Providing student services is a recognized way to enrich a student’s academic experience. The dilemma for colleges and universities is how to extend that same level of service to a rapidly growing online student body.

You need to act sooner than later, as the number of online students is exploding. Of all students in college, 29.3% take at least one online course. Meeting the needs of this population is critical for growth and retention rates, but it won’t be easy. Tight budgets and economic pressures make adapting a new approach difficult.

In this seminar you discover:

- What are the unique needs of the online student population
- How you can structure services in a user-friendly way
- What are best practice models for your school
- How student affairs/services staff can better support online learners
- What types of social media or other tools and applications can be used
- Why you should form strategic partnerships

Led by two expert instructors and facilitated by your MSU peers, discussion will include the relationship between technology, student affairs and distance learners. You’ll see best practice models currently in use: examples that are delivering successful results. You’ll have a better understanding of what it takes to support and retain this growing student population.

Who will benefit

- Student and Academic Affairs Professionals
- Directors of Distance Education
- Directors of Student Development
- Directors of Student Services
- Directors of Student Engagement & Retention
- Dean of Students
- Program Coordinator
- Academic Advisor
- Faculty Advisor

About the Presenters

Amy O’Keefe, M.S.
Founding Director of the Texas Woman’s University Commuter and Non-Traditional Student Services Department. Amy leads a team that provides services designed to impact student retention on the TWU Denton, Dallas and Houston campuses. In 2007, her university won the Outstanding Collaboration Award from the ACPA Commission for Commuter Students and Adult Learners.

Annie Phillips Newton
Assistant Director of Commuter & Distance Education Student Services at Texas Woman’s University. Annie works as a liaison for the Division of Student Life to help other departments conceptualize and create ways for online learners to access student services. She has presented at regional, national and international conferences on the topic of adapting traditional methods of providing student services to meet the needs of the growing online student population.