TULANE UNIVERSITY

How a private, four-year university prepared incoming freshmen for registration and a successful first-year using content created by their campus media department and custom animations from Innovative Educators.

Background & Challenge
Tulane has traditionally hosted incoming freshmen every summer in an on-campus event called CAST, which gives students the opportunity to visit campus to learn more about the academic resources at Tulane. During this one-day event, students meet with an academic advisor to register for fall classes and lay out their academic goals. However, in some cases, students were not able to attend the on-campus session, and others wanted a way to refer back to the resources they learned about during their CAST session.

Additionally, the Tulane advising team was interested in simplifying the first-semester registration process by providing students the information they needed prior to their first advising appointment and registering for their first semester.

Solution
The Office of the Registrar contacted Innovative Educators to create two modules that would give students the information they needed up front in a format they could access prior to beginning classes at Tulane. The first module, “Planning Your First Semester at Tulane”, gives students the information they need in order to make decisions on classes they would like to take their first semester. It also prepares students for their first registration appointment.

The second module, “Exploring Academic Resources at Tulane”, gives students an overview of the resources available to them as a student at Tulane as well as introduces them to their student leaders.

Results
These modules have been a time-saver for the Tulane advising team by knowing that students have all the background information they need before coming to their appointments. Rather than repeating the information in advising appointment after advising appointment, advisors are able to maximize their time by helping students make decisions about classes, all because students come fully prepared. Students are also able to revisit the information in both modules throughout the semester and from any computer or mobile device 24 hours a day, when they need it.

- 99% of students felt the length was ‘Just Right’
- 98% of students surveyed believed that the information was valuable to them as a new student at Tulane University
Student Reviews

- "This was really helpful and helped to prepare me for my meeting!"
- "Very helpful and made me feel less stressed as it broke down what I needed to do into more manageable pieces."
- "Thanks so much! I feel much more grounded and guided heading into my first meeting with my academic counselor."

Staff Reviews

"I've gotta tell you, I have loved it. I have really loved it. It's just been so well received by our students and by our advisors. It's rare that you go through a project like this and you get such positive feedback from so many people. This has been a terrific partnership and has greatly improved the registration experience for both our students and advisors."

- Rebecca Ancira
  Associate Vice President For Enrollment Management