

Recruitment Strategies for Online Learners

By: Martha Wilson, Associate Director for Learner Experience in UVU Online

The UVU Online team is involved in various activities for recruitment and onboarding support for online learners. While some of the onboarding outreach may align with common orientation objectives, the UVU Online team focuses on reinforcing and supporting new student behaviors, rather than instilling them.

Digital Presence (Building Awareness)

- Website
- Digital Marketing Campaigns
 - Google search and display ads
 - Youtube ads
 - BLIP billboards

Recruitment and Outreach

- Face-to-face recruitment events
- Targeted email outreach campaigns
 - Prospect-applicant-admitted-registered
- Targeted learner guide texting outreach
 - Prospect-applicant-admitted-registered

Onboarding Support

- Targeted email and text nudges
 - Registration preparation
 - Academic and technological readiness
 - Student success skills

Enclosed materials:

- Internal Guideline Document: Standard of Care for an Exceptional Online Learner Experience (published July 12, 2023)
- Internal Guideline Document: UVU Online Student Journey Map (published on October 6, 2023)
- Online Ad: YouTube (posted in February 2024)
- Online Ad Linked Webpage: Master of Business Administration Program
- Webpage: UVU Online
- Webpage: UVU Online Programs
- Webpage: UVU Online Program Page for Psychology, B.S.

UVU ONLINE

Standard of Care

for an

Exceptional Online Learner Experience

INTRODUCTION

To meet the call to "comprehensively deliver fully online programs," UVU Online recognizes that a *Standard of Care* for the support of fully online learners must be defined and developed. Leaning upon a learner-centric perspective, this standard of care articulates:

1. the theoretical framework for providing a personalized, streamlined, and seamless online student experience.
2. the reference points for the delivery of high-quality student services, support, and systems for fully online learners from prospect to graduate.
3. the measure for UVU's unique value proposition of an exceptional experience for online learners in the online marketplace.

DEFINITIONS

1. UVU Provides a Personalized, Streamlined, and Seamless Online Student Experience

- a. Learning options and interactions are guided by the learner's personal needs and goals.
- b. Processes are simple, coherent, and intuitive.
- c. Pathways are clear and next steps are readily visible.
- d. Barriers to progression are minimized.
- e. Communications are targeted, relevant and timely.
- f. Technology and platforms are selected to facilitate a learner-centric, exceptional service experience, not for ease of institutional processes.

2. UVU Delivers High-Quality Student Services, Support, and Systems for Fully Online Learners

- a. The unique needs and challenges faced by fully online learners are understood and addressed within the SOPs of all university resources and support services.
- b. All university services and resources are optimized for online access and extended availability.
- c. Information regarding available support and instructions for obtaining access are regularly communicated.
- d. University services are proactive to engage with fully online learners to minimize feelings of isolation and encourage connection to the university community.

3. UVU Offers an Exceptional Experience for Online Learners

- a. In every interaction and touchpoint with UVU, online learners feel heard, valued, and cared for.
- b. UVU will work preemptively to identify and remove barriers and friction points for online learners.
- c. UVU will respond swiftly to negative feedback to address concerns, rectify problems, and provide solutions that result in extreme satisfaction for online learners.
- d. UVU will actively and regularly seek feedback from online learners to progressively create university processes, services, and systems that delight online learners.

STUDENT JOURNEY MAP



Discovery	Evaluation	Application	Registered	Retention	Completion
Complete an RFI on UVU Online's website. [Entry Point A]	Decides modality	Complete a UVU application [Entry Point B]	Register for classes	Engaged in HIP	Applies for graduation
Prospective Student information [Learner Experience Team]	Outreach data [Learner Experience Team]	Student intent to complete online & designated program code [UVU Application, Banner, Inspire]	Active student information including all demographic information. [Banner, Inspire]	Student persistence information* [Banner, Inspire] *Could use SEGO in the future.	Online student completion by program [Banner, Inspire (?)]
Information captured by Learner Experience Team	To move students from prospects to applicants, emails and texts are used.	A potential handoff to advising occurs or the student is moved to onboarding status	An assistive text message is sent if enrollment stalls.	In this area, Learner Guides have the potential to do outreach.	Online Graduate Celebration
NA	NA	A complete listing of online program options (codes) is not available in the application, so students have difficulty choosing their desired online program.	Online students are incorrectly moved out of online program codes by advisors.	Access to Inspire [ADOP] to view online retention program rates. [For Certified Online Programs]	In accurate use of program codes leads to inaccurate completion numbers for online programs.

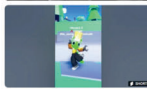
Student Actions

Data Point [Where data is found]

Learner Experience Team

Pain Points

- Home
- Shorts
- Subscriptions
- History
- Watch later
- Liked
- Watched
- Library
- Playlists
- Channels
- Music
- Movies & TV
- Live
- Gaming
- News
- Sports
- Learning
- Fashion & Beauty
- Products
- Account





MASTER OF BUSINESS ADMINISTRATION

Advance your career or earn a promotion at one of the fastest-growing AACSB Business Schools in the Nation

The dynamic MBA program at UVU's Woodbury School of Business is a place to connect. It embraces the university's designations as an "Engaged Learning" campus by focusing on practical applications and engaged, team-building learning. Students further strengthen their business acumen through case studies, projects, and interactions with organizations and business leaders on a regional, national, and international level.

APPLY NOW
MORE INFO

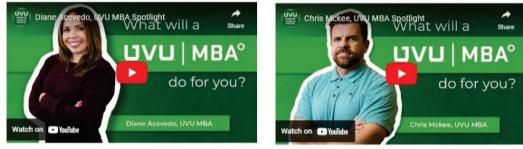
EXPERIENCE INCLUDED

Employers are looking for real-world work experience that will help grow their business. UVU MBA graduate students are provided with multiple opportunities to participate, learn, and enhance their business experience through a variety of uniquely designed instructors, resources, activities, and personalized consultations that will make them truly stand out from the crowd as qualified professionals. Some of these opportunities include:

- International Business Consulting**
Global exposure, with international consulting course that offers an international travel on-site opportunity.
- Domestic Business Consulting**
Local market insights through hands-on consulting with US businesses.
- Engaged Learning**
Application-based learning taught by resident professionals, focusing on real-world scenarios and current trends.
- Networking Skills Consultation**
Expert advice and events for building strong professional networks.
- Career and Resume Consulting**
Unlock career opportunities with dedicated and personalized resume and career guidance for MBA students.

TESTIMONIALS

UVU's MBA students have seen great success in their careers. We are proud of their accomplishments and know they excel with the skills and knowledge only a leading education can provide. However, don't take our word for it, hear what our alumni students have to say about UVU's MBA program.



FIND THE PROGRAM THAT FITS YOU

<p>Full-Time MBA</p> <ul style="list-style-type: none"> • 1 year to finish • Trip included for international consulting course • In-person • GMAT/GRE optional <p>LEARN MORE</p>	<p>Professional MBA</p> <ul style="list-style-type: none"> • 1-2 years to finish • Trip included for international consulting course • Flexible in-person or online engaged courses • GMAT/GRE optional <p>LEARN MORE</p>	<p>Online Engaged MBA</p> <ul style="list-style-type: none"> • 1-2 years to finish • Trip included for international consulting course • Flexible online engaged courses • GMAT/GRE optional <p>LEARN MORE</p>	<p>Professional Certificate</p> <ul style="list-style-type: none"> • 9-12 credits to complete a graduate-level professional certificate • All credits can be applied to an MBA program at UVU • 3.0 GPA Required • Bachelor's Degree Required <p>LEARN MORE</p>
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IMPORTANT DATES

Based on when you wish to attend, submit your online application by one of the deadlines listed below. Please note, applications cannot be submitted after the final deadline date. It is always best to apply early.

Fall:

- Application Opens: August 1st
- Priority Deadline: March 1st
- International Deadline: May 1st
- Domestic Final Deadline: July 15th

Spring:

- Application Opens: April 1st
- Priority Deadline: October 1st
- Final Deadline: November 15th

APPLY NOW
MORE INFO

Follow us on Social Media!



Master of Business Administration | info@uvu.edu | (801) 863-9204 | Room #12 457

<p>STUDENT</p> <ul style="list-style-type: none"> ADMISSIONS ACADEMICS CAMPUS LIFE ENROLLING TO ATTEND UVU CURRENT STUDENT ACCREDITATION 	<p>EMPLOYERS</p> <ul style="list-style-type: none"> CAREER OPPORTUNITIES EMPLOYEE RESOURCES DIRECTORY PEOPLE & CULTURE 	<p>COMMUNITY</p> <ul style="list-style-type: none"> ATHLETICS VISITORS & COMMUNITY OFFICE OF THE PRESIDENT ABOUT UVU / HISTORY ALUMNI INCLUSION & DIVERSITY RESEARCH GOV. TO UVU CONTACT US 	<p>UTILITY</p> <ul style="list-style-type: none"> COVID-19 INFO MAPS / PARKING SERVICE DESK EMERGENCY POLICE GET HELP SEARCH ACCESSIBILITY TITLE IX / EQUAL OPPORTUNITY
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A PLACE FOR YOU, WHEREVER YOU ARE

UVU ONLINE


SAME UNIVERSITY. SAME DEGREE. SAME FACULTY.

Next Start Date:
May 8th

Apply Now →

SCHOLARSHIP DEADLINE [Scholarship Info →](#)


GET STARTED WITH YOUR ONLINE DEGREE



FIND YOUR CAREER.

UVU's online programs are designed to help you develop the skills needed to succeed in life and your career.


- Online Certificates →
- Online Associate Degrees →
- Online Bachelor's Degrees →



ADVANCE YOUR CAREER.

Develop new skills that will help improve your ability to advance within your current industry or job.

- Online Certificates →
- Online Bachelor's Degrees →
- Online Master's Degrees →



EXPLORE NEW CAREERS.

Learn new skills to help you adapt to a changing job market and transition to a new profession.

- Online Certificates →
- Online Bachelor's Degrees →
- Online Master's Degrees →

A PLACE FOR YOU, WHEREVER YOU ARE

Affordable. Flexible. Top-tier education. Offered online by Utah Valley University, UVU offers 7 online certificates, 14 online associate degrees, 23 online bachelor degrees, and 3 online master's degrees. Wherever you are in life, we'll meet you there and help you get where you want to be with convenient online learning anytime, anywhere.

MULTIPLE START DATES

UVU has 3 primary start dates and includes block courses to fit your schedule.

TRANSFER CREDIT OPPORTUNITIES

UVU partners with in-state and out-of-state colleges to maximize your credits.

#1 IN ALUMNI EARNINGS

UVU is #1 in Utah for student earnings after college.

ECONOMIC MOBILITY

UVU ranks in the top 20% of U.S. colleges for economic mobility.

STUDENT SATISFACTION

89% of graduates said their UVU experience was good or excellent.

FINANCIAL AID OPTIONS

UVU offers multiple scholarships and financial aid options.

Estimate Your Cost

Receive an estimate of how much students similar to you paid to attend Utah Valley University in 2020-21 using our Net Price Calculator.

[NET PRICE CALCULATOR →](#)




MIX it up!

Courses are offered online, live-streamed, and on-campus at UVU.

More than **75** new online courses to choose from in Spring 2024.

Quality Matters.

Utah Valley University is accredited by Northwest Commission on Colleges and Universities.

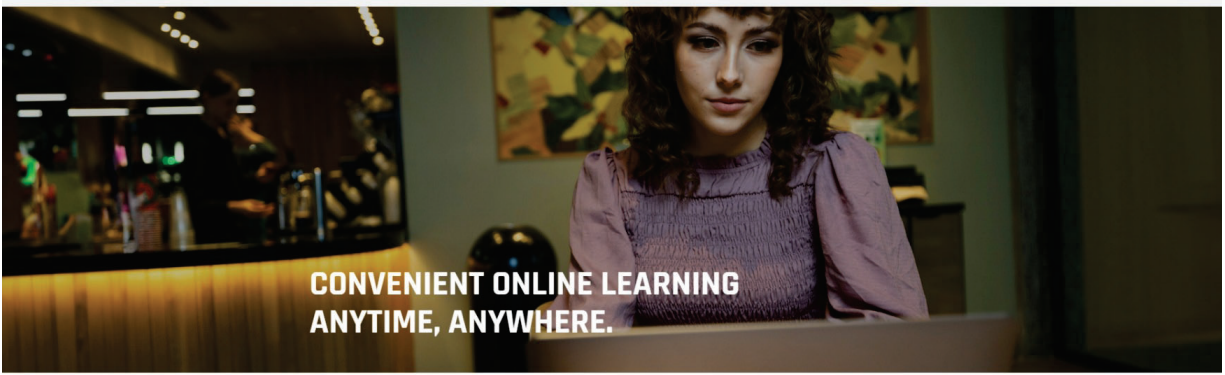


Federal Aviation Administration (Air Agency Certificate)

The Professional Pilot Program within the School of Aviation Sciences adheres to specific guidance under Part 145 of the Federal Aviation Regulations (FAR) which provides for enhanced training quality with reduced time requirements. The program receives annual reviews by the Federal Aviation Administration (FAA).

The Air Agency Certificate issued by the FAA authorizes the School of Aviation Sciences to train students for Private, Instrument, Commercial, and Multi-Engine Ratings.


LEARN MORE ABOUT ACCREDITATION



**CONVENIENT ONLINE LEARNING
ANYTIME, ANYWHERE.**

A PLACE FOR **ONLINE OPTIONS**, WHEREVER YOU ARE.
FLEXIBLE. AFFORDABLE. QUALITY EDUCATION.


7 Certificates **14 Associate Degrees** **23 Bachelor Degrees** **3 Master Degrees**



FIND YOUR CAREER.

UVU's online programs are designed to help you develop the skills needed to succeed in life and your career.


- Online Certificates ↓
- Online Associates Degrees ↓
- Online Bachelor's Degrees ↓



ADVANCE YOUR CAREER.

Develop new skills that will help improve your ability to advance within your current industry or job.

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- Online Bachelor's Degrees ↓
- Online Master's Degrees ↓



EXPLORE NEW CAREERS.

Learn new skills to help you adapt to a changing job market and transition to a new profession.

- Online Certificates ↓
- Online Bachelor's Degrees ↓
- Online Master's Degrees ↓

ONLINE CERTIFICATES

- Advanced Manufacturing Certificate
- Advanced Substance Use Disorder Counseling Certificate
- General Education Certificate
- Leadership Certificate for Personal and Social Impact
- Network Administration Certificate
- Organizational Leadership & Change Certificate
- Substance Use Disorder Counseling Certificate

ONLINE ASSOCIATES DEGREES

- Aviation Science, A.A.S.
- Aviation Science, A.S.
- Business Management, A.A.S.
- Associate of Science in Business, A.S.B.
- Business Management, A.S.
- Criminal Justice, A.S.
- Emergency Services - Fire Officer Emphasis, A.A.S.
- Emergency Services - Firefighter/Emergency Care Emphasis, A.A.S.
- Emergency Services, A.S.
- Humanities and Social Sciences, A.S.
- Information Systems and Technology, A.S.
- Public Health, A.S.
- Technology, A.A.S.
- University Studies, A.S.

ONLINE BACHELOR'S DEGREES

- Aerospace Technology Management, B.S.
- Aviation Management, B.S.
- Business & Analysis, B.S.
- Communication - Applied Communication, B.S.
- Communication - Public Relations & Strategic Communication, B.S.
- Criminal Justice, B.S.
- Dental Hygiene, B.S. (A.A.S. to B.S. Advancement)
- Digital Marketing, B.S.
- Emergency Services Administration - Emer. Mgmt./Dis. Asst. Emphasis, B.S.
- Emergency Services Administration - Emergency Care Emphasis, B.S.
- Emergency Services Administration - Emergency Leadership Emphasis, B.S.
- Family Science, B.S.
- Healthcare Administration, B.S.
- Hospitality Management, B.S.
- Human Resource Management, B.S.
- Marketing, B.S.
- Nursing, B.S.N. (RN to BSN)
- Professional Pilot, B.S.
- Psychology, B.S.
- Public Health, B.S.
- Respiratory Therapy, B.S. (RRT to BSRT Advancement)
- Technology Management, B.S.
- University Studies, B.S.

ONLINE MASTER'S DEGREES

- Engineering and Technology Management, M.S.
- Nursing, M.S.N.
- Public Administration, M.P.A.

UVU Online | onlinecourses@uvu.edu | (801) 863-8000

STUDENT

- ADMISSIONS
- ADVISORS
- CAMPUS LIFE
- LOOKING TO ATTEND UVU
- CURRENT STUDENT
- ACCREDITATION

EMPLOYEES

- CAREER OPPORTUNITIES
- EMPLOYEE RESOURCE CENTER
- DIRECTORY
- PEOPLE & CULTURE

COMMUNITY

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- ESPAÑOL
- GIVE TO UVU
- CONTACT US

UTILITY

- COVID-19 INFO
- MAPS / PARKING
- SERVICE DESK
- EMERGENCY
- POLICE
- DEET HELP
- SEARCH
- ACCESSIBILITY
- TITLE IX / EQUAL OPPORTUNITY



PSYCHOLOGY ONLINE B.S.

Apply Now →

PROGRAM INTRODUCTION

Pursue your Bachelor of Science in Psychology online and delve into the captivating world of understanding the physiological, emotional, and mental processes that shape human behavior. Psychology is both a social science and a profession, harnessing the power of scientific principles to address human challenges. Upon earning your Psychology degree, you'll be well-prepared for a wide array of career opportunities in fields such as counseling, social work, research, and more.

- **Breadth Exploration:** The psychology degree offers a comprehensive exploration of the multifaceted world of human behavior and its influencing factors.
- **Career and Education Preparation:** Prepare for a fulfilling career or further education with a curriculum that places a strong emphasis on communication, critical thinking, and teamwork.
- **Applied Learning:** One of the most rewarding aspects of psychology is the ability to apply what you learn to your own life, enriching your understanding of yourself and those around you.



TUITION COSTS



SCHOLARSHIPS



REQUEST INFO

WHAT IS MY TUITION?

UVU Online provides incredible value **wherever you are!**

Out-of-state: Non-resident students living outside of Utah who are enrolled in a fully online certificate, associate, and bachelor program pay a flat rate of \$240 per credit hour.** International students do not qualify for the \$360 per credit hour flat rate.

In-state: A student residing in the state of Utah pays UVU's tuition and fees.*

Financial Aid & Scholarships: You may qualify for federal grants and loans by completing the Free Application for Federal Student Aid (FAFSA). Additionally, more than 250 scholarship options are available!†

*Refer to UVU tuition tables for resident and non-resident tuition and fees.

†Flat rate for non-residents living outside Utah. Excludes Aviation and Emergency Services.

"Always remember that you are absolutely unique. Just like everyone else."
-Margaret Mead



Scholarships

Don't be shy. EXPLORE. DREAM. DISCOVER.

See Opportunities →



GET STARTED TODAY.

MEGAN CAN HELP.



MEGAN BOWEN

Online Learner Guide

@onlinesuccess@uvuedu

TEXT (801) 418-9201

Have questions?

Ready to learn more about getting your degree online? There is a place for you at UVU and I can help you find it!

First Name

Last name

Email

Phone

I'm not a robot



Get Started Today

UVU Online | onlinesuccess@uvuedu | (801) 865-8000

STUDENT

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- ACCELERATION

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- ACCESSIBILITY
- TITLE IX / SEXUAL OPPORTUNITY