Dear University Partners:

In an effort to support the transition and persistence of first-year students, Orientation & First-Year Programs (OFYP) provides a variety of programs and services. In addition to supporting our office mission, OFYP contributes and supports the University of Minnesota’s mission of education, research and outreach by “helping individuals respond to their changing environments, and by making the knowledge and resources created and preserved at the University accessible to the citizens of the state, the nation, and the world” (University of Minnesota web page, March 11, 2008). All of our programs are implemented with a data-driven, student-centered approach while ensuring a seamless transition for students to become University community members.

Our programmatic areas included New Student Orientation, Welcome Week, First Year Photo Project, MyU first-year and transfer web portals, Kick-It!, transfer online orientation, Transfer Welcome Day, Leaders in Transition Transfer House, Gopher Guide, First-Year Conference, leadership development programs (which includes training 28 Orientation Leaders and over 400 Welcome Week Leaders), as well as other electronic and print communications.

The 2011 program cycle proved to be very exciting! During the 2011 cycle, which runs from January 2011 through December 2011, we served first-year students including: freshmen, transfer and graduates, as well as parents of first-year and transfer students. We implemented Welcome Week for the fourth year. We recruited over 60 external businesses to support our programs, leading to increased sponsorship dollars. We are also committing more time and energy understanding the needs of our transfers students. Through these efforts we hope to outline a more intentional transfer student experience.

After providing Graduate Student Orientation (GSO) since the 1990s, we will no longer be coordinating it. GSO has included the Welcome Day, Tours, Writing and Library Workshops. Graduate Education will determine if and how these programs move forward. This year we served 1,200 students.

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
# TABLE OF CONTENTS

Highlights of the Report .......................................................... 2  
Vision, Mission, and Core Values ........................................... 3  
Financial Data ......................................................................... 4  
Front Desk Call Volume ........................................................... 8  
Website Traffic ......................................................................... 8  
myU Web Portal ......................................................................... 10  
Freshman Student Orientation ................................................... 12  
Transfer Student Orientation ..................................................... 16  
Transfer Student Online Orientation ........................................... 18  
Freshman Parent/Family Orientation .......................................... 20  
Transfer Parent/Family Orientation ............................................. 22  
Graduate Student Orientation .................................................... 24  
Welcome Week .......................................................................... 26  
Transfer Welcome Day ............................................................... 33  
First-Year Initiatives ................................................................ 34  
First-Year Conference 2011 ....................................................... 38  
OFYP Communications ............................................................ 39  
OFYP Collaborations ............................................................... 40  
First-Year Assessment Plan ....................................................... 42  
OFYP Staff ............................................................................. 48
Focusing on the First-Year Conference
The Focusing on the First-Year Conference was held on Feb. 16, 2011, and gave over 300 faculty and staff members from the University of Minnesota system the opportunity to strategize about academic and student development issues relating to first-year students. Keynote speaker Dr. Shane Lopez presented on issues of well-being as it relates to academic success and student retention. This conference will be held in February 2013.

Strengths Initiative
In 2011, over 5,300 new freshmen completed the StrengthsFinder assessment. OFYP worked to support this initiative by communicating with students, adding the Strengths step to the Welcome Week event selection process, documenting Strengths activity in the Orientation Tracking Database, training Orientation and Welcome Week Leaders and integrating Strengths into Welcome Week programming.

First-Year Assessment Plan
The first-year assessment plan received 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, changing program content and making data-driven decisions about resource allocation.

Pre-Orientation Survey Data
For two years, we have worked with the colleges to create a central Pre-Orientation survey which consists of common questions for all students as well as college-specific questions. In 2011, we integrated this survey into the college student checklists which allowed us to get over a 95% response rate. OFYP technology developed a process for colleges to access the Orientation Tracking Database to print results for individual students. These results were shared with academic advisors with the intent to personalize the advisement appoint and created an individualized experience.

Transfer Student Experience
OFYP continues to work to enhance the transfer student experience. Over the past several years, OFYP has learned a great deal about the expectations and challenges of new transfer students through assessment. In May, OFYP and the Office of Admissions co-hosted the Transfer Student Experience Workshop for University staff and administrators. Over 90 participants from across the University learned more about our research and discussed issues affecting transfer students. Through our day-to-day work, OFYP remains a strong voice in the advocacy for policies, practices and initiatives that support a positive transfer experience.

@ Home in MN – Out-of-State Student Initiative
In an effort to impact first-year retention and increase support for out-of-state students, OFYP introduced a pilot program called @ Home in MN. This program offered a kick-off event in September at the TCF Bank Stadium. The student boards for Colleges of Biological Sciences and Science and Engineering hosted a social event in November. Workshops on Exploring Majors and Strengths were also offered. Almost 100 faculty, staff and upper class volunteers signed up to support our out-of-state students. More events will be planned in the spring of 2012.

WWL Selection Process
Welcome Week Leaders went through a formal selection process this year. 600 students were chosen to be Welcome Week Leaders after the Evaluation Session in February and 420 students completed the program. The retention rate of students who became WWLs after training went from 68% in 2010 to 81% in 2011.

Respect U
A Respect U event was added to U of M Day at Welcome Week. This event brought together a variety of units across campus including: Minnesota Student Association, representatives from the President’s Emerging Leadership Program, Aurora Center, International Student Scholar Services and the Civil Service Bargaining Unit. After participating in activities, students signed large 2015 panels with words, phrases and pictures of what respect means to them.

A More Personal Welcome Week
A personal Welcome Week schedule was generated for each student this year based on their demographic information and responses to the Event Selection. In addition, SCVNGR (scavenger hunt tool) was used during the community exploration trips to allow students to personally reflect on their overall Welcome Week small group experience.

Convocation
President Eric Kaler welcomed his first class to the University at New Student Convocation. He demonstrated his commitment to the Class of 2015 by sporting a class logo temporary tattoo and encouraging students to display their tassel proudly.

Kick It!
The Kick It! program was redesigned for fall semester. The program was lengthened from four weeks to six, and incorporated more intentionally timed messaging. At the end of the program almost 300 students had submitted over 9,000 submissions.
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.

• 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, socio-economic 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.
OFYP Financial Data

This past year, our annual budget has fluctuated a bit, but has overall remained at the same amount of $2.56 million. We lost $290,000 in funding of our Central Allocation from the Provost’s Office. However, to help offset this loss, the Freshman Confirmation Fee was raised from $175 to $225, with $50 per student going toward Welcome Week.

This past year, we also saw an increase in Confirmation Fees collected as Admissions numbers came in higher than anticipated for Fall 2011. This was unexpected for our department, and has helped update old office equipment and technology, and allowed for staff travel.

<table>
<thead>
<tr>
<th>Program/Account</th>
<th>Funding Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Week</td>
<td>O&amp;M (primary)</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>Graduate Orientation</td>
<td>Graduate Orientation Fee</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>
</tbody>
</table>
O/M (State): 31% of budget

Confirmation/Orientation Fees: 55% of budget
Freshman: New High School (NHS): Spring Freshman Confirmation Fee $175; Fall Confirmation Fee $225
Spring 2011 ..................................................... 85 students
Fall 2011 ............................................................ 5,800 students

Transfer: New Advanced Standing (NAS):
Transfer Confirmation Fee $80
Spring 2011 ..................................................... 1,069 students
Fall 2011 ............................................................ 2,263 students

Graduate: Graduate Confirmation Fee $50
Fall 2010* .......................................................... 1,291 students
Spring 2011 ........................................................ 63 students

*timing of fee collection

Parent Orientation/Evening Parent Program Fees: 6% of budget

Sales/Sponsorships: 8% of budget
Internal department and external businesses sponsor various programs in OFYP. Welcome Week receives over $150,000 in departmental support and over $50,000 in sponsorships from external businesses.

Major Sponsorships Include:
External: TCF Bank Target UPS
                 District on Delaware Sprint/Nextel
Internal: University of Minnesota Bookstore Intercollegiate Athletics
                      Student Unions & Activities Office for Student Affairs
                           Housing and Residential Life Auxiliary Services
                   Office for Fraternity & Sorority Life MyU Web Portal
                     University Dining Services Rec Sports
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 seamless experience for students.

In 2011, OFYP brought in $102,981 from corporate sponsors. This does not include internal campus sponsors.

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 2011, Gopher Guide advertisement sales brought in $42,700.

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 while they are at the University of Minnesota. 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 2011, Explore-U registration brought in $30,950 and an additional $10,650 in trade items.
Call Volume
From May 2011 through the end of summer, the office assistants answered 3,679 phone calls from new students, their parents, and members of the University community. Reversing the trend from the past three years, phone calls declined fairly dramatically this past summer; however, the chat feature on our website was used more often this year. OFYP consolidated many publications to ensure that information was easy to understand and not overlooked. This could explain the decline in phone traffic. In summer 2005, we received 4,335 calls, summer of 2006 we received 3,762 calls, summer of 2007 we received 3,543, but since the advent of Welcome Week in 2008, we saw 3,920 calls for summer 2008, 4,163 calls for summer 2009, 4,395 summer 2010.

Because of the cyclical nature of our programs, we expect increased traffic during certain times of the year. We saw a large increase in the amount of traffic to our website occur in Spring and Summer.
Phone Traffic of OFYP Front Desk

Number of Calls

2005 2006 2007 2008 2009 2010 2011

Summer

Web Traffic for OFYP

Number of Unique Visitors Per Month

January February March April May June July August September October November December

Year 2011

Unique Visitors
Entering the eighth year of communicating directly with incoming first-year students, the myU Web Portal continued to effectively reach freshmen with over 5,000 unique log-ins at peak times, as well as new transfer students with close to 1,500 unique log-ins at the beginning of fall semester (reference graph on page 11). OFYP worked with all freshman and transfer admitting colleges to provide consistent messaging about orientation and placement testing. Even though every college has different procedures, we were able to deliver a unified message to all students about preparing to start at the U of M. Through eCommunication and direct mail, colleges and departments worked together to keep information current and relevant, and were more consistent in encouraging students to check myU regularly.

With each incoming class we can see the evolution of electronic communication, as well as ever-changing access and expectations that students have regarding technology. Today’s student will utilize mobile devices more often than desktop computers, will have global social networking connections, and will send and receive messages with less than 140 characters. Messages that cannot be “Liked” or commented on will be treated with suspicion. This creates an interesting challenge for the future myU, but various groups are working together to build a new portal experience, and we look forward to this change.

OFYP has been able to successfully promote University resources and services through myU thanks to the collaborative support of the Office of the Vice Provost for Distributed Education and Instructional Technology (VP-DEIT).
### Incoming First-Year Students

**Weekly Unique Log-Ins from Week 10 (March) to Week 40 (September)**

- **Week 18:** Enrollment Confirmation Deadline
- **Week 24:** New Student Orientation Begins
- **Week 36:** First week of Fall Semester

### Incoming Transfer Students

**Weekly Unique Log-Ins from Week 10 (March) to Week 40 (September)**

- **Week 30:** Transfer Student Orientation Begins
- **Week 36:** First week of Fall Semester
New first-year students enrolling in fall, attend a two-day, overnight orientation experience during June, July or August. Based on a small group model, students learn about what to expect from the University of Minnesota, meet with their college of enrollment, and register for classes.

There were no significant changes in the 2011 orientation schedule. The Freshman and Parent Orientation program participated in a content program review. Two colleagues from the National Orientation Directors Association were selected to conduct a three-day program review. The results of the review were received in September 2011 and the results will impact orientation planning for 2012.

In August, three orientation dates were planned to assist with the number of international students who would attend during this time frame. Although the total number of international students has not greatly increased in past few years, these additional dates provided 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 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. This program was very well received by both students and the staff of ISSS.

What students said....

“I truly thought the process was very helpful and exciting! Of course I’m still a bit nervous, but now I know a bunch of information that will aid my adventures!”
Students enrolling in the spring attend a one-day orientation the week prior to the start of classes in January. January 2011 is the last official year the University will accept first-year students in January.

Students who met specific criteria were invited to attend a newly revised Post Secondary Enrollment Option (PSEO) orientation called, “Just for You” on March 31, 2011. Criteria includes:

- Enrolled full-time (13 credits, fall and spring) as a PSEO student during the 2010-2011 academic year who had:
  - Applied and accepted to be a degree seeking in fall of 2011.
  - Paid the confirmation fee.

The PSEO students had the option to complete the three-hour orientation in conjunction with an advising appointment. With four colleges participating, we had 41 students participate and 30 parents.

All confirmed freshman students pay $225 confirmation fee.

“Orientation was very helpful to me. The information presented cleared up so many questions that I had and everyone was extremely nice and knowledgeable. I liked being surrounded by people who love their jobs and know what they’re talking about. I definitely encourage continuing to present information from so many different areas because that not only brings to attention things that I didn’t think of, and also helped me to feel more confident and prepared for my upcoming college experience!”
### January 2011

<table>
<thead>
<tr>
<th>College</th>
<th>Check-In List (College)</th>
<th>Actual Check-In (OFYP)</th>
<th>% Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEHD</td>
<td>6</td>
<td>5</td>
<td>83%</td>
</tr>
<tr>
<td>CFANS</td>
<td>3</td>
<td>3</td>
<td>100%</td>
</tr>
<tr>
<td>CLA</td>
<td>48</td>
<td>54</td>
<td>112%</td>
</tr>
<tr>
<td>CSE</td>
<td>23</td>
<td>15</td>
<td>65%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>80</strong></td>
<td><strong>77</strong></td>
<td><strong>96%</strong></td>
</tr>
</tbody>
</table>

- 98 students confirmed they were attending the U of M. 79% of the students who confirmed actually attended Orientation.

### Summer 2011

<table>
<thead>
<tr>
<th>College</th>
<th>Check-In List (College)</th>
<th>Actual Check-In (OFYP)</th>
<th>% Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLA</td>
<td>2,620</td>
<td>2,618</td>
<td>98%</td>
</tr>
<tr>
<td>CSE</td>
<td>941</td>
<td>926</td>
<td>98%</td>
</tr>
<tr>
<td>CSOM</td>
<td>479</td>
<td>469</td>
<td>98%</td>
</tr>
<tr>
<td>CEHD</td>
<td>456</td>
<td>430</td>
<td>94%</td>
</tr>
<tr>
<td>CBS</td>
<td>421</td>
<td>411</td>
<td>98%</td>
</tr>
<tr>
<td>CFANS</td>
<td>332</td>
<td>327</td>
<td>98%</td>
</tr>
<tr>
<td>CDES</td>
<td>203</td>
<td>201</td>
<td>99%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>5,502</strong></td>
<td><strong>5,382</strong></td>
<td><strong>98%</strong></td>
</tr>
</tbody>
</table>

- 5,799 students confirmed they were attending the U of M. 93% of the students who confirmed actually attended Orientation.
- For additional details, see “Weekly Orientation Number Tracking 2011.xls”
- Total Fall NHS Tenth Day Enrollment = 5,368
- Note: Check-In list numbers include unknown small number of duplicates due to student’s rescheduling of Orientation Dates.
New transfer students have two options for fulfilling the orientation requirement. Students have the option of a one-day, on-campus orientation program, or attending a half-day, on-campus orientation program with advanced participation in online orientation. At orientation, students meet with representatives from their college and register for classes, have the opportunity to explore campus, and can attend afternoon sessions about University resources and services.

The online orientation program, administered through Moodle, consists of content regarding University resources, services, and policies, as well as separate content provided by the student’s college of enrollment. Completion of online orientation allows students to shorten their on-campus orientation day and takes the place of the afternoon sessions.

All confirmed transfer students pay an $80 confirmation fee.
On-Campus Orientation: January 2011

<table>
<thead>
<tr>
<th>College</th>
<th>Check-In List (College)</th>
<th>Actual Check-In (OFYP)</th>
<th>% Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDES</td>
<td>15</td>
<td>14</td>
<td>93%</td>
</tr>
<tr>
<td>CEHD</td>
<td>63</td>
<td>69</td>
<td>109%</td>
</tr>
<tr>
<td>CFANS</td>
<td>83</td>
<td>81</td>
<td>96%</td>
</tr>
<tr>
<td>CLA</td>
<td>785</td>
<td>750</td>
<td>95%</td>
</tr>
<tr>
<td>CSE</td>
<td>115</td>
<td>98</td>
<td>85%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,061</strong></td>
<td><strong>1,012</strong></td>
<td><strong>95%</strong></td>
</tr>
</tbody>
</table>

- 1,055 students confirmed they were attending the U of M. 98.8% 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 2011

<table>
<thead>
<tr>
<th>College</th>
<th>Check-In List (College)</th>
<th>Actual Check-In (OFYP)</th>
<th>% Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>105</td>
<td>99</td>
<td>94%</td>
</tr>
<tr>
<td>CDES</td>
<td>126</td>
<td>120</td>
<td>95%</td>
</tr>
<tr>
<td>CEHD</td>
<td>98</td>
<td>94</td>
<td>96%</td>
</tr>
<tr>
<td>CFANS</td>
<td>152</td>
<td>147</td>
<td>97%</td>
</tr>
<tr>
<td>CLA</td>
<td>1,184</td>
<td>1,113</td>
<td>94%</td>
</tr>
<tr>
<td>CSE</td>
<td>378</td>
<td>368</td>
<td>97%</td>
</tr>
<tr>
<td>CSOM</td>
<td>55</td>
<td>49</td>
<td>89%</td>
</tr>
<tr>
<td>DH</td>
<td>17</td>
<td>17</td>
<td>100%</td>
</tr>
<tr>
<td>NUR</td>
<td>17</td>
<td>16</td>
<td>94%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,132</strong></td>
<td><strong>2,023</strong></td>
<td><strong>95%</strong></td>
</tr>
</tbody>
</table>

- 2,263 students confirmed they were attending the U of M. 89% 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.

What students said....

“A great orientation program. It doesn’t take very much time, but it covers almost everything a transfer student could hope for.”
Online Orientation: January 2011

<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>14</td>
<td>9</td>
<td>64%</td>
</tr>
<tr>
<td>CEHD</td>
<td>63</td>
<td>59</td>
<td>94%</td>
</tr>
<tr>
<td>CFANS</td>
<td>81</td>
<td>79</td>
<td>97%</td>
</tr>
<tr>
<td>CLA</td>
<td>750</td>
<td>673</td>
<td>90%</td>
</tr>
<tr>
<td>CSE</td>
<td>98</td>
<td>75</td>
<td>77%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,061</strong></td>
<td><strong>895</strong></td>
<td><strong>84%</strong></td>
</tr>
</tbody>
</table>

*There was a 6% increase in Online Orientation completion between January 2010 and January 2011.

Total Online Orientation Completion - Summer 2011

<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>49</td>
<td>46</td>
<td>94%</td>
</tr>
<tr>
<td>CBS</td>
<td>99</td>
<td>97</td>
<td>98%</td>
</tr>
<tr>
<td>CDES</td>
<td>120</td>
<td>107</td>
<td>89%</td>
</tr>
<tr>
<td>CEHD</td>
<td>94</td>
<td>93</td>
<td>99%</td>
</tr>
<tr>
<td>CFANS</td>
<td>147</td>
<td>147</td>
<td>100%</td>
</tr>
<tr>
<td>CLA</td>
<td>1,113</td>
<td>1,050</td>
<td>94%</td>
</tr>
<tr>
<td>CSE</td>
<td>368</td>
<td>321</td>
<td>87%</td>
</tr>
<tr>
<td>NUR</td>
<td>16</td>
<td>16</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,132</strong></td>
<td><strong>1,877</strong></td>
<td><strong>88%</strong></td>
</tr>
</tbody>
</table>

*There was a 13% increase in Online Orientation completion between Fall 2010 and Fall 2011.

What students said....

• “I think the online orientation was wonderful. It gave me a chance to learn about the University and gave me time to take all of the information in.”

• “Orientation was a lot better than I thought. I was really nervous registering for classes but it actually went smoothly so there wasn’t anything to worry about. Tell transfers that it is really not as complicated as it seems and don’t psych themselves out. It was really informative, went very well and surprisingly fast.”
Parents 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.

**January 2011**

The cost of this program to parents: $0
Total parent attendance: 12

**Summer 2011**

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**

Total parents who attended in 2011: 4,488
Total parents who attended in 2010: 4,567  (record number)
Total parents who attended in 2009: 4,151
Total parents who attended in 2008: 3,907
Total parents who attended in 2007: 3,777*
Total parents who attended in 2006: 3,596*

*not including pick-up Orientation
## Summer Parent Attendance by College

<table>
<thead>
<tr>
<th>College</th>
<th>Total # of Parents/Guests</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>810</td>
<td>548</td>
<td>926</td>
<td>59%</td>
</tr>
<tr>
<td>CLA</td>
<td>2,018</td>
<td>1,383</td>
<td>2,618</td>
<td>53%</td>
</tr>
<tr>
<td>CSOM</td>
<td>459</td>
<td>318</td>
<td>469</td>
<td>68%</td>
</tr>
<tr>
<td>CEHD</td>
<td>259</td>
<td>177</td>
<td>430</td>
<td>41%</td>
</tr>
<tr>
<td>CBS</td>
<td>390</td>
<td>264</td>
<td>411</td>
<td>64%</td>
</tr>
<tr>
<td>CDES</td>
<td>232</td>
<td>156</td>
<td>201</td>
<td>78%</td>
</tr>
<tr>
<td>CFANS</td>
<td>320</td>
<td>214</td>
<td>327</td>
<td>65%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,488</strong></td>
<td><strong>3,060</strong></td>
<td><strong>5,382</strong></td>
<td><strong>57%</strong></td>
</tr>
</tbody>
</table>

## What parents said....

- “The parent/student orientation was awesome! Every aspect of what I could think of was covered and more. Everything was well organized, people were friendly.”

- “A very well-planned experience. We are more relaxed and confident about our son attending the University. We were concerned about the level of support he would receive from the college since it is so big, but that is no longer a concern. Everyone is genuinely interested in the students, and we feel confident that if a problem would occur, he would have the support that he needs to get through any problems. Thank you for two wonderful days.”

- “Great orientation, great presentations, great day at the U of M! It got us excited and helped reduce the anxiety for what is to come. Thanks for putting on a nice program!”

- “I was very impressed with the orientation process. When I attended college over 25 years ago, I wish an orientation program was available. It was nice to experience this with our student and talk about what we each had learned. I feel more at ease sending her to such a large University. Thank you!”
Parents and guests 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 2011 Attendance: 151**

**Summer 2011 Attendance: 386**

<table>
<thead>
<tr>
<th>Dates</th>
<th>Total Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 30-July 1</td>
<td>144</td>
</tr>
<tr>
<td>July 18-21</td>
<td>243</td>
</tr>
<tr>
<td>August 9-11</td>
<td>74</td>
</tr>
<tr>
<td>August 17</td>
<td>22</td>
</tr>
<tr>
<td>August 24</td>
<td>25</td>
</tr>
<tr>
<td>September 2</td>
<td>16</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>524</strong></td>
</tr>
</tbody>
</table>

*26% increase in transfer parent/guest attendance from 2010.

**What parents said....**

- “Very informative! Moved right along- excellent speakers!”
- “Well organized and very informative (without info overkill).”
- “Loved the separate program from the student. I attended this program to get info, but did not attend to ‘hold hands’ with my daughter all day.”
Graduate Student Orientation is made up of four major components: Welcome Day, Writing Workshops, Library Workshops and Tours. Every fall, new graduate students can select from two identical Welcome Days programs. Both programs include a resource fair, presentations on academic integrity, health, and academic incivility. In addition, writing workshops for English and non-native speakers of English are offered.

In 2010, a three-hour library workshop provided new students with the hands-on training for using their resources, however in 2011 five different one-hour training sessions were scheduled to meet the various needs of this population. Finally, there is a campus tour and a Twin Cities sightseeing tour as part of the summer program. Students were only asked to pre-register for the Welcome Day and the Writing Workshop, all other sessions had on-site registration.

In May of 2011, the Graduate School decided to no longer offer a centralized Graduate Orientation program and therefore OFYP decided to change the format of Graduate Orientation program. Tracks geared to Ph.D and Master’s level students were created and allowed students to select the sessions that best prepared them for graduate work at the University. With the increased demand in 2010, the format changes in 2011 allowed for additional registrations. Students were able to create the orientation experience to best meet their needs. On the student evaluation, 82% rated the value the University-wide Graduate Orientation Program on their transition as very positive or positive. And 93% felt the program should be continued in the future.

OFYP works closely with the Council of Graduate Students and the Graduate School to plan and promote these programs. The GSO Orientation Fee assessed to invited students was $50.

*Note: These are not all unique students. Some students may have attended more than one orientation program.*
### January 2011

<table>
<thead>
<tr>
<th>Event</th>
<th>Pre-Registered</th>
<th>No Show</th>
<th>On-Site Add</th>
<th>Total Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Day</td>
<td>32</td>
<td>7</td>
<td>1</td>
<td>26</td>
</tr>
<tr>
<td>Non-Native WW</td>
<td>19</td>
<td>10</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>Library Session</td>
<td>25</td>
<td>12</td>
<td>1</td>
<td>14</td>
</tr>
</tbody>
</table>

- Of those pre-registered: 11 Doctoral Students, 29 Master’s Students

### Summer 2011

<table>
<thead>
<tr>
<th>Event/Date</th>
<th>Pre-Registered</th>
<th>No Show</th>
<th>On-Site Add</th>
<th>Total Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Days</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August 22 (M)</td>
<td>391</td>
<td>76</td>
<td>19</td>
<td>334</td>
</tr>
<tr>
<td>August 23 (T)</td>
<td>340</td>
<td>100</td>
<td>33</td>
<td>277</td>
</tr>
<tr>
<td>TOTAL</td>
<td>731</td>
<td>176</td>
<td>52</td>
<td>610</td>
</tr>
<tr>
<td>Native Writing Workshop</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August 24 (W)</td>
<td>127</td>
<td>58</td>
<td>24</td>
<td>93</td>
</tr>
<tr>
<td>August 25 (Th)</td>
<td>123</td>
<td>63</td>
<td>21</td>
<td>81</td>
</tr>
<tr>
<td>TOTAL</td>
<td>250</td>
<td>121</td>
<td>45</td>
<td>174</td>
</tr>
<tr>
<td>Non-Native Writing Workshop</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August 25 (Th)</td>
<td>123</td>
<td>63</td>
<td>21</td>
<td>81</td>
</tr>
<tr>
<td>August 26 (F)</td>
<td>76</td>
<td>38</td>
<td>15</td>
<td>53</td>
</tr>
<tr>
<td>TOTAL</td>
<td>199</td>
<td>101</td>
<td>36</td>
<td>134</td>
</tr>
<tr>
<td>Library Attendance</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August 24 (W)</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>78</td>
</tr>
<tr>
<td>August 25 (Th)</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>93</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Campus Tours</th>
<th>St. Paul</th>
<th>East Bank</th>
<th>West Bank</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 22 (M)</td>
<td>22</td>
<td>20</td>
<td>9</td>
<td>51</td>
</tr>
</tbody>
</table>

- Of those pre-registered: 304 Doctoral Students, 460 Master’s Students
- 1,412 attended all events
- 698 individuals
This year marked the fourth year of the Welcome Week program for new freshmen students, thus all of the students entering, pursuing their degree and graduating this year have all experienced Welcome Week and do not know the U without this program. As Welcome Week has become a tradition and expectation on campus, a greater effort has been made to make it a more personal experience for students and Welcome Week Leaders have worked to address students’ individual needs and concerns. Major events remained in the schedule and the following adjustments were made this year:

• A personal schedule was created for each individual student that pulled in demographic information and responses to the Event Selection allowing them to only view the events related to their own experience.

• President Kaler welcomed his first class to the University at New Student Convocation. He demonstrated his commitment to the Class of 2015 by sporting a class logo temporary tattoo and encouraging students to display their tassel proudly.

• A Respect U event was added to U of M Day. This event brought together a variety of units across campus including: Minnesota Student Association, representatives from the President’s Emerging Leadership Program, Aurora Center, International Student Scholar Services and the Civil Service Bargaining Unit. After participating in activities, students signed large 2015 panels with words, phrases and pictures of what respect means to them. Click here to watch the video.

• Content for “You at the U and what that has to do with Woo” (formerly “Do What Matters”) was added to introduce students to the StrengthsQuest initiative launched this year.

• Jermaine Davis’ presentation included elements of Strengths and respect/responsibility messaging to complement other programming students received on U of M Day. The 2015 respect panels were displayed on stage.

• Community partners were coached throughout the year on how to more effectively discuss community issues with first-year students during the service and engagement programming.
SCVNGR, a text message based scavenger hunt system, was implemented for the Community Exploration Trips, giving Welcome Week Leaders more structured content during the experience.

To better utilize student’s time, the Welcome Week Closing Meeting was integrated into the Community Exploration Trip experience.

Overall, Welcome Week created a welcoming environment for the Class of 2015. Of the 5,454 eligible for Welcome Week, 5,368 students make up the Class of 2015 (4,626 residential, 742 commuter). The Class of 2015 was 98.4% of those eligible. Eligible is determined by various indicators - i.e. housing confirmation or document check reservation.

Overall Key Findings:

- 99% of all first-year students attended at least one Welcome Week event.
- The most memorable aspects of Convocation for students were: marching band, address from the President, receiving the Class of 2015 tassel from the President. The aspect of being with friends/meeting new people jumped from 33% in 2010 to 40% in 2011.
- College Day participation continues to be high at 95% across all colleges. Colleges with a required course that begins during Welcome Week have higher attendance, typically around 98%.
- Students continue to be impressed with their overall Welcome Week experience (see chart on page 31).
- The small group experience continues to be a positive experience for new students (see chart on page 31). There were significant jumps in students building cohesive bonds, supporting differing perspectives, and continued connections post Welcome Week. This may be a result of the Welcome Week Leader selection process and additional Respect U programming.
- Students who disagreed that Welcome Week prepared them for their transition, did not give them a sense of class identity, and did not have a favorable impression of Welcome Week had lower overall participation rates, did not have parents attend Parent Orientation and were more likely to be commuter students compared to those who only disagreed with one of those statements.
Overall Key Findings cont.

• Working with Service & Engagement hosts throughout the year on their Welcome Week content led to students indicating they realized they could make an impact on a specific issue; going from 63% (2009) to 83% (2011). There was also an increase in the students that recognized how community engagement could be a part of their college experience; going from 59% (2009) to 77% (2011).

• Implementation of SCVNGR made the Community Exploration trips much more interactive. A total of 83% of post test respondents indicated the experience gave them the opportunity to interact with others, this was 59% in 2010.

Welcome Week Attendance

In collaboration with the U Card Office, Welcome Week was able to track attendance at many events by scanning the U Cards of students. This allowed for accurate data to be collected during Welcome Week programming. Attendance was also tracked through the use of small group rosters (completed by Welcome Week Leaders), and wristbands from other departments. The chart on the next page outlines participation of students who are still enrolled after 10th Day counts (5,368).

Welcome Week Leaders

Welcome Week Leaders went through a selection process this year, instead of self-selecting themselves out of the program. The number of applications were narrowed from 776 to 609 after the evaluation round in February. These students continued through two training sessions in March and April and returned for Prep Week in August.

There were 420 leaders (see pages 50-53 for the names of these leaders) who dedicated approximately 100 hours of their time to attend training and lead groups of new students through Welcome Week. This is roughly the same number as 2010, however the retention rate over the summer increased from 68% in 2010 to 81% in 2011, which is most likely due to the new selection process (see page 30 for chart).
The leadership experience of Welcome Week Leaders continues to be a focus for the Welcome Week program and great strides are being made to keep the leaders engaged. The data from the last two years demonstrates the effectiveness of this focus.

<table>
<thead>
<tr>
<th>Event</th>
<th>Tracking System</th>
<th>10th Day Attendance</th>
<th>% of Class of 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>WW Event Selection</td>
<td>OR Database</td>
<td>4,968</td>
<td>92.5%</td>
</tr>
<tr>
<td>Exemptions</td>
<td>OR Database</td>
<td>190</td>
<td>3.5%</td>
</tr>
<tr>
<td>Move-in</td>
<td>HRL</td>
<td>4,642*</td>
<td>86.5%</td>
</tr>
<tr>
<td>WW Check-in</td>
<td>U Card</td>
<td>5,145</td>
<td>95.8%</td>
</tr>
<tr>
<td>Kick-Off Meeting</td>
<td>Rosters</td>
<td>4,816</td>
<td>89.7%</td>
</tr>
<tr>
<td>Convocation</td>
<td>U Card</td>
<td>4,962</td>
<td>92.4%</td>
</tr>
<tr>
<td>College Day</td>
<td>Rosters</td>
<td>4,767</td>
<td>88.8%</td>
</tr>
<tr>
<td>Pride &amp; Spirit</td>
<td>U Card</td>
<td>4,279</td>
<td>79.7%</td>
</tr>
<tr>
<td>Fun Zone</td>
<td>Wristbands</td>
<td>3,267*</td>
<td>61.4%</td>
</tr>
<tr>
<td>Live Like A Student</td>
<td>Rosters</td>
<td>3,812</td>
<td>71%</td>
</tr>
<tr>
<td>You at the U and what that has to do with Woo</td>
<td>Rosters</td>
<td>3,833</td>
<td>71.4%</td>
</tr>
<tr>
<td>Jermain Davis</td>
<td>U Card</td>
<td>3,769</td>
<td>70.2%</td>
</tr>
<tr>
<td>Gophers After Dark</td>
<td>Wristbands</td>
<td>1,960*</td>
<td>36.8%</td>
</tr>
<tr>
<td>Explore-U</td>
<td>U Card</td>
<td>4,014</td>
<td>74.8%</td>
</tr>
<tr>
<td>Engagement Experience</td>
<td>Rosters</td>
<td>3,482</td>
<td>64.9%</td>
</tr>
<tr>
<td>Mall of America</td>
<td>U Card</td>
<td>2,503</td>
<td>46.6%</td>
</tr>
<tr>
<td>Community Exploration &amp; Closure Meeting</td>
<td>Rosters</td>
<td>3,079</td>
<td>57.4%</td>
</tr>
</tbody>
</table>

*These numbers are not tracked on an individual basis, therefore the percent of Class of 2015 is an estimate, there is no way to tell if those at the event are still enrolled in the University.
Welcome Week 2011

Welcome Week Leader Retention

Welcome Week Leader Experience
Overall Experience with Welcome Week

Small Group Experience
Welcome Week Handbook & Personal Schedule

After four years of requests, students finally received a personalized Welcome Week schedule in addition to their Welcome Week handbook. The personal schedule outlined a student’s individual selections from Event Selection and added personal demographics such as Strengths, college, housing, University Honors Program, etc. It pulled together the key events related to those areas so they only saw events that were required or important for them to know. Students then used the handbook to refer to descriptions of the specific events and to access other resources. Students thought the personal schedule effectively communicated their group information, Strengths information as well as their meal information. More work can be done to improve the connection between the schedule and the Event Selection process to provide an even more accurate schedule.

The document can be viewed in its entirety online at: http://www.ofyp.umn.edu/en/ofyp-publications.html
Transfer Welcome Day

As part of an effort to improve the transitional experience of new transfer students, OFYP hosted the second annual Transfer Welcome Day on Saturday, Sept. 3. All new transfer students were invited to participate in this event. The purpose of Transfer Welcome Day 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.

Highlights of the day included a variety of interest sessions focused on involvement & engagement, T-shirt swap; student speakers from the Commuter Connection, and Transfer Student Advisory Board; keynote address by Vice Provost and Dean of Undergraduate Education Robert McMaster; tours of TCF Bank Stadium; and participation in Explore-U student organization and vendor fair.

Just over 300 students attended this event and OFYP looks forward to again expanding Welcome offerings to transfer students in 2012.

In addition to the afternoon Welcome at TCF Bank Stadium, this year students were invited to participate in small group breakout and interest sessions during the morning, to expand Transfer Welcome Day to a full-day event.

What students said....

• “Very well organized and helpful in my transition. I was able to get a better idea of the University culture with the many clubs presenting themselves. It was also nice to meet new people and enjoy the food.”

• “Up-beat, fun, welcoming, provided endless resources for transfers.”

• “It was great to meet so many new people. Everybody was so welcoming and friendly, it made a difference.”

Transfer Welcome Day
**Year 1 on myU Portal**

Year 1 is a cell located on the undergraduate view of myU web portal available only to first-year students. This cell provides articles that change approximately 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. A cohort of approximately 12 students are chosen to represent their class through photography. Participants meet approximately once a month to discuss their photographs and how they relate to their personal development. At each meeting participants are assigned a developmental theme to guide their photography. This project culminates with an exhibition hosted in the Coffman Memorial Union Theater Gallery.

Browse the current photos of our photo project students at [www.ofyp.umn.edu/photoproject](http://www.ofyp.umn.edu/photoproject).
Class of 2014/2015 Newsletter

The e-newsletter 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.

In Spring 2011, the newsletter was reformatted based on results from student focus groups. The newsletter is now 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.

In Fall of 2011, we began to track student usage of the publication through Lyris. Analytics are pulled seven days after the original mail date. Though these numbers give us an idea that students are looking at the material it does not portray an accurate account, as Lyris does not track students who open the email via mobile device or whose computers are set to not load images. The difference in number of unique opens and total opens shows us that some students chose to view the material multiple times.

<table>
<thead>
<tr>
<th>Class of 2014/2015 Newsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students Class</td>
</tr>
<tr>
<td>2014</td>
</tr>
<tr>
<td>2014</td>
</tr>
<tr>
<td>2014</td>
</tr>
<tr>
<td>2014</td>
</tr>
<tr>
<td>2015</td>
</tr>
<tr>
<td>2015</td>
</tr>
<tr>
<td>2015</td>
</tr>
<tr>
<td>2015</td>
</tr>
<tr>
<td>2015</td>
</tr>
<tr>
<td>2015</td>
</tr>
<tr>
<td>2015</td>
</tr>
</tbody>
</table>

* mailings went to all addresses on file, which often was three email addresses per student
Kick-It!

The current freshman class has the opportunity to participate in the myU-based engagement program during the first month of each semester. Each week students are able to complete as many of the posted Kick It! tickets as they want. Tickets act as 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 of prizes donated by local businesses and campus departments.

In Fall 2011, the program was redesigned. The program was lengthened from four weeks to six weeks to match the six-week transition period of first-year students. The program no longer included tickets where students could write responses to their Welcome Week experience as that is captured in the Welcome Week Post assessment.

In addition, each week 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.

### Spring 2011

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of weeks available on myU</td>
<td>4</td>
</tr>
<tr>
<td>Number of tickets available</td>
<td>63</td>
</tr>
<tr>
<td>Number of departments represented</td>
<td>21</td>
</tr>
<tr>
<td>Number of students participating</td>
<td>438</td>
</tr>
<tr>
<td>Number of submissions</td>
<td>4,325</td>
</tr>
</tbody>
</table>

### Fall 2011

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</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>103</td>
</tr>
<tr>
<td>Number of departments represented</td>
<td>27</td>
</tr>
<tr>
<td>Number of students participating</td>
<td>297</td>
</tr>
<tr>
<td>Number of submissions</td>
<td>9,002</td>
</tr>
</tbody>
</table>
@ Home in MN

In Fall of 2011, Orientation & First-Year Programs launched @ Home in MN, a new initiative targeting students coming to the University of Minnesota from out-of-state. Approximately 40% of first-year students that do not re-enroll at the University for spring semester come from states other than Minnesota. This new initiative is designed to connect new students from out-of-state with other students, faculty and staff from their home state. The initiative also gives these students additional support in finding resources to help them with their transition through programming such as: Welcome Reception, hosted by Orientation & First-Year Programs on Sept. 19, to connect out-of-state students with upperclass students, faculty and staff volunteers who are also from outside Minnesota; “How to Chose a Major” workshop, hosted by the Center for Academic Planning and Exploration (CAPE), on Nov. 15; CSE/CBS Social, hosted by the CBS Student Board on Nov. 19, to connect out-of-state students with others in their major. Attendance at these event ranged from 9 to 60 students.
All University faculty, staff and administrators were invited to participate in the bi-annual Focusing on the First-Year Conference. Over 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 Feb. 16, 2011. We shifted the date from October 2010 to allow more flexibility with an advising and career retreat. Keynote speaker and special guest Shane J. Lopez, Ph.D. was research director and a member of the founding board of directors for the Board of Directors for the Clifton Strengths School. To access presentations visit: www.ofyp.umn.edu/en/focusing-on-the-first-year/conference-materials.html

This conference will be offered again in February of 2013.
The new student experience is very complex, requiring numerous tasks to be completed and information to be digested well before the first day of classes. Adding to the confusion is the absence of one central point of communication. The U of M can appear less as a one institution but instead as many smaller organizations competing to be heard. Because of this situation, OFYP works hard to collaborate and consolidate with all programs and colleges that need to reach new students so that the U of M, as a whole, communicates effectively with its audiences.

From the point of confirmation, OFYP provides both print and electronic communication to welcome new students. OFYP begins by setting expectations for requirements, as well as sharing information about all the resources and opportunities available using the most appropriate methods available.

Though the use of surveys, focus groups, and direct feedback, OFYP works to strategically communicate with each audience using the methods that are preferred by each audience and shown to be most effective. This includes web, email, portal technology, social networking, and print communication.

OFYP works closely with all undergraduate colleges and University departments to ensure quality communication that complements the greater strategic communication efforts of the Office of Undergraduate Education, the Office for Student Affairs, and the University of Minnesota, Twin Cities.
Healthy, productive collaborations are at the heart of the Orientation & First-Year Programs mission, which states that OFYP works “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.” In order for OFYP to be successful, it is necessary that appropriate connections are made with every program and unit that contributes to a successful student experience.

**Featured Collaboration: Pride & Spirit Poster Display**

The OFYP featured collaboration for 2011 is the Pride & Spirit poster display in the basement of Coffman Memorial Union. The Visual Arts Committee of Student Unions and Activities (SUA) programs wanted to highlight the creation of the inaugural M class photo, taken in 2009. Because it was such an exciting new concept, three large reproductions of the image were created and placed in all three of the SUA facilities (East Bank, West Bank, and St. Paul). With the continuing tradition of the M class photo, the committee wished to create a display where each new photo could be viewed next to all previous class photos. OFYP worked with SUA to select the ideal images, create appropriate signage, and to promote this installation.

OFYP collaborations involve meeting with representatives from all new student admitting colleges and university programs so that student communication can be streamlined, processes can be free of duplication, and the U of M can deliver more intentional experiences. OFYP hopes that these efforts help to build a more unified and welcoming university community.
The first-year assessment plan received 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 presentation Preliminary Results from a Longitudinal Study of First-Year Students.
First-Year Assessment Plan

The first-year assessment plan is meant to be iterative - each step informs the next. Throughout the process, data is analyzed and shared with stakeholders while making changes to content and or programs. Outcomes are often re-evaluated.

Elements of this plan have been adapted to assess the transfer student experience.

Assessment Cycle

1 Pre-orientation survey - Offered by each college prior to orientation. Collects common data as well as specific individual data for advisers.

2 Student participation - Utilizes the Orientation Database to capture and track student attendance behavior.

3 Orientation Program Evaluation - includes common questions/themes for Orientation evaluation process and obtains immediate feedback regarding Orientation experience.

4 Welcome Week Program Evaluation - includes common questions/themes for Welcome Week evaluation process and obtains feedback for next year’s Welcome Week experience.

5 Fall Check-In Survey - Surveys a sample of 500 students and carries through the common questions and themes.

6 Leaver’s Study - Work with college advisers to identify reasons students have not re-enrolled for spring semester.

7 Spring Check-In Survey - Surveys a sample of 500 students and carries through the common questions and themes.

8 National Surveys - For example, National Survey on Student Engagement (NSSE) and Student Experience in the Research University (SERU) survey.

9 Identity/Re-evaluate outcomes
Summary of results from 2011 assessment plan: There are many factors for choosing the University of Minnesota.

### Factors for Choosing the U of M (2011 Pre-OR)

<table>
<thead>
<tr>
<th>Factor</th>
<th>Freshmen responses</th>
<th>Transfer Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top-ranked programs</td>
<td>59%</td>
<td>63%</td>
</tr>
<tr>
<td>Campus life</td>
<td>50%</td>
<td>26%</td>
</tr>
<tr>
<td>Wide variety of majors</td>
<td>45%</td>
<td>33%</td>
</tr>
<tr>
<td>Big school</td>
<td>44%</td>
<td>30%</td>
</tr>
<tr>
<td>Close to home</td>
<td>35%</td>
<td>46%</td>
</tr>
<tr>
<td>Major research institution</td>
<td>33%</td>
<td>39%</td>
</tr>
<tr>
<td>Cultural opportunities of the TC area</td>
<td>28%</td>
<td>28%</td>
</tr>
<tr>
<td>Excellent academic advising and career counseling</td>
<td>27%</td>
<td>29%</td>
</tr>
<tr>
<td>Outstanding professors</td>
<td>22%</td>
<td>32%</td>
</tr>
</tbody>
</table>

**What is your primary anxiety or concern at this point in time?**

- Top six for NHS & NAS:
  - Academic Coursework
  - Financial Concerns
  - Deciding on a major/career path
  - Making friends/meeting people
  - Finding a job on campus (especially in the spring)
  - Developing skills related to note-taking, studying, time-management, stress
  - Transfer of credit (NAS only)

**Order varies depending on timing of survey – fall or spring**
There seems to be a disconnect for students between expectations and reality. Students are very confident before entering. It is not necessarily that we are not meeting their expectations, our need to help students be realistic with those expectations.

**Time Commitments: Socializing with friends**

- **NHS in person**
- **NAS in person**
- **NHS Electronically (i.e. facebook)**
- **NAS Electronically (i.e. facebook)**

**Time Commitments: Class**

- **NHS Attending classes/discussions**
- **NHS Preparing for class (studying, homework, rehearsing)**
- **NAS Attending classes/discussions**
- **NAS Preparing for class (studying, homework, rehearsing)**
First-Year Assessment Plan

Transfer (NAS) & Freshman (NHS) Adjusting to College...

Understanding what professors expect academically

Developing effective study skills academic demands of college

Getting to know your professors

Managing your time effectively

Developing close friendships with other students

Feel like you're a part of the University community

NAS 2011 Pre-OR (Confidence)

NAS 2011 Fall Check-In (Success)

NHS 2011 Pre-OR (Confidence)

NHS 2011 Fall Check-In (Success)
### What resources would you have liked to see available in the first few days/weeks of classes?

<table>
<thead>
<tr>
<th>Resource</th>
<th>Freshmen Responses</th>
<th>Transfer Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>More opportunities to socialize</td>
<td>46%</td>
<td>38%</td>
</tr>
<tr>
<td>More information on campus libraries</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Finding a job on campus</td>
<td>36%</td>
<td>36%</td>
</tr>
<tr>
<td>Academic and personal skills training (time management, stress management, studying, note-taking, writing papers)</td>
<td>36%</td>
<td>27%</td>
</tr>
<tr>
<td>More interactions with faculty</td>
<td>34%</td>
<td>36%</td>
</tr>
<tr>
<td>More interactions with academic advisers</td>
<td>28%</td>
<td>44%</td>
</tr>
<tr>
<td>Cultural opportunities of the TC area</td>
<td>25%</td>
<td>29%</td>
</tr>
</tbody>
</table>

### Overall satisfaction with aspects of campus life

Please Rate your satisfaction on each of the aspects of campus life: (Satisfied and Very Satisfied)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Freshmen (NHS) 190 Responses</th>
<th>Transfer (IUT &amp; NAS) 619 Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall college experience</td>
<td>84%</td>
<td>81%</td>
</tr>
<tr>
<td>Overall quality of instruction</td>
<td>79%</td>
<td>77%</td>
</tr>
<tr>
<td>Overall sense of community among students</td>
<td>77%</td>
<td>57%</td>
</tr>
<tr>
<td>Opportunities for community service</td>
<td>53%</td>
<td>52%</td>
</tr>
<tr>
<td>Amount of contact with faculty</td>
<td>49%</td>
<td>57%</td>
</tr>
</tbody>
</table>
Full-Time Staff

Beth Lingren Clark, Ph.D., Director

Orientation:
Lisa Gruszka, Associate Director
  Focus: Orientation Programs and Graduate Student Orientation

Katie Granholm, Assistant Director
  Focus: Transfer and Parent Orientation, Transfer Experience Programs
  *Resigned in December of 2011

Operations:
Nikki Grosz, Assistant Director
  Focus: Operations, Finance/HR and Office Manager

Bill O’Connor, Assistant Director (25% Office of Undergraduate Education)
  Focus: Communication, Marketing, and Public Relations

Matt Maloney, Information Technology Professional
  Focus: Web and Databases

Welcome Week/First-Year Initiatives
Jenny Porter, Associate Director
  Focus: Welcome Week and First-Year Programs

James Liberman, Coordinator
  Focus: Welcome Week and First-Year Initiatives

Orientation Leaders and Welcome Week Leader Supervisors

Faduma Abdulle  Ashley Kaser  Ben Schulz
Eskender Abebe  Alex Kirsch  Chuck Seymour
TJ Atkinson    Katie Kranz    Karan Sumra
Lynn Baldus    Erik Lean      Leah Van Beusekom
Binh Bui       Becky Mohn     Ricki Vang
Lauren Charpentier  Scott Nason  Sarah Walz
Nelson Cooper  Cali Owings     Lynn Wang
Alex Czoschke  Reece Quesnel    Chris Yahnke
Austin Hepperla  Edwina Reckel  Alysa Zimmerle
Yefei Jin
Student Staff

Student Program Coordinators
2010-2011
Leanna Albertson
Domingo Coto
Jon Houlihan
Kaitlin Waibel

2011-2012
Eskender Abebe
Katie Kranz
Reece Quesnel
Chuck Seymour

Office Assistants (Academic Year)
Shannon Evans*
Matt Fisher (Spring)
Adam Jessen (Fall)
Kayla Lundholm**
Logan Moore
Kate Vogl

Office Assistants (Summer)
Shannon Evans
Whitney Weber

Operations Assistant
Bonnie Sova

NODA Intern
John Sill (June-December)
St. Thomas Graduate Student

Parent Orientation Coordinators
Greg Arenson
Kate Vogl

Design Intern
Sara Strand

Marketing Assistant
Emma Casey
Manoel Reichel (Fall)

* Resigned Sept. 2011
** Started Sept. 2011

Program Support Staff (OPA’s)
Beth Fosler
Melissa Hrad
Eva Moline
Logan Moorse (WW)
Colin Zauner

Orientation Check-In Staff
Anna Gedstad    Kristin Moen
Nick Gusmano    Meg Thompson
Adam Jessen     Yujian Yang
Kayla Lundholm  Alex Zeiger
Ash Menon
Jackie Merriam
Welcome Week Leaders are an integral component to the Welcome Week program. There were 420 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.

Tarek Abdelkhalig
Elizabeth Adler
Samantha Affarano
Yusuf Agamawi
Stacy Amstadt
Derian Andersen
Alyssa Anderson
Tanner Anderson
Abby Anderson
Arielle Anderson
Cody Anderson
Ryan Andrews
Kavan Argue
Janey Atchison
Michelle Aumann
Kelsey Backus
Haney Badran
SooYeon Bae
Lindsay Baird
Josh Baker
Sarah Marie Baker
Allison Bakke
Heather Barto
Justine Beran
Kyle Bergemann
James Betz
Blake Biermaier
Elizabeth Biermeier-Hanson
Maja Bijelic
Melinda Binner
Philip Binns
Paulina Birgiolaite
Amelia Black
Jennifer Blalock
Catherine Bledsoe
Garett Bluemn
Alyssa Bluhm
Kelsey Bocklund
Erika Bocklund
Maria Bollensen
Anne Bonanno
Evan Bong
Kristopher Borchardt
Brittany Boucher
Alexander Boumeester
Emily Bramschreiber
Kyle Brandt
Michael Brandt
Ryan Bravo
Ryan Bredemeier
Lindsey Brewers
Daniela Brinzila
Jigar Brown
Fengman Cai
Victoria Campbell
Mengrou Cao
Desmond Cariveau
Daniel Carlson
Elaine Caspers
Jiaqing Chen
Rongrong Chen
Luan Chen
Minna Chen
Minyoung Choi
Eric Chu
Emily Cich
Colin Close
Zachary Cloud
Eric Collins
Courtney Comar
Kelsey Cook
Megan Cook-Shannon
Sara Coughlin
Elizabeth Crawford
Joseph Crosario1
Taylor Crowl
Emily Csuy
Carly Dahl
Mitchell Dahlquist
Connor Damm
Jonathan Dang
Ashley Daniels
Leanne Dassee
Maxwell Davis
Justene Davis
Sarah Day
Ellen Day
Don Keshika De Saram
Chloe Decklever
Emily Dennis
Erin Diamond
Philip Dietel
Breanne Dietz
Dustin Ditch
Daniel Ditch
Welcome Week Leaders (cont.)

Brittany Lasek
Anastassia Leavitt
Seol Lee
Charlotte Lerner
Kathryn Leuty
Boyu Li
Zhige Liang
Faith Lindner
Daniel Lindsay
Samuel Lindsay
Amanda Ling
Chang Liu
Brianna Londeen
Alexander Lysdahl
Christina Macenski
Brittany Madden
Samantha Madden
Tyler Madsen
makayla Maile
Monalisa Majumdar
Abir Majumdar
Jennifer Manley
Courtney Mason
Joseph McAllister
Steven McCarthy
Mollie Mcclure
Grant McCormack
Stephan McFarren
Stephanie McGinn
Geena McLaughlin
Beatrice McLeester
Upuli Meemaduma
Spencer Merchant
Jennifer Mering
Brianna Meyer
Anna Miller
Zachary Miller
Brent Miller
Emily Mitzelfeldt
Maria Modl
Leni Monson
Alexa Montesa
Stacy Moua
Haley Mruz
Stephanie Mueller
Alexander Mullikin
Matthew Nahans
Cody Narveson
Nicole Nellermoe
Kevin Nelson
Kristen Ney
Hoang Hoa Nguyen
Matthew Niezgoda
Margaret Nitti
Joseph Noack
Erick North
Ryan Noshay
Michelle Novalany
Melissa O’Hehir
Mauricio Ochoa
Anders Olmanson
Paula Olson
Brandon Olson
Dana Osdoba
Chelsey Palmateer
Amy Palmer
Brittney Pankratz
Michelle Panning
Erica Parsons
Natalie Pascutoi
Nickolas Penning
Alyssa Perry
Eric Perryman
Mee Pha
Vincent Phan
Lauren Pichette
Chrisana Pokorny
Lauren Poole
Kyle Pribyl
Leibao Qi
Matthew Ramirez
Kyle Rasmussen
Stephanie Rathsack
Noah Reetz
Alexandra Reichel
Calley Reis
Gretchen Rick
Caitlin Riebe
Jonathan Rief
Reagan Rockers
Brenda Rohde
Raquel Roschenwimmer
Jessica Rosenauer
Erica Rubino
Meghan Ruff
Yashovardhan Sand
Amara Sankhagowit
Amit Sawhney
Katie Schalow
Mitchel Schemenauer
Katherine Schmalz
Kimberly Schmerbeck
Ryan Schmitt
Matthew Schnettler
John Schoff
Christopher Schumacher
Gregory Schuneman
Amanda Seaburg
Allison Seaburg
Amber Sellon
Kyle Senger
For more information regarding first-year programs at the University of Minnesota, Twin Cities, visit www.ofyp.umn.edu.

The University of Minnesota is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, marital status, disability, public assistance status, veteran status, or sexual orientation.

This publication is available in alternate formats upon request. Please call 612-624-1979.