Dear University Partners:

In an effort to advance the University’s mission of providing transformative, high-quality educational experiences, Orientation & First-Year Programs (OFYP) 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), MyU first-year and transfer web portals, Kick-It!, transfer online orientation, 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 2014 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 seventh year and continue to enhance transfer programming by expanding fall Transfer Welcome Day by adding two days providing opportunities to attend a football game, network, and explore campus. There were more than 700 students who participated.

We have continued our social media efforts by promoting the Twitter hashtag #umn18 at Orientation and Welcome Week, as well as communicating with the Class of 2018 and transfer students through audience-specific Facebook pages. OFYP also launched a new website in spring 2014.

This Annual Report provides program statistics and a big picture of the programs and services offered in an effort to fulfill our office mission. The very nature of 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
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COFFMAN MEMORIAL UNION  
Home to Orientation & First-Year Programs
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, in collaboration with other University departments, that maximize students’ potential for personal and academic success and assist them in adjusting to the challenges presented by collegiate life.

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

• Begin to build a sense of community.
• Foster institutional pride and respect.
• Acknowledge individual responsibility to the community.
• Demonstrate ownership and responsibility for college experience.
• Assist students in their adjustment to the campus environment and campus life through academic and student development programs that enhance the capacity of students to lead and work among students from diverse cultural, ethnic, national, socioeconomic and religious backgrounds, and of different sexual orientations and physical abilities.
• Provide students an opportunity to have and maintain meaningful relationships with students, faculty, staff, and surrounding community that will encourage academic and personal success during their first year and throughout their college experience.
• Allow students to navigate the campus while discovering and accessing the multitude of resources and opportunities available at the University that meet the ever-changing and diverse needs of students so they may be intentional in creating a successful college experience.
• Provide leadership opportunities for current students to enhance their leadership development and commitment to the University.
**China Pre-Departure Orientation**

In May, staff from Orientation & First-Year Programs, Parent Programs, and International Student and Scholar Services traveled to Shanghai and Beijing, China. There were four main purposes of this trip:

- to develop a better understanding of Chinese higher education,
- to understand the pre-departure experience,
- to conduct two pre-departure orientation sessions, and
- to hear from parents about the support they need from the University.

In addition, this group visited Jiao Tong University, East China Normal University, Renmin University, and Tsinghua University. These University visits provided more context around the Chinese higher education system.

New first-year and transfer students as well as their parents attended the pre-departure orientations with total attendance of approximately 200 people. The pre-departure orientation covered information about the University, about the state of Minnesota, campus culture and impact, what students can do to prepare for arrival, what to do upon arrival, and what to do once school begins. OFYP staff contributed mainly to the next steps portion of the session. This included information on applying for housing, completing the New Student Checklist, signing up for a document check reservation, registering for the International Reception Center, and instruction on how to travel to campus upon arrival.

The new students who attended a pre-departure orientation arrived more prepared to start the semester.

**Coordinator for Leadership Training & Development**

A core value of OFYP is leadership and in 2014 we created a new position to focus solely on the development of our student leaders. The Coordinator for Leadership Training & Development began in January 2014 with the charge of supporting the 28 Orientation Leaders, 400+ Welcome Week Leaders, and 10 Event Staff in their personal and professional growth. This position consults on the training for the 10 Transfer Student Ambassadors, and assists with student office employees.

Under the direction of the Associate Directors, this person is responsible for the development, planning, implementation, and assessment of the student leadership training programs, as well as assisting with the onboarding of all new student staff to OFYP.

This new position allows student leaders and employees in OFYP to receive appropriate and meaningful training and development, and timely and relevant feedback regarding their performance and leadership within their respective positions. We are excited about the new opportunities students have to tangibly connect their training to the work they do in our programs and to better prepare them to communicate their experience in future positions.
External Welcome Week Program & Training Reviews

This year we conducted two external reviews: 1) on the Welcome Week program and 2) on Welcome Week Leader Training.

The Welcome Week program review was conducted through the Association for Orientation, Transition, and Retention in Higher Education (NODA) Consulting Program. Charlie Andrews of Florida International University and Andrene Kaiwi-Lenting of California Polytechnic State University observed the week-long program, met with campus partners and key stakeholders to review the content, and provide recommendations for more specific program outcomes.

The Welcome Week Leader Training review was conducted by Aaron Asmundson and Jessica Chung of the U of M’s LEAD UP department. Together they observed the Welcome Week Leader Prep Week training and parts of the Welcome Week program, and conducted focus groups with Welcome Week Leaders during training and after the program to provide recommendations to enhance the effectiveness of training.

Both of these reviews will guide decisions for programmatic and training improvements for 2015. Additionally we had observers of Welcome Week from China and Australian National University.

TRiO Parent Initiative

In response to the research on parents not attending Orientation in 2013, OFYP was able to identify an attendance gap for students enrolled in the TRiO program in the College of Education and Human Development (CEHD). We worked closely with the TRiO staff to improve the number of parents attending Orientation from that college, in general, and specifically focused on parents of students enrolled in the TRiO program. With the assistance of the TRiO staff, we created a special invitation and fee waiver form for any TRiO family in CEHD to attend Orientation.

In 2013, 146 TRiO students and 22 students’ families (30 parents) requested a waiver – or 15%. In 2014, 139 TRiO students and 17 students’ families (25 parents) requested a waiver – or 12%. Although there was a decrease in families opting to use the waiver, CEHD saw the largest increase in students bringing one or more parent to Orientation – going from 44% in 2013, to 49% in 2014.

Metro Transit

With the opening of the MetroTransit Green Line through campus, OFYP worked with Metro Transit on incorporating information on use of the new Green Line that runs through campus into the Welcome Week program. On Sunday, August 31, students used the Green Line to explore different areas of the Twin Cities as part of the U of M Free Ride Weekend, replacing the Community Exploration Trips that OFYP had previously coordinated. It is estimated that approximately 1,600 students participated in this optional program.

METRO TRANSIT GREEN LINE

Began running through campus in 2014
Technology

In 2014, OFYP moved all of its web and database hosting to Office Information Technology virtual servers. This new hosting arrangement removes the need for OFYP to upgrade or maintain its own physical equipment in the West Bank Office Building, bringing the office into greater standardization with the University as a whole, allowing the department to take advantage of economy of scale through central university services and infrastructure, and improve the availability of support and centralized resources into the future. This change also removes a significant number of technology-related vulnerabilities and potential sources of down-time for the office, in areas like security, equipment failure, and load-balancing.

Similarly, moving the office’s main, public website to the Drupal content management system in 2014 puts OFYP in an improved position for mobile and responsive design, support, and standardization with the rest of the University on both technology and visuals, and further improvements and development offered by OIT.

The past year also marked a change in how OFYP delivers personalized schedule content to students during welcome Week. Previously a printed offering with an online view option, the Welcome Week student schedule now launches from the U Minnesota mobile app in both printable and mobile-friendly formats.

U Minnesota Mobile App Launches

In 2013, OFYP began experimenting with Guidebook, a mobile app that allows users to create their own customized guides. As we learned of the growing interest throughout the U of M system for mobile accessibility, OFYP director Beth Lingren Clark met with administrators and key stakeholders to make the case for a University app.

At the beginning of 2014, the U of M signed a 3-year contract with Guidebook to create and brand a University specific mobile app: U Minnesota. This secured support and funding from the Office of Undergraduate Education (OUE) and the Office for Student Affairs (OSA) provides unlimited access to all U of M departments and colleges.

In June OFYP representatives presented to C2, the central communications committee chaired by University Relations, to promote this opportunity system-wide. More information about U Minnesota, including specific uses and metrics, can be found on page 35.

Australian National University Visit

In February, Beth Lingren Clark along with Marc Skjervem from the Carlson School of Management visit Canberra Australia home to Australian National University (ANU) to observe their version of a “Welcome Week” program. This visit was the result of an on-going partnership between ANU and the U of M.

In 2012, the Vice Deputy Registrar from ANU fully observed the U of M’s Welcome Week and left here with ideas on expanding and enhancing their programming. The opportunity to observe and learn from another country’s approach to student transition as well as campus culture and protocol proved to be very insightful and validated the importance of such programming and the effectiveness the of U of M’s approach. Two ANU staff observed 2014 Welcome Week as an additional follow up.
AWARDS AND PRESENTATIONS

Awards

• James Liberman, Regional Showcase Presentation, NODA Region V Conference (Urbana, Illinois)

• Lisa Gruszka, 2014 NODA Leadership Award, NODA Annual Conference (Orlando, Florida)

• OFYP was honored for its work in supporting student athletes at the Spring 2014 Golden Espys Awards

• Beth Lingren Clark, Outstanding Orientation Professional Award, NODA Region V Conference (Urbana, Illinois)

• Jennifer Porter, Access Achievement Award, Disability Resource Center

• Outstanding Novelty Item (Large Institution), NODA National Convention 2014 (Orlando, Florida)

• Gold Award for Campaign/Series Promotional, 2014 Communicators Forum Conference

• Maroon Award for Design of a Multi-Page Print Piece, 2014 Communicators Forum Conference

Presentations

• James Liberman, Access Funding While Leveraging Your Needs with External Vendors, NODA Region V Conference (Urbana, Illinois)

• James Liberman, Access Funding While Leveraging Your Needs with External Vendors, NODA Annual Conference (Orlando, Florida)

• Jennifer Porter, Respect U: Making students and their experiences matter (poster presentation), NODA Annual Conference (Orlando, Florida)

• Beth Lingren Clark, The Rewards of Risk-Management, NODA Region V Conference (Urbana, Illinois)

• Beth Lingren Clark and Jenny Porter, Research revisited - Ascertaining the benefits of Welcome Week, NODA Annual Conference (Orlando, Florida)


• Chelsea Garcia and Lisa Gruszka, Using Student Development Theory to Build the Foundation of Your Transfer Student Programming, NODA Annual Conference (Orlando, Florida)
This past year, our overall budget remained essentially the same – $2.7 million.

### OFYP Financial Data

<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, and $12 to Admissions for processing)

- Fall 2013..........................................................5,834 students

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

- Spring 2013...........................................................934 students
- Fall 2013................................................................2,522 students

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

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

Internal department and external businesses sponsor various programs in OFYP. Welcome Week receives more than $150,000 in departmental support and more than $50,000 in sponsorships from external businesses.
OFYP Sponsorships

OFYP offers a number of ways that local businesses, corporations, and non-profit organizations can work with our programs to access first-year students.

Corporate and departmental sponsors of OFYP negotiate access to students through programming offered by the department. To be a corporate sponsor, the organizations 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.

In 2014, OFYP brought in $101,950 from corporate sponsors. This does not include internal campus sponsors.

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

OFYP Sales

OFYP offers the opportunity for campus departments and local businesses to advertise in the Gopher Guide. Advertising sales and the University Bookstore’s purchase of the guides for this annual publication cover the cost of printing.

In 2014, Gopher Guide advertisement sales brought in $53,000.

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. To allow equal access to the event, some vendor registrations may be negotiated for product or services to enhance the Welcome Week program.

The revenue generated by Explore-U is used to supplement other areas of the Welcome Week program.

In 2014, Explore-U registration brought in $50,540 and an additional $10,950 in trade items.
First-year students enrolling in fall semester attend a two-day, overnight orientation experience during June or July. Based on a small group model, students learn what to expect from the University of Minnesota, meet with their college of enrollment, and register for classes.

In August, three orientation dates were planned 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 followed a special orientation schedule to combine the requirements of the International Student Orientation Program and the University required program. This created a more seamless experience and lessened new students' requirements from three days of orientation to two days.

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

I was very pleased with the entire orientation process; the entire system was very smooth running! I had a lot of fun and learned some useful stuff. My adviser was extremely helpful ... really enjoyed the one on one talking about classes for this year, I found that very helpful.
SUMMER 2014

College Check-in List (College) Actual Check-in (OFYP) % Show of Check-in List

<table>
<thead>
<tr>
<th>College</th>
<th>Check-in List</th>
<th>Actual Check-in</th>
<th>% Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLA</td>
<td>2,525</td>
<td>2,465</td>
<td>97%</td>
</tr>
<tr>
<td>CSE</td>
<td>1,079</td>
<td>1,060</td>
<td>98%</td>
</tr>
<tr>
<td>CSOM</td>
<td>558</td>
<td>548</td>
<td>98%</td>
</tr>
<tr>
<td>CEHD</td>
<td>454</td>
<td>435</td>
<td>96%</td>
</tr>
<tr>
<td>CBS</td>
<td>525</td>
<td>507</td>
<td>97%</td>
</tr>
<tr>
<td>CFANS</td>
<td>327</td>
<td>321</td>
<td>98%</td>
</tr>
<tr>
<td>CDES</td>
<td>230</td>
<td>224</td>
<td>97%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>5,698</td>
<td>5,560</td>
<td>98%</td>
</tr>
</tbody>
</table>

- 5,864 students confirmed they were attending the U of M. 95% of the students who confirmed actually attended Orientation.
- For additional details, see “Weekly Orientation Number Tracking 2014.xls”
- Total Fall NHS Tenth Day Enrollment = 5,530
- Note: Check-in list numbers include unknown small number of duplicates due to student’s rescheduling of Orientation dates.

WHAT STUDENTS SAID....

Overall, this was a great experience! I was quite nervous checking in on day one, but almost immediately, I knew I was fine! Everything was so smooth and well run. I CAN’T WAIT TO BE A GOPHER!!
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 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 8).

### On-Campus Orientation: January 2014

<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>25</td>
<td>81%</td>
</tr>
<tr>
<td>CEHD</td>
<td>63</td>
<td>63</td>
<td>100%</td>
</tr>
<tr>
<td>CFANS</td>
<td>67</td>
<td>60</td>
<td>90%</td>
</tr>
<tr>
<td>CLA</td>
<td>773</td>
<td>737</td>
<td>95%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>935</strong></td>
<td><strong>885</strong></td>
<td><strong>95%</strong></td>
</tr>
</tbody>
</table>

- 917 students confirmed they were attending the U of M. 97% of the students who confirmed actually attended Orientation.
- Note: Check-in list counts include an unknown small number of duplicates due to students rescheduling Orientation dates.

### On-Campus Orientation: Summer 2014

<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>76</td>
<td>69</td>
<td>91%</td>
</tr>
<tr>
<td>CDES</td>
<td>138</td>
<td>121</td>
<td>88%</td>
</tr>
<tr>
<td>CEHD</td>
<td>94</td>
<td>96</td>
<td>102%</td>
</tr>
<tr>
<td>CFANS</td>
<td>144</td>
<td>139</td>
<td>97%</td>
</tr>
<tr>
<td>CLA</td>
<td>1,486</td>
<td>1,369</td>
<td>92%</td>
</tr>
<tr>
<td>CSE</td>
<td>319</td>
<td>306</td>
<td>96%</td>
</tr>
<tr>
<td>CSOM</td>
<td>67</td>
<td>63</td>
<td>94%</td>
</tr>
<tr>
<td>NUR</td>
<td>14</td>
<td>14</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,338</strong></td>
<td><strong>2,177</strong></td>
<td><strong>93%</strong></td>
</tr>
</tbody>
</table>

- 2,421 students confirmed they were attending the U of M. 90% of the students who confirmed actually attended Orientation.
- Note: Check-in list counts include an unknown small number of duplicates due to students rescheduling Orientation dates.
### Online Orientation: January 2014

<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>25</td>
<td>25</td>
<td>100%</td>
</tr>
<tr>
<td>CEHD</td>
<td>63</td>
<td>62</td>
<td>98%</td>
</tr>
<tr>
<td>CFANS</td>
<td>60</td>
<td>57</td>
<td>95%</td>
</tr>
<tr>
<td>CLA</td>
<td>737</td>
<td>704</td>
<td>95%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>885</strong></td>
<td><strong>848</strong></td>
<td><strong>96%</strong></td>
</tr>
</tbody>
</table>

### Total Online Orientation Completion: Summer 2014

<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>63</td>
<td>63</td>
<td>100%</td>
</tr>
<tr>
<td>CBS</td>
<td>69</td>
<td>51</td>
<td>74%</td>
</tr>
<tr>
<td>CDES</td>
<td>121</td>
<td>118</td>
<td>96%</td>
</tr>
<tr>
<td>CEHD</td>
<td>96</td>
<td>94</td>
<td>98%</td>
</tr>
<tr>
<td>CFANS</td>
<td>139</td>
<td>139</td>
<td>100%</td>
</tr>
<tr>
<td>CLA</td>
<td>1,369</td>
<td>1,350</td>
<td>99%</td>
</tr>
<tr>
<td>CSE</td>
<td>306</td>
<td>305</td>
<td>100%</td>
</tr>
<tr>
<td>NUR</td>
<td>31</td>
<td>14</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,177</strong></td>
<td><strong>2,134</strong></td>
<td><strong>98%</strong></td>
</tr>
</tbody>
</table>

**WHAT STUDENTS SAID...**

The orientation exceeded my expectation. I got more personalized attention than I had anticipated. I discussed my concerns with an advisor, met my future fellow students and registered for my first-choice classes.
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 2014

**Program Costs:**
- Parent Orientation Day Program: $25
- Parent Orientation Day Program - On-site: $35
- Parent Orientation Day Program - Child: $10
- Evening Parent Program: $32

**Day Program**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>4,805</td>
</tr>
<tr>
<td>2013</td>
<td>5,088 (record number)</td>
</tr>
<tr>
<td>2012</td>
<td>4,749</td>
</tr>
<tr>
<td>2011</td>
<td>4,488</td>
</tr>
<tr>
<td>2010</td>
<td>4,567</td>
</tr>
<tr>
<td>2009</td>
<td>4,151</td>
</tr>
<tr>
<td>2008</td>
<td>3,907</td>
</tr>
<tr>
<td>2007</td>
<td>3,777*</td>
</tr>
<tr>
<td>2006</td>
<td>3,596*</td>
</tr>
</tbody>
</table>

*not including final August Orientation date
# 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>681</td>
<td>1,060</td>
<td>64%</td>
</tr>
<tr>
<td>CLA</td>
<td>1,335</td>
<td>2,465</td>
<td>54%</td>
</tr>
<tr>
<td>CSOM</td>
<td>363</td>
<td>548</td>
<td>66%</td>
</tr>
<tr>
<td>CEHD</td>
<td>214</td>
<td>435</td>
<td>49%</td>
</tr>
<tr>
<td>CBS</td>
<td>306</td>
<td>507</td>
<td>60%</td>
</tr>
<tr>
<td>CDES</td>
<td>145</td>
<td>224</td>
<td>65%</td>
</tr>
<tr>
<td>CFANS</td>
<td>176</td>
<td>321</td>
<td>55%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,220</strong></td>
<td><strong>5,560</strong></td>
<td><strong>58%</strong></td>
</tr>
</tbody>
</table>

**WHAT PARENTS SAID....**

The orientation was very helpful overall and definitely created a sense of excitement about our student’s transition to college this fall. It was good to have the students spend the night on campus. My son’s concern about making friends was alleviated to a great degree when he was able to quickly make friends with the others in his group.

**WE LOVE OUR GOPHER PARENTS!**

Orientation 2014
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 no cost to attend this program.

January 2014 Attendance: 137
Summer 2014 Attendance: 531

<table>
<thead>
<tr>
<th>Dates</th>
<th>Total Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 23-24</td>
<td>156</td>
</tr>
<tr>
<td>July 21-24</td>
<td>207</td>
</tr>
<tr>
<td>August 13-15</td>
<td>88</td>
</tr>
<tr>
<td>August 18-19</td>
<td>53</td>
</tr>
<tr>
<td>August 27, 29</td>
<td>27</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>531</strong></td>
</tr>
</tbody>
</table>

I am so glad that we attended the parent orientation. Everyone was very helpful, welcoming, and more than willing to answer any questions we had. It’s one thing to read the information online or in a handout, but to actually be there in person to see where your child will be going to class, etc. allowed us as parents to feel a real connection to the University and not feel so overwhelmed by its size. The orientation staff’s enthusiasm was contagious, and here we are two days later still talking about how much we enjoyed spending the day at the U of M! Thank you so much for providing a service like this!
LEADERSHIP DEVELOPMENT PROGRAMS

Student leaders play a critical role in OFYP’s programming. Through strategic planning efforts, OFYP has committed a full-time person to re-focus and enhance our leadership training and development efforts. 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 2014, OFYP received 105 applications for the 28 available spots. The students selected for the 2014 OL team represented all seven freshman-admitting colleges, had an average GPA of 3.3, 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 spring course (OLPD 3310) 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. The OLs also learned to perform Pieces of the Puzzle, a theatrical representation of college life issues, during summer training.

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.

WHAT STUDENTS SAID....

“He was great! He was fun, witty, and knew a whole lot about the U. He had an answer or knew exactly how to find the answer to all of the questions he was asked and answered people’s questions in a way that was relevant, made sense, and was very respectful and appropriate.”
SURVEY FEEDBACK

Here is what students had to say about their OL:

Helped me feel welcome at the University – 92%
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 – 92%
Made my Orientation experience very enjoyable – 91%

(Strongly Agree and Agree responses noted. Findings are based on the responses to the program evaluation that is available to new first-year students on day two of their orientation experience. 5,104 students completed the evaluation, out of the 5,560 students who checked in for orientation for a 91.8% response rate.)
Leadership Development Programs (contd.)

Transfer Student Ambassadors (in it’s second year)

Transfer Student Ambassadors (TSA) are responsible for administering a successful orientation and Transfer Welcome Days program for our transfer student population. Prospective TSAs participated in a competitive selection process that included an initial application and group interview. In 2014, OFYP received 43 applications for the 10 available spots.

The TSAs participated in a spring training program to prepare for the responsibilities associated with their role. Spring training included bi-weekly meetings on Wednesday 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 two days of sessions prior to the start of summer orientation programs. These two 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.

TSAs also hosted our Transfer Welcome Days program where they guided and helped students throughout the program. For the “True Life: I’m More Than a Transfer Student” session, each TSA designed and facilitated their own dynamic tour of campus that allowed them to share stories of the first-year experience on campus as a transfer student.

“What Students Said…

“All of the Ambassadors that I interacted with were helpful, understanding, and kind.”

Survey Feedback

Here is what students had to say about the TSAs:

Helped me feel welcome at the University – 94%
Were approachable – 94%
Were respectful – 94%
Were knowledgeable about the university – 93%
Made my Orientation experience very enjoyable – 93%

(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. 1,489 students completed the evaluation, out of the 2,177 students who checked in for orientation for a 68.4% response rate.)
WHAT STUDENTS SAID….

“They did a good job of introducing the university and making me feel welcome.”

2014 TRANSFER STUDENT AMBASSADORS

WHAT STUDENTS SAID….

“They added extra greatness to the experience!”
Welcome Week Leaders

Welcome Week Leaders (WWL) are responsible for guiding and supporting new first-year students through the Welcome Week program. There were 733 students who applied to be a WWL for 2014. 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 428 WWLs assigned in 2014.

WWL 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.

In conjunction with the WW Program Review, WWL training was also externally reviewed in 2014. Aaron Asmundson and Jessica Chung from Leadership Education and Development – Undergraduate Programs conducted the review using a process determined in collaboration with OFYP professional staff. The final report provided four recommendations:

1) Weave in conversations about inclusion throughout the training process.
2) Shift the focus of the purpose of the Welcome Week Leader from being a logistical manager to understanding the artistry of hosting a group of people.
3) Provide them with a clear and consistent leadership framework to learn and base their experiences in, in order for WWLs to grasp the leadership skills they are learning and developing through their role.
4) Modify portions of the WWL handbook to be more of a workbook than a script.

OFYP will be assessing ways to incorporate the recommendations into 2015 WWL Training.

SURVEY FEEDBACK

Was knowledgeable about the WW program – 93%  
Was an effective facilitator – 90%  
Respected me as a new student – 95%  
Was a good representative of the U of M – 91%

(Strongly Agree and Agree responses noted. Findings are based on the responses to the program evaluation that is available to new first-year students for three weeks after Welcome Week is over. 1,287 students completed the evaluation, out of the 5,538 students in the Class of 2018 for a 23.2% response rate.)
“I had an unbelievable experience as a WWL. I made lasting friendships, enriched my leadership skills, learned more about the U, danced a ridiculous amount, and had a direct impact on my freshman welcome week kids [sic]. I speak highly of the first year programming and will continue to promote it. I hope to participate again next year. Thank you for all that you do!”

“She was an absolutely fantastic WWL! She was always positive, happy, and willing to help each and every one of the students in our group. She was extremely organized and was a great mentor! She did an awesome job!”
This year marked the seventh year of the Welcome Week program for new freshman students. As Welcome Week has become a tradition and expectation on campus, efforts continue to make it a more relevant and personal experience for students. Major events remained in the schedule however many changed location. The following adjustments were made this year:

- **Welcome Week Check-In** was still held over a two-day period, however, students were not assigned a time to check in. They were also directed to attend the presentation in the CMU-Theater on the U Minnesota app and how to read their personal schedule after they received their materials in the CMU-Great Hall. Students received their Class of 2018 T-shirt after attending the presentation.

- **Programming for students living off-campus** was enhanced throughout the program with the addition of an Off-Campus Student Dinner and Off-Campus Student Activities. Students were also able to select the type of group to which they were assigned.

- Northrop Auditorium reopened in 2014. To showcase the newly remodeled venue, the **You & U: Engaging with Strengths** (formerly Making Strengths STICK) session was moved to the larger space and revised to accommodate upwards of 2,000 students. Jeff Stafford of Orange Slice Training was hired to present the content to the larger audience. This move also reduced the number of presentations from six to two allowing for a more open rotation schedule.

- With the Strengths session moving to Northrop, **Live Like a Student** was able to move into the Willey Auditorium space reducing One Stop’s number of presentations from sixteen (on two different campuses) to six.
Respect U also made a move from the Fieldhouse to the McNamara Alumni Center. This smaller, more elegant location provided an opportunity to share the opening video in the Heritage Gallery followed by a sequence of activities that flowed throughout the rest of the ground floor of the building.

The Green Line of the light rail opened in June 2014 and as it travels down Washington Ave. SE, the community exploration trips utilized this mode of transportation instead of school buses. Students were taught how to ride the light rail and could explore St. Paul, Minnehaha Falls, Nicollet Mall or the Mall of America. These trips were also made optional for students to attend on their own or in their WW groups to lighten the schedule and give students more freedom.

Student groups were able to host events on Sunday of the program, in addition to the typical Monday option. This allowed more student groups to participate in Welcome Week and provided additional programming for students to select.

Welcome Week continues to create a welcoming environment and sense of belonging for new students. To assist in enhancing future Welcome Week programs in the wake of potential budget cuts, OFYP worked with the NODA Consulting Program to conduct an external review of the Welcome Week program. The review provided recommendations for improving program content and more clearly articulating the programmatic goals. These recommendations will be used to inform decisions for the 2015 schedule.
Overall Key Findings*:

• Students continue to be impressed with their overall Welcome Week experience; 79% of students were favorably impressed with their experience this year compared to 79% in 2013, 78% in 2012, 69% in 2011, and 63% in 2010.

• Convocation and Pride & Spirit were events that students said helped them achieve all seven goals of Welcome Week: more prepared to transition, increase sense of school pride, increase sense of community, increase sense of identity, increase sense of individual responsibility, increase sense of ownership over experience, and increase respect for campus community. College Day activities were attributed to six goals and Jermaine Davis was attributed to five goals.

• 89% of the students strongly agree or agree that the personal schedule was effective in communicating transitional information and more than 85% of the students who used the app found it user-friendly and helpful in navigating the Welcome Week program.

• Students hoped to make new friends (92%), learn their way around campus (85%) and adjust to college life (82%) by participating in Welcome Week.

• Students were surprised that the campus environment was bigger and smaller than they originally thought. Welcome Week helped them gain perspective of where things were and how to navigate campus.

* Key findings are based on the responses to the Welcome Week Evaluation that is available for three weeks after Welcome Week is over. 1287 students completed the evaluation, out of the 5538 students who are in the Class of 2018 for a 23.2% response rate.

Welcome Week Attendance

In collaboration with the U Card Office, Welcome Week continued to track attendance at many events by scanning students’ U Cards. This allowed 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 on page 27 outlines participation of students who are still enrolled after 10th Day counts.
Welcome Week Attendance

<table>
<thead>
<tr>
<th>WW Event Selection</th>
<th>Tracking System</th>
<th># Attended</th>
<th>% of Class of 2018 (based on 10th Day Attendance; n=5,530)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exemptions</td>
<td>OR Database</td>
<td>5,429</td>
<td>98.2%</td>
</tr>
<tr>
<td>Move-in</td>
<td>HRL</td>
<td>4,829</td>
<td>87.3%</td>
</tr>
<tr>
<td>WW Check-in</td>
<td>U Card</td>
<td>5,333</td>
<td>96.4%</td>
</tr>
<tr>
<td>Kickoff Meeting</td>
<td>Rosters</td>
<td>4,930</td>
<td>89.2%</td>
</tr>
<tr>
<td>Convocation</td>
<td>U Card</td>
<td>4,811</td>
<td>87%</td>
</tr>
<tr>
<td>College Day</td>
<td>Rosters</td>
<td>4,546</td>
<td>82.2%</td>
</tr>
<tr>
<td>Pride &amp; Spirit</td>
<td>U Card</td>
<td>4,936</td>
<td>89.3%</td>
</tr>
<tr>
<td>Football Game</td>
<td>U Card</td>
<td>4,405</td>
<td>79.7%</td>
</tr>
<tr>
<td>Live Like A Student</td>
<td>Rosters</td>
<td>2,613**</td>
<td>47.3%</td>
</tr>
<tr>
<td>You &amp; U: Engaging with Strengths</td>
<td>Rosters</td>
<td>2,620**</td>
<td>47.4%</td>
</tr>
<tr>
<td>Respect U</td>
<td>U Card</td>
<td>2,614</td>
<td>47.3%</td>
</tr>
<tr>
<td>Jermaine Davis</td>
<td>U Card</td>
<td>3,064</td>
<td>55.4%</td>
</tr>
<tr>
<td>Explore-U</td>
<td>U Card</td>
<td>3,566</td>
<td>64.5%</td>
</tr>
<tr>
<td>Engagement Experience</td>
<td>Rosters</td>
<td>2,201**</td>
<td>39.8%</td>
</tr>
<tr>
<td>Mall of America</td>
<td>U Card</td>
<td>2,870</td>
<td>52.9%</td>
</tr>
<tr>
<td>Community Exploration &amp; Closure Meeting</td>
<td>Metro Transit Estimation</td>
<td>1,600</td>
<td>28.9%</td>
</tr>
</tbody>
</table>

*Total Football attendance was 5,057: 4,405 Freshman, 294 Transfers, 358 WWL/OL/Other staff.

**Attendance for these events is lower than previous year due to missing rosters. There were 24 rosters missing for Live Like a Student and You & U: Engaging with Strengths and 30 rosters missing for the Community Engagement sessions.

***The number of exemptions was fewer than in past years due to the change in schedule to make Sunday Community Exploration trips optional. By doing this, the exemption for over 80 Bentson Scholars was not needed.

Welcome Week Handbook & Personal Schedule

For the first year, the Welcome Week handbook/schedule was not printed in its original booklet form. It was available on the U Minnesota app and a smaller, more concise guide was printed for those who did not have access to the app on a mobile device. All students, however, received a printed copy of their personal schedule. There were 7,187 downloads (as of August 26) of the Class of 2018 guide when Welcome Week started and 8,718 downloads (as of September 5) after the program was over.

Through the WW Evaluation, 83% of the respondents indicated they used the guide on the app and 85% of those students found the guide helpful in navigating the program as it complemented their personal schedule. Students, in fact, wanted even more information available on it and only expressed some technical issues with battery life and the map navigation features.
As part of a continued effort to improve the transition experience of new transfer students, OFYP enhanced the structure of the Transfer Welcome Days program and extended the schedule to four days, August 28-31. Building off some of the signature experiences implemented last year, including the Gopher football game and Explore-U, some of the new sessions 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 purpose of Transfer Welcome Days was to welcome transfer students into the U of M community and provide opportunities to connect students with each other, student organizations, and campus resources. The following page outlines what happened each day.

Thursday, August 28
Transfer Welcome Days launched with a Meet-up and Tailgate event in conjunction with the Jerrysota experience in the Victory Student Tailgate lot. Students attending this event enjoyed snacks, participated in lawn activities, learned the University rouser and connected with other new students and Transfer Student Ambassadors (TSAs). TSAs then led students to TCF Stadium where they got to attend a free game and see the Gophers win against Eastern Illinois. Transfer students living on campus had the opportunity to move into their residence halls early.

Tailgate Attendance: 157
Football Attendance: 294

Friday, August 29
The TWD Kickoff served as the ceremonial start to the Transfer Welcome Days program and featured a keynote address by Vice Provost and Dean of Undergraduate Education Robert McMaster. Other sessions included “You and U: Engaging Your Strengths” and “Live Like a Student.”

Students participating in “True Life: I’m More than a Transfer Student” were broken into small groups by identifier (i.e. residential, commuter, leadership interest, non-traditional student, Gopher fans, International students, etc.) 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 facilitated conversation and shared tips and stories of their first year on campus.

The TWD Hangout in Goldy’s Goldroom focused on connecting with other new transfer students and allowed students to bowl, play pool, and take their photo with Goldy. To wrap up the night, students were invited to the Students Unions & Activities Showcase where a variety of events were offered including a hypnotist, 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: 360
Hangout Attendance: 154
Saturday, August 30

Transfer students living on campus moved into their residence halls.

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.

Explore-U Attendance: 254
Mall of America Attendance: 53

Sunday, August 31

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.

Attendance was not tracked during these events.

By extending the program to four days, students were given more opportunities to participate in events they thought would be most helpful in their transition. Although we checked in 1,272 between all four days, this only reflects 510 unique people.

These numbers reflect that only 22% of new transfer students chose to participate in Transfer Welcome Days, an increase from 2013.

“\nI really enjoyed the TWD program. I felt like I belonged here and I loved how welcoming the event was. I think it made my transition here 100x easier, better, and more fun. I think it’s a great program for transfer students that wouldn’t be offered at most other universities!”\n"
Year 1

Year 1 is a series of articles located on the OFYP website and promoted on the undergraduate view of MyU web portal available only to first-year students. This section provides articles that change every week throughout the academic year. The articles, written by OFYP, discuss issues based on the transitional timeline of the first-year student and promote an awareness of resources on campus that address those issues. Some of the topics include:

- Dealing with homesickness
- The importance of being an engaged student
- Making smart health decisions
- Making academic goals
- Creating genuine relationships
- How to meet professors
- Keeping campus safe

First-Year Photo Project

This program allows first-year students a way to explore their transition to the University of Minnesota through artistic expression. Incoming students can apply to take part in this initiative on MyU during summer orientation. Approximately 12 students are chosen annually to represent their class through photography. During the 2013-2014 academic year OFYP did not offer this program for incoming students. This academic year marked 10 years since the beginning of the First-Year Photo Project. Instead of collecting new images, the annual gallery was a review of the past decade of photography.

Browse the current photos of our photo project students: www.ofyp.umn.edu/photoproject.
Class of 2017/2018 eNewsletter

The eNewsletter is sent out to the first-year class once a month during the academic year. This publication provides students with time-specific reminders in addition to promoting developmental and academic resources pertinent to the time of year. Numerous departments around campus provide content for the newsletter.

The newsletter is divided into two different content areas; “To Do” and “To Know.” The first section of the newsletter acts as a checklist of necessary action items the student should be doing that month. The second section generally promotes campus events and resources pertinent to students at that time in the context of academics, engagement, finances, and health and wellness.

Analytics are pulled seven days after the original mail date. In December 2013, OFYP began sending the Class of 2017 Newsletter with responsive code. This new format more accurately collects reader analytics. Analytics taken on newsletters sent out with responsive code show a jump in Total Opens and Unique Opens, which indicates that analytics in previous years were most likely significantly higher than was reported.

When analytics are pulled on each newsletter, unique clicks are also reported on all hyperlinks in the newsletter. Students are consistently clicking on links to the actionable items in the “To Do” section at a significantly higher rate than items in the “To Know” section. The most clicked links in the “To Do” section tend to be items pertaining to course registration and financial aid. The topic of the most clicked links in the “To Know” section varies with each issue. Some commonly clicked topics include major events like Spring Jam and Homecoming and various academic resources during midterms and final exams.

To view an archive of Year 1 articles and issues of the Class of 2018 eNewsletter, visit www.ofyp.umn.edu/freshnews.

<table>
<thead>
<tr>
<th>Students Class</th>
<th>Mail Date</th>
<th>Total Opens</th>
<th>Unique Opens</th>
<th>Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>Jan. 21, 2014</td>
<td>4,674</td>
<td>3,515</td>
<td>72.5%</td>
</tr>
<tr>
<td>2017</td>
<td>Feb. 21, 2014</td>
<td>4,207</td>
<td>3,210</td>
<td>59.2%</td>
</tr>
<tr>
<td>2017</td>
<td>Mar. 6, 2014</td>
<td>2,397</td>
<td>1,801</td>
<td>34.8%</td>
</tr>
<tr>
<td>2017</td>
<td>Apr. 10, 2014</td>
<td>4,147</td>
<td>3,095</td>
<td>60.8%</td>
</tr>
<tr>
<td>2017</td>
<td>May. 1, 2014</td>
<td>4,384</td>
<td>3,283</td>
<td>63.8%</td>
</tr>
<tr>
<td>2018</td>
<td>Aug. 12, 2014*</td>
<td>21,001</td>
<td>9,590</td>
<td>65.0%</td>
</tr>
<tr>
<td>2018</td>
<td>Sep. 2, 2014</td>
<td>7,078</td>
<td>4,595</td>
<td>82.0%</td>
</tr>
<tr>
<td>2018</td>
<td>Oct. 3, 2014</td>
<td>5,442</td>
<td>3,864</td>
<td>69.8%</td>
</tr>
<tr>
<td>2018</td>
<td>Nov. 6, 2014</td>
<td>5,087</td>
<td>3,739</td>
<td>69.8%</td>
</tr>
<tr>
<td>2018</td>
<td>Dec. 3, 2014</td>
<td>5,758</td>
<td>3,771</td>
<td>68.3%</td>
</tr>
</tbody>
</table>

* Aug. 12 mailing was sent to all student email addresses on file (U of M email and personal email addresses).
Kick-It!

The current freshman class has the opportunity to participate in this MyU-based engagement program during the first six weeks of each semester. Each week students are able to complete as many of the posted Kick It! tickets as they want. The tickets are challenges for students to utilize campus resources that will assist them in their transition to the University of Minnesota. After students submit their completed tickets they may enter a drawing for prizes donated by local businesses and campus departments.

Each week of the program has a content theme such as Involvement and Engagement, Finances, and Academic Resources. With each week’s tickets there is an introduction that discusses how first-year students can be challenged in that transitional area.

<table>
<thead>
<tr>
<th>Spring 2014</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of weeks available on MyU</td>
<td>6</td>
</tr>
<tr>
<td>Number of tickets available</td>
<td>80</td>
</tr>
<tr>
<td>Number of departments represented</td>
<td>28</td>
</tr>
<tr>
<td>Number of students participating</td>
<td>367</td>
</tr>
<tr>
<td>Number of submissions</td>
<td>8,221</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Fall 2014</th>
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</thead>
<tbody>
<tr>
<td>Number of weeks available on MyU</td>
<td>6</td>
</tr>
<tr>
<td>Number of tickets available</td>
<td>87</td>
</tr>
<tr>
<td>Number of departments represented</td>
<td>30</td>
</tr>
<tr>
<td>Number of students participating</td>
<td>292</td>
</tr>
<tr>
<td>Number of submissions</td>
<td>6,814</td>
</tr>
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</table>
In 2011, Orientation & First-Year Programs piloted @Home in MN, a new initiative targeting students coming to the University of Minnesota from out-of-state. This program gives out-of-state students the opportunity to experience events and locations unique to Minnesota and the Twin Cities.

During the 2014-2015 academic year OFYP is hosting a number of events that introduce out-of-state students to a Minnesota cultural event or tradition (see table below).

In addition to the Minnesota cultural programming, @Home in MN offered the option for students to participate in the @Home in MN Living Learning Community. A total of 32 students signed up to participate in the living learning community, located in Centennial Hall. In spring of 2014, a focus group was held of current students in the Living Learning Community. The students responded that they enjoyed the @Home in Minnesota events when they could attend, but it was more valuable for them to build relationships with other out-of-state students in the residence hall.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Attendance Total</th>
<th>Out-of-State Resident</th>
<th>Minnesota Resident</th>
<th>Other Student Guests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug. 31, 2014</td>
<td>Minnesota State Fair</td>
<td>300*</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sept. 25, 2014</td>
<td>Minnetonka Orchards</td>
<td>180</td>
<td>112</td>
<td>42</td>
<td>26</td>
</tr>
<tr>
<td>Dec. 6, 2014</td>
<td>Holidazzle Village</td>
<td>104</td>
<td>62</td>
<td>33</td>
<td>9</td>
</tr>
</tbody>
</table>

*300 State Fair tickets were available for this event. 217 out-of-state students reserved 1-2 tickets each to attend the fair. Additional information is not available because we did not track who used the tickets.
Call Volume

From May 2014 through the end of summer, the office assistants answered 3,504 phone calls from new students, their parents, and members of the University community. Phone calls were consistent with the previous summer. OFYP continued to streamline print publications and website information to ensure that information was easy to understand and not overlooked.
How OFYP reaches and engages with its multiple audiences has continued to be a moving target that challenges us to find the best possible vehicles for communication. We have learned that while most people are moving toward electronic communication, some projects are still preferred in print, or in an electronic format that is currently not available. OFYP will continue to work directly with our audiences to meet their needs and deliver the most effective communication possible.

### U Minnesota Mobile App

With the newly branded U of M app, OFYP was able to take greater advantage of the Guidebook technology throughout many of our programs. In Spring 2014, launched guides for the Class of 2018 and for New Transfer Students, and communicated to our students that orientation and welcome program content would be delivered this way. Each guide also included parent information, which allowed our parent orientation participants an accessible tool to see both their content as well as their students content.

When the Class of 2018 was surveyed after Welcome Week, 83% reported using the app during Welcome Week. The app helped students navigate Welcome Week (according to 87.8%), and 79.3% agreed or strongly agreed that U Minnesota was effective in communicating transitional information.

### Mass Email

One of the most effective methods for OFYP to reach our audiences is through direct emails. Using Lyris, the U of M sponsored email tool, the vast majority of our audiences are reached this way.

- Incoming First-Years (confirmed by not enrolled): were welcomed and congratulated, learned about Orientation date selection and New Student Checklist completion, and were prepared for welcome programs (Welcome Week and Transfer Welcome Days) and their first semester.
- Freshmen (during their first year): received a monthly class-specific eNewsletter and learned about first-year programs
- Parents of incoming students: were invited to orientation, provided with details before attending, and were surveyed about their experience
- Staff and faculty: were invited to the First Year Conference, and were encouraged to volunteer for Welcome Week
- Current undergrads: were targeted specifically by college and demographic, and encouraged to apply for our leadership positions (Orientation Leader, Welcome Week Leader, Transfer Student Ambassador)
- Sponsors and community partners: were alerted to involvement opportunities through OFYP programs
Social Media

OFYP social media serves two functions: communication and student engagement. We use a main OFYP Facebook and Twitter account to promote big picture public information, and private Facebook groups for incoming freshmen and new transfer students to engagement connection within these communities.

The Class of 2018 Facebook Group helped us to welcome incoming students and engage in online conversation, and now helps us to promote first-year programs. The Class of 2019 Facebook Group started in Fall 2014, and will help us to replicate this same engagement with a new cohort.

Our current strategy allows staff and student employees to share the responsibility of monitoring content and answering questions. We worked closely with other U of M departments to promote the hashtag #umn18, and soon will do the same with #umn19.

Video

Video has continued to be a useful tool for our student leaders to communicate with student volunteers. And with Welcome Week serving such large audiences video allows us to add variety to presentations and student engagement. Some videos were created in-house, and others by using former student leaders and IT Video Services.
Print

With every communication project we begin by considering audience and how best to deliver the important information. Whenever possible we attempt to utilize electronic options.

Our main publications include the Gopher Guide (planner and resources guide), Gold Book (for all new students and their parents during Orientation), and the Parent & Family Calendar (to help parents better support and engage with their students during the first year). The Welcome Week Student Handbook, which was last produced in 2013, is an example of a large print project that we were able to move away from and deliver through the U Minnesota mobile app.

Website

In April 2014, OFYP moved from an older Content Management Software (CMS) program – Joomla – to the University supported Drupal CMS. This foundational change allows us to make updates more regularly, to offer a more secure website, and to keep in-line with U of M technology.

Unfortunately the change to a new website resulted in an analytics report that does not reflect accurate usage. We can see that our website was effective by looking at individual sections, such as student leadership recruitment and Welcome Week programming. We have resolved the glitch for now, and will be able to share analytics in the 2015 Annual Report.

Although we work to be active in social media, our mobile app guides, and customized emailings, our website is considered the central location for complete Orientation and First-Year Program details.
For over a decade OFYP has used the MyU web portal to communicate directly with incoming freshmen and transfer students during their transition to campus life. Even before receiving notification of this resource, newly confirmed students find the MyU link at the top of all U of M web pages, log in with their University Internet ID and password, and discover content that is timely and relevant to their experience.

By promoting timelines, events, and resources, U of M new students see what is expected of them at any given point in time during their transition. With the launch of the new MyU Portal in Spring 2015, we look forward to the continuation of this inclusive and intuitive student experience. To learn more about the new portal, which is part of the larger Upgrade project, visit upgrade.umn.edu.

The charts on pages 38-39 demonstrate that incoming students utilize MyU during their transition, between the point of confirmation through Welcome Week. The New Student Checklists were improved in 2014, which made it easier for students to understand their progress throughout the transition. This improvement meant that students did not need to return to MyU as often, which may account for the dwindling numbers of freshmen between Weeks 35 through 40 (in comparison to previous years).

For incoming transfer students we saw a change in behavior for MyU usage, which is still a bit of a mystery. It is possible that college-specific content for transfers was not updated as much as incoming students preferred and so they tended to return less frequently. We also linked transfer students directly to their New Student Checklists in email communication, instead of routing them through MyU, which probably also contributed to the drop in visits between Week 25 through 36.

Overall MyU usage was strong and telling of an engaged audience, and OFYP will continue to utilize portal technology to reach our students.
Below are screenshots of the freshman and transfer incoming student views that OFYP manages and populates with audience-specific content.
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 depic some of the findings from the Fall 2014 NHS and NAS cohorts.
Almost 89% of incoming freshmen plan on graduating in 4 years.

Only 28% are fully decided on their major.

72% are at some level of major exploration.

87%* said it is important to experience a sense of community at the U.

Almost 76% plan to live on campus in the residence halls.

22% plan to live in a house or apartment near campus.

49% said it is very likely that they will attend the first football game of the season if given a free ticket.

59%* have concerns regarding academic coursework.

49% have concerns about paying for college.

64% have concerns about deciding on a major or career path.

62% have concerns about staying healthy at college.

51% have concerns about mental health, such as stress, management of anxiety, and depression.

57% of international students report having concerns with their English language skills.

64% of international students are concerned with understanding the US education system and academic requirements.

63% of international students have concerns about interacting with faculty and advisors.

57% of international students report having concerns with their academic coursework.

50% chose the U because we are a big school.

54% chose the U because there is a wide variety of majors.

59% chose the U because of campus life opportunities.

83% chose the U because of its top-ranked programs.

88%* of students are paying for school with the help of their parents.

45% of students are confident in adjusting to the academic demands at the U.

45% of students are confident in adjusting to the academic demands at the U.

48% are confident about managing their money.

46% feel very confident about managing their time.

42% are confident about getting to know professors.

43% plan to spend 11-20 hours a week preparing for class by studying, homework, and rehearsals.

68% plan to spend 1-10 hours per week participating in student groups and organizations.

27% plan to spend 21-30 hours a week preparing for class by studying, homework, and rehearsals.

83% chose the U because of its top-ranked programs.

59% chose the U because of campus life opportunities.

50% chose the U because we are a big school.

54% chose the U because there is a wide variety of majors.

35% are confident about writing effectively.

46% feel very confident about managing their time.

42% are confident about getting to know professors.

48% are confident about managing their money.

88%* of students are paying for school with the help of their parents.

12% plan to work 1-10 hours for pay-off-campus.

60% plan to finance their education with scholarships.

45% plan to work during school to finance their education.

59%* have concerns regarding academic coursework.

64% have concerns about deciding on a major or career path.

62% have concerns about staying healthy at college.

57% of international students report having concerns with their English language skills.

64% of international students are concerned with understanding the US education system and academic requirements.

43% plan to spend 11-20 hours a week preparing for class by studying, homework, and rehearsals.

68% plan to spend 1-10 hours per week participating in student groups and organizations.

27% plan to spend 21-30 hours a week preparing for class by studying, homework, and rehearsals.

45% of students are confident in adjusting to the academic demands at the U.

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45% of students are confident in adjusting to the academic demands at the U.
96% of transfer students have transferred once or twice in their college career, landing them here at the U of M!

They are most commonly transferring from:
> A Minnesota community or technical college [40%]
> A four-year public college/university [28%]
> A four-year private college/university [15%]

Transfer students are ready to be social! 30% are interested in Greek life and almost 75% are likely to attend the first football game.

21% of transfer students think they know what they want to major in but wouldn’t be surprised if they changed their mind at some point.

88% of transfer students use a smartphone and more than half of them agree a text message is the best way to reach them.

NAS 1925 represents 88% of fall NAS cohort
OFYP began a strategic planning process in Fall 2013 when the office was undergoing reorganization. At that 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 bold 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.
PROGRAM YEAR 2014 (JANUARY 2014 – DECEMBER 2014)

Full-Time Staff

Beth Lingren Clark, Ph.D., Director

ORIENTATION:
  - Lisa Gruszka, Associate Director
  - Chelsea Garcia, Assistant Director

WELCOME WEEK/FIRST-YEAR PROGRAMS:
  - Jenny Porter, Associate Director
  - James Liberman, Assistant Director

STUDENT LEADERSHIP TRAINING AND DEVELOPMENT:
  - Marissa Smith, Coordinator for Leadership Training & Development

OPERATIONS:
  - Bill O’Connor, Assistant Director
  - Matt Maloney, Information Technology Professional
  - Jess Meyer, Coordinator of Operations & Logistics (Started June 2014)
  - Nicole Grosz, Assistant Director (Resigned in June 2014)
OFYP Student Staff

Orientation Leaders (OLs)
Colin Alsboro
Madeleine Archer-Burton
Amy Bartos
Bonnie Baumgartner
Haskel Black
Evalina Bond
Keighly Colangelo
Luke Coyer
Mike Dixon
Mike Franczyk
Shannon Hargis
Connor Harrelid
Hoa Huynh
Jordan Jensen
Ben Johnson
Rachel Lachinski
An Le
Kelsey Neigebauer
Vanessa Nyarko
Felix Okotete
Josh Policarpio
Matt Schroeder
Allyson Sevold
Rachel Tanner
Sam Theesfeld
Ashley Vanden Bosch
Drew Wandschneider
Natalie Wilson

Transfer Student Ambassadors (TSAs)
Matthew Boelke
Jared Bruggeman
Jordan Bugella
Qingwei Chen
Mariah Failor
Kyle Holmes
Savana Naini
Anastasia Press
Jill Vieau

Student Program Coordinators (SPCs)
2013 – 2014
Emma Contreras
Lauren Eidman
Connor Schweitzer
Patrick Stumpf

2014 – 2015
Amy Bartos
Mike Dixon
Kelsey Neigebauer
Drew Wandschneider

Parent Orientation Coordinators (POCs)
Sarah Lee
Ben Wunrow

Design Intern
Elizabeth Bazany

First-Year Interns
Collette Bell
Monica Greis

Marketing Assistants
Emily Palmer
Mike Price

Check-In Staff
Jason Adlam
Matthew Boelke
Jisi Chen
Megan Felz
McCartney Goff
Dana Grady
Monica Greis
Savana Naini
Taylor Praus
Brianna Ripoli

WW Event Staff
Mike Blazanin
Yizheng Ding
McCartney Goff
Rachel Groe
Subin Jang
Ben Lanz
Alexis Lunderville
Hafsa Mahad
Megan Rubbelke
Chung Xiong
Choua Yang
Brandon Zinda

Office Assistants (OAs)
Marissa Angus
Rae Engle
Monica Greis
Erin Lengas
Emily Palmer
Alex Tsai
Ben Wunrow

Orientation Program Assistants (OPs)
Hayley Chartier
Thomas Fogarty
George Rodriguez
Chanse Shirley
Welcome Week Leaders are an integral component to the Welcome Week program. There were 428 upperclass students who dedicated approximately 100 hours of their time to attend training and lead groups of new students through Welcome Week. Their service is greatly appreciated.

Amy Adamle  Jason Adlam  Osasu Aduayi  Anisa Ahmed  Alicia Aho
Peter Hauck
Zach Haus
Mary Heggestad
Nick Heise
Logan Helgedalen
Keisa Helgerson
Hillary Hercules
Anna Herpers
Jon Heywood
Hannah Hickman
Allison Hitchcock
JJ Hogle
Cameron Holl
Tony Holt
Dandy Hou
Lina Houri
Isaac Howard
Tessa Hrkal
Lindsey Huffer-Kiesow
Ian Ihde
Katharine Imrie
Anna Irish
Tim Isdahl
Muhammad Islam
Mary Ivanova
Jessica Jacobson
Bomi Jang
Christina Jensen
Sam Jentink
Andy Jerzak
Matt Joch
Cole Johnson
Taylor Johnson
Tristen Johnson
Skyler Johnson
Evan Johnson
Cassie Johnson
Cody Jordan
Steven Kaiser
Amogh Kambale
Dana Kang
Maria Karis
Hannah Karlins
Tom Karwas
Meg Kelly
Russell Kerber
Shelby Kersten
Nicolai Kessler
Krista Kirchner
Lauren Kitrell
Megan Klecatsky
Kate Kleinman
Kelsey Klingel
Heidi Knauber
Abbey Knisely
Carissa Knott
Audrey Koble
Tony Kochnitscharski
Emily Koehn
Kaly Kohns
Vineesha Kollipara
Kim Koloms
Allyson Kolpas
Justin Kong
Claire Koory
Katie Kossow
Krystal Kraemer
Sunita Krishnan
Michayla Kuechenmeister
Alex Kunkel
Steven Kurtz
Mikey Kutek
Christina Kylo
Chloe Laabs
Jason Lambert
Taylor Lang
Alex Lapp
Sonny Le
Kyara LeBrun
Madison Lenz
Abby Lewison
Helai Li
Wil Lim
Hayden Lim Joon
Mihir Lineswala
Trevor Litke
Jansen Loeb
Sara Loeffelad
Britta Logdahl
Jesse Loi
Maria Londono
Kaitlyn Lorant
Larry Lorbiecki
Rebecca Lorsung
Alexis Luedtke
Amanda Lund
Mitty Sheen
Jessica Ma
Charlie Maahs
Olivia Mackert
Grant Maddox
Kenzie Madsen
Patty Maglalang
Liz Magnuson
Holly Mahoney
Cameron Mailhot
Vivian Mao
Paola Martin
Kai Matsuhashi
Dahlia Maxon
Samantha McCarroll-Hyne
Katharine McCormick
Cal McCormick
Kevin McElroy
Neeral Mehta
Jake Merritt
Lizzie Michaud
Kate Minke
Renee Mitchell
Kaitlin Mork
Carole Mortier
Dani Muelken
Mehdi Mulla
Mason Murdock
Chris Murray
Eric Nagarajan
Shonie Nagel
Grant Nagel
Alex Nelson
Neil Nelson
Andrea Newell
Christopher Nienas
Eric Noll
Steph Noonan
Lily Noonan
Monica Nordgren
Ryan Nugent
Maria Null
Abdul Nur
Sara O’Connor
Patrick O’Hare
Addie Ockelmann
Claire Ogrinc
Eni Ogundipe
Nick Ohren
Travis Okerman
Jake Olbrich
Annie Oleson
Blake Olson
Morgan Orcholski
Karyn Orth
Bryce Ortmann
Jake Ottelien
Ella Otten
Chris Page
Nancy Schroepfer
Marc Parenteau
Shannon Parmentier
Soham Patel
Natalie Paule
Luke Paulson
Katie Peterson
Sophie Peterson
Emily Pfeffer
Courtney Pietras
Helene Pippin
Sarah Pippin
Mike Plant
Claire Porter
Bridget Pouliot
Molly Price
Veronica Prickel
Brad Prom
Maddie Prosser
Katy Putzker
Jimmy Quash
Denise Quintanilla
Alyssa Radosевич
Abhi Rangaswamy
Brie Rankin
Lyndsay Reese
Cayley Reif
Anthony Rengers
Micaela Resh
Luke Richer
Lexi Riehle
Sarah Ringgenberg
Jasen Robbenolt
Paul Rodriguez
Heather Roesslein
David Rokke
Ashley Roman
Christian Rosenow
Jenny Rowinski
Mark Rugnetta
John Russ
Shelby Rutzick
Rachel Ryder
Hannah Sabroski
Aarushi Sarkari
Raj Satpathy
Kinzie Scearcy
Matt Schalow
Sam Schemmel
Eric Schloss
Georgia Schneider
Allison Schroedl
Rob Schulke
Tim Schwarz
Ronnie Schwenk
Nicole Schwieters
David Scott
Jordan Sell
Brinda Shah
Jorie Shapiro
Pat Shea
Kasey Sheeran
Zach Simon
Karl Singer
Alexandra Sitka
Zach Slama
Mara Smith
Ashley Smith
Charlie Smith
Jackie Smith
Addie Sobczak
Rachel Spatz
Katie Spencer
Kyle Stahl
Jordan Steger
Natalie Stegman
Jeremy Steinman
Spencer Sterling
Amanda Stevens
Robert Stippich
Nathan Studanski
Zack Styx
Sebastian Swanson
Bliss Thao
Jesi Thome
Ben Tindell
Luis Torrealba
Justin Toth
Natalie Townsend
Brittney Tracey
Thang Tran
Khue Tran
Becky Tripp
Nahom Tsegaye
Frank Utech
Alex Van Abbema
Alex Van Ess
Ethan Van Offelen
Alexia Vang
Kennedy VanHeerde
Sam Vatnsdal
Thuylinh Vuong
Justin Wang
Lujia Wang
Elizabeth Wanninga
Rita Weidner
Kenzie Weller
Matt Wells
Elliot Welter
Emilee Wendorf
Fred Werner
Elena Werst
Alissa Wigen
Claire Wittowski
Michael Wolf
Adam Wolf
Sam Wolfe
Jake Woll
Jeff Worm
Skylar Wyant
Yong Ye
Jessica Yelk
Ty Young
Aileen Zebrowski
Ana Zembryki
Stone Zhang
HaiYue Zhao
Cathy Zheng
Lucy Zhou
Mengting Zhu
Ena Zhu
Mason Zilka
Jim Zimbelmann
Danielle Zimmerman
Jake Zulk
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.