

Increasing Retention Through Innovative ICT Platforms

Assoc Prof Katie Hughes
Dr Brian Zammit
July 1st 2008

WWW.VU.EDU.AU

1



**VICTORIA
UNIVERSITY**

**A NEW
SCHOOL OF
THOUGHT.**

Faculty of Arts, Education and Human Development

- 5 Schools across 4 campuses
 - Social Sciences
 - Communication, Culture, and Languages
 - Psychology
 - Education
 - Human Movement, Recreation and Performance
- 2200 commencing students in semester 1, 2008

Attrition

Krause (2004) found that VU students

- have a lower academic orientation
- have relatively high levels of dissatisfaction with course and unit choices
 - are less ready to choose a university course on leaving school
 - are given lower levels of help and advice from both family and friends and support staff (eg at secondary school level)
- have high levels of engagement in full time work
- have little or no financial support or savings
- experience significantly greater problems with daily travel

- Retention rate - 2006 undergraduates: 77%

Retention initiatives

Krause (2004) also found higher levels of ICT use among VU students

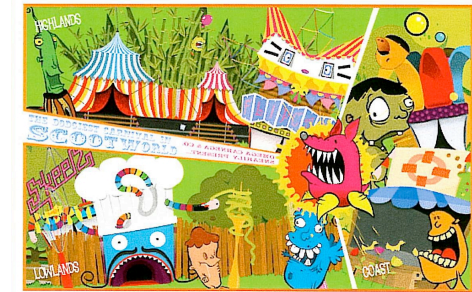
- eg use of e-mail to contact staff, sms messaging

A number of retention initiatives developed for start of semester 1, 2008

- An interactive game, SCOOT, at 'O' Day
- USB 'Toolbox'
- First Class Talk website
- and Transition Coordinator

SCOOT - Orientation Day Semester 1, 2008

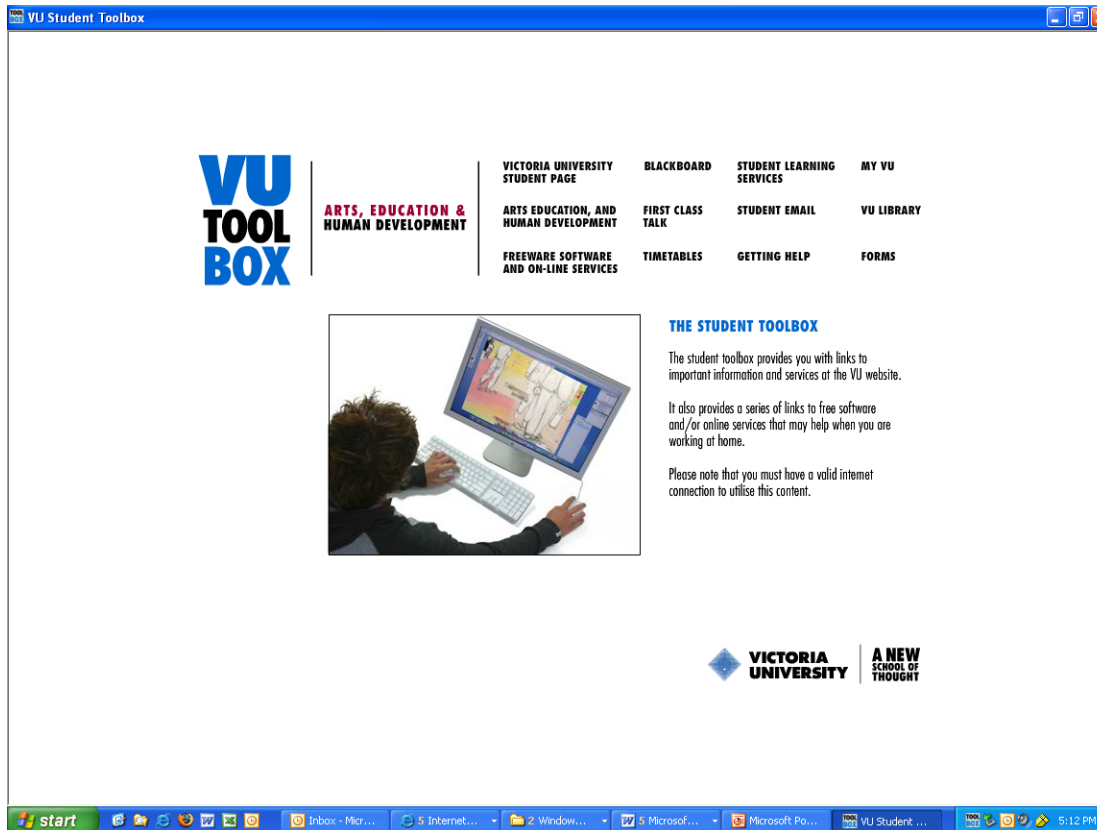
- An interactive hybrid game adapted for our purposes by designer Deb Polson from QUT and Newishmedia
 - <http://www.scootgame.com/>
- Feral 'carnies' are attempting to take over VU – the mission of the students is to save their campus by finding 5 consoles or 'carnival boxes' hidden at various locations on campus (Library, Faculty Office, computer labs etc)
- Played in teams of 4
- Clues received via sms
- Tasks at each console
- Prize: iPod to each member of winning team



Aims

- Social networking: designed to allow students to meet and forge relationships with their peers
- Familiarise themselves with key buildings on their campus

USB 'Toolbox'



- 1 gig USB given to all commencing AEHD students at enrolment
- designed by AEHD project officer
- direct links to key pages on VU website
- free downloadable software and on-line resources

First Class Talk



- first class talk website – developed by Multimedia students in December 2007; a ‘work in progress’

- Info on course coordinators
- Footage/interviews of students
 - shot by Multimedia students
- Anonymous help
- Bulletin board
- Public transport planner
- Photo gallery
- Movie and music reviews
- Competitions
 - prizes: movie tickets or \$30 gift vouchers
- In the pipeline – Facebook group



- How do we encourage students to access this website?
 - Focus group: next Monday

Transition Coordinator

Position created February 2008

- Transition support
 - available to answer questions from students
 - face-to-face, online, sms, phone, e-mail
 - my contact details available to students
 - website, flyers, unit guides
 - as appropriate, advice re support services (academic and pastoral)
- Making contact with 'at risk' students
 - refer to support services (academic and pastoral)
- Maintain website and moderate bulletin board
- Teach in a compulsory foundational unit (load: 6 hours)
- Retention strategies

CONTACT DETAILS

Katie Hughes
Victoria University
Faculty of Arts, Education and
Human Development
Footscray Park Campus
PO Box 14428
Melbourne 8001

PHONE +61 3 9919 4573
EMAIL katie.hughes@vu.edu.au

Brian Zammit
Victoria University
Faculty of Arts, Education and
Human Development
Footscray Park Campus
PO Box 14428
Melbourne 8001

PHONE +61 3 9919 5931
EMAIL brian.zammit@vu.edu.au

WWW.VU.EDU.AU

