

Orientation 2011 Report Summary

Program Strengths

1. *Orientation attendance for summer programs increased over previous years.*

The number of students attending new student orientation summer programs increased by 161 students in comparison to students who attended in 2010. Nearly 2,800 students signed up to attend these sessions, which is a significant increase over previous years.

Students Attending New Student Orientation for Fall Semester 2011

	2007	2008	2009	2010	2011
Registered to attend	1,437	1,717	1,806	2,456	2,793
Attendance	1,128 79%	1,284 75%	1,669 92%	1,882 76%	2,043 73%
New Student Enrollment (new freshman, transfer, early college)	2,290	2,554	2,914	2,608	3,719

Percentage of students attending Orientation

49%^	50%^	57%^	72%^	55%*
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^For 2007-2010, only first-time new freshman were invited to New Student Orientation.

*Beginning Fall 2011, all new students were invited to attend New Student Orientation including new freshman, transfer, and early college students.

A record of attendance for each session for 2011 is included. This summer, an additional session on 5/11 was added to accommodate transfer and non-traditional students admitted for Fall 2011.

Semester	Date	Type	Registered	Attended	Yield
Spring 2011	11/19/2010	Transfer/Non Trad/Traditional	175	107	61%
Spring 2011	12/2/2010	Transfer/Non Trad/Traditional	183	123	67%
Summer 2011	3/29/2011	Transfer/Non Trad/Traditional	117	61	52%
Summer 2011	3/31/2011	Transfer/Non Trad/Traditional	66	42	64%
Fall 2011	5/11/2011	Transfer/Non Trad	164	123	75%
Fall 2011	6/15/2011	Transfer/Non Trad/Traditional	483	335	69%
Fall 2011	6/24/2011	Transfer/Non Trad/Traditional	410	282	69%
Fall 2011	6/29/2011	Transfer/Non Trad/Traditional	280	213	76%
Fall 2011	7/7/2011	Davis Campus	89	60	67%
Fall 2011	7/12/2011	Transfer/Non Trad/Traditional	303	228	75%
Fall 2011	7/21/2011	Transfer/Non Trad/Traditional	366	270	74%
Fall 2011	8/9/2011	Transfer/Non Trad/Traditional	350	282	81%
Fall 2011	8/19/2011	Transfer/Non Trad/Traditional	348	250	72%

Fall 2011 Attendance	2043
2011 Grand Total Attendance*	2376

*Doesn't include students who participated in Orientation Preview

2. Attendance to Parent & Family Orientation continues to increase

In addition to an evening session, an afternoon Parent Session was held concurrently during New Student Orientation. This allowed us to capture parents while they were here to provide more detailed information for them. This also created an opportunity for the students to be independent and interact within their group.

Parent Orientation Attendance	
<i>Year</i>	<i>Attendance</i>
2008	195
2009	176
2010	365
2011	474

Parents Attended		
Date	Afternoon	Evening
6/15/2011	90	18
6/24/2011	64	13
6/29/2011	35	10
7/7/2011	N/A	5
7/12/2011	37	15
7/21/2011	40	21
8/9/2011	31	N/A
8/19/2011	95	N/A

Total Attendance	474
Total Surveys	141

3. *Wildcards were successfully issued and distributed to students.*

We continued issuing Wildcards during New Student Orientation and increased the number of cards issued by 445 students. Sixty-five percent of all students who attended a session received a Wildcard.

Date	Wildcards Issued
11/19/2010	21
12/2/2010	107
3/29/2011	68
3/31/2011	42
5/11/2011	82
6/15/2011	285
6/24/2011	256
6/29/2011	180
7/7/2011	34
7/12/2011	192
7/21/2011	234
8/9/2011	199
8/19/2011	296

Grand Total	1996
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4. New Student Orientation is in line with student's and parents' expectations.

An overwhelming 95% of students stated we met their expectations. In addition, 83% of students also stated the length of the program was appropriate. When asked why students attended Orientation, the top four answers were to tour campus, to register for classes, to see what Weber State is like, and to meet new students. Our schedule and events highlight these expectations. We understand that Orientation is a recruiting opportunity and students are still finalizing decisions, hence reflected in their desire to see what Weber State is like. This year we focused on activities to entice students to interact more with each other. (See details under new initiatives). For parents, 92% stated they would recommend the event for other students.

5. The Activity Showcase is a beneficial event for students and participants

One goal for this year was to increase the effectiveness of the Activity Showcase in the eyes of students and campus participants. When surveying students, 62% stated the event was worthwhile and on average, reported visiting with 10-12 booths, an increase from the reported average of 3 booths in 2010.

Activity Showcase participants reported visiting with an average of 30 students each session and 97% stated the event was beneficial for their club/organization or department. In addition, 62% stated the enrollment and/or student participation had increased as a result of their interactions with students during this event.

Many new initiatives helped to meet this goal. The event was spread outside the Union Building to allow for more room and creativity on the part of the participants. For the first time, students nominated booths based on their interactions and use of creativity. Prizes were also given to students who visited the most booths.

Other notable statistics include:

Of the students who registered for classes, nearly 65% of them registered for 3-5 classes at Orientation.

63% of students thought the food provided was delicious.

94% of parents were satisfied with the content provided during parent session.

New Initiatives

1. *Event registration and communication managed through EMAS*

Once students registered for the list, they were directly imported into EMAS. This allowed the Orientation Office to streamline the process and manage communication more aggressively. Students received multiple means of communication including several additional emails as well as phone calls. (*See appendix for communication plan details*).

2. *Parent surveys were administered online*

Utilizing studentvoice.com allowed our office to administer surveys to parents online the day of the event. This also provided the flexibility to communicate with parents following Orientation to solicit feedback. In addition to the online survey, parents were entered into a prize drawing for WSU Football tickets as well. This not only motivated parents to complete the survey, but also entices parents to participate and engage in the WSU community.

3. *A wider variety of students were invited to participate in the sessions*

A new website was created to invite all student types to participate in Orientation. In the past, the summer programs have been designed strictly for incoming freshman. This year, in collaboration with the Transfer Office and Student Success Center, transfer, non-traditional and early college students were all invited to participate.

Transfer students were invited to participate in a separate opening to discuss articulation, CatTracks, and how academic advising is structured on campus. Early College students also participated in an additional meeting prior to the beginning of Orientation. Following these, all students were divided into groups based on their major. This allowed the flexibility to customize the information each student was receiving while creating opportunity to interact with all students.

We also created a separate event geared for transfer and non-traditional students to attend on 5/11/2011. Students admitted for Fall 2011 were invited but the schedule was reduced to allow for a more concise event.

4. *Orientation Preview provided an online component for transfer and out-of-state freshman*

As a pilot program, this year our office offered online interactive presentations, Orientation preview, for specific students.

Knowing transfer students vary so widely in their educational experience and articulation concerns, we invited them to participate. Following the 5/11 event, transfer students who signed up to attend a summer event, were invited via email to participate in Orientation Preview. Using Wimba Live, the presentation included CatTracks, articulation, and general education academic advising. The goal was to provide students tools for the most commonly asked questions and prepare them prior to attending Orientation.

Out-of-state freshman who specifically registered for the last Orientation session (8/19) were targeted as well. Geography presents a challenge for these students as far as obtaining advising regarding which classes to register for while the class selection is still ideal. The presentation for these students included how to set up their eWeber portal and academic advising for each college.

Both programs were designed to address needs of specific students and prepare them to attend a future Orientation session.

5. Create intentional opportunities for more meaningful interactions between students

In order to achieve a greater sense of unity, groups received points for certain tasks throughout the event. The opening session for freshman was presented by 1-2 students to provide a more realistic view of campus and display the need for peer interaction. Trivia questions throughout the opening, as well as the campus tour, were designed to keep the information relevant and create competition between groups. Points were also given to the team whose team members visited the most booths during the Activity Showcase. In addition, group pictures were taken during the campus tour, and posted on our Facebook page. Student Ambassadors sent a personal email to all group members with the URL link for their group picture.

Through the use of social media, competition and peer modeling, students were provided opportunities to interact and create meaningful connections.

Program Goals/Recommendations for 2011/2012

1. Address desire for personal attention

- Invite more students to participate in Orientation Preview
- Incorporate 'Enrollment Services One Stop Shop' in Activity Showcase
- Explore options for addressing financial aid concerns during Parent Session
- Streamline course registration process
- Explore option to add housing tour component as an optional event
- Provide clear list of Orientation outcomes for students

2. *Streamline process to sign up for Orientation for students and staff members*

- Explore options of signing up for Orientation inside student portal
 - Allow students to see date they've signed up for, change or modify
 - Link to website for additional info
 - Familiarize student with portal – incentive to use student email address

3. *Explore options for extended/outdoor program*

- Research what other institutions are offering/doing
- Hold focus group and survey WSU students
- Brainstorm with campus partners (Housing, Campus Recreation)
- Explore possible cost and benefits

4. *Increase overall yield rate of new freshman attending Orientation*

- Study Benchmark Survey to find trend/pattern for students who did not attend
- Hold focus group and survey
- Educate WSU Campus
- Educate high school partners

5. *Decrease number of evening Parent Sessions*

- Eliminate session at Davis Campus
- Explore option of one event in June & July

6. *Expand out-of-state student Orientation session*

- Collaborate with housing and WSUSA to provide social events
- Include more community partners
- Provide alternative activities
- Provide meal plan information

2011-2012 Orientation Dates

For students attending Spring 2012

11/22/11 2-6 pm

11/30/11 2-6 pm

For students attending Summer 2012

3/27/12

4/4/12

For students attending Fall 2012

6/13/12

6/26/12

7/11/12

7/19/12

8/1/12

8/17/12

*Need to scheduled two more sessions in June along with Davis Campus session in early July
Dates subject to change