Dear University Partners:

In an effort to advance the University’s mission of providing transformative, high-quality educational experiences, Orientation & First-Year Programs (OFYP) in the Office of Undergraduate Education supports the transition and persistence of first-year students through a variety of programs and services. All of our programs are implemented with a data-driven, student-centered approach to ensure a seamless transition for students as they become University community members and strive to be life-long learners.

Our programmatic areas included New Student Orientation, welcome programs (including Welcome Week and Transfer Welcome Days), Kick-It!, transfer online orientation, Gold Book, Gopher Guide, biennial First-Year Conference, leadership development programs (which includes training 28 Orientation Leaders, 10 Transfer Student Ambassadors (TSA), and more than 400 Welcome Week Leaders), as well as other electronic and print communications.

The 2015 program cycle proved to be very exciting! During this time, we served first-year students including freshmen and transfer as well as parents of first-year and transfer students. We implemented Welcome Week for the eighth year and continue to enhance transfer programming.

We have continued our social media efforts by promoting the Twitter hashtag #umn19 at Orientation and Welcome Week, as well as communicating with the Class of 2019 and transfer students through audience-specific Facebook pages.

This Annual Report provides program statistics and a big picture of the programs and services offered in an effort to fulfill our office mission. Our work is not done in isolation, but is grounded in collaboration. I invite you to learn more about many of the accomplishments of OFYP by reading the following pages. Your feedback is welcome. We truly appreciate the support we receive campus-wide and value you as our partners in ensuring that students have a successful transition to collegiate life.

Sincerely,

Beth M. Lingren Clark
Assistant Dean and Director of Orientation & First-Year Programs
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Vision
All entering students will experience a seamless transition and become engaged community members.

Mission
The mission of OFYP is to provide quality transitional experiences that maximize students’ potential for personal and academic success.

Core Values
Student Success
Dedicated to the success of each individual.

Building Community
Celebrating diversity, encouraging responsibility, and creating a sense of belonging.

Collaboration
Strengthening our work by building internal and external relationships.

Leadership
Developing the leader within us all.

Commitment to Excellence
Pursuing our work with professionalism, innovation, scholarship, and integrity.

Goals
In connection with OFYP’s mission and the University’s retention goals, OFYP programs and experiences will support the student transition and sense of belonging by:

• Helping students understand and thrive in their transition
• Creating a welcoming environment
• Communicating academic expectations and pathways
• Sharing information about how to navigate resources
• Fostering community development
• Conveying the importance of student engagement
• Connecting new students with peer leaders
Parent Orientation

Parent Orientation attendance at the U of M has been one of the lowest in the Big 10. In 2015, we set a goal of having 60% of incoming first-year students bring one or more parents to Parent Orientation. To meet the goal, several communication enhancements were made including:

- Enhancements to CLA’s orientation database system. After students selected their orientation day they were given the opportunity to list up to four parent/family email addresses. Automatic emails were then sent to the addresses provided informing the family of the student’s orientation date and instructions on how to sign up for the Parent Orientation program.

- In the past, the Orientation Newsletter contained both student and parent information in the same publication. In 2015, the Orientation Newsletter was redesigned so the parent orientation content was in a separate print piece that was stuffed in the student newsletter. We separated these items to show that parent registration is a separate process. We also created a separate international parent piece that accompanied the international student newsletter.

These enhancements were effective. The number of students who brought at least one parent to orientation increased to 61.5%.
Student Leadership Development Strategies

In an effort to better serve our student leaders, OFYP implemented a number of new developmental strategies in 2015. First, we conducted the first-ever performance reviews with the Orientation Leaders. The purpose of the OL performance reviews was to provide a collaborative assessment of the student leaders’ performance for purposes of accountability and continued personal and professional growth. OFYP’s core values along with the University’s Student Development Outcomes served as the guiding framework for the review. The process was structured as a 360° review with Orientation Leaders providing reflective comments about themselves and three other Orientation Leaders. Each Orientation Leader received a summary report of their feedback, their peers’ feedback, and their supervisor’s feedback at a one-on-one meeting at the end of the experience. We will aim to expand the performance reviews to other student leader positions in future years.

Also in 2015, OFYP worked to incorporate recommendations from the 2014 WWL training review. This included offering separate spring training sessions for returning WWLs only and shifting the focus of the WWL role from that of a logistical manager to that of a host. We incorporated new training elements to promote the hosting model, including a new workbook-style manual which allowed WWLs to incorporate more of their own stories and experiences into the WW programming with their students and a performance focused on identity by Guante who is a critically-acclaimed hip hop artist, two-time National Poetry Slam champion, activist, educator, and current U of MN grad student.
Transfer Welcome Days

There was a significant increase in attendance and participation of new transfer students in the Fall 2015 Transfer Welcome Days program. This year we saw 725 students attend at least one Transfer Welcome Days event, which was an increase of 13% from 2014.

The Transfer Tailgate was an event where we saw a significant attendance increase, jumping from 33% to 50%. Some changes we made this year that attributed to the increased participation included a new location, a meal served at the tailgate, and the addition of more activities. This year’s Tailgate moved to Coffman Plaza, a location that students were already familiar with. It was a better fit for our anticipated increase in attendees.

We also collaborated with Army ROTC and Facilities Management to offer some enhanced activities. Army ROTC offered a blow-up obstacle course and Facilities Management donated lawn activities including life-size Jenga, table tennis and a foosball table. Finally, to capitalize on the participants’ high energy, we had a DJ to help create a game day atmosphere.

In 2015 we also offered a kick-off and welcome at Northrop Auditorium where transfer students watched Pieces of the Puzzle – a theatrical representation of campus life issues including alcohol use, sexual assault, academics, integrity, and mental health issues. See pg. 28 for details.

Another contributing factor to our increased attendance was the addition of Saturday morning programming. One Stop Student Services hosted a “Live Like a Student” session and we collaborated with Welcome Week to have transfer students attend the community engagement sessions.

Ultimately, we have a schedule and structure that really works for our students and our campus partners. We will continue to improve our program utilizing these schedules as the foundation from which to grow and change.
Awards

Marissa Smith, Access Achievement Award, Disability Resource Center

Outstanding Handbook for New Students or Family Members, Gold Book 2015-2016, NODA Annual Conference (Denver, CO)

Presentations

Chelsea Garcia and Lisa Gruszka, *Using a Redundancy Map to Impact the Transfer Student Experience*, NODA Annual Conference (Denver, CO)

Marissa Smith, Mike Dixon, and Kelsey Neigebauer, *Mission Possible: Invigorating student leader training through your organization’s vision and mission*, NODA Regional Conference (Madison, WI) and Focusing on the First-Year Conference (Minneapolis, MN)


Leadership

Beth Lingren Clark served as the President for NODA: Association for Orientation, Transition, and Retention in Higher Education.

Lisa Gruszka serves as the NODA: Association for Orientation, Transition, and Retention in Higher Education, Region 5 Coordinator.

Jennifer Porter, co-chair President’s Coalition for a Respectful U.
OFYP Financial Data

This past year, our overall budget remained essentially the same – $2.7 million.

<table>
<thead>
<tr>
<th>Program/Account</th>
<th>Funding Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Week</td>
<td>O&amp;M, Freshman Confirmation Fees, Sponsorships</td>
</tr>
<tr>
<td>Freshman Orientation</td>
<td>Freshman Confirmation Fees</td>
</tr>
<tr>
<td>Transfer Orientation/Transfer Experience Programs</td>
<td>Transfer Confirmation Fees</td>
</tr>
<tr>
<td>Parent Orientation</td>
<td>Program Fees paid by Parents</td>
</tr>
<tr>
<td>First-Year Programming</td>
<td>O&amp;M, Freshman/Transfer Confirmation Fees</td>
</tr>
<tr>
<td>Central Office</td>
<td>O&amp;M, Freshman/Transfer Confirmation Fees</td>
</tr>
<tr>
<td>Gopher Guide</td>
<td>Advertising, Sales to Bookstore</td>
</tr>
</tbody>
</table>

O/M (State): 35% of budget

Confirmation Fees: 55% of budget

**Freshman: New High School (NHS):** Confirmation Fee $250
- $148 for Orientation and First-Year Initiatives
- $75 for Welcome Week
- $12 to Admissions for processing

**Transfer: New Advanced Standing (NAS):** Confirmation Fee $80
- $70 for Transfer programming
- $10 to Admissions for processing

**Parent Orientation/Evening Parent Program Fees:** 5% of budget

**Sales/Sponsorships:** 5% of budget

Internal departments and external businesses sponsor various programs in OFYP. OFYP receives more than $150,000 in departmental support and more than $100,000 in sponsorships from external businesses.
OFYP Sponsorships

To be a corporate sponsor, the organization must philosophically align to the departmental goals of OFYP. Sponsors meet with departmental representatives multiple times a year to create a beneficial experience for students. Current sponsors are noted below in the “External” sponsorship list.

In 2015, OFYP brought in $119,659 from external sponsors.

Sponsorships Include

<table>
<thead>
<tr>
<th>External</th>
<th>Internal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coca-Cola</td>
<td>Army ROTC</td>
</tr>
<tr>
<td>Jimmy John’s</td>
<td>Auxiliary Services</td>
</tr>
<tr>
<td>Land O’ Lakes</td>
<td>Housing and Residential Life</td>
</tr>
<tr>
<td>Metro Transit</td>
<td>Intercolligate Athletics</td>
</tr>
<tr>
<td>Stadium View Apartments</td>
<td>MyU Web Portal</td>
</tr>
<tr>
<td>Target</td>
<td>Office for Fraternity &amp; Sorority Life</td>
</tr>
<tr>
<td>TCF Bank</td>
<td>Office for Student Affairs</td>
</tr>
<tr>
<td>UPS</td>
<td>One Stop Student Services</td>
</tr>
<tr>
<td></td>
<td>Parent &amp; Family Program</td>
</tr>
<tr>
<td></td>
<td>Recreation and Wellness</td>
</tr>
<tr>
<td></td>
<td>Student Unions &amp; Activities</td>
</tr>
<tr>
<td></td>
<td>U Card Office</td>
</tr>
<tr>
<td></td>
<td>University of Minnesota Bookstores</td>
</tr>
<tr>
<td></td>
<td>University Dining Services</td>
</tr>
</tbody>
</table>

OFYP Sales

OFYP offers the opportunity for campus departments and local businesses to advertise both in print through the Gopher Guide and in person at Explore U.

Gopher Guide: This annual publication provides the opportunity to reach incoming and continuing students through print advertisements. In 2015, Gopher Guide advertisement sales brought in $49,050. The ad sales plus the University Bookstore’s purchase of guides cover the cost of printing 16,950 Gopher Guides.

Explore U: Local businesses and large corporations have the opportunity to participate in the Explore U vendor fair during Welcome Week. This event is the only time vendors are able to access the entire first-year class. The revenue generated by Explore U is used to supplement other areas of the Welcome Week program. In 2015, Explore U registration brought in $40,600 and an additional $30,649 in trade.
Freshman Student Orientation

First-year students enrolling in fall semester attend a two-day, overnight orientation experience in June or July. Based on a small group model, students learn about University resources and academic expectations, meet with their college of enrollment, and register for classes.

In August, three orientation dates are offered to better accommodate the number of international students who planned to attend. These additional dates provide college staff more time to better meet the needs of these students. In addition, OFYP worked closely with International Student and Scholar Services (ISSS) to create a one-stop orientation program. International students completed the new online Global Gopher Orientation created by ISSS prior to arrival and then attended Immigration Check-In in the morning of their first day of orientation. This new schedule meant the international students completed the requirements of the International Student Orientation prior to the University orientation. This also meant that the international students were able to join the domestic students and an Orientation Leader to have a small group orientation experience.

All confirmed freshmen pay a $250 confirmation fee (see page 9).

What students said...

“Fantastic experience! I loved my Orientation Leader, the academic advisors, the peer leaders, etc. Perfect orientation!”

University Welcome

Orientation Group

Orientation Leaders

College Meeting
Total Fall NHS Tenth Day Enrollment = 5,771

Note: Check-in list numbers include unknown small number of duplicates due to students rescheduling Orientation dates.

<table>
<thead>
<tr>
<th>College</th>
<th>Check-in List (College)</th>
<th>Actual Check-in (OFYP)</th>
<th>% Show of Check-in List</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLA</td>
<td>2,649</td>
<td>2,582</td>
<td>97%</td>
</tr>
<tr>
<td>CSE</td>
<td>1,087</td>
<td>1,076</td>
<td>99%</td>
</tr>
<tr>
<td>CSOM</td>
<td>567</td>
<td>561</td>
<td>99%</td>
</tr>
<tr>
<td>CEHD</td>
<td>472</td>
<td>461</td>
<td>98%</td>
</tr>
<tr>
<td>CBS</td>
<td>551</td>
<td>536</td>
<td>98%</td>
</tr>
<tr>
<td>CFANS</td>
<td>349</td>
<td>340</td>
<td>97%</td>
</tr>
<tr>
<td>CDES</td>
<td>265</td>
<td>254</td>
<td>96%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5,940</strong></td>
<td><strong>5,810</strong></td>
<td><strong>98%</strong></td>
</tr>
</tbody>
</table>
Transfer Student Orientation

New transfer students fulfill the orientation requirement in a two-step process consisting of an online orientation and an on-campus orientation. The online orientation program, administered through Moodle, provides valuable information about the student’s college of enrollment, as well as University resources, services, and policies.

Completion of Online Orientation is required for all students and enforced by all colleges prior to attending the on-campus orientation. At Transfer Orientation, students meet with representatives from their college and register for classes, and have the opportunity to explore campus.

All confirmed transfer students pay an $80 confirmation fee (see page 9).

### On-Campus Orientation: January 2015

<table>
<thead>
<tr>
<th>College</th>
<th>Check-in List (College)</th>
<th>Actual Check-in (OFYP)</th>
<th>% Show of Check-in List</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDES</td>
<td>31</td>
<td>31</td>
<td>100%</td>
</tr>
<tr>
<td>CEHD</td>
<td>72</td>
<td>68</td>
<td>94%</td>
</tr>
<tr>
<td>CFANS</td>
<td>70</td>
<td>68</td>
<td>97%</td>
</tr>
<tr>
<td>CLA</td>
<td>790</td>
<td>758</td>
<td>96%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>963</strong></td>
<td><strong>925</strong></td>
<td><strong>96%</strong></td>
</tr>
</tbody>
</table>

Total Fall NAS 10th day Enrollment = 2,114

Note: Check-in list counts include an unknown small number of duplicates due to students rescheduling Orientation dates.

### On-Campus Orientation: Summer 2015

<table>
<thead>
<tr>
<th>College</th>
<th>Check-in List (College)</th>
<th>Actual Check-in (OFYP)</th>
<th>% Show of Check-in List</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>86</td>
<td>80</td>
<td>93%</td>
</tr>
<tr>
<td>CDES</td>
<td>106</td>
<td>100</td>
<td>94%</td>
</tr>
<tr>
<td>CEHD</td>
<td>132</td>
<td>119</td>
<td>90%</td>
</tr>
<tr>
<td>CFANS</td>
<td>160</td>
<td>151</td>
<td>94%</td>
</tr>
<tr>
<td>CLA</td>
<td>1,404</td>
<td>1,342</td>
<td>96%</td>
</tr>
<tr>
<td>CSE</td>
<td>345</td>
<td>325</td>
<td>94%</td>
</tr>
<tr>
<td>CSOM</td>
<td>69</td>
<td>64</td>
<td>93%</td>
</tr>
<tr>
<td>NUR</td>
<td>9</td>
<td>7</td>
<td>77%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,311</strong></td>
<td><strong>2,188</strong></td>
<td><strong>95%</strong></td>
</tr>
</tbody>
</table>
## Transfer Student Online Orientation

### Online Orientation: January 2015

<table>
<thead>
<tr>
<th>College</th>
<th>Total Attend Orientation</th>
<th>Total Complete Online Orientation</th>
<th>% Complete Online Orientation</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDES</td>
<td>31</td>
<td>30</td>
<td>97%</td>
</tr>
<tr>
<td>CEHD</td>
<td>68</td>
<td>64</td>
<td>94%</td>
</tr>
<tr>
<td>CFANS</td>
<td>68</td>
<td>68</td>
<td>100%</td>
</tr>
<tr>
<td>CLA</td>
<td>758</td>
<td>758</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>925</strong></td>
<td><strong>920</strong></td>
<td><strong>99%</strong></td>
</tr>
</tbody>
</table>

### Total Online Orientation Completion: Summer 2015

<table>
<thead>
<tr>
<th>College</th>
<th>Total Attended On-Campus Orient.</th>
<th>Total Complete Online Orient.</th>
<th>Total % Complete Online Orient.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSOM</td>
<td>64</td>
<td>63</td>
<td>98%</td>
</tr>
<tr>
<td>CBS</td>
<td>80</td>
<td>77</td>
<td>96%</td>
</tr>
<tr>
<td>CDES</td>
<td>100</td>
<td>97</td>
<td>97%</td>
</tr>
<tr>
<td>CEHD</td>
<td>119</td>
<td>116</td>
<td>97%</td>
</tr>
<tr>
<td>CFANS</td>
<td>151</td>
<td>151</td>
<td>100%</td>
</tr>
<tr>
<td>CLA</td>
<td>1,342</td>
<td>1,323</td>
<td>99%</td>
</tr>
<tr>
<td>CSE</td>
<td>325</td>
<td>319</td>
<td>98%</td>
</tr>
<tr>
<td>NUR</td>
<td>7</td>
<td>7</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,188</strong></td>
<td><strong>2,153</strong></td>
<td><strong>98%</strong></td>
</tr>
</tbody>
</table>
Parents and families of new students are invited to attend an optional parent orientation program. This one-day program runs concurrent to freshman orientation and provides parents the opportunity to learn more about tuition, financial aid and billing, health and safety, their student’s college of enrollment, housing, and typical first-year transition issues.

Summer 2015

Program Costs:

- Parent Orientation Day Program: $25
- Parent Orientation Day Program - On-site: $35
- Parent Orientation Day Program - Child: $10
- Evening Parent Program: $35

Day Program

- Total parents who attended in 2015: 5,447 (record number, see page 5 for details)
### Summer Parent Attendance by College

<table>
<thead>
<tr>
<th>College</th>
<th># of Students with Parents/Guests</th>
<th># of Students</th>
<th>% of Students with Parent/Guest Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSE</td>
<td>746</td>
<td>1,076</td>
<td>79%</td>
</tr>
<tr>
<td>CLA</td>
<td>1,522</td>
<td>2,582</td>
<td>59%</td>
</tr>
<tr>
<td>CSOM</td>
<td>403</td>
<td>561</td>
<td>72%</td>
</tr>
<tr>
<td>CEHD</td>
<td>210</td>
<td>461</td>
<td>46%</td>
</tr>
<tr>
<td>CBS</td>
<td>317</td>
<td>536</td>
<td>62%</td>
</tr>
<tr>
<td>CDES</td>
<td>177</td>
<td>254</td>
<td>70%</td>
</tr>
<tr>
<td>CFANS</td>
<td>200</td>
<td>340</td>
<td>59%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,575</strong></td>
<td><strong>5,810</strong></td>
<td><strong>61.5%</strong></td>
</tr>
</tbody>
</table>

### What parents/family members said...

“We both feel very prepared and excited for the upcoming year. Thank you for making us feel welcome and educated. Impressive that with 5,000 incoming freshman we still feel like we matter as an individual family. Great job!”
Parents and family of new transfer students are invited to attend an optional parent/guest orientation program. This half-day program runs concurrent to transfer orientation and provides parents the opportunity to learn more about tuition, financial aid and billing, health and safety, university resources, and the parent program.

There is a $15 cost to attend this program which includes lunch and printed resources. We implemented this as a new fee in January 2015.

January 2014 Attendance: 137

Summer 2015 Attendance: 376

<table>
<thead>
<tr>
<th>Dates</th>
<th>Total Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 25-26</td>
<td>130</td>
</tr>
<tr>
<td>July 20-23</td>
<td>157</td>
</tr>
<tr>
<td>August 19-25</td>
<td>76</td>
</tr>
<tr>
<td>September 2, 4</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>376</strong></td>
</tr>
</tbody>
</table>

University Welcome

Morning Activities

University Welcome
Leadership Development Programs

Student leaders play a critical role in OFYP’s programming. While the leadership opportunities vary, they are all grounded in a commitment to promoting student development and advancing OFYP’s vision and mission.

Orientation Leaders

Orientation Leaders (OLs) are responsible for administering a successful New Student Orientation and Welcome Week. Prospective OLs participated in a competitive three-tiered selection process that included an initial application, group interview, individual interview, and a college interview. In 2015, OFYP received 110 applications for the 28 available spots. The students selected for the 2015 OL team represented all seven freshman-admitting colleges, had an average GPA of 3.4, and had participated in numerous other leadership and involvement opportunities on campus.

The OLs participated in an extensive training program to prepare for the responsibilities associated with their role. Spring training included a three-day retreat in January and a weekly meeting on Wednesday nights for four hours. Training topics included diversity and social justice, student development theory, strengths, vulnerability, the power of language, conflict resolution, and leadership. During the spring, OLs were also responsible for recruiting and training the Welcome Week Leaders.

Training intensified in May with daily sessions starting two weeks prior to Orientation. Summer training covered the content and logistics of New Student Orientation. OLs practiced facilitating small groups and studied techniques for ensuring all students would feel welcomed and included. During summer training, the OLs learned to perform Pieces of the Puzzle, a theatrical representation of college life issues.

The last component of training occurred in August, just prior to Welcome Week. During this time, OLs learned how to supervise and train their Welcome Week Leaders as well as the logistics of Welcome Week.
Orientation Leader Performance Reviews

In keeping with OFYP’s commitment to student success, we conducted the first-ever performance reviews with the Orientation Leaders in 2015. The purpose of the OL performance reviews was to provide a collaborative assessment of the student leader’s performance for purposes of accountability and continued personal and professional growth.

OFYP’s core values along with the University’s Student Development Outcomes served as the guiding framework for the review. The process was structured as a 360° review with Orientation Leaders providing reflective comments about themselves and three of their fellow orientation leaders. Each Orientation Leader received a summary report of their feedback, their peers’ feedback, and their supervisor’s feedback at a one-on-one meeting at the end of the experience.

What students said about their OL…
(Strongly Agree and Agree responses noted)

- Was knowledgeable about the WW program – 93%
- Helped me feel welcome at the University - 93%
- Was an effective facilitator – 92%
- Was an effective presenter – 92%
- Worked well with my Orientation group – 92%
- Was approachable – 92%
- Was respectful – 93%
- Was knowledgeable about the university – 93%
- Made my Orientation experience very enjoyable – 91%

“My Orientation Leader was extremely helpful in making me feel comfortable about my decision to come to the U. They were exuberant and enthusiastic and made everyone in our group feel comfortable. They showed me what to expect, how to be successful, and truly made me feel excited about my college career.”
Transfer Student Ambassadors

Transfer Student Ambassadors (TSAs) are responsible for administering a successful Orientation and Transfer Welcome Days programs for our transfer students.

Prospective TSAs participated in a competitive selection process that included an initial application and group interview. In 2015, OFYP received 37 applications for the 11 available spots.

The 11 TSAs participated in a spring training program to prepare for the responsibilities associated with their role. Spring training included three meetings on Tuesday nights for two-and-a-half hours. Training topics included diversity, social justice, strengths, facilitation skills, the power of language, transfer story and university resources, and leadership.

Training intensified in May with three days of sessions prior to the start of summer orientation programs. These three days covered the content and logistics of the program, an overview of campus resources, an understanding of the transfer student profile, and a synopsis of transfer shock theory. TSAs practiced their roll call, prepared elevators speeches, and rehearsed the East Bank campus tours in addition to learning how to respond to the needs of students and families during the time of transition.

During the summer, four TSA team members were selected to serve as Welcome Hosts and were responsible for delivering a keynote address to the new students and their guests at Orientation. This session covered topics such as Involvement, Academic Rigor, Commuting, Finances, and Engaging with your Major Outside of the Classroom. The TSAs worked in pairs and planned, wrote and then delivered their welcome. This session allowed for more engagement from the audience and promoted building connections with those around them.

TSAs also hosted our Transfer Welcome Days program where they guided and helped students throughout the program. For the “Insider’s Guide to the U of M” session, each TSA designed and facilitated their own dynamic tour of campus that allowed them to share stories of their first-year experience on campus as a transfer student.
Helped me feel welcome at the University – 95%
Were approachable – 95%
Were respectful – 95%
Were knowledgeable about the university – 94%
Made my Orientation experience very enjoyable – 94%

“We were very nice and welcoming. They tried to sound encouraging by relating stories from when they first started at the U of M and how far they’ve come.”

“They were very nice and approachable. TSAs had an answer to nearly every question that was thrown their way.”

“Nice people who were very down to earth. I felt comfortable talking to them and asking them questions.”

“They were very welcoming and invited all students to be involved in conversation and ask questions.”

(Strongly Agree and Agree responses noted. Findings are based on the responses to the program evaluation that is available to new transfer students during their orientation experience. 1,329 students completed the evaluation, out of the 2,188 students who checked in for orientation for a 61% response rate.)
Welcome Week Leaders

Welcome Week Leaders (WWL) are responsible for guiding new first-year students through the Welcome Week program. There were 761 students who applied to be a WWL for 2015. These WWLs were required to participate in three training workshops during the spring semester as well as a four-day Prep Week just prior to the start of Welcome Week. WWLs who meet the minimum qualifications, complete all of the required trainings, as well as a series of ongoing online tasks were ultimately assigned to lead a group during the program. There were 456 WWLs assigned in 2015 – a record high!

WWL spring training focused on building a community of leaders, bystander awareness, and how to be an effective ally. OFYP partnered with campus leaders in the Aurora Center for Advocacy and Education and the Office of Equity and Diversity to deliver these trainings. WWLs were also trained how to facilitate story circles with first-year students in order to encourage more meaningful dialogue and connections to the WW program. WWLs continued to report that story circles were a favorite feature of their experience.

What Welcome Week Leaders said...

“Participating in the program helped me expand my comfort zone and challenged myself to do things that I previously didn’t think I was capable of doing. I have more confidence in my ability to lead effectively and I have made connections with people around campus that I otherwise wouldn’t have.”
Each year, about 75 WWLs choose to return to the role for another year. In Spring 2015, OFYP created a separate training track for these returners. The goals of the returner training sessions were to begin to build a sense of community and commitment among the returning WWLs, honor their previous experience, and provide an opportunity for deeper reflection.

Also in 2015, OFYP worked to incorporate recommendations from the 2014 WWL training review. This included shifting the focus of the WWL role from that of a logistical manager to that of a host. We incorporated new training elements to promote the hosting model, including a new workbook-style manual which allowed WWLs to incorporate more of their own stories and experiences into the WW programming with their students and a performance focused on identity by Guante who is a critically-acclaimed hip hop artist, two-time National Poetry Slam champion, activist, educator, and current U of MN graduate student.

**What the WWLs said about the returner training sessions…**
(Strongly Agree and Agree responses noted)

- This training helped me feel a sense of community and commitment among the returning WWLs – **100%**
- This training honored my previous experience and provided me with an opportunity for deeper reflection – **96%**
- The format of these sessions (e.g. types of activities, amount of discussion) was appropriate – **94%**

“**It was awesome getting to know the community of returners! It also felt great helping shape the Welcome Week program.”**

**What students said about their WWLs…**
(Strongly Agree and Agree responses noted)

- Was knowledgeable about the WW program – **93%**
- Made me feel welcome at the University – **92%**
- Respected me as a new student – **94%**
- Was a good representative of the U of M – **92%**
- Would recommend for future leadership positions – **90%**

“**My Welcome Week Leader was amazing! They set our group up with the knowledge we needed to succeed.”**
After Freshman Student Orientation, students continued their transition to the U of M by participating in Welcome Week, a six-day, on-campus experience prior to the start of the fall semester. By sharing the experience of Welcome Week with the Class of 2019 students:

- Learn to connect with and meet other new students
- Navigate campus relevant to their daily experiences
- Become confident in understanding resources and networks available to them at the U
- Participate in and understand a variety of campus traditions
- Learn to work through challenges
- Explore communities within the U to find their place and a sense of belonging
- Understand community expectations of them as a U of M student

The Welcome Week Advisory Committee developed the above new objectives in response to the external review conducted in 2014. While the major components of the program did not change significantly, these objectives more specifically articulate the intent of the program and align with OFYP goals. Welcome Week continues to create a welcoming environment and sense of belonging for new students.
Highlights from this year’s program include:

Personal Schedule Enhancement
The check-in process for new students was simplified through combining the Welcome Week personal schedules and nametags into one printed piece. The name tags were printed to tear off the bottom of the schedule and could then be folded to fit into a lanyard. The back of the name tag included important phone numbers and additional resources students would have with them throughout the program. Enhancements to the formatting of the schedule made it more attractive and printing the schedules off-site at Printing Services proved to save many hours of in-house printing and sorting. Overall this process was more efficient for staff and provided students with simplified materials.

Off-Campus Living
In partnership with the newly developed Office for Off-Campus Living, additional events were added to the Welcome Week program to engage students who live off campus. These events included a special welcome in Northrop Auditorium to kick off the program, additional small group meeting after College Day, streaming of the Jermaine Davis keynote online, and optional dinner at a campus restaurant on U of M Day. In addition, students were grouped by areas of interest they indicated in Event Selection in an effort to assist in making connections more easily.

Respect U
Respect U went through a major revision after feedback from students and past participating units that it was too overwhelming to interact with so many different areas in a short amount of time. The revised event was a 20-minute presentation on what it means to create a respectful, caring campus community. It focused on several lines from Pieces of the Puzzle viewed at New Student Orientation “You can do this. There are places on this campus you can go. You are not alone. There are people who will listen to your story.” After the event, students had the opportunity to commit to an action item related to RespectU.

Football Game at 8:00 p.m.
For the first time Gopher Football took the field for an 8:00 p.m. game on Thursday night. This schedule change allowed for colleges to program for an additional hour and still give students time to decompress before heading to the stadium. Students were engaged with the game for its entirety, which meant the Mac Dance and U of M Day programming had lower attendance than in years past. There was record attendance at the game! (See pg. 27 for details)
Key findings from the Welcome Week evaluation include*:

- 90% of students strongly agree/agree with the statement: After attending Pride & Spirit I feel like I am a Golden Gopher. (The M formation had a record number of students in this year!)

- After listing College Day Activities, students of color indicated the SUA Showcase was the event that helped them be confident in understanding resources and networks available to them while white students listed Explore U as the second event that helped them connect. This may be a result of the enhancements to the second floor programming during the SUA Showcase.

- Students living off-campus (in an apartment or at home) continually indicated College Day Activities as the event that helped them work through challenges while residential students listed Small Group Kickoff Meeting.

- 78.8% strongly agree/agree that the Small Group Kickoff Meeting made them feel connected to their group – up from 76.9% in 2014. An explanation for this increase may be the focus on hosting style of leadership during Welcome Week Leader training.

- A lower percentage of the class participated in many events throughout Welcome Week, though the actual number of students at events may have been the same or higher than previous year. An explanation for this may be the late game on Thursday, which could have made it difficult for some students to attend Friday morning programming.

- Students hoped to make new friends (94%), learn their way around campus (89%), and learn about student groups (77%) by participating in Welcome Week.

*Key findings are based on the responses to the Welcome Week valuation that is available for three weeks after Welcome Week is over. Evaluations were completed by 1,280 students out of the 5,771 students who are in the Class of 2019 for a 22.2% response rate.

U Minnesota Metrics

There were 8,521 downloads (as of September 1, an increase of 16% from last year for the same time frame) of the Class of 2019 guide when Welcome Week started and 10,108 downloads (as of September 11) after the program was over.

Through the WW evaluation, 86% of the respondents indicated they used the guide on the app (an increase from 83% in 2014) and 84% of those students found the guide helpful in navigating the program as it complemented their personal schedule.
Welcome Week Attendance

In collaboration with the U Card Office, Welcome Week tracks attendance at many events by scanning students’ U Cards. This allows for accurate data (+/- 3% margin) to be collected during Welcome Week programming. Attendance was also tracked through the use of small group rosters (completed by Welcome Week Leaders). The chart below outlines participation of students who are still enrolled after 10th Day counts.

<table>
<thead>
<tr>
<th>Event</th>
<th>Tracking System</th>
<th># Attended</th>
<th>% of Class of 2020 (based on 10th Day Attendance; n=5,771)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WW Event Selection</td>
<td>OFYP Database</td>
<td>5,540</td>
<td>96.0%</td>
</tr>
<tr>
<td>Exemptions</td>
<td>OFYP Database</td>
<td>195*</td>
<td>3.5%</td>
</tr>
<tr>
<td>Move-in</td>
<td>HRL</td>
<td>5,122</td>
<td>88.8%</td>
</tr>
<tr>
<td>WW Check-in</td>
<td>U Card</td>
<td>5,595</td>
<td>97.0%</td>
</tr>
<tr>
<td>Kickoff Meeting</td>
<td>Rosters</td>
<td>5,192</td>
<td>89.1%</td>
</tr>
<tr>
<td>Convocation</td>
<td>U Card</td>
<td>4,808</td>
<td>83.3%</td>
</tr>
<tr>
<td>College Day</td>
<td>Rosters</td>
<td>4,446</td>
<td>77.0%</td>
</tr>
<tr>
<td>Pride &amp; Spirit</td>
<td>U Card</td>
<td>5,131</td>
<td>88.9%</td>
</tr>
<tr>
<td>Football Game</td>
<td>U Card</td>
<td>4,424**</td>
<td>77.0%</td>
</tr>
<tr>
<td>Live Like A Student</td>
<td>Rosters</td>
<td>2,484</td>
<td>43.0%</td>
</tr>
<tr>
<td>Respect U</td>
<td>U Card</td>
<td>2,602</td>
<td>45.1%</td>
</tr>
<tr>
<td>Jermaine Davis</td>
<td>U Card</td>
<td>2,731</td>
<td>47.3%</td>
</tr>
<tr>
<td>Explore U</td>
<td>U Card</td>
<td>3,684</td>
<td>63.8%</td>
</tr>
<tr>
<td>Engagement Experience &amp; Closing Meeting</td>
<td>Rosters</td>
<td>2,175</td>
<td>37.7%</td>
</tr>
<tr>
<td>Mall of America</td>
<td>U Card</td>
<td>2,694</td>
<td>46.7%</td>
</tr>
<tr>
<td>Community Exploration</td>
<td>Metro Transit Estimation</td>
<td>1,600</td>
<td>28.9%</td>
</tr>
</tbody>
</table>

*Exemptions include both partial days and full days and include scheduled exemptions for student athletes and marching band members.

**Total Football attendance was 5,222: 4,424 Freshmen, 431 Transfers, 367 WWL/OL/Other staff.
Transfer Welcome Days

The purpose of Transfer Welcome Days (TWD) is to welcome transfer students into the U of M community and provide opportunities for them to connect with each other, student organizations, and campus resources. As part of an ongoing effort to improve the transition experience of new transfer students, OFYP launched its fifth Transfer Welcome Days program and capitalized on its most engaged transfers student cohort. We saw our highest attendance numbers since the inception of this optional program.

Building off some of the signature experiences including the Gopher football game and Explore U, some of the new sessions added this year offered students an opportunity to develop a sense of belonging, navigate the University, and make connections with their peers. All new transfer students were invited to participate in these events. The following page outlines what happened each day.

Thursday, September 3

Transfer Welcome Days launched with a Tailgate event in conjunction with the Jerrysofa experience on Coffman Plaza. Students attending this event enjoyed dinner, participated in lawn activities sponsored by ROTC and Facilities Management, and connected with other new students and Transfer Student Ambassadors (TSAs). TSAs then led students to TCF Bank Stadium where they attended a free game to see the Gophers play against Texas Christian University (TCU).

Transfer students living on campus had the opportunity to participate in early move-in into their residence hall.

Tailgate Attendance: 359
Football Attendance: 431

Friday, September 4

The TWD Kickoff served as the ceremonial start to the Transfer Welcome Days program. The program was emceed by a Transfer Student Ambassador and featured a keynote welcome address by Beth Lingren Clark. This year we featured a “Pieces of the Puzzle” performance and had faculty member David Hellstrom debrief the performance and share a motivational message to students about taking advantage of all their new home here at the U has to offer.

Students participating in “The Insider’s Guide to the U” were broken into small groups and paired with a TSA for a tour of campus through a transfer student’s perspective. The small groups then shared a meal together where a TSA continued facilitated conversation and shared tips and stories of their first year on campus.

What students said...

It was really nice to be able to have a welcome weekend as a transfer student, and I am glad that the University puts in a lot of work and effort to make it happen, because it can be hard as a transfer student to meet people – not to mention feeling like a freshman all over again.

Students at the Tailgate event
Friday, September 4 (cont.)

The TWD Hangout in Goldy’s Gameroom focused on connecting with other new transfer students and allowed students to bowl, play pool, and take their photo with Goldy. The Student Unions & Activities Showcase was scheduled until late that night and included a hypnotist, a dance party, and free food.

Transfer students living on campus had the opportunity to participate in early move-in into their residence hall.

Kickoff Attendance: 462
Hangout Attendance: 223

Saturday, September 5

Students attended Explore U and had the opportunity to learn more about Fraternity and Sorority Life on campus. Residential transfer students were invited to attend the Late Night at Mall of America event.

Transfer students living on campus moved into their residence hall.

Explore U Attendance: 288
Mall of America Attendance: 59

Sunday, September 6

Students were invited to participate in self-guided tours to venture out and explore the Twin Cities using the Metro transit Green and Blue line trains. Highlighted tours included Nicollet Mall, Minnehaha Park, Mall of America, and Downtown St. Paul. Additionally, UTSB hosted community service excursions where students could participate in a variety of community service projects both on and off-campus.

Attendance was not tracked during these events.

This year we kept our foundational schedule structure and added a second opportunity for students to check in and attend workshops. This gave students more opportunities to participate in events they thought would be most helpful in their transition. We checked in 2,188 students between all four days, which reflects 725 unique individuals. These numbers reflect that 33% of new transfer students chose to participate in Transfer Welcome Days, an increase of 11% from 2014.
First-Year Programs

First-Year Programs Gap Analysis

In an effort to ensure all first-year students are being well supported and persisting through their first year, a gap analysis of programming that supports first-year students was conducted.

The findings of the first-year programming gap analysis are as follows:

- Advising is being provided by all colleges and is currently being evaluated by the Advising Task Force.
- Freshman Seminars are offered by CDES, CFANS, CLA, CSE, CEHD, though are open to all first-year students in any college.
- FYE courses/curriculum are offered by five of the seven colleges (not including CSOM and CDES).
- Leadership programs for first-year students are offered by five of the seven colleges.
- Living Learning Communities are available to all residential students; 18 are freshman specific, 3 are transfer specific.

Overall, there is a variety of programs currently being offered to all first-year students. OFYP is exploring how to increase transparency of these programs and stress their relevance to incoming students.

Year 1

Year 1 is a series of articles that discusses the transitional timeline of first-year students. These articles, written by OFYP with input from campus partners, present topics such as dealing with homesickness, making academic goals, creating genuine relationships, and keeping safe on campus. Year 1 has been discontinued as of the 2015-2016 academic year per low readership (81.5% of the articles had less than 75 unique views). The low readership is thought to be in relation to the transition to the new MyU portal and changing ways students want to receive information.
First-Year Photo Project

For over 10 years, the First-Year Photo Project has given a select group of students the opportunity to capture the first-year experience through photos. These pictures, gathered annually, represent themes of transition and are displayed to the greater U of M community at an annual art gallery created outside Coffman Memorial Theater.

During the 2014-2015 academic year, the following students participated in this program:

- Allen Bergstedt
- Colin Catlin
- Erin Keeffer
- Luca Kjos
- Kayla Nelson
- Minette Saulog
- Yoshita Suthar
- Rebecca Westafer
- Trina Vu

This fall, the First-Year Photo Project has not been active as OFYP is evaluating the program. At this time, OFYP is exploring ways to expand the program as well as ways to better share the work of this group.

Kick It!

The Class of 2018 had the opportunity to participate in this MyU-based engagement program during the first six weeks of each semester. Each week, students were able to complete as many of the posted Kick It! tickets as they wanted. The tickets were challenges for students to utilize campus resources that would assist them in their transition to the University of Minnesota. After students submitted their completed tickets, they were able to enter a drawing for prizes donated by local businesses and campus departments.

Each week of the program had a content theme such as involvement and engagement, finances, and academic resources. With each week’s tickets there was an introduction that discussed how first-year students could be challenged in that transitional area.

The participation for Kick it! dropped in both how departments were providing engagement opportunities and how students were participating in the engagement opportunities. The number of tickets that students could engage with dropped 11.3% and the number of unique student participants dropped 49.3%.

Kick-it! was not active for fall 2015 and is being reevaluated per the drop in participation as well as the low number of unique students involved in this program.
Class of 2018/2019 eNewsletters

The Class of eNewsletter is a monthly publication that is distributed via email to all freshmen students at the U. The content focuses on announcements and events that are specifically for freshmen.

The Class of 2019 eNewsletter began in July instead of August, as in past years, to help ensure students received critical information in a more digestible manner. This new July mailing allowed for later mailings to be more concise. In addition, this eNewsletter has been refocused to ensure that it is not repeating content from the Undergraduate Update, another mailing that is distributed to all undergraduate students. In this process, a new submission process has been established through a Google Form (z.umn.edu/fycontent) and a publication schedule has been published.

### Class of 2018/2019 Newsletter

<table>
<thead>
<tr>
<th>Students Class</th>
<th>Mail Date</th>
<th>Number Sent</th>
<th>Unique Opens</th>
<th>Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>Jan. 20, 2015</td>
<td>5,515</td>
<td>3,844</td>
<td>69.7%</td>
</tr>
<tr>
<td>2018</td>
<td>Feb. 19, 2015</td>
<td>5,526</td>
<td>3,465</td>
<td>62.7%</td>
</tr>
<tr>
<td>2018</td>
<td>Mar. 11, 2015</td>
<td>5,526</td>
<td>3,479</td>
<td>63.0%</td>
</tr>
<tr>
<td>2018</td>
<td>Apr. 7, 2015</td>
<td>5,527</td>
<td>3,433</td>
<td>62.1%</td>
</tr>
<tr>
<td>2019</td>
<td>Sep. 8, 2015</td>
<td>5,850</td>
<td>4,978</td>
<td>85.0%</td>
</tr>
<tr>
<td>2019</td>
<td>Sep. 14, 2015</td>
<td>5,850</td>
<td>4,715</td>
<td>80.5%</td>
</tr>
<tr>
<td>2019 Nov. 12, 2015</td>
<td>5,850</td>
<td>4,227</td>
<td>68.1%</td>
<td></td>
</tr>
</tbody>
</table>

### Class of 2018

**Theme of most clicked links:** Informational and workshops

**Summary of clicks:** From January 2015-April 2015, informational content (i.e. One Stop updates, housing information, etc.) was the most popular. Workshops (i.e. hosted by Boynton, CAPE, and other university departments) came in a close second.

### Class of 2019

**Theme of most clicked links:** Social and informational

**Summary of clicks:** The social links mainly relate to events that are coming up at the U (i.e. Homecoming, gopher sports, concerts at Northrop), and informational links contain resources that students would utilize apart from resources related to class. This included information about the Metro Transit passes, the Raptor Center, The Women’s Clinic, and the OFYP contact information.

To view an archive of Class of 2019 eNewsletters, visit www.ofyp.umn.edu/freshnews.
At Home in MN

At Home in MN is a program designed to provide additional support to students who are from out-of-state. This program provides these students with the opportunity to explore Minnesota events and culture while connecting with other out-of-state students. Attendees are welcome to bring an in-state guest, if they desire.

Attendance to the Spring 2015 At Home in MN events was not formally tracked, but it can be noted that the spring events were not as highly attended as the fall events.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Total Attendance</th>
<th>Out-of-State Resident</th>
<th>Minnesota Resident</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 6, 2015</td>
<td>Minnesota State Fair</td>
<td>500</td>
<td>353</td>
<td>147</td>
</tr>
<tr>
<td>October 16, 2015</td>
<td>Minnetonka Orchard</td>
<td>176</td>
<td>115</td>
<td>61</td>
</tr>
<tr>
<td>December 9, 2015</td>
<td>Chat and Chew</td>
<td>75</td>
<td>49</td>
<td>26</td>
</tr>
</tbody>
</table>

At Home in MN Living and Learning Community (LLC)

The At Home in MN LLC is a community of 28 out-of-state students living on the same floor in Centennial Hall. While this community has existed in past years, programming for this community has been limited. To help create additional community and support, the following efforts have been added fall 2015:

- Each student had a welcome card waiting for them in their residence hall room upon move-in
- A welcome dinner was hosted and about 50% of the LLC attended
- Each student receives a birthday card sent during the birth month
- A joint program with the Leaders in Transition LLC was hosted at Goldy’s Gameroom, however only one student from the At Home in MN LLC showed up
OFYP Phone Traffic

Call Volume

From May 2015 through the end of summer, the office assistants answered 3,006 phone calls.

Staff who answer calls look for trends in the types of questions callers ask, and share this information with communication staff. Website content is updated and social media efforts are altered to proactively provide answers to our audiences. Our hope is that reduced phone traffic is the result of improved electronic communication efforts, and that our audiences feel it is easy to have their questions answered and/or to locate the information needed.

Phone Calls Received by Year
May through Early September

![Graph showing phone calls received by year from 2005 to 2015.](image)

Office Assistant talking to a caller
First Year Conference 2015

All University faculty, staff, and administrators were invited to participate in the biennial Focusing on the First Year Conference. More than 300 people had the opportunity to talk and strategize about academic and student development issues relating to first-year students.

This conference was held at Coffman Memorial Union on the University of Minnesota, Twin Cities campus on February 18, 2015.

The keynote speaker and special guest was Dr. Diane R. Dean, Associate Professor for Higher Education Administration & Policy at Illinois State University. Her research applies organizational theory, social psychology, and policy analysis to address critical issues in college and university planning, policy, and governance.

Dr. Dean’s work has been supported by government agencies, nonprofit foundations, and education institutions and organizations, and has been published in numerous chapters, articles, and research papers. Her most recent book, Generation on a Tightrope: A Portrait of Today’s College Students (with Arthur Levine) examines the sociological changes in today’s generation of undergraduate college students, the forces shaping their experiences, and their implications for postsecondary education policy, institutional planning, classroom practices, and the co-curriculum.

Dr. Dean has received numerous honors, including a joint fellowship with the National Center for Education Statistics, National Science Foundation and the Association for Institutional Research and associate’s appointment with the National Center for Public Policy and Higher Education. She holds a certificate in higher education management and leadership from the Harvard Graduate School of Education.

Dr. Dean earned her bachelor’s degree from the University of Maryland, and her doctoral degree from Columbia University.

To view the keynote presentation slides and documents shared at the educational sessions, visit www.ofyp.umn.edu/fyconference.
Although 2015 was not a significant year for change to OFYP communication projects, we continued to make improvements when possible and find more effective ways to reach our audiences.

Print

Each year we print fewer items and focus on the quality of the main print pieces. Our main publications include:

- Orientation Newsletter
- Gopher Guide (planner and resources guide)
- Gold Book (for all new students and their parents during Orientation)
- Parent & Family Calendar (to help parents better support and engage with their students during the first year)
- Welcome Students poster
- Pride & Spirit Poster (now sponsored and paid for by Land O’ Lakes)

Welcome Students poster

Post-Orientation mailer

Gopher Guide

Respect U poster

Transfer Welcome Days guide

Parent and Family Calendar

Welcome Week 2015

Pride and Spirit poster

Pride & Spirit Poster (now sponsored and paid for by Land O’ Lakes)

OFYP Communication

Welcome, students!

University of Minnesota, Twin Cities

• Orientation Newsletter
• Gopher Guide (planner and resources guide)
• Gold Book (for all new students and their parents during Orientation)
• Parent & Family Calendar (to help parents better support and engage with their students during the first year)
• Welcome Students poster
• Pride & Spirit Poster (now sponsored and paid for by Land O’ Lakes)
Email Campaigns

As the official method of communication at the U of M, email has continued to be a successful way to reach our audiences. In 2015 the U of M switched from Lyris to Sales Marketing Cloud/Exact Target (SMC/ET) as the enterprise system email delivery tool. Following are the types of emails delivered by OFYP, a general timeline, and number of individuals reached.

<table>
<thead>
<tr>
<th>Incoming First-Years (confirmed freshmen and transfers):</th>
<th>Delivered</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congratulations and Welcome to the Class of 2019........</td>
<td>First of spring semester........5,800</td>
<td></td>
</tr>
<tr>
<td>Complete your New Student Checklist/Select your Orientation Date ........April ..........................................6,300</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Get Ready for your Orientation.........................................................Week before Orientaiton........6,300</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complete your Welcome Week Event Selection.................................July............................................5,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attend Transfer Welcome Days ..........................................................August and January.................3,000</td>
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Freshmen (during their first year):

Class of 2019 eNewsletter .........................................................Monthly ....................................5,630
Attend an At Home in MN event (for out-of-state students)................As events are scheduled ......1,833
Six Week Check-In Survey ..........................................................Fall and Spring .........................2,000

Transfer students (during their first semester):

First Days .........................................................................................First week of semester ............3,000
Six Week Check-In Survey ..........................................................Fall and Spring .........................3,042
Attend an At Home in MN event (for out-of-state students)................As events are scheduled ........558

Parents of incoming students:

Sign up for Parent Orientation .........................................................February ...................................14,806
Get Ready for your Orientation..........................................................Week before Orientation......6,000+
Post Orientation Survey ..........................................................Day after Orientation..............6,000+

Staff and faculty:

Register for the First Year Conference ..................................................January .....................................9,146
First Year Conference RSVP Group .....................................................Week prior to conference ......284
Volunteer for Welcome Week ..........................................................Summer ....................................9,146

Current undergraduates:

Orientation Leader recruitment .........................................................October .........................3,000

Sponsors and community partners:

Advertise in the Gopher Guide ..........................................................January .....................................300+
Table at Explore U ..........................................................April ..........................................300+
U Minnesota Mobile App

In the second year of a system-wide contract, Guidebook technology with U of M branding has allowed us to offer mobile device users (smartphones and tablets) paper-free program materials and information. Following are the guides we created and maintained in 2015.

- **Class of 2019**: 154,981 page views with peak usage during Welcome Week. Top items reviewed included schedules and event details, preparing for Welcome Week, and student groups.

- **New Transfer Students**: 13,476 page views with peak usage during Transfer Welcome Days. Top items reviewed included events, schedules, course registration tutorials, and maps.

- **Gopher Guide**: Information that is collected for the printed Gopher Guide is also delivered here with 2,960 page views. Top items reviewed included Dining, Grades, Public Transportation, Maps, and the Minnesota Rouser.

Social Media

In 2015 we launched the U of M Class of 2019 Facebook group, which has over 2,900 members. The space served as a meeting point for students before arriving on campus, and more of a transactional tool (event tickets, roommates, text books, etc.) during the school year. The Second Year Experience (SYE) will gain access in late-spring 2016, and OFYP will focus more on the Class of 2020.

Orientation Leaders shared their stories with freshmen before and during the orientation season, and OFYP staff and students attempted to inform and engage whenever possible. The hashtag #UMN19 was promoted across campus (through other departments as well) which allowed for connections on Twitter and Instagram.

Our Welcome Week Leaders (WWLs) also utilized Snapchat for the first time, and new students reported it to be a source of connection in the first-year experience.
Website

In its second year, the OFYP Drupal site has allowed us the benefits of a Content Management Systems (CMS) so that staff members can manage small text edits. This allowed for quick updates and current, relevant content on a more regular basis. This is our first responsive website, and it has helped us to better understand our digital needs. In 2015 there were 222,041 website sessions (visits) from 98,371 unique users. Our users averaged 2.22 pageviews per session for a total of 492,989 total sessions. The chart below shows usage by month.

OFYP Website 2015 Usage

Orientation & First Year Programs (OFYP)

OFYP Website as of 1/29/2016
MyU Web Portal

In 2015 MyU moved to a new platform as part of the larger Enterprise System Upgrade Project (ESUP) for PeopleSoft. In April MyU launched with limited content and access, and is currently working to expand the information it shares and the opportunities for content providers. OFYP was able to deliver content to incoming first-year students from the point of confirmation until the day before fall semester through the News Article features.

For the Class of 2019 there were 3,227 pageviews mostly between May and September. For incoming transfer students there were 917 pageviews between April and December.

The new MyU offers another delivery option called Topic Pages. Unfortunately these pages require students to self-select interests, and then proactively search for content. This resulted in only 379 pageviews for the Class of 2019 Topic Page, 423 pageviews for new transfer students, and 519 pageviews for incoming freshmen. Topic groups can be selected by anyone, regardless of actual membership to a group, so there is not a way to filter student views from all others.
The first-year assessment plan continues to receive Institutional Review Board approval with the assistance of the Office of Institutional Research. This plan continues to be implemented by collecting data from both first-year and transfer students at various points throughout the first year. This data is used to inform our practice, enhance student messages, change program content, and make data-driven decisions about resource allocation. The intent of this process provides data on student behavior related to the matriculation process, student satisfaction, student success both personally and academically, longitudinal data, and to measure the impact on student retention and other programs.

Reference the assessment web page for more information: www.ofyp.umn.edu/fyassessment
The Pre-Orientation Survey

“Tell Us About Yourself” combines general questions on academics, involvement, expectations, and concerns with questions from the student’s specific college of enrollment. After the student confirms their enrollment at the University, they are invited to complete their New Student Checklist. The “Tell Us About Yourself” survey is the first item on the list. The results are used by the student’s academic adviser to personalize the advising sessions. Additionally, the results are evaluated more holistically to provide insight on student expectations of college and identify gaps between those expectations and the actual experience. Content and messaging can be enhanced or improved based upon the things learned from this analysis.

The info-graphics on this and the following pages depict some of the findings from the Fall 2014 NHS and NAS cohorts.

The Class of 2019

First Year Assessment Plan (cont.)
## TRANSFER STUDENTS 2015

### TRANSFER STUDENT CHARACTERISTICS

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<tr>
<th>TIMES TRANSFERRED</th>
<th>CREDITS TRANSFERRED</th>
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<tr>
<td>83% Once</td>
<td>2% Less than 15 credits</td>
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<td>14% Twice</td>
<td>4% 16-30 credits</td>
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<tr>
<td>2% Three</td>
<td>18% 31-60 credits</td>
</tr>
<tr>
<td>1% Four or more</td>
<td>36% Over 61 credits</td>
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</tbody>
</table>

### TRANSFERRING FROM

- 39% Minnesota community college/university
- 28% 4-year public college/university
- 14% 4-year private college/university
- 11% Out of state community or technical college
- 6% Institution outside of the US

### CHOOSING THE U

- 76% chose the U because of top ranked programs
- 55% chose the U because it is close to home
- 52% chose the U because of the wide variety of majors
- 48% chose the U because it is a big school
- 47% chose the U because of campus life opportunities

### DECIDING TO GO TO COLLEGE

- 78% Want to learn more about things that interest them
- 76% Say that getting a better job is very important
- 66% Want training for a specific career

### LIVING

- 37% plan to live off campus in an apartment
- 31% plan to live off campus in a house
- 17% plan to live in a campus residence hall
- 11% plan to live in a campus owned apartment or house (on or off campus)

### DISTANCE FROM CAMPUS

- 34% On campus or less than 1 mile
- 21% 1-2 miles
- 22% 3-10 miles
- 16% 11-20 miles
- 7% 21 miles or more

### AFTER GRADUATION

- 39% plan to continue their education in professional or graduate school
- 37% plan to start working in the career they’ve chosen
- 20% plan to start working, but are unsure of what their career will be
- 4% plan to take a break before working or going back to school

### TRANSITION TO THE U

#### TOPICS OF CONCERN

- 51% have financial concerns (paying tuition, financial aid, managing money)
- 50% are concerned with academic coursework (doing well in class, workload)
- 41% are concerned with registering for classes
- 36% Are concerned with mental health (stress management, emotional health, anxiety and depression)
- 33% Socialize with someone of another ethnic/racial group
- 31% Communicate regularly with their professors
- 30% Work for pay off campus
- 29% Take a temporary leave of absence

### OTHER TOPICS

Students are very likely/likely to...
- 92% Make at least “B” average
- 91% Socialize with someone of another ethnic/racial group
- 85% Communicate regularly with their professors
- 80% Decide on a major/career path
- 78% Want to learn more about things that interest them
- 70% Say that getting a better job is very important
- 66% Want training for a specific career

### TIME MANAGEMENT

#### HOW STUDENTS PLAN TO SPEND THEIR TIME

- 41% studying or doing homework 11-20 hours per week
- 25% Involvement, activities, lifestyle 1-10 hours per week
- 25% plan on finding employment on or off campus 21-31 hours per week
- 9% plan to pursue research opportunities 31-60 hours per week
- 5% plan to pursue internships 1-10 hours per week
- 4% plan to get involved with student groups 1-10 hours per week

### CONFIDENCE

Students are confident in their ability to...
- 91% set goals and strive to achieve them
- 90% think critically to solve problems
- 89% understand what professors expect
- 86% Communicate effectively with others
- 85% Understand their strengths
- 84% Adjust to the academic demands of college
- 83% Develop effective study skills

### FINANCE

#### TOP 3 METHODS OF FINANCING EDUCATION

- 56% parent or family
- 53% scholarships/loans
- 48% work during school

### ABOUT

These results are from the 2015 Pre-Orientation survey. Data was pulled in June 2015. There were 1,868 responses which represents approximately 84% of the Transfer/NAS cohort.
OFYP began a strategic planning process in Fall 2013 when the office was undergoing reorganization. At a fall retreat, the staff met with consultants from the Office of Human Resources to identify bold steps that would assist OFYP in meeting its mission.

In Spring 2014, these steps were revisited with the new staff and were identified as:

1. Be strategic as it relates to our student leadership development plan.

2. Clarify role beyond welcome programs.

3. Identify one to two high impact practices to support efforts to increase first-year retention (might be enhancing current initiative or new).

4. Determine ways to activate our mission.

5. Look at specific subgroups of students in order to evaluate how to reach and address their transitional needs.
OFYP Staff

PROGRAM YEAR 2015 (JANUARY 2015 – DECEMBER 2015)

Full-Time Staff
Beth Lingren Clark, Ph.D., Assistant Dean & Director

Orientation:
Lisa Gruszka, Associate Director
Chelsea Garcia, Assistant Director

Welcome Week/First-Year Programs:
Jenny Porter, Associate Director
James Liberman, Assistant Director (Resigned May 2015)
Kara Zwieg, Assistant Director (July 2015 - December 2015)

Student Leadership Training and Development
Marissa Smith, Coordinator for Leadership Training & Development

Operations:
Bill O’Connor, Assistant Director, Communications
Matt Maloney, Information Technology Professional
Jess Meyer, Coordinator of Operations & Logistics

OFYP Staff
OFYP Student Staff

Orientation Leaders (OLs)
Jason Adlam
Aidan Bramel
Charlene Chew
Dalton Dahms
Matt Detjen
Pat English
Trevor Estock
Cameron Gray
Shannon Haley
Galen Helgemo
Cameron Holl
Christina Jensen
Tayler Johnson
Nicolai Kessler
Kristen Lee
Tate Moeller
Addy Motzko
Nick Ohren
Marc Parenteau
Katy Putzker
Brie Rankin
Jay Reinoso
Sydney Rogers
Katie Schwartz
Muhidin Sheekh
Jordan Steger
Zack Styx
Vy Truong

Orientation Program Assistants (OPAs)
Colin Alsboro
Bonnie Baumgartner
Jared Bruggeman
Joshua Policarpio
Ashley Vanden Bosch

Transfer Student Ambassadors (TSAs)
Hadly Byrne
Eldon Davidson
Emma Foster
Benjamin Knapp
Seunghee Lee
Martha Metz
Sal Randazzo
Madeline Schutte
Ciranno Soares
Pakakun Srimaneekulroj

Student Program Coordinators (SPCs)
2014 - 2015
Amy Bartos
Mike Dixon
Kelsey Neigebauer
Drew Wandschneider

2015 - 2016
Dalton Dahms
Patrick English
Kristen Lee
Jordan Steger

Design Intern
Elizabeth Bazany (March 2014 - May 2015)
Abby Erickson (Started March 2015)

First-Year Intern
Maurea Kiyoi

Transfer Intern
Sal Randazzo

Marketing Intern
Meg Kelly
Rachel Schmeling (Started December 2015)

Office Assistants (OAs)
Marissa Angus
Sam Branham
Elizabeth Stokelbusch
Sam Theesfeld
Alex Tsai

Check-In Staff
Laura Cantor
Diane Gibas
McCARTney Goff
Maurea Kiyoi
Seunghee (Cindy) Lee
Kevin McGillis
Justine Perez
Dara Pribabi
Jai Sahni
Ciranno Soares
Elizabeth Stokelbusch

Welcome Week Event Staff
Mike Blazanin (Captain)
Hafsa Mahad (Captain)
Allen Bergstedt
Yihui (April) Chen
McCARTney Goff
YaoYing Li
Mihir Lineswala
Jesse Loi
Carole Mortier
Christopher Murray
Nicole Roof
Emmy Tong
Lujia Wang
Pei Yang
Aileen Zebrowski
Peilin Zhou
Shilin Zhu
Ruilin (Katherine) Zhu
Amanda Gunderson
Russell Kerber
Welcome Week Leaders

Marcus Aarsvold
Danni Abushanab
Erin Adams
Vasu Agrawal
Shivani Agrawal
Raven Ahrens
Carter Allenson
Elizabeth Alonzi
Mitch Andreasen
Arin Arpinar
Eddy Aston
Adam Awes
Meron Ayele
Hannah Backer
Eric Baltutis
Abby Baniel
Shelby Banks
Kylea Barnes
Blaine Bartel
Ryan Bartz
Lynna Baryakova
Ezgi Basar
Calvin Bateman
Collin Bawolek
Connor Beach
Lauren Beckman
Autumn Beckman
Erika Beek
Garrett Bembenek
Eric Bender
Peter Bendler
Clare Bergmann
Nicole Bernal
Lucy Bixby
Michael Black
Hannah Blakey
Grace Blomgren
Katie Blood
Ali Bodensteiner
Katie Boldt
Miki Bolin
Brad Born
Kelly Bourdage
Kelly Braumberger
Jon Braunwarth
Bre Brennecke
Riley Broughten
Kaylee Broussard
Jenn Brown
Kate Brycheeva
Savannah Burnside
Minghui Cai
Jenna Callinan
Meredith Campbell
E Capper
Michelle Caputi
Jon Carfagna
Aaron Carlson
Summer Carreno
Katelyn Castle
Trisha Chaudhary
Jun Chen
Chaitanya Chittineni
Catlyn Christie
Jenn Chuchvara
Alex Clark
Michelle Clegg
Andy Clingerman
Sym Clough
Dan Cofer
Dylan Cole
McKayla Coleman
Becca Corazzi
Ellie Cowger
Emily Cowing
Ken Cowles
Chloe Crawford
Brandon Creamer
Paige Cresco
Nathan Crymble
Kourtney Culver
Ian Cunningham
Christina Dailey
Tatum Dalton
Logan Daniels
Amber Davidson
Nadeeka De Saram
Victoria Deering
JJ Denk
Allie Denn
Ryan Derrick
Sara Dick
Erin Dickie
Dillon Diering
Katelyn Dirkman
Claire Donovan
Megan Drews
Joseph Drobnick
Feifan Du
Carl Duebner
Emma Dunn
Jordyn Dwyer
Rebecca Earl
Rachel Earl
Samson Eder
Michaela Eggers
Colin Emerson
Emma Engeldinger
Kailey Erdahl
Kallie Erickson
Katie Erickson
Yu Fang
Ethan Farina
Amanda Feddema
Annika Feight
Mitch Felknor
Alec Felton
Joe Feuerstein
Rachel Figueroa
Ashlyn Fitch
Rachel Flett
Saul Flores
Anna Fossum
Aubrey Fossum
Hannah Fox
Vicky Fritz
Kyle Fritz
Mateo Frumholtz
Katie Fuller
Nick Fuqua
Yining Gao
Brandon Gasparas
Mazen Gawad
Anna Gergen
Meredith Gingold
Katelyn Gleason
Oliver Goldman
Becca Gonsior
Gabby Gonzalez
Ciro Dorbecker
Laura Gove
Lizzy Grewach
Bennett Grider
Anna Hakanson
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<th>Alex Hall</th>
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The University of Minnesota shall provide equal access to and opportunity in its programs, facilities, and employment without regard to race, color, creed, religion, national origin, gender, age, marital status, disability, public assistance status, veteran status, sexual orientation, gender identity, or gender expression.

This publication is available in alternative formats upon request. Please contact Orientation & First-Year Programs at ofyp@umn.edu or 1-800-234-1979.

For more information regarding first-year programs at the University of Minnesota, Twin Cities, visit www.ofyp.umn.edu.