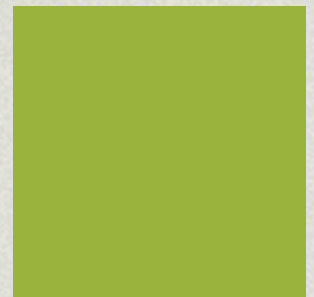


# NYU Steinhardt

Steinhardt School of Culture, Education, and Human Development



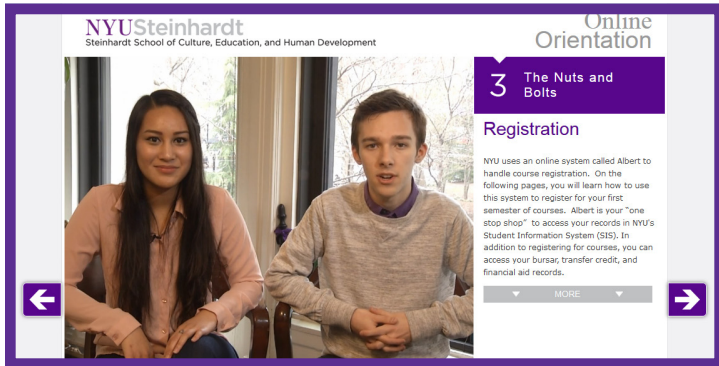
## Character. Community. Culture.

### Online Orientation - Personified

**NYU** Steinhardt attracts students who are the unique-thinkers of the world - from all over the world. Yet, it's a tight-knit community, steeped in character. So when faced with the call to implement an online orientation, they needed to be sure they would not lose their personality as they welcomed and informed new and transferring students online. This is an important first touch.

## In-person orientations worked well for NYU Steinhardt, but...

The one to two day sessions required extensive coordination on multiple levels for each event, and they incurred travel costs for students and event costs for the university. The on-site orientations demanded scheduling all day activities to acclimate students to the campus as well as to register for classes with space limitations. Finally, in anticipating the University's goal of at least 20% of the incoming class being international or third culture students, many students would not be able to attend an overnight stay.



**So it was time to look ahead.** NYU Steinhardt explored what other schools were doing both within the NYU organization and at other institutions nationwide. They knew about PowerPoint presentations with voice over, surveys and other portal component options. But they also knew that their program had to be dynamic, comprehensive and personalized than what they had seen.

**It had to inform, and it had to engage. And so, they began.** Key stakeholders were called in and began planning. All relevant departments were engaged to discuss their distinct components and registration requirements. The committee attended NODA events and conferences, tested examples, reviewed what other schools were doing nationwide - all to determine their best fit. After exploring many paths, including developing the program in-house, the way became clear - Advantage Design Group.

## The tête-à-tête

Talks with Advantage Design Group consultants and programmers convinced NYU Steinhardt that these were the people who could tell their story within the comprehensive product they needed. Reviews of Advantage Design Group's work and experience with higher education institutions gave them confidence that their brand identity would be respected and that Advantage Design Group could tell their community story in a way that reflects the warmth of the NYU Steinhardt culture. Further, because the orientation would be programmed with editing capabilities, NYU Steinhardt felt very comfortable about the longevity of this particular online solution.

The final solution customized for NYU Steinhardt included:

- ▶ Full service creative direction and project management.
- ▶ A beautifully branded interface based on NYU Steinhardt standards and flair.
- ▶ Six main menu selections with 43 supporting slides with varied text, school photos, student and faculty videos, and quizzes to capture and keep student attention.
- ▶ Custom paths based on major.
- ▶ On campus video production including professional staging, directing, and editing.
- ▶ Programming for trackable logins, individual user accounts, integration with school database, memory return, individualized interests tracking and video quiz functionality.
- ▶ Content Management that allows school administrators to implement changes to text, photos, and video content as needed. Expert training that confirmed easy usage by any staff member assigned.
- ▶ Webinar invitation on-screen.
- ▶ iPad tablet compatibility.
- ▶ Solid Advantage Design Group renewable annual support.



### **An open-armed welcome, sweeping in scope.**

This orientation is not a light overview, and it's not taken lightly. It captures everything from the welcome message, to academic information relevant to each student's school of interest.

The students log in securely; administrators are notified when orientation has been completed; and students are allowed access to register for classes.

Justine Kelly-Fierro, Assistant Director of Counseling and Student Services shared, *"It would not have been possible to do without Advantage Design Group's efficiency, creativity, technical capabilities and experience working specifically with higher education."*

### **NYU Steinhardt Online Orientation Sweeping in Scope**

- Welcome
- Academics
- Your First Semester
- Specializations
- Registration: New, Transfer, International Students
- Placement Exams
- Connecting with the Community
- Next Steps

## **The Result: A shift in perception**

**Y**es. NYU Steinhardt had some apprehension. Like many schools, there was concern about the potential for depersonalization of orientation if held online. But for them, the end product commanded a shift in perception.

Now, students have the benefit of an online introduction *before* arriving on-site for orientation. They are already registered for classes and therefore can be fully engaged in Welcome Week activities. They have more time to meet and greet their advisors, department directors, and upper classmen to build the relationships that are NYU Steinhardt. They can learn about School, University, and community resources.

Now, enrollment management can be proactive in determining yield rates for the incoming class and set goals for the upcoming year – it's tangible.

Now, registrars know ahead of time which classes are filling up fast, so they can plan for more of these, and fewer of the less popular topics.

Now, NYU Steinhardt welcomes students during one fun and efficient morning session where they meet the dean and the personalities seen online previous to their arrival. So, the personal touch is even more personal.



**Advantage Design Group videographer prepares a faculty member for her video shoot**

## On the Horizon at NYU Steinhardt

The online orientation built by Advantage Design Group speaks well to its audience, but it's also solid.

Within the first 11 days of being live, more than 450 new students completed their orientation online. With a class size of about 680 - that's a significant percentage of completion. And the process was virtually seamless.

NYU Steinhardt continues its focus on the future with plans to use the online orientation to gather more data and evaluations. They'll get stats they can use to better accommodate orientation, transitions and retention. They'll be polling students about the process and the content. They'll be talking with registrars, academic advisors, department directors... everyone, to make sure that orientations only get better.

## And by the way...

NYU Steinhardt's Online Orientation is personal, passionate, and poised for change and growth. The apprehension, by some in the Steinhardt community that they would lose the distinction of being warm and inviting to their new students, has been dispelled and the program is a success... As one academic advisor put it, *"...by the way, you did a great job with the online orientation. I'm sold on it!"*

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Online Orientation

1 Getting Started

### Academic Advisement

Academic advisement is the process that takes place when you meet with a faculty/administrative advisor to review your academic progress, to discuss what courses are needed to complete degree requirements, and to receive advisor approval to register for the next term's courses. Communicating with your advisor is integral to the academic experience. **Both you and your advisor must be active participants for advisement to work effectively.**

[Read Video Transcript]

MORE

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Parents/Families

Please allow us to complete the online orientation with the student on their own. We have prepared a Parents and Families Orientation for you on a separate page. It can be found here: [NYU Steinhardt Parent Orientation](#).

**When will I meet with my advisor?**  
You will first connect with your advisor in the coming weeks. All advisors will be offering Live Online Video Group Advisement Sessions. **Keep an eye on your NYU Email Inbox for specific times and dates.**

You will also meet with your advisor throughout your academic career to discuss your Program of Study, including academic options such as study abroad, freshman honors seminars, undergraduate research, and departmental honors. You and your advisor will review requirements for the Bachelor's degree, and determine the number of units (credits) you will need to complete your requirements, taking into consideration any advanced placement and/or transfer units (credits) that you present.

### The Role of the Student

As a student, you are responsible for charting and making decisions about your academic, professional and personal path. You will work in concert with your advisors to develop an academic plan and a course of study consonant with your career goals. In particular, you will:

- explore and learn degree requirements, including prerequisites, electives, sequence of courses, and

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Online Orientation

3 The Nuts and Bolts

### Question:

What is the name of the system used to register for courses at NYU?

NYU Course Search  
NYU Albert  
Coursemaster 9000  
NYU Alison

00:03

Quiz Question 1

What is the name of the system used to register for courses at NYU?

A	NYU Course Search
B	NYU Albert
C	Coursemaster 9000
D	NYU Alison

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Online Orientation

2 Understanding Your Program

### Welcome to the Department

Welcome to the Department of Applied Psychology! Our mission is to develop students who are able to bridge psychological theory, research, and practice in a multicultural world. Our courses focus on human development, social intervention, social policy, counseling, and connections between child development, families, schools, and communities.

[View Video Transcript]

MORE

Related Links

Checklist for Incoming Freshmen in Psychology

Below is a complete program of study, which will give you an overview of all of the classes you will take during your undergraduate career.

Liberal Arts Requirements (60 Points)

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Advantage Design Group is a multi-media design firm based in Jacksonville, Florida with 15 years of experience in developing digital marketing, training and orientation materials. Recognized as a top 10 advertising and marketing agency in the Jacksonville Business Journal's 2012-2013 Book of Lists, they have done online orientations and other higher education projects for over 100 educational institutions across the country including Palm Beach State College, Mass Bay College, Montclair University, Embry-Riddle, Tulane, University of Georgia, Rutgers University, Perdue Calumet, the University of Florida, and Auburn.

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