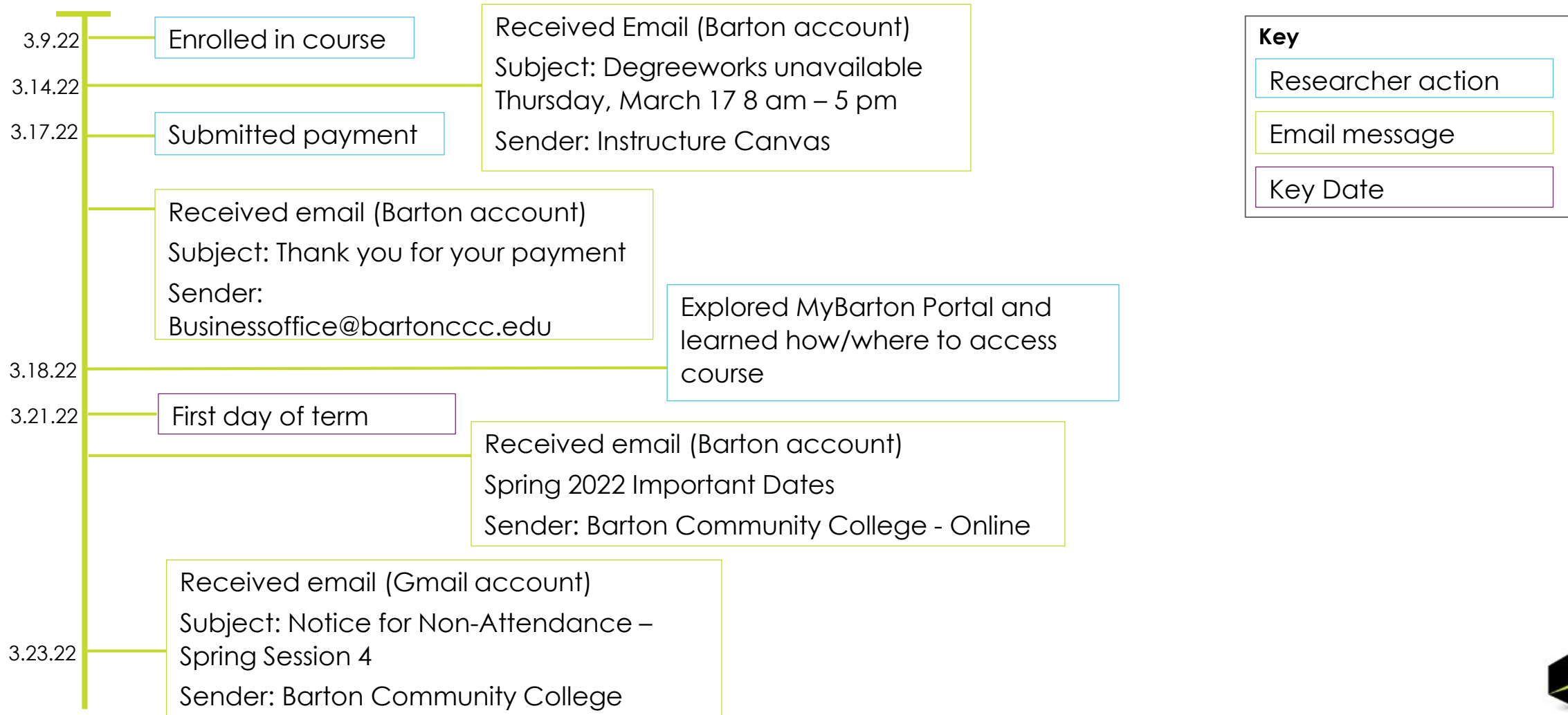
- ✓ AMPERAGE researcher submitted an anonymous inquiry through Barton's website about taking classes through Barton Online, tracked communication and made recommendations regarding messaging, formatting and streamlining the process.

Part 2:

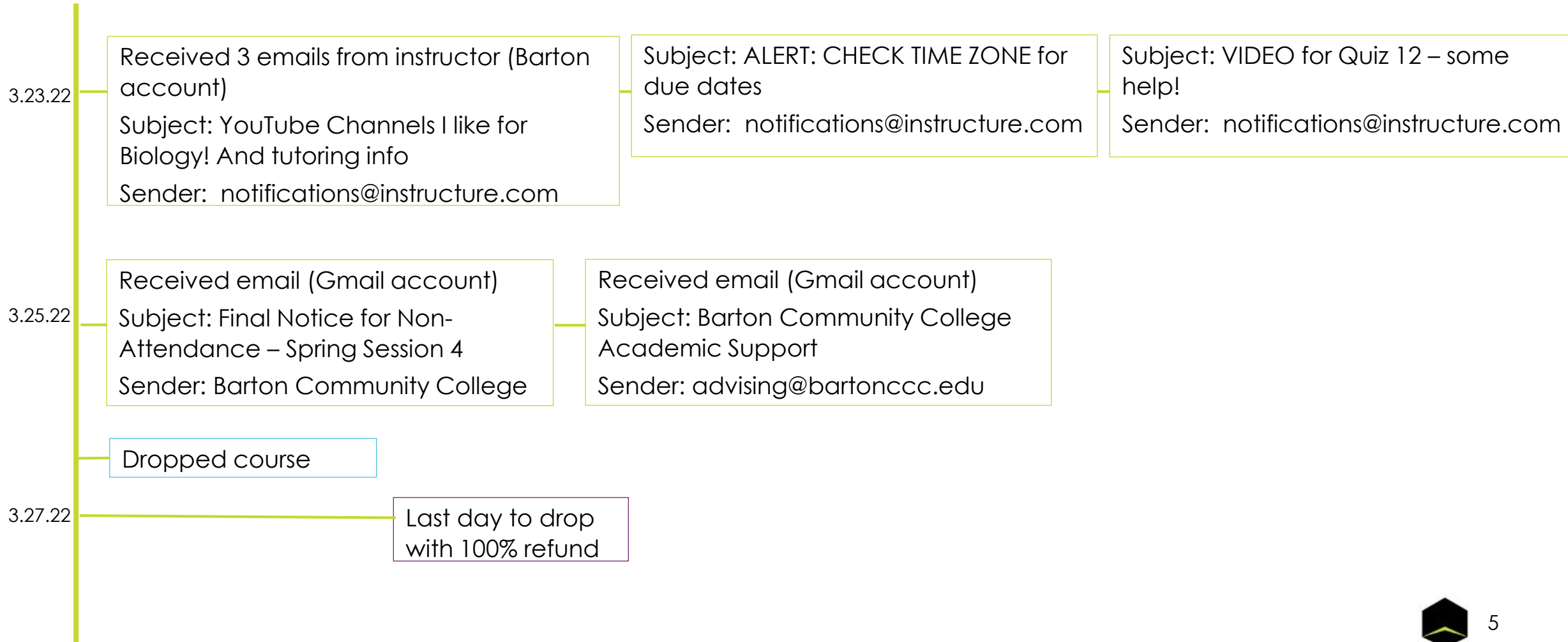
- AMPERAGE researcher enrolled in Principles of Biology online course through the MyBarton Portal.
- Researcher monitored communication from Barton to assess the touchpoints between registration and course withdrawal.
- Researcher withdrew from the course prior to the refund deadline for ease of paperwork.



IN REALITY: WHAT HAPPENED WHEN WE ENROLLED



IN REALITY: WHAT HAPPENED WHEN WE ENROLLED



IN REALITY: WHAT HAPPENED WHEN WE ENROLLED

4.4.22

Received email (Gmail account)
Subject: Orientation Q&A
Sender: advising@bartonccc.edu

Received email (Barton account)
Subject: Barton Community College
Refund
Sender: businessoffice@bartonccc.edu

Received email (Barton account)
Subject: A Short Survey: Barton County
Community College
Sender: Instructure Canvas

4.23.22

Received email (Gmail account)
Subject: Campus Climate Survey
Sender: brownc@bartonccc.edu

Note: I received other all-campus emails to my Barton email account that did not pertain directly to course enrollment.



ENROLLMENT PROCESS

BARTON COMMUNITY COLLEGE MyBarton Portal

Welcome to the MyBarton Portal

Announcements

Announcement: First time logging in to the portal? Find the SECURITY card and follow the directions.

1 of 2

DEGREE PROGRESS

Contact your administrator
There was an error retrieving your data

COURSE SYLLABUS

[Search](#)

SELF-SERVICE > STUDENTS

- [Registration](#)
- [Student Profile](#)
- [Address/Phone/E-mail Change](#)

PAWS > STUDENTS

[My Account](#)

- Add/Drop Classes
- See unofficial transcript
- Financial aid information
- Apply for graduation
- Request contact information changes

Scholarship Universe

- Financial Aid Award information and Offers
- Title IV Authorization for Non-Allowable Charges
- College Financing Plan
- Barton Foundation Scholarship Application
- Barton Scholarship Information
- External Scholarship Searches

[+ DISCOVER MORE](#)



ENROLLMENT PROCESS

The image displays a sequence of screenshots from the Barton Community College enrollment system, illustrating the registration process for a student named Robin Frost. The screenshots are layered to show the progression of the user interface.

- Search Results:** The first screenshot shows search results for "Principles of Biology Web" for the Spring 2022 term.
- Enter Course Reference:** The second screenshot shows the "Enter Course Reference" form with the CRN 21264 entered.
- Enter Course Reference Numbers (CRNs) to Register:** The third screenshot shows the "Enter Course Reference Numbers (CRNs) to Register" form with the CRN 21264 added to the summary.
- Class Schedule:** The fourth screenshot shows a class schedule for Spring 2022, with a class listed for Sunday at 12am.
- Registration Confirmation:** The final screenshot shows a "Summary" table with the following data:

Title	Details	Hour	CRN	Schedule Type	Status	Action
Principles of Biology	LIFE 1402, 0	5	21264	OER Web NC	Registered	None



MATERIALS RECEIVED

3.14.22

Degreeworks Unavailable Thursday, March 17 8am - 5pm: Barton Community College

Some content in this message has been blocked because the sender isn't in your Safe senders list. [I trust content from notifications@instructure.com.](#) | [Show blocked content](#)

IC Instructure Canvas <notifications@instructure.com>
Mon 3/14/2022 6:31 AM
To: Frost, Robin

**** WARNING!! ** This email is not from any bartonccc.edu user at Barton Community College! DO NOT click on any links or open any attachments unless you know the sender, expected this email and that the contents are safe!!!**

Degreeworks will be unavailable from 8:00 am - until 5:00 pm Thursday, March 17, 2022.

Thank you for your understanding.

Thank you,
Michelle R Kaiser
Chief Information Officer
Barton Community College
kaiserm@bartonccc.edu

620-792-9232

3.17.22

[Link to download screenshots](#)

Reply all | Delete | Junk | Block sender | ...

Fw: Thank you for your payment

FR Frost, Robin
Thu 3/17/2022 10:51 AM
To: rfrost@amperagemarketing.com

From: Businessoffice@bartonccc.edu <Businessoffice@bartonccc.edu>
Sent: Thursday, March 17, 2022 10:48 AM
To: Frost, Robin <robin.frost1@cougar.bartonccc.edu>
Subject: Thank you for your payment

**** WARNING!! ** This email is not from any bartonccc.edu user at Barton Community College! DO NOT click on any links or open any attachments unless you know the sender, expected this email and that the contents are safe!!!**

Receipt Number: 15128
Customer: FROST, ROBIN
Barton Community College
Date: 03/17/2022

Description	Amount
spring 2022 (Spring 2022)	\$750.00
Service Charge	\$20.62



MATERIALS RECEIVED

3.21.22

Spring 2022 Important Dates

Some content in this message has been blocked because the sender isn't in your Safe senders list. | [Trust content from inquiry+bartonccc.edu@ccsend.com.](#) | [Show blocked content](#)

B Barton Community College - Online <inquiry+bartonccc.edu@ccsend.com> ↶ ↷ ...
Mon 3/21/2022 10:16 AM
To: Frost, Robin

**** WARNING!! ** This email is not from any bartonccc.edu user at Barton Community College! DO NOT click on any links or open any attachments unless you know the sender, expected this email and that the contents are safe!!!**

2022 Spring Session 4

March 21, 2022 - May 15, 2022

If you have any questions or concerns regarding your course(s), please remember to first **contact the instructor** for assistance using the 'Email' tab in the online Canvas course shell.

- **March 21 (Monday)**
 - Class Begins Today
- **March 27 (Sunday)**
 - **Activity/Attendance deadline** Login and Be Active (to not be dropped from

- **March 27 (Sunday)**
 - **Activity/Attendance deadline** Login and Be Active (to not be dropped from your course(s)), for more information visit the [Activity & Attendance Policy](#)
 - Final Day to Drop course(s) **with 100% REFUND**
- **March 28 (Monday)**
 - Dropped Course(s) for Non Activity/Non Attendance
- **May 2 (Monday)**
 - Final Day to Drop with a Grade of "W"
- **May 15 (Sunday)**
 - Class Ends Today
 - Spring Payment Balance Due (for more information visit <https://bartonccc.edu/billing-payment>)

• **BARTON ONLINE VIRTUAL BOOKSTORE**

- Visit the bookstore to see if there are any extra materials required for your course.
- Contact customer service for questions regarding orders that are pending at: 877.284.6744 or bookstore@ecampus.com.

• **DROP COURSE/REFUND DATES**

- How to drop a course:
 - Log-in to [MyBarton Portal](#)
 - Click on Registration on the Self-Service > Student card
 - Click on Register/Drop/View My Schedule
 - Choose the term
 - In the Summary box, find the Action Column
 - Click the arrow for options available
 - When finished, click submit
 - Once the course(s) drop is complete, the Status column will show as Dropped for each course you have chosen

- If you are on a payment plan, you **will be** responsible for the remaining amount if you drop after the first seven calendar days (first Sunday of the session). There are no exceptions to this refund

MATERIALS RECEIVED

3.23.22

Notice for Non-Attendance - Spring Session 4

1 message

Barton Community College <inquiry@bartonccc.edu>
Reply-To: inquiry@bartonccc.edu
To: frostr@gmail.com

Wed, Mar 23, 2022 at 8:59 AM

BARTON ONLINE

Non-Attendance Notice

Hello Robin,

This is a notice for Non-Attendance* for your Spring 2022 Session 4 course(s). It appears you have not yet logged into one or more of your course(s) that began on Monday, March 21, 2022 and are in attendance. In order to **not be dropped Monday, March 28, 2022**, please make sure to login to each of your course(s) by midnight Sunday, March 27, 2022 and attend **each** course.

***Attendance constitutes as completing a discussion, pre-test, assignment, or quiz. If you participate in the course by the 1st Sunday, you will not be dropped on the second Monday of the course.**

*** You can also view the information by visiting the website at [Payment, Refund Information](#)**

If you have already completed something in each of your courses, please disregard this notice. If you think you are already active in each course, reply to this email to request confirmation of attendance.

PORTAL LOGIN:

Your email/user name is: firstname.lastname@cougar.bartonccc.edu

The password is: your birthdate in 6 digits. MMDDYY

If you receive an error:

- **Clear your cache** and history and close out on the browser
- Do not use any links you may have bookmarked
- Access the login page by going to the website: www.bartonccc.edu
- Hover over MyBarton and click on MyBarton Portal

Contact Us

Email: inquiry@bartonccc.edu

Phone: 620.786.7480

Log In Today

Barton Community College | 620.786.7480 | <https://bartonccc.edu/online>



MATERIALS RECEIVED

3.23.22 Barton Email Inbox

Outlook Search

Your browser supports setting Outlook on t

New message Mark all as read Undo

Favorites

- Inbox 4
- Sent Items
- Drafts
- Add favorite

Folders

- Inbox 4
- Drafts
- Sent Items
- Deleted Items

Focused Other Filter

- LIFE 1402 Principles of Biology Spring 202... VIDEO for QUIZ 12 - some h... Wed 12:33 AM
** WARNING!! ** This email is not from any ...
- LIFE 1402 Principles of Biology Spring 202... ALERT: CHECK TIME ZONE f... Wed 12:22 AM
** WARNING!! ** This email is not from any ...
- LIFE 1402 Principles of Biology Spring 202... YouTube channels I like for ... Wed 12:17 AM
** WARNING!! ** This email is not from any ...

This week

- Barton Community College - Online Spring 2022 Important Dates Mon 10:16 AM
** WARNING!! ** This email is not from any ...

3.23.22

YouTube channels I like for Biology!! (and tutoring info): LIFE 1402 Principles of Biology Spring 2022 B4 21264 Duncan

Some content in this message has been blocked because the sender isn't in your Safe senders list. I trust content from notifications@instructure.com. | Show blocked content

LIFE 1402 Principles of Biology Spring 2022 B4 21264 Duncan <notifications@instructure.com> Wed 3/23/2022 12:17 AM
To: Frost, Robin

**** WARNING!! ** This email is not from any bartonccc.edu user at Barton Community College! DO NOT click on any links or open any attachments unless you know the sender, expected this email and that the contents are safe!!!**

Look into the **extra credit opportunities** I have provided for you - look under "Orientation".

Tutoring link: <https://www.bartonccc.edu/supportservices/tutoring> (Links to an external site.)

Here are some good **YouTube Biology resources**:

<https://www.youtube.com/playlist?list=PLyNjAIVqsujEP9y-bx6gR4s82APqcRaC5> (Links to an external site.)

https://www.youtube.com/c/ProfessorDaveExplains/playlists?view=50&sort=dd&shelf_id=4 (Links to an external site.)

<https://www.youtube.com/bozemanscience/playlists> (Links to an external site.)

Hang in there!!

MS D

630-336-9555 text/call



MATERIALS RECEIVED

3.23.22

ALERT: CHECK TIME ZONE for due dates: LIFE 1402 Principles of Biology Spring 2022 B4 21264 Duncan



LIFE 1402 Principles of Biology Spring 2022 B4 21264 Duncan <notifications@instructure.com>

Wed 3/23/2022 12:22 AM

To: Frost, Robin

**** WARNING!! ** This email is not from any bartonccc.edu user at Barton Community College! DO NOT click on any links or open any attachments unless you know the sender, expected this email and that the contents are safe!!!**

Hey all!

Please be aware - Kansas (and Chicago where I am!) are in Central Time Zone.

Make sure to get your assignments in on Barton time :D

MS D



[View announcement](#) | [Update your notification settings](#)

[Reply](#) | [Forward](#)

3.23.22

VIDEO for QUIZ 12 - some help! : LIFE 1402 Principles of Biology Spring 2022 B4 21264 Duncan



LIFE 1402 Principles of Biology Spring 2022 B4 21264 Duncan <notifications@instructure.com>

Wed 3/23/2022 12:33 AM

To: Frost, Robin

**** WARNING!! ** This email is not from any bartonccc.edu user at Barton Community College! DO NOT click on any links or open any attachments unless you know the sender, expected this email and that the contents are safe!!!**

<https://www.khanacademy.org/science/ap-biology/heredity/mendelian-genetics-ap/v/punnett-square-fun>



[View announcement](#) | [Update your notification settings](#)

[Reply](#) | [Forward](#)



MATERIALS RECEIVED

3.25.22

Final Notice for Non-Attendance - Spring Session 4 

Barton Community College inquiry@bartonccc.edu via aouth.ccaend.com
to me

Mar 25, 2022, 8:17 AM   

BARTON ONLINE

Final Non-Attendance Notice

Hello Roblin,

This is a FINAL notice for Non-Attendance* for your Spring 2022 Session 4 course(s). It appears you have not yet logged into one or more of your course(s) that began on Monday, March 21, 2022 and are in attendance. In order to **not be dropped Monday, March 28, 2022**, please make sure to login to each of your course(s) by midnight Sunday, March 27, 2022 and attend **each** course.

**Attendance constitutes as completing a discussion, pre-test, assignment, or quiz. If you participate in the course by the 1st Sunday, you will not be dropped on the second Monday of the course.*

** You can also view the information by visiting the website at [Payment, Refund Information](#)*

If you have already completed something in each of your courses, please disregard this notice. If you think you are already active in each course, reply to this email to request confirmation of attendance.

PORTAL LOGIN:

Your email/user name is: firstname.lastname@cougar.bartonccc.edu

The password is: your birthdate in 6 digits. MMDDYY

If you receive an error:

- Clear your cache and history and close out on the browser
- Do not use any links you may have bookmarked
- Access the login page by going to the website: www.bartonccc.edu
- Hover over MyBarton and click on MyBarton Portal

Contact Us

Email: inquiry@bartonccc.edu

Phone: 620.786.7480

Log In Today

Barton Community College | 620.786.7480 | <https://bartonccc.edu/online>



MATERIALS RECEIVED

3.25.22

Barton Community College advising@bartonccc.edu via auth.ccsend.com

Fri, Mar 25, 11:43 AM



to me



Hi Robin ,

**Planning to enroll next semester?
NOW
is the time to schedule an advising appointment!**

Great Bend Campus Students

Fall enrollment opens **Tues., April 5th** for current students in **Great Bend campus** classes within your Portal. Wednesday, April 6th new students can self-enroll. Classes fill fast, so please plan ahead. Registration instructions and FAQs can be found [here](#).

Bartonline Students

Fall enrollment will be available **Fri., March 25th** for sessions 1-3

As we approach the semester's end, many of us may begin to feel overwhelmed. As your advisor, I am here to assist you, answer any questions and also point out some helpful resources:

- [Counseling Services](#) can assist with anxiety and stress
- [Tutoring Services](#) are available if you need extra academic help
- Degree Works is available within PAWS. This system will create a personalized generated degree audit that shows your progress within degree completion.

Considering dropping a class?

- If you're receiving financial aid contact financialaid@bartonccc.edu.
- Great Bend campus: The last day to drop fall classes with a grade of "W" are here [Student Services](#) .
- Bartonline classes: The deadlines to drop classes within each session are found here [Bartonline Add/Drop Dates](#) .

If you have any questions or concerns, please contact me. Make sure to include your Student ID . I look forward to hearing from you soon!

Advisement Center



advisement@bartonccc.edu

Barton Community College



MATERIALS RECEIVED

4.4.22

Orientation Q & A Inbox x

Barton Community College advising@bartonccc.edu via aut... Apr 4, 2022, 9:19 AM (4 days ago) ☆ ↶ ⋮
to me ↵



Virtual Orientation

Greetings to our students who are new to Barton!

We are so pleased that you have chosen Barton to be part of your educational journey and want to assure you we are here to help you when you need assistance.

We are hosting informal **Virtual Orientation Q & A Sessions** for students who want to get familiar with general Barton information, get oriented to a few essential Barton policies, procedures, and practices, or who want to meet some of the Barton support personnel as they prepare for their course start dates.

Already have questions? [Submit them ahead of time](#) – these will be answered at the sessions and will be responded to via email as they are submitted. Spring and summer 2022 sessions are listed below.

4.4.22

Barton Community College Refund



Businessoffice@bartonccc.edu

Mon 4/4/2022 9:59 AM

To: Frost, Robin

**** WARNING!! **** This email is not from any bartonccc.edu user at Barton Community College! DO NOT click on any links or open any attachments unless you know the sender, expected this email and that the contents are safe!!!

A refund to your account has been processed through Transact Payments for Barton Community College (the original payment was receipt #15128 on 03/17/2022 at 10:48:43 AM). Please log on to check your payment history for details, or call the Barton Community College cashier's office.

[Schedule a meeting](#)

Are the suggestions above helpful? [Yes](#) [No](#)

[Reply](#) | [Forward](#)



MATERIALS RECEIVED

4.4.22

A Short Survey: Barton County Community College



Instructure Canvas

Mon 4/4/2022 9:31 AM

To: Frost, Robin



**** WARNING!! ** This email is not from any bartonccc.edu user at Barton Community College! DO NOT click on any links or open any attachments unless you know the sender, expected this email and that the contents are safe!!!**

Dear Student:

The Higher Learning Commission is the institutional accrediting association that comprehensively evaluates our school. Barton Community College is going through the process this year. Your comments about your experiences are very important. A summary of your input will be provided to the team of representatives from the Higher Learning Commission who will be visiting our college. The answers you give on this survey are anonymous. Unless you include identifying information in your comments, the Higher Learning Commission and the institution will not have access to your identity. Your participation is completely voluntary.

Thank you for taking five minutes to complete this short survey. The survey will be open through April 13, 2022.

Click on the link to begin the survey:

https://hlcommission.co1.qualtrics.com/jfe/form/SV_9Ey1ARmOiKHJTI

Thank You,

Todd Mobray

Director of Institutional Effectiveness



MATERIALS RECEIVED

4.23.22

Campus Climate Survey ↳ Inbox x

Barton Community College browncc@bartonccc.edu via auth.ccsend... Sat, Apr 23, 12:00 PM (3 days ago) ☆ ↗
to me ▾



To Barton Students:

The Sexual Misconduct and Assault Resource Team (SMART) recognizes the importance of evaluating our college climate in regards to sexual misconduct and Barton's current policies, diversity, equity and inclusion, and alcohol and other drugs. This survey is **TOTALLY** anonymous! This is your chance to voice your opinions and to help make Barton a better college!

April is Sexual Assault Awareness Month.

- SMART thought it would be the perfect time to ask students to complete a short, 5-10 minute, anonymous survey.
- It is designed to gather information about the incidence of sexual discrimination, sexual harassment, and/or sexual assault and the awareness of policies, procedures, resources and assistance available to victims
- This survey is **TOTALLY** anonymous!
- This is your chance to voice your opinions and to help make Barton a better college!

The survey is available from now through May 8 and can be accessed by clicking on the following link: [Climate Survey - Students](#)

Your participation is voluntary. If you participate, you can help Barton develop better policies and prevention strategies and programs. This can help ensure a safe, healthy, and nondiscriminatory environment. If you experience emotional discomfort due to the subject matter, you can:

- Speak with Barton's mental health counselor Jakki Maser, 620-792-9295 or maserj@bartonccc.edu
- Speak with an advocate at the Family Crisis Center 24-7 crisis line 620-792-1885
- Speak with Title IX Coordinator Cheryl Brown, 620-786-7441, or browncc@bartonccc.edu
- Find other resources [here](#)

If you have questions about SMART, please do not hesitate to contact one of the team members listed below. If you have questions about the survey, please contact me directly.

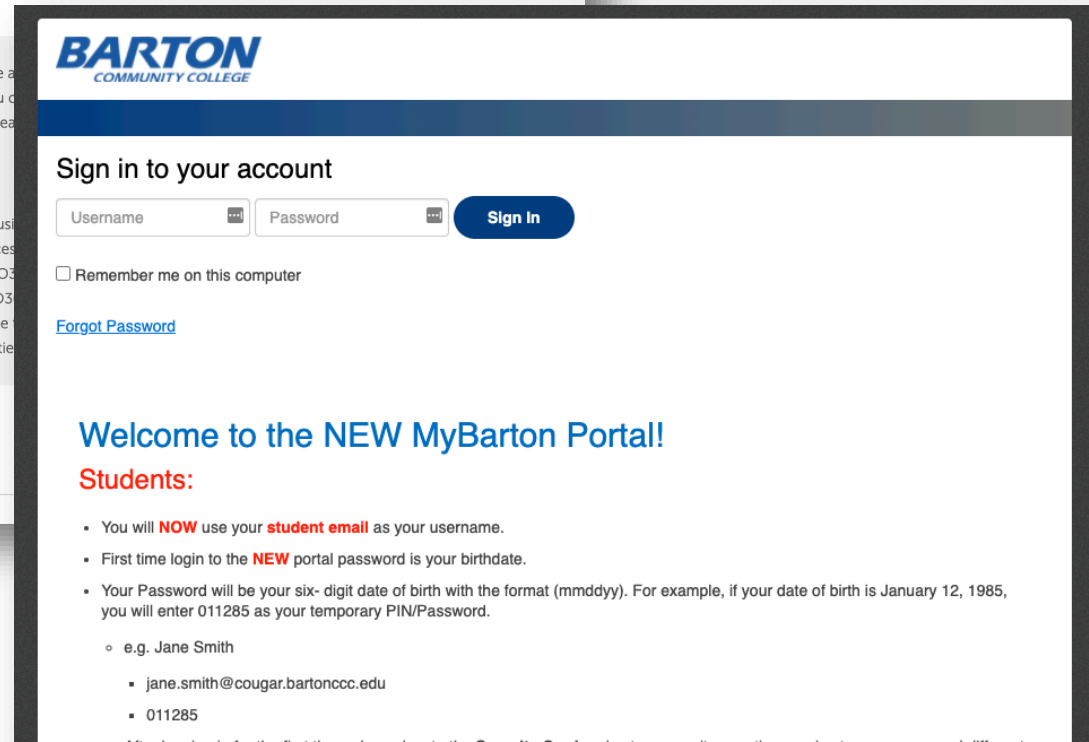
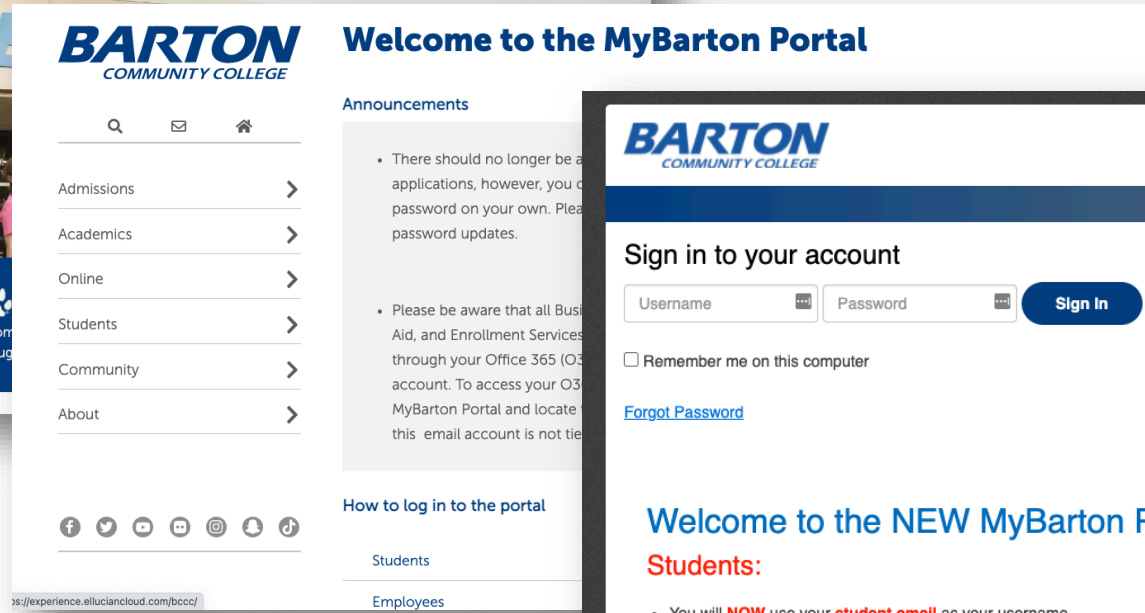
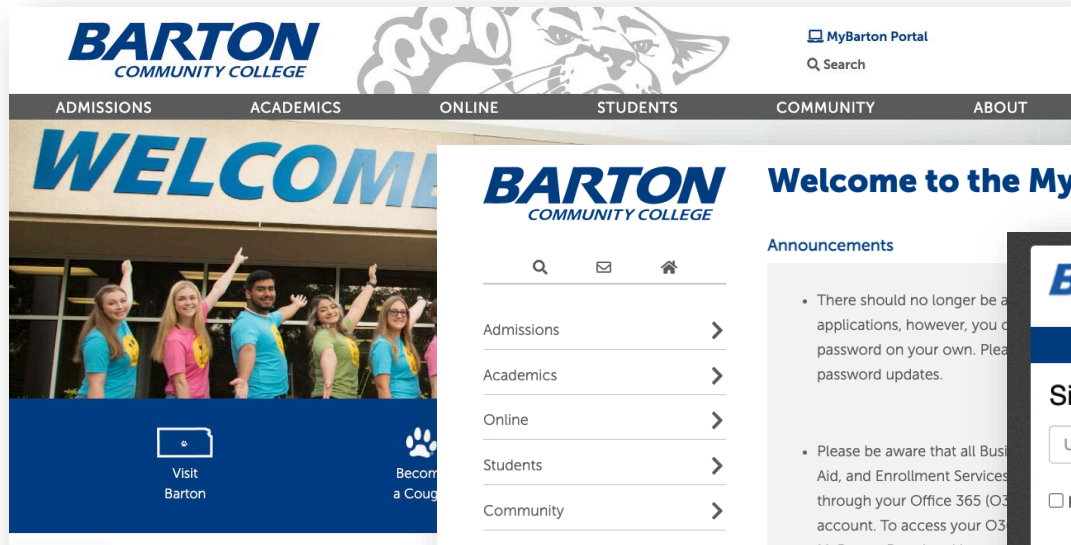
We thank you for your consideration and appreciate your willingness to help make Barton a safer place to work and learn!

SMART Team Members: Jennifer Bauer, Cheryl Brown, Jenna Hoffman, Stephanie Joiner, Angie Maddy, Jakki Maser, Lee Miller, Cathie Oshiro, and Lucas Stoelting

Cheryl Brown
Title IX Coordinator
620-786-7441



ACCESSING THE COURSE



ACCESSING THE COURSE

The screenshot displays the Barton Community College online portal. At the top left, the logo for Barton Community College is visible. The main navigation menu on the left includes links for Account, Dashboard, Courses, Calendar, Inbox, History, and Help. The central content area is divided into several sections:

- DEGREE PROGRESS:** A section with a building icon and the text "Contact your administrator. There was an error retrieving your degree progress." Below this is a "TCP > STUDENTS" section with a link for "Student Worker Log-In (must use Chrome or Firefox)".
- Past Due Balances - Payment Deadline:** A notification box with a close button (X) containing text about COVID-19 payment extensions and a deadline of July 31, 2021. It includes contact information for the Financial Aid Advisor.
- Courses:** A section titled "Courses" with a close button (X) listing "LIFE 1402 Principles of Biology Spring 2022 B4 21264 Duncan" for Spring 2022 (Session 4). Below this is an "All Courses" link and a welcome message: "Welcome to your courses! To customize the list of courses, click on the 'All Courses' link and star the courses to display."
- An Important Announcement from the VP of Instruction:** A notification box with a close button (X) containing a welcome message and information about the VP of Instruction, Erin Eggers, who can be reached at eggere@bartoncc.edu.
- To Do:** A section with a close button (X) showing "Nothing for now" and "Recent Feedback".

The bottom right corner of the page features a logo and the page number 20.

ACCESSING THE COURSE

The screenshot shows the course landing page for LIFE 1402 Principles of Biology Spring 2022 B4 21264. The page features a sidebar with navigation options: Account, Dashboard, Courses, Calendar, Inbox, History, and Help. The main content area includes a welcome message from Annemarie Duncan, contact information (email: DuncanAn@bartonccc.edu, phone: (630) 336-9555), and instructions to click on "Orientation" for the welcome letter and assignments. A large graphic of a frog is overlaid with a grid of numbers 1 through 8, representing the course modules.

LIFE 1402 Principles of Biology Spring 2022 B4 21264
Duncan

Welcome to Principles of Biology 1402!! I am so glad you are here.

[Annemarie Duncan](#) (Click on my name to "meet" me!)

DuncanAn@bartonccc.edu (preferred)
(630) 336-9555 (Cell: text or call)

Click on "Orientation" to access the Welcome Letter, Orientation Lecture, 4 brief assignments that are due before working further in the course, and my Virtual Office information!!
Click on each module (2 per week for the 8-week course!) to access your course work and to keep pace.

Orientation

1 2 3 4
5 6 7 8

The screenshot shows the course welcome page for LIFE 1402 Principles of Biology 21264 (Duncan). The page features a sidebar with navigation options: Home, Course Syllabus, Outline, Announcements, Modules, and VidGrid Recording. The main content area includes a welcome message, a "To Do" section (Nothing for now), and three photographs: a white cat, a woman with a turtle, and a woman smiling. Below the photos, there is a welcome message and important assignment due dates.

Welcome to LIFE 1402 Principles of Biology 21264 (Duncan)!!

Welcome to LIFE 1402 Principles of Biology 21264 (Duncan)!!

To Do
Nothing for now

Welcome to the LIFE 1402 Principles of Biology 20805 Online course - I am truly glad you chose this course with me to dive into the Principles of Biology. This class is fully online with no scheduled meeting times, but I welcome a virtual one-on-one meeting during the semester.

Be aware that your **first assignment is due Wednesday, March 23rd** - it is a **Pre-Test**. It is so important to get this in on time to receive the points/credit as well as for informing financial aid distribution per record of "attending" the class. **Three additional Orientation Assignments are due Friday, March 25th :)**



KEY OBSERVATIONS

- No email confirmation was received after registering for a course.
- No relevant communication was received between enrollment and first day of term.
 - Coupled with not receiving a registration confirmation made me doubt I was correctly enrolled.
 - I decided to pay the tuition, thinking this might trigger some communication. Other than a payment confirmation, it did not.
 - The one email I received during this period was about system downtime.
- It was difficult to determine how to engage with the course without instructions.
- Once the course dashboard was located, it was full of general announcements starting with an outdated Past Due Balance-Payment deadline announcement.



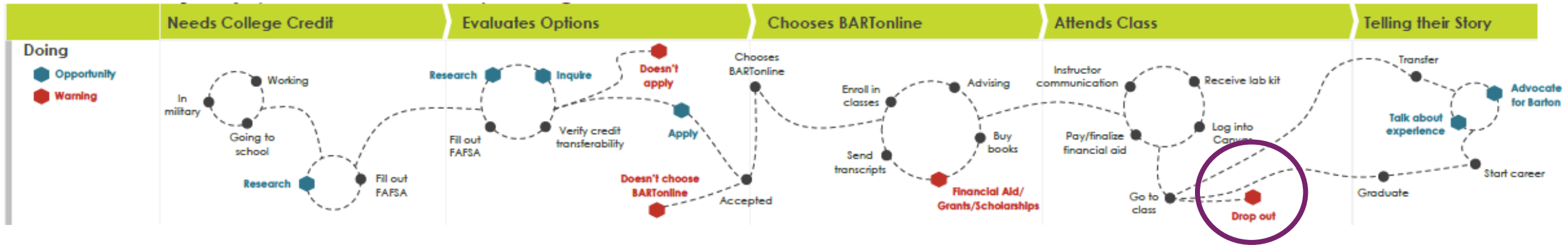
KEY OBSERVATIONS

- Course instructor seemed engaging once the course was located and accessed.
- Some email communication went to personal email account; other messages went to Barton email account.
- It was difficult to discern what was important from the first day of term email and non-attendance emails with so much bold and highlighting.
- Most emails come with a big, red warning at the top, even when they are from the course instructor, Canvas system or Barton users.

**** WARNING!! ** This email is not from any bartonccc.edu user at Barton Community College! DO NOT click on any links or open any attachments unless you know the sender, expected this email and that the contents are safe!!!**



KEY OBSERVATIONS



- After dropping course, no confirmation about enrollment status was received.
- Communication about refund was received 10 days after dropping course.
- As noted in the previous research, there was inconsistent email formatting among the communication received.
- Received virtual orientation email 10 days after dropping the course.



RECOMMENDATIONS

- Consider sending a confirmation email when students enroll in or drop a course.
- Send a specific welcome message to first-time Barton students to welcome them.
- Provide email communication about what's next after registration. (i.e. Where to go to access the course, what to click on, how to reach your instructor, when payment is due, reminder of when term begins, etc).
- Post a welcome message within Canvas on the first day of the term as the top item.
- Consider a short survey to check in after a student drops all courses. Ask the reason they dropped, future plans for enrollment, and identify whether Barton can assist.
- Assign unenrolled students to a separate mailing list for future communication.
- Be consistent about which email account official Barton communication is sent to.
- Check the timing of virtual orientation communication and make sure it is sent prior to the term start date.
- Work with IT to remove the warning on emails that come through Canvas or other campus platforms.
- Work on developing a common email template and style guide for all campus departmental email communication.





THANK YOU

