COLLEGE
Location: Waco, Texas
Enrollment: 8880 Fall 2017, single campus

HIGH SCHOOL PATHWAYS
Staff: 1 director, 1 advisor, 1 technician
Enrollment: 2032 Fall 2017; 28 High Schools
- by Location: 67.8% HS Campus, 22.4% Online
- by District Type: 32.2% Rural, 33.9% At-Risk

AREA
Poverty: 25.9% Waco, 18.7% County, 15.6% Texas
Population w/bachelor’s degree: 22.2% County, 28.1% Texas
Our Issues

- Overall lack of basic knowledge
- Large population of first generation/low-income students
- Non-mobile and/or distantly located students
- No ISD college transition prior to dual credit
- Standard college orientation not suited to DC needs
Mandatory Orientation

Our Orientation:

• Fully online
• Sequence of videos
• Required of ALL new students
• Customized for dual credit students

Topics, Data Collection:

• Professors
• Counselors
• Students & Parents
• Key College Programs
  (Admissions, Financial Aid, Advising)
Orientation Topics

- Welcome
- Pathways = College
- Program Guidelines
- Testing Requirements
- WebAdvisor, Blackboard, Email
- Online Courses
- Books, ID, Parking
- Disability Services
- Credit Hours and Course Numbers
- Attendance
- Communicating with Professors
- Classroom Attitude
- Notes and Homework
- Academic Integrity
- Tutoring
- Financial Aid Implications
Attendance
High School Pathways

McLennnan Community College
Set-Up

**Programs:**
- PowerPoint
- GoAnimate
- Camtasia
- YouTube
- Qualtrics

**Qualtrics:**
- Allows pagination
- Provides survey link
- Offers “nanny” features
- Sends confirmation email

**Equipment:**
- Computer
- Headset
- Towel
- **New Additions**
- Snowball microphone
- Pop filter
Benefits

• Student knowledge increases
• Better student engagement with video
• Student “recognition” of program personnel
• Greater program control of content and updates
• Additional buffer against complaints
• Multiple uses for the videos
Additional Uses for Videos

- Embedded in emails
  - in reply to questions
  - in email distribution list
- Posted in social media accounts
- Used by professors in LMS course shells
- Used by HS counselors and AVID teachers with students and parents

Potential: Internal television
Tips

- Contact your marketing department
- Look for places to “steal” videos
- Take advantage of faculty PD training
- Use a script
- Don’t obsess over perfection
- Personalize if possible
- Limit videos to 1-2 minutes if possible
Challenges

- ISDs blocking YouTube
- Tracking student completion
- Ensuring the student completes the orientation
- ADA
- Time
Contact the High School Pathways Team!

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Visit our YouTube Channel!
McLennan High School Pathways
Playlist: Orientation Videos