Non-traditional student retention in Visual Arts & Applied Sciences

Erin Salyers, Kelli Kreider, Andy Bell

IVY TECH COMMUNITY COLLEGE

Abstract

- Student engagement outside the classroom is one of the most important factors for student retention

- On a non-residential campus this can be challenging

- We have found ways to engage these typically non-traditional students:
    - Student clubs
    - Social media
    - Outreach programs
    - Internships
    - Funded research programs

What is a non-traditional student?

- A traditional student
  - College right after high school
  - Supported by parents financially
  - Single, no children

- Non-traditional students include:
  - Working adults
  - Parents
  - Students returning to college
  - Veterans
  - International students
  - Home schooled students
  - Retirees

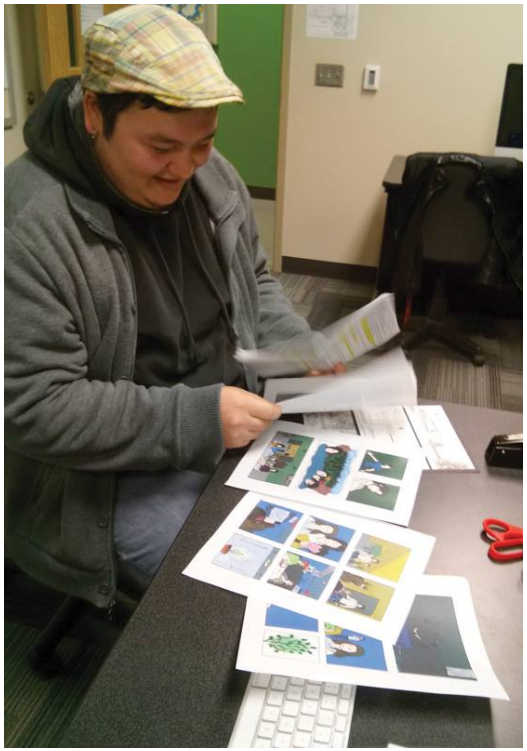
Student Clubs

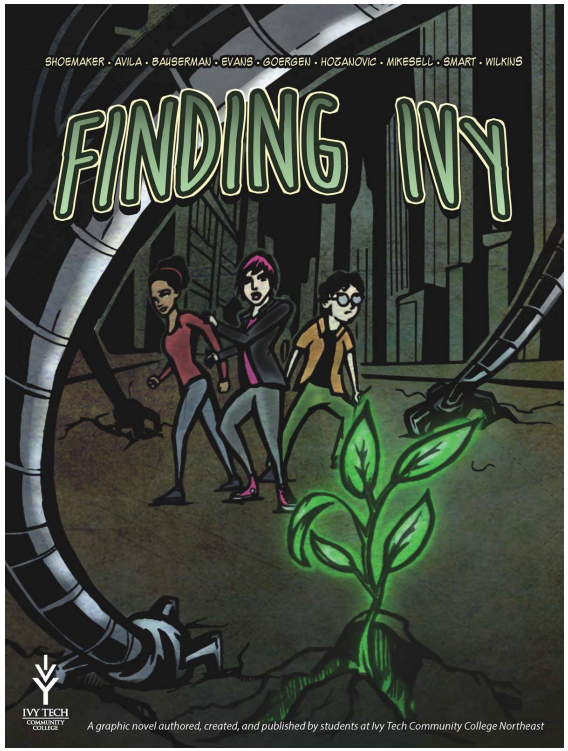
VISC Student Club

- Visual Communications (VISC) students
- Started in Spring 2014
- Named Creative Arts & Technology Students (CATS)
- Weekly meetings on campus (avg of 10 students/meeting)
- Finding Ivy comic
- Advertising Federation of FW's "The Pitch"
- Trunk or Treat
- Bus trips (Art Institute)

CREATIVE ARTS & TECHNOLOGY STUDENTS

Student Club





Student Club

Student Club

Student Club

Social Media

Facebook

CREATIVE ARTS & TECHNOLOGY STUDENTS
Creative Arts & Technology Stude...
Closed Group
Joined
Share
Notifications
Discussion
Members
Events
Videos
Photos
Files
Search this group
Write Post
Add Photo/Video
Create Poll
More
Write something...
RECENT ACTIVITY
Thomas Cavins
2 hrs · Fort Wayne
I'm working on a project in Illustrator and was wondering if there was a tool in there that works kind of like the liquify tool? I basically just want to do this but have it be a vector still.
(Video is in photoshop)
ADD MEMBERS
Enter name or email address...
MEMBERS
195 Members
DESCRIPTION
Edit
A place for Fort Wayne Ivy Tech Visual Communication students, faculty, alumni, and friends to communicate.
We meet once a week during the fall and spring semesters.
Spring 2017 meetings are held in TC1420 from 5pm-6pm on Thursdays.
Current Officers:
President = Gabi Pfeiffer
VP = Marianne Bay
Secretary = Miranda Ellert

Facebook Group

What is a Facebook Group?

- A way to privately communicate with a specific group of people (club, students, alumni, faculty, advisory committee)
  - Opt-in by user
  - Facebook membership/account is required

- A way to engage students outside of the classroom

- A form of a learning community
  - Students collaborate, share, and help each other
  - Students hold each other accountable

Facebook Group

What it is not:

- A program marketing page to recruit new students (*“Pages are against the College social media policy and prohibited due to the fact it’s representing an entity.” - Dir. of Marketing)*

- A replacement of email to communicate important official Ivy Tech information

- A place to share/see personal information (you do not have to be FB “friends” with the group members)

Group Privacy

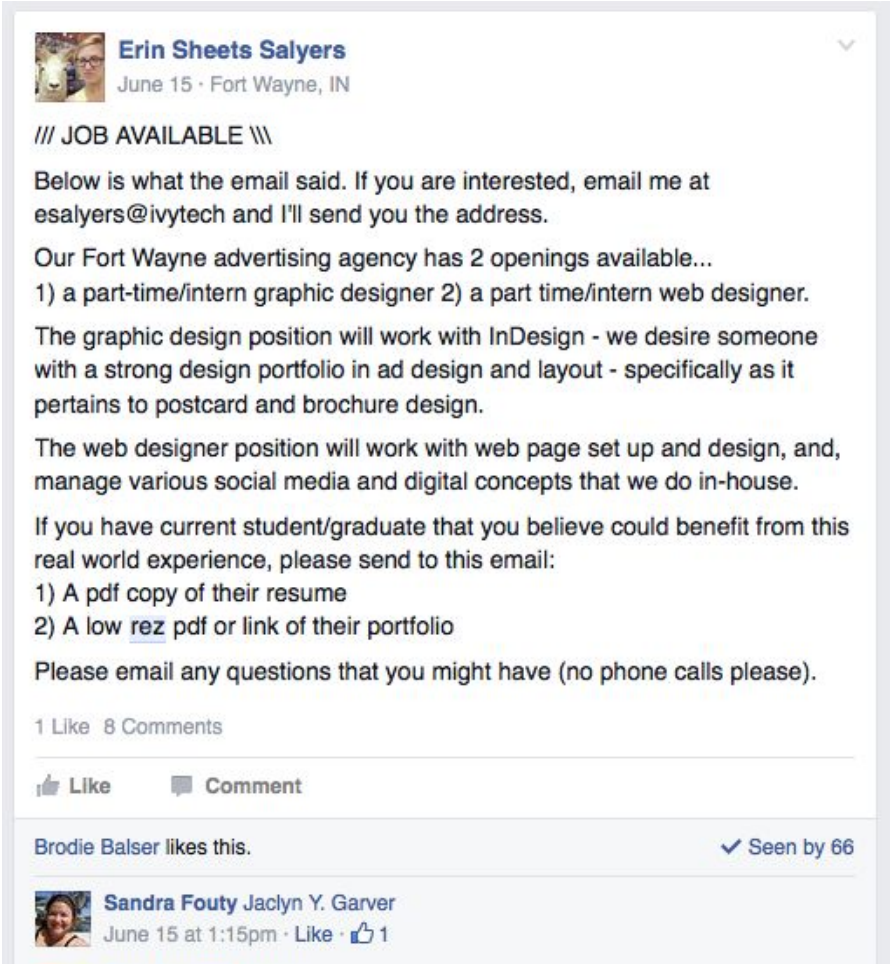
There are 3 privacy options for groups:

- Public
- Closed
- Secret

Closed works best for us

	Public	Closed	Secret
Who can join?	Anyone can join or be added or invited by a member	Anyone can ask to join or be added or invited by a member	Anyone, but they have to be added or invited by a member
Who can see the group's name?	Anyone	Anyone	Current and former members
Who can see who's in the group?	Anyone	Anyone	Only current members
Who can see the group description?	Anyone	Anyone	Current and former members
Who can see the group tags?	Anyone	Anyone	Current and former members
Who can see what members post in the group?	Anyone	Only current members	Only current members
Who can find the group in search?	Anyone	Anyone	Current and former members
Who can see stories about the group on Facebook (like in News Feed and search)?	Anyone	Only current members	Only current members

Post jobs/internships



Erin Sheets Salyers
June 15 · Fort Wayne, IN

/// JOB AVAILABLE \\\

Below is what the email said. If you are interested, email me at esalyers@ivytech and I'll send you the address.

Our Fort Wayne advertising agency has 2 openings available...
1) a part-time/intern graphic designer 2) a part time/intern web designer.

The graphic design position will work with InDesign - we desire someone with a strong design portfolio in ad design and layout - specifically as it pertains to postcard and brochure design.

The web designer position will work with web page set up and design, and, manage various social media and digital concepts that we do in-house.

If you have current student/graduate that you believe could benefit from this real world experience, please send to this email:
1) A pdf copy of their resume
2) A low rez pdf or link of their portfolio

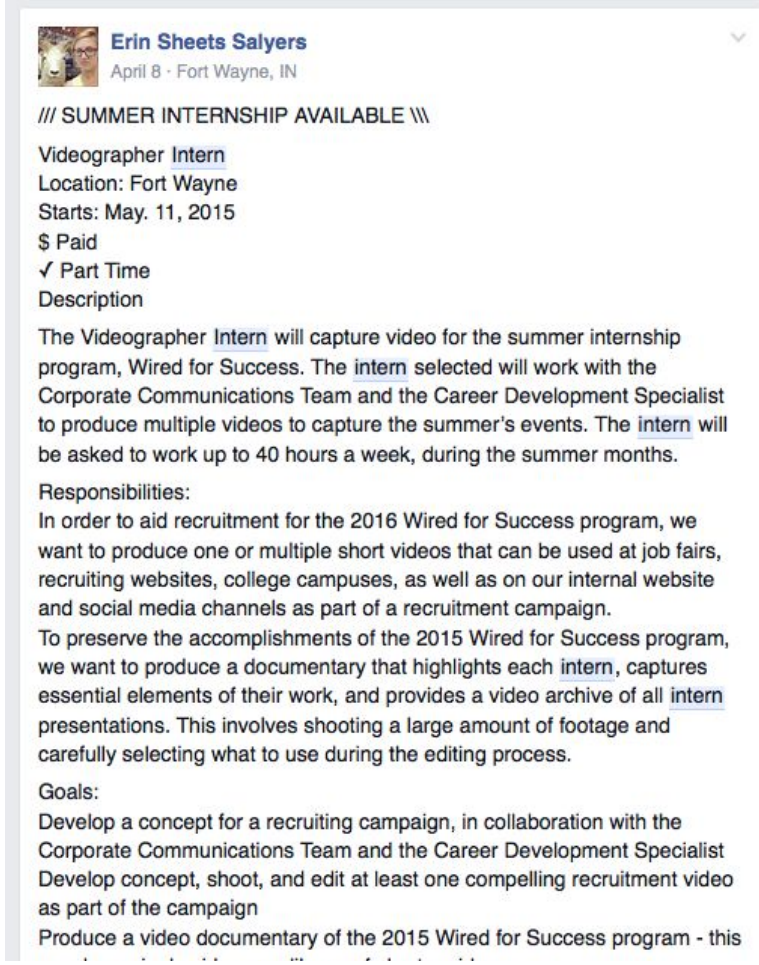
Please email any questions that you might have (no phone calls please).

1 Like 8 Comments

Like Comment

Brodie Balser likes this. Seen by 66

Sandra Fouty Jaclyn Y. Garver
June 15 at 1:15pm · Like · 1



Erin Sheets Salyers
April 8 · Fort Wayne, IN

/// SUMMER INTERNSHIP AVAILABLE \\\

Videographer Intern
Location: Fort Wayne
Starts: May. 11, 2015
$ Paid
✓ Part Time
Description

The Videographer Intern will capture video for the summer internship program, Wired for Success. The intern selected will work with the Corporate Communications Team and the Career Development Specialist to produce multiple videos to capture the summer's events. The intern will be asked to work up to 40 hours a week, during the summer months.

Responsibilities:
In order to aid recruitment for the 2016 Wired for Success program, we want to produce one or multiple short videos that can be used at job fairs, recruiting websites, college campuses, as well as on our internal website and social media channels as part of a recruitment campaign.
To preserve the accomplishments of the 2015 Wired for Success program, we want to produce a documentary that highlights each intern, captures essential elements of their work, and provides a video archive of all intern presentations. This involves shooting a large amount of footage and carefully selecting what to use during the editing process.

Goals:
Develop a concept for a recruiting campaign, in collaboration with the Corporate Communications Team and the Career Development Specialist
Develop concept, shoot, and edit at least one compelling recruitment video as part of the campaign
Produce a video documentary of the 2015 Wired for Success program - this

Schedule appointments

Erin Sheets Salyers
October 13, 2016

Upcoming appointment times I have available to help you schedule for Spring 2017 (comment below if you'd like to reserve one):

Monday, 10/17 @ 12pm // Katie Payne
Tuesday, 10/18 @ 1pm // Stephanie Brown
Tuesday, 10/18 @ 3pm // Eric Miller
Thursday, 10/20 @ 12pm // Gabe Thomas
Thursday, 10/20 @ 1pm // Jordan Brown
Thursday, 10/20 @ 5pm // Anthony Grayson
(I will be out of state 10/21-10/30)
Tuesday, 11/01 @ 1pm // Dustin Catalan
Thursday, 11/03 @ 12pm // Jodie Powell
Thursday, 11/03 @ 1pm // Sarah McDonald
Thursday, 11/03 @ 2pm // Marianne Bay

Like Comment

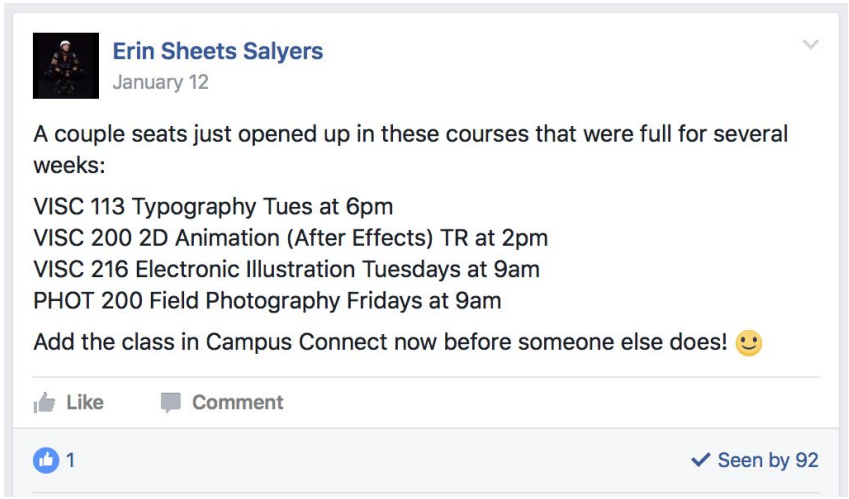
Seen by 103

View 4 more comments

Jodie Powell Can I do Thursday 11/3 @12pm?
Unlike · Reply · 1 · October 23, 2016 at 2:29pm

Sarah McDonald Thursday 11/03 @ 1?
Unlike · Reply · 1 · November 1, 2016 at 5:55pm

Post registration updates



Post program updates

Erin Sheets Salyers
March 16 · Fort Wayne, IN

FYI: The list of electives for the AAS in VISC has been updated. See the new list here:

IVY TECH COMMUNITY COLLEGE

Statewide Electives

WWWAPPS.IVYTECH.EDU

1 Like 1 Comment

Like Comment Share

Erin Sheets Salyers
September 23, 2014 · Edited

Hey comic book fans,

We just added a new VISC elective to the Spring 2015 schedule. Look for VISC 283 Comic Books and Sequential Art, taught by Zack Kruse!

The only pre-req is ENGL 111. No drawing experience is required. Tell all of your friends!

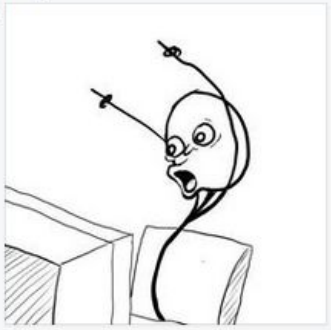
51193	VISC 283	50C C1	1.0-5.0	Comic Books and Sequential Art	W	05:30 pm-09:20 pm	14	0	14	Zachary Kruse (P)	01/12-05/09	FWNSD TC143C

8 Likes 9 Comments

Like Comment

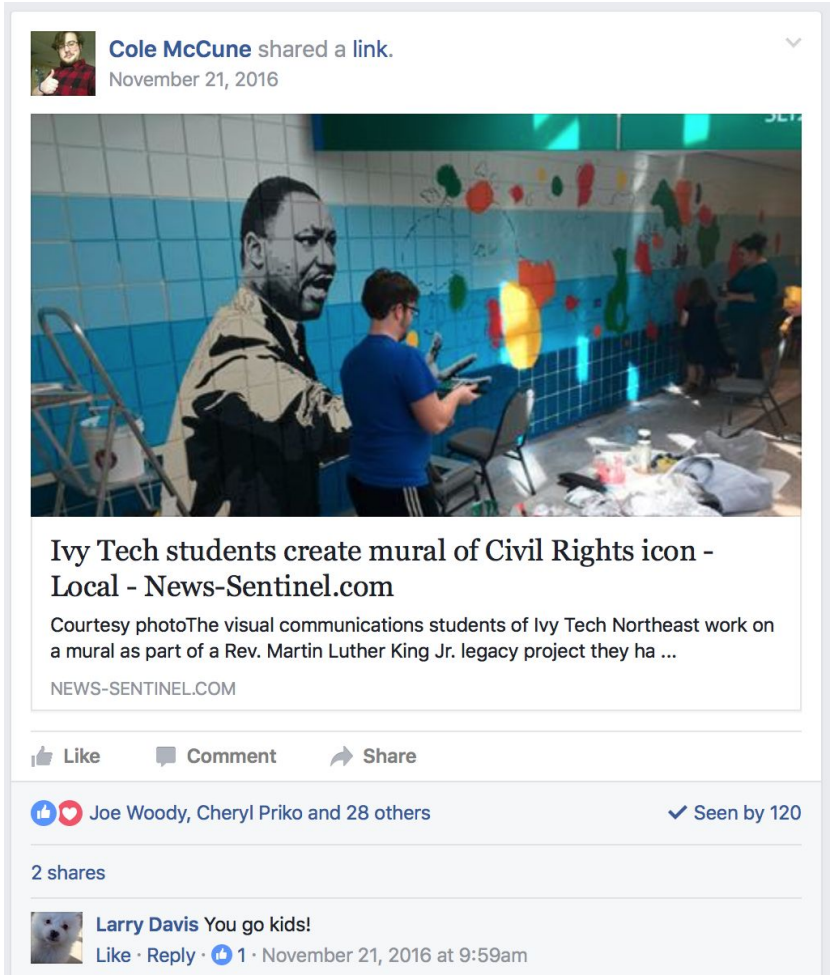
Jessy Vachon Rhoades, Sandra Fouty, Kristin Stangland Mains and 5 others like this. Seen by 82

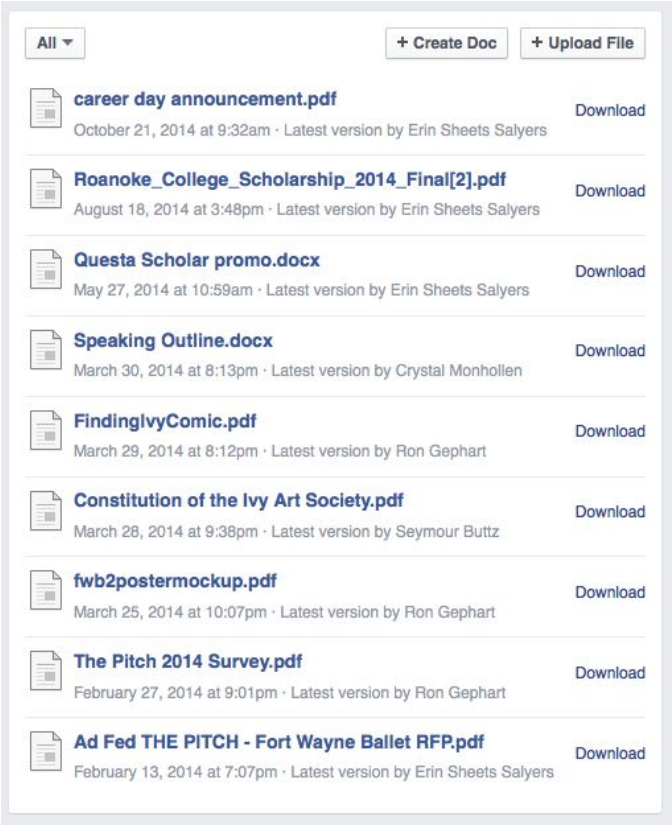
Joey Avila



September 23, 2014 at 12:32pm · Unlike · 3

Post links, share files





Share photos

Take a poll

Joe Woody asked a question.
September 9, 2014
WHAT DAY SHOULD OUR CLUB MEET?
Thursday
+3
Friday
+1
Tuesday
2 More...
2 Comments
Like
Comment

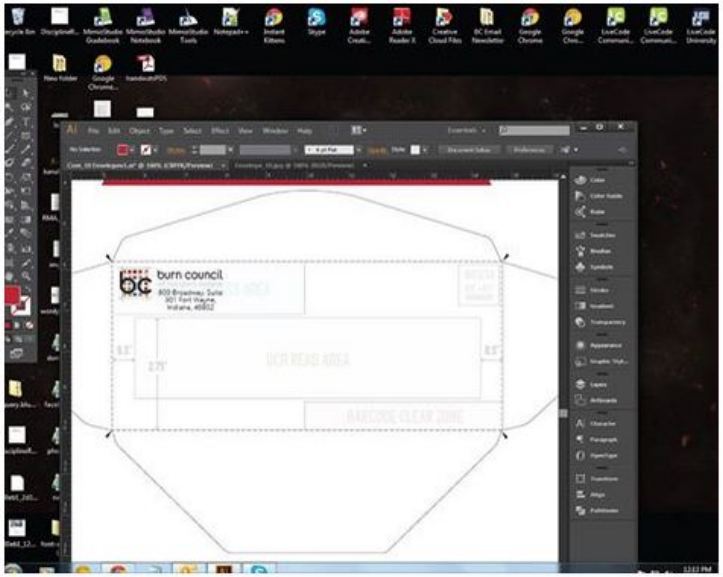
Quick answers

Critique works in progress

Peer Q & A

Timothy Engle
December 12, 2014

So I am trying to design an envelope and am confused on where I can/cannot put elements. I've searched all over the USPS site for help.
I understand I can't put anything where they are going to place the bar code but can I design elements in the OCR read area?



2 Comments

Like Comment

✓ Seen by 78

Larry Davis Yes you can design in the OCR, but USPS changes their rules all the time. Best thing to do is mock it up and take it to the main Postal Office or

Cheryl Priko
February 26

So yeah. The ever present question: CANON or NIKON? What do u guys think?

7 Comments

Like Comment

✓ Seen by 78

Kristin Stangland Mains Don't limit yourself! I have a canon but have really liked what I am seeing from sony in the past year. Especially for video use. I have used Nikon and canon, both are excellent. Consider the mirror less options too. Invest in the best lenses you can afford and worry less about the body.
February 26 at 6:02pm · Like · 2

Ron Gephart I love my Nikon but have used a Canon and they are both nice. Go out and get familiar with both.
February 26 at 6:42pm · Edited · Unlike · 2

Cheryl Priko Thanks
February 27 at 8:55am · Like

James Douglas Mathews I just bought a Samsung nx300 smart camera, full 1080@60 frames per second, mirrorless, instant sharing, I can control it with my phone our tablet, and it takes Canon lenses. At 750 price range it is awesome.. food for thought..
February 27 at 10:15am · Like · 1

Charles Erickson My dad has a Canon and I've used it. Seems like a good camera. My camera is a Nikon and I love it.
February 27 at 11:25am · Like · 1

Erin Sheets Salyers I usually tell people to go with one that someone they know has, so that you can share/borrow/trade lenses and also maybe get technical help if needed. When I bought my very first SLR I bought a Minolta (in the early 90s) because a family friend was a ... See More

Peer Q & A

Ron Gephart
July 10 · Decatur, IN

InDesign Help ....

I thought it was possible to have a "hanging asterisk" but cannot seem to get it to work. Anyone familiar with this? I would like to put an asterisk in the right hand column. I tried the Optical Margin Alignment but it isn't working.

8 Comments

Like Comment

Seen by 59

Erin Sheets Salyers You can use bullets and then change the bullet to an asterisk.
July 10 at 2:29pm · Like · 1

Larry Davis Glyphs? Or maybe use the superscript? I'm not sure what you are looking for. Can always make a text asterisk and convert to outlines (Command Shift O) and make it whatever size you need.
July 10 at 2:30pm · Like

Ron Gephart If you look at the image I would like the asterisk to fall into the right margin without having to us a separate text box.

Linens & Fabrics
Mattress Cover & Bed Spread ..... Spradling-Belize-902 Cream
Shams (Pillow #1, 20" X 25")
Front Panel ..... Syntec-Glint-Beach
Backer Spradling-03350-Fossil
Frame ..... Ultraleather™-Promessa®-Parchment*
Back Panel Spradling-03350-Fossil
Outer Welting Spradling-03350-Fossil
Inner Welting Spradling-03350-Fossil
Accent Pillow (Pillow #5 12" X 24")
Front Panel ..... Syntec-Stetson 91021-92647-4000
Back Panel ..... Ultraleather™-Promessa®-Parchment*
Welting Spradling-03350-Fossil
Ultraleather
Valances ..... Ultraleather™-Linen-Opaline
Bed Fiddle ..... Ultraleather™-Promessa®-Parchment*
Drapery ..... Spradling-Balurex-Pearl

July 10 at 2:34pm · Like

Erin Sheets Salyers Oh I missed the right hand part. Hmmm.

James Douglas Mathews
January 23 · Fort Wayne, IN

Question.. I have 300 photos and I want to water mark all of them... is there a way to do this all at once? I've tried making the image a scary object, yet I have to edit everyone... suggestions?

8 Comments

Like Comment

Seen by 78

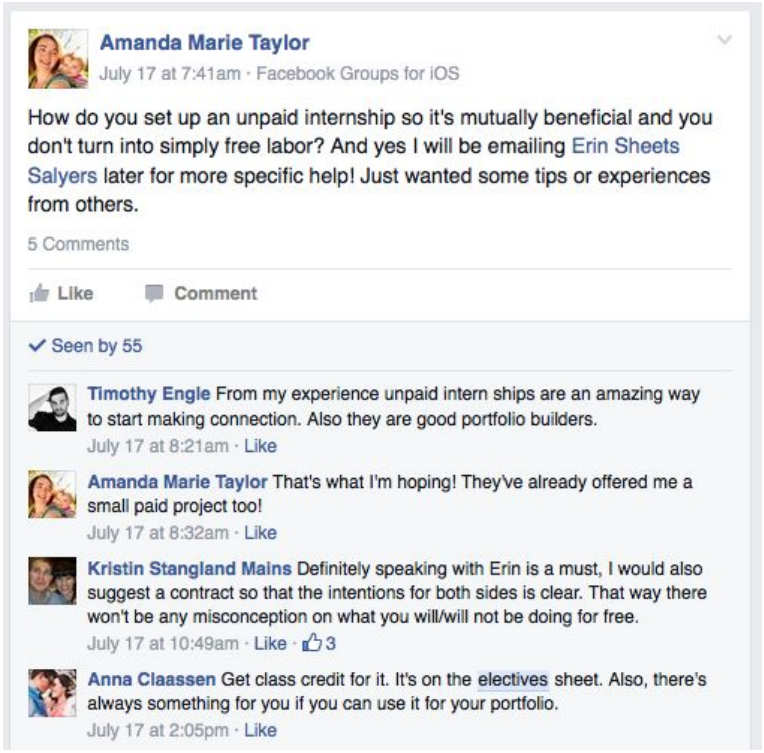
Erin Sheets Salyers Super simple in Lightroom
January 23 at 1:19pm · Like · 1

Chris Harbin ^ That.
January 23 at 1:20pm · Like

James Douglas Mathews Okay do I'm in Lightroom... and... how do I place my logo
January 23 at 1:23pm · Like

James Douglas Mathews Oh wow.. I got it.. Thanks
January 23 at 1:25pm · Like

Peer Q & A



Amanda Marie Taylor
July 17 at 7:41am · Facebook Groups for iOS

How do you set up an unpaid internship so it's mutually beneficial and you don't turn into simply free labor? And yes I will be emailing Erin Sheets Salyers later for more specific help! Just wanted some tips or experiences from others.

5 Comments

Like Comment

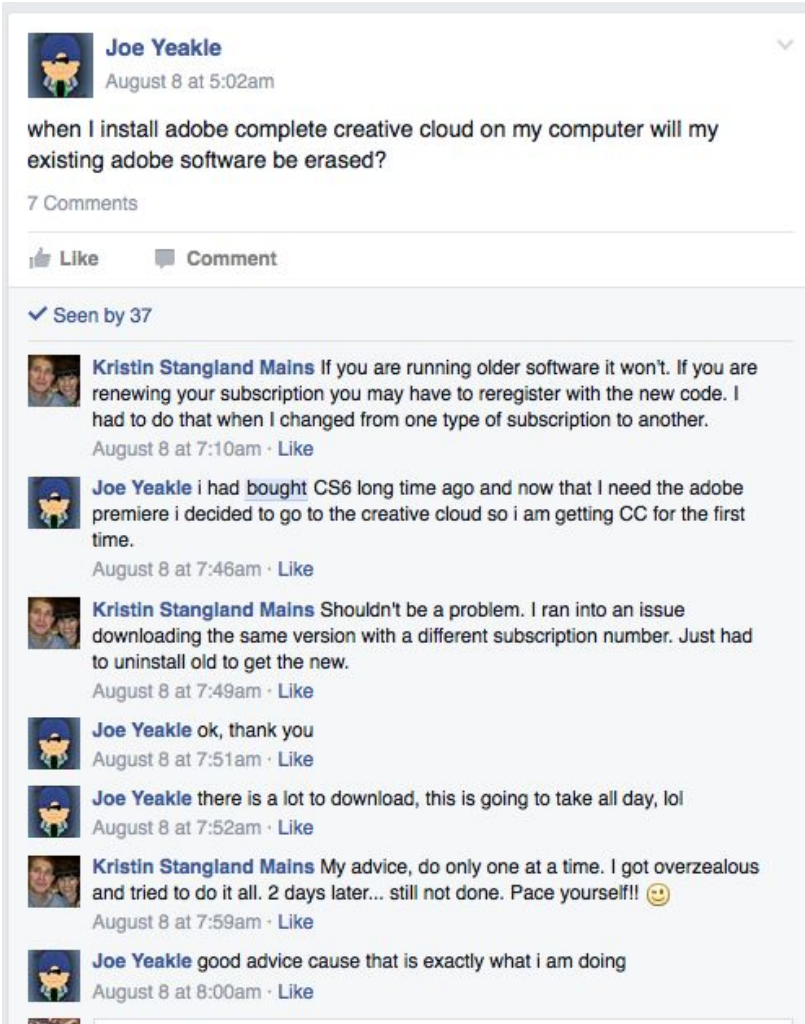
Seen by 55

Timothy Engle From my experience unpaid intern ships are an amazing way to start making connection. Also they are good portfolio builders.
July 17 at 8:21am · Like

Amanda Marie Taylor That's what I'm hoping! They've already offered me a small paid project too!
July 17 at 8:32am · Like

Kristin Stangland Mains Definitely speaking with Erin is a must, I would also suggest a contract so that the intentions for both sides is clear. That way there won't be any misconception on what you will/will not be doing for free.
July 17 at 10:49am · Like · 3

Anna Claassen Get class credit for it. It's on the electives sheet. Also, there's always something for you if you can use it for your portfolio.
July 17 at 2:05pm · Like



Joe Yeakle
August 8 at 5:02am

when I install adobe complete creative cloud on my computer will my existing adobe software be erased?

7 Comments

Like Comment

Seen by 37

Kristin Stangland Mains If you are running older software it won't. If you are renewing your subscription you may have to reregister with the new code. I had to do that when I changed from one type of subscription to another.
August 8 at 7:10am · Like

Joe Yeakle i had bought CS6 long time ago and now that I need the adobe premiere i decided to go to the creative cloud so i am getting CC for the first time.
August 8 at 7:46am · Like

Kristin Stangland Mains Shouldn't be a problem. I ran into an issue downloading the same version with a different subscription number. Just had to uninstall old to get the new.
August 8 at 7:49am · Like

Joe Yeakle ok, thank you
August 8 at 7:51am · Like

Joe Yeakle there is a lot to download, this is going to take all day, lol
August 8 at 7:52am · Like

Kristin Stangland Mains My advice, do only one at a time. I got overzealous and tried to do it all. 2 days later... still not done. Pace yourself!! 🙂
August 8 at 7:59am · Like

Joe Yeakle good advice cause that is exactly what i am doing
August 8 at 8:00am · Like

Sell books, supplies

Seymour Buttz
July 31 at 12:58pm

I'm planning to sell my Wacom Cintiq 12WX, but wanted to make it available here for anyone interested at less than what I'll be asking for it on ebay. It's like-new, in the original box, nothing missing. I'm asking for $400 (firm). Message me here on Facebook or through my email, forcemastere2000@gmail.com I will reply to interested parties in the order that they respond to this.

2 Likes 8 Comments

Like Comment

Joey Avila and Anyssa Egolf like this. Seen by 45

Joe Woody If I had $400 to spare I would say sold.
July 31 at 1:01pm · Like

Seymour Buttz Joe Woody I know how to find you, how much of a down-payment could you make and pay the balance in a month?
July 31 at 1:06pm · Like

Joe Woody I am pretty much broke right now 😕
July 31 at 1:07pm · Like

Seymour Buttz same as me then

Colene Smart
July 30, 2014

Would any one want any of these books for class before I sell them?

1 Like 11 Comments

Like Comment

You like this. Seen by 83

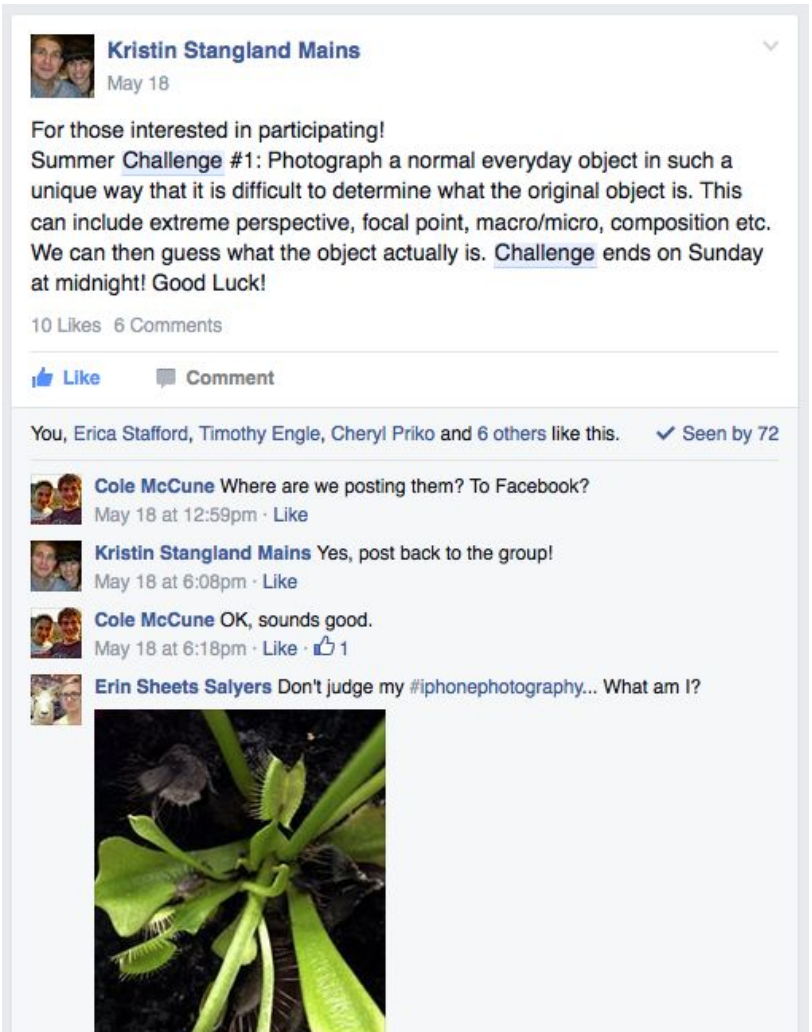
View 8 more comments

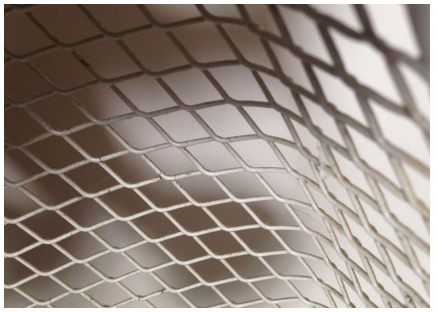
Joseph Fahl I'll take it lol and chad i have to take both
July 31, 2014 at 12:47pm · Like

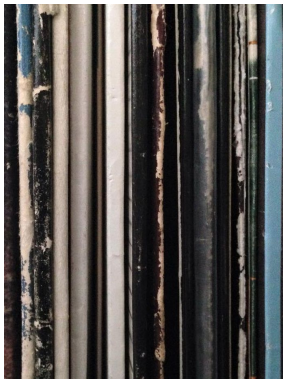
Colene Smart OK awesome I'm near Glen Brook mall right now so I can meet ya some place if you live close to here. Or some other time whatever works
July 31, 2014 at 12:51pm · Like

Joe Woody mmm good idea i should sell mine

Offer summer challenges







How to create your own

1. From your home page, go to the **Groups** section on the left side menu and click **Create Group**.
2. Click **+Create New Group** at the top of the page. A window will appear, where you'll be able to add a group name, add members and select the privacy settings for your group.
3. Click **Create** when you're done.

Once the group is created, click the gear at the top right of the group and select **Edit Group Settings**. From here you can add a group description, tags, set up a group email address and add a group picture.

Instagram

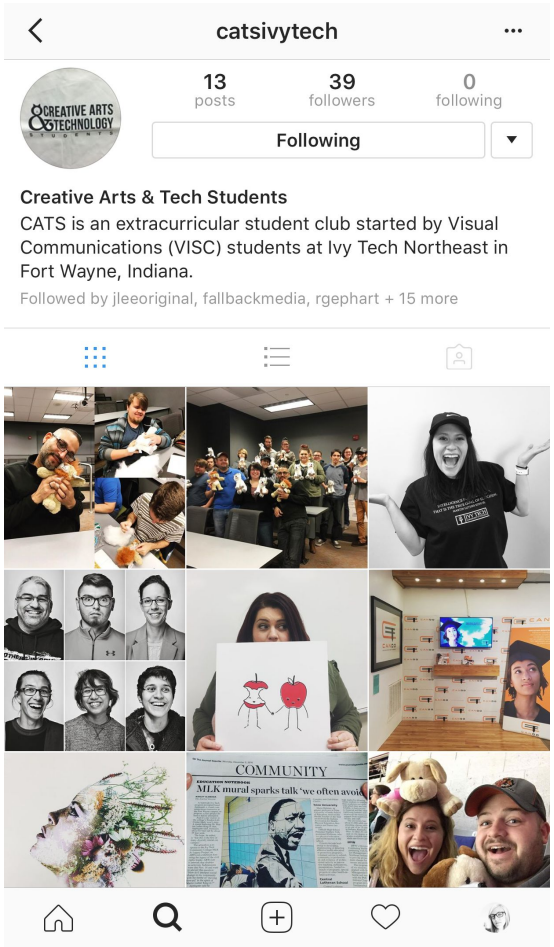

catsivytech
13
posts
39
followers
0
following
Following
Creative Arts & Tech Students
CATS is an extracurricular student club started by Visual Communications (VISC) students at Ivy Tech Northeast in Fort Wayne, Indiana.
Followed by jleeoriginal, fallbackmedia, rgephart + 15 more
COMMUNITY
MLK mural sparks talk 'we often avoid'

Photo
catsivytech
Ivy Tech Technology Center
thatlenslegend, jlawrencefmd, nicky_bobby_96, jdmwoot, uniquegroupingoftrees, khwala_bear, larrythevendorguy, studioneverfall
catsivytech Meet Cole, our current CATS president!
NOVEMBER 29, 2016

Photo
catsivytech
JH Specialty, Inc
mflegal1, alyshacreative, jlawrencefmd, jdmwoot, boomerin, larrythevendorguy, dasfort, uniquegroupingoftrees, tavoalceda, gabipfeiffer
catsivytech Thank you to @larrythevendorguy for giving our VISC 114 Graphic Design I class a tour of your workplace!

Outreach Programs

Approach

- Partner with community members to provide students “hands on” experiences during class time
  - Send “Thank You” cards/pictures
- Some classes out of the classroom 50%
- Offer 1 course out of the classroom 100%
- Offer students opportunities to participate in Community Events/Volunteer Opportunities

Outreach

Outreach

Outreach

Community Outreach/Volunteering

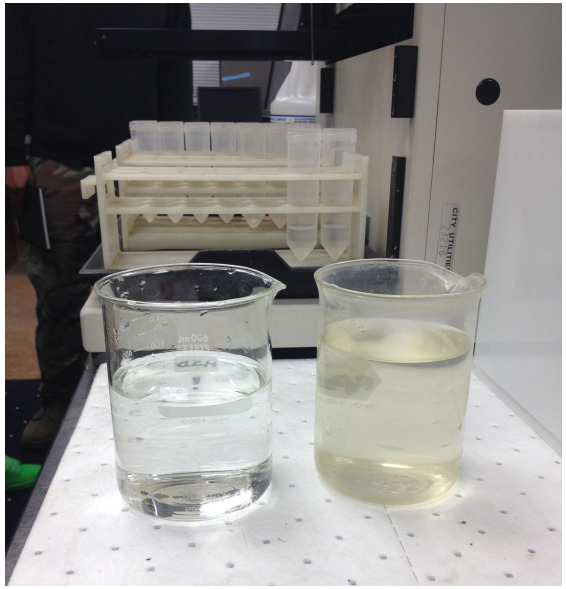
- Local Fairs, Fall Festivals
- Shows- Farm Show, Home & Garden Show
- Local Community Events- Parkview Field

Fundraising

Internships

Internships

- Required for the Associate of Applied Science in Agriculture
- 240 hours minimum = 3 credit hours
- Students pick site, Advisor approval required, must be AG related
- Offered Spring, Summer, Fall Term to accommodate schedules
- Goal: To have positive experience that leads to full time job offer!



Funded Research Programs

NSF ATE Grants

Engineering programs student population is composed of non-traditional students

- Engineering students work during the day
- Go to school at night

Student participation on grants very diverse

- Homeschooled students
- International students

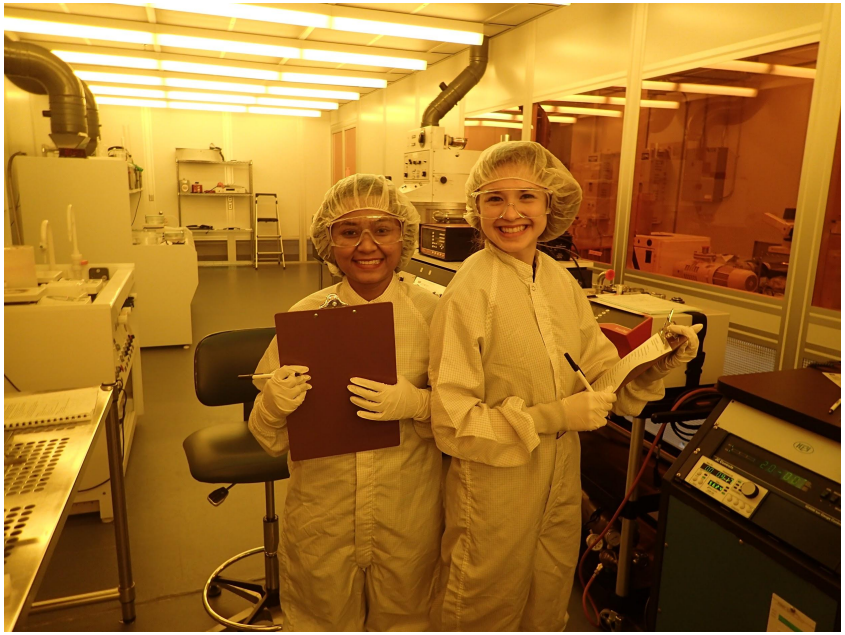
ITCC Team 2016 CVTC - Spring Break

NSF ATE Grants

Students funded to go on trips to learn new things and get inspired

For some it may be a once in a lifetime experience.

Nelva and Yolain 2016 NSF ATE PI Conference



Veronika and Sue 2016 CVTC - Spring Break

NSF ATE Grants

For some it may lead to a career or degree in engineering or technology

Matt, Olivia and Andy 2015 UNM Cleanroom

Olivia and Matt 2015 NSF ATE PI Conference

NSF ATE Grants

Photos from 2015 and 2016 NSF ATE PI Conference

Our students are proud to be recognized at the NSF ATE PI Conference

All students have already graduated or will graduate this year.

NSF ATE Grants

To learn more about how to get a grant

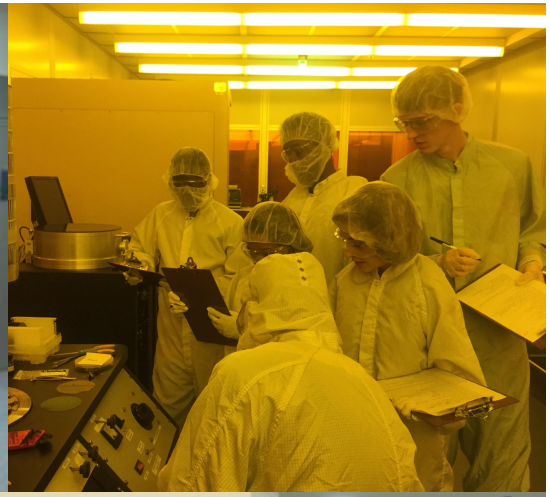
https://www.nsf.gov/ate

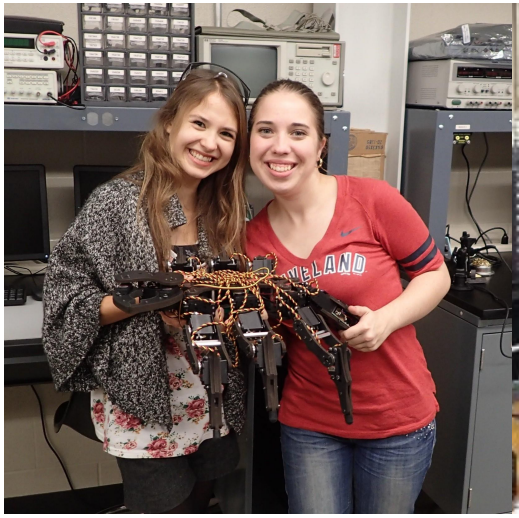
To see our grant website

http://www.ivytech-mems.org/activities.html

To understand how others view us

http://scme-nm.org/





Conclusion

Summary

Student Engagement for us

- Student clubs
- Social media
- Outreach programs
- Internships
- Funded research programs

These are some of the ways we have been able to retain our students

What are some of the ways that you engage your students?

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