

# Marshall Online Belongingness Study

## At a glance

Belongingness plays a crucial role in student performance, satisfaction and overall well-being. Research shows that students who feel like they belong are more likely to persist, engage and achieve success. Belongingness comes from being accepted, being a part of something and feeling supported.

The Marshall Online Belongingness project has evolved since its implementation in Fall 2023. The initial findings highlighted areas for revision and future direction. The second iteration is showing much more promise.

## Key metrics

These metrics below are highlights of the Revised Spring-Summer 24 terms only. The changes proposed have seen much more of positive outcome than the previous iteration of the study. The study is still underway for another 5 weeks.



**63**

Student Video  
Testimonials



**372**

Online Students  
Exposed to  
Belongingness Survey

## FALL PILOT 2023

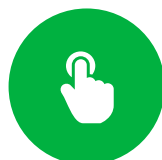


592 emails were sent to students, both undergraduate and graduate, prompting them to read a survey summary and testimonials. The control group received online learning preparedness material. Both groups engaged in written reflection regarding their college transition. Factors included: belonging certainty, readiness for online learning, and mental health ratings.

## REVISIONS AND PIVOTS



The findings were not as reliable as we hoped, so we pivoted for the spring and summer terms. The survey response format was revised, and video testimonials were added to provide a genuine and engaging feel to the next iteration of the study.



**Personalized  
Approach**



**Increasing  
Engagement**



**Elevate with  
Video**

## SPRING-SUMMER 2024 REVISED



### Revision One

**1**

For a more modern and personalized experience, it now includes video testimonials for response and online orientations for distribution.

### Revision Two

**2**

Multiple Conditions: The study is using videos of students (one condition) and transcripts of those videos (another condition).

### Revision Three

**3**

All participants will engage in reflection as part of the Belongingness project, ensuring everyone benefits and feels included.



Marshall Online



[www.marshall.edu/online](http://www.marshall.edu/online)



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