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 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 with training 28 Orientation Leaders and over 400 Welcome Week Leaders, as well as other electronic and print communications.

The 2010 program cycle proved to be very exciting! During the 2010 cycle, which runs from January 2010 through December 2010, 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 third year. We served a record number of parents of freshmen during orientation. 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. In the fall, we implemented the inaugural Transfer Welcome Day which was well attended and will be continued.

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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New Accomplishments

- Parent Orientation attendance was at a record high this summer with over 4500 freshmen parents/guests attending. Parents play a significant role in students’ adjustment to college life and recent national and U of M data highlights the importance of participation in Parent Orientation.

- OFYP hosted the first Transfer Welcome Day on Saturday, September 4. Transfer Welcome Day was open to all new transfer students and provided opportunities for new students to connect with each other, current student leaders, student organizations and local businesses. Highlights of the day included a t-shirt swap, student speakers, keynote address by Robert McMaster, and participation in Explore-U student organization and vendor fair. The day was a great success with over 350 students participating.

- New Student Orientation debuted a revised Pieces of the Puzzle program with a skit on mental health and diversity videos that were less formalized and structured. The changes were well received by students and allowed them to continue connect with student life issues.

- Despite the struggling economy, OFYP was able to secure approximately $84,000 in sponsorships from corporate sponsors. This is about $30,000 more than in 2009. Two additional sponsorships were formed this year with IKEA and Vita.Mn.

- Welcome Week won two awards at the National Orientation Directors Association (NODA) Annual Conference: Outstanding Use of Theme and Outstanding Welcome Week Publicity. These two awards demonstrate the creative energy put forth by OFYP professional and student staff to keep Welcome Week relevant and exciting for new students.

- We launched our new website in January 2010 to meet the needs of the constituents we serve with ease, clarity, and as simplified as possible while incorporating videos and checklists. www.ofyp.umn.edu

- Student participation in the Service and Engagement components of Welcome Week increased from 65% in 2009 to 71% in 2010. Programmatic changes to the schedule allowed for better communication of these events to leaders and students. In addition, community partners appreciated the programming held on only one day of the holiday weekend.

- Additional technology enhancements included a mobile application for the Welcome Week schedule of events and an advanced Welcome Week event selection process incorporating specific cohort needs, followed by a personal PDF attachment sent to the student’s email confirming the required events as well as the items selected. Students could also follow events and updates on Twitter and Facebook.

- The first-year (NHS) assessment plan continues to be implemented while collecting data from students at various points throughout their first year. 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. The plan helps to inform the institution on the things we were learning about from our students and their experiences.

- The biggest change to Welcome Week 2010 was the addition of the Event Staff. While they may not have been seen much around campus, they played an integral part in the success of Welcome Week. The Event Staff worked diligently to tally students’ attendance at Welcome Week events, managing the 24-hour hotline to ensure students knew where they needed to be, and working events to make sure they ran smoothly.
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 Staff

Program Year 2010 (January 2010 – December 2010)

**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

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

Bill O’Connor, Assistant Director  
Focus: Communication, Marketing, and Public Relations

Josh Huston, Information Technology Professional*  
Focus: Web and Databases

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

*resigned in November  
**started in November

**Orientation Staff**

**Orientation Leaders and Welcome Week Leader Supervisors**

<table>
<thead>
<tr>
<th>Leanna Albertson</th>
<th>Karl Green</th>
<th>Bonnie Sova</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greg Arenson</td>
<td>Jon Houlihan</td>
<td>Hao Teng</td>
</tr>
<tr>
<td>Jackie Bereiter</td>
<td>Victoria Kreps</td>
<td>Katarina Vaughn</td>
</tr>
<tr>
<td>Scott Brea</td>
<td>Alex Mena</td>
<td>Kaitlin Waibel</td>
</tr>
<tr>
<td>Alec Bronston</td>
<td>Muaz Nik Rushdi</td>
<td>Billy Werb</td>
</tr>
<tr>
<td>Hilary Brownlow</td>
<td>Caitlin Opatz</td>
<td>Jiajing Xu</td>
</tr>
<tr>
<td>Emma Casey</td>
<td>Kevin Reich</td>
<td>Colin Zauner</td>
</tr>
<tr>
<td>Domingo Coto</td>
<td>Ellen Rindahl</td>
<td></td>
</tr>
<tr>
<td>Andy Fillmore</td>
<td>Todd Rotgers</td>
<td></td>
</tr>
<tr>
<td>Medhawi Giri</td>
<td>Jackie Saffert</td>
<td></td>
</tr>
</tbody>
</table>
Student Staff

Student Program Coordinators
2009-2010 2010-2011
Marisa Bayer Jon Houlihan
Ryan Bravo Leanna Albertson
Ben Hromatka Kaitlin Waibel
Jade Williams Domingo Coto

Office Assistants (Academic Year)
Alex Pascutoi (Spring)
Matt Fisher
Kate Vogl
Kelsey Munson
Jess Reinitz (Spring)

Office Assistants (Summer)
Matt Fisher
Kate Vogl

Operations Assistant
Kelsey Munson

NODA Intern
Heather Pearson (June-September)
Oregon State University Graduate Student

Parent Orientation Coordinators
Alex Pascutoi
Michael Kalinowski

Communications & Technology Intern
Micah Spieler (Spring and Summer)
Sara Strand (Fall)

Program Support Staff (OPA’s)
Evan Frazier
Eva Moline
Jess Reinitz
Erik Rootes

Orientation Check-In Staff
Brooke Helgerson
Miles Walser
Dusty Thelen
Beth Fosler
Melissa Hrad
Leah Van Beusekom
Matias Valero
Cassi Smith
Kelsey Rein
Sara Marquardt
Welcome Week Leaders are an integral component to the Welcome Week program. There were 432 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.

Alison Aalund
Arghavan Abtahi
Matthew Adams
Carly Aho
Adrienne Akemann
Sami Al-Marzoog
Nissa Aleman
Maxwell Ambrose
Nathaniel Anderson
Kavan Argue
Hannah Arkelin
Cade Arries
Amy Aschenbeck
Rahat Assadi-Lamouki
Janey Atchison
Taryn Atkinson
Elizabeth Augustoviz
Michelle Aumann
Steven Avalos
Eldred Bach
Haney Badran
Lindsay Baird
Lauren Banach
David Bardan
Richard Barta
Kelsey Baumann
Megan Bausman
Renee Becker
Jillian Berge
Maja Bijelic
Melinda Binner
Lauren Blanshan
William Blechschmidt IV
Garett Bluemn
Zachary Blum
Kendall Bubula
Erika Bocklund
Kelsey Bocklund
Sarah Bouchard
Alexander Boumeester
Beth Brinkman
Mitchel Brockway
Samantha Brown
Elizabeth Burns
Natasha Bursch
Stacia Burtis
Krystal Calubayan
Emily Campbell
Lindsey Carlin
Daniel Carlson
John Carlson
Kaitlin Carlson
Kelsey Cassidy
Alison Cerve
Veasna Chak
Samantha Chan
Lauren Charpentier
Meibo Chen
Tiffany Chen
Yicai Chen
Yueqin Chen
Anthony Chergosky
Meghan Choudek
Eric Chu
Garrett Claussen
James Clemens
Ryan Cotten
Victoria Cowger
William Coyne
Joseph Cronick
Taylor Crowl
Jonathan Dang
Jason Davis
Megan Davis
Kelsi Dehler
Stephanie Dentinger
Katherine Derbyshire
Philip Dietel
Weilong Ding
Peter Dipo-Ajayi
Thomas Dockry
Colin Doms
Chelsey Dorow
Susan Dorsey
Callie Duhig
Royce Durhman
Anastasia Economou
Michael Edens
Eli Eggen
Aaron Elias
Paul Ellison
Kari Eloranta
Brooke Enebak
Benjamin Enke
Catherine Ensch
Jayne Esch
Alexandra Fall
Zaocheng Fan
Leah Farchmin
Marisa Feld
Caitlin Fenton
Laura Fischer
Taylor Fischer
Allison Flickinger
Melissa Flucke
Ariane Foster
Jonathan Fraatz
Joseph Francaviglia
Luke Frazier
Michelle Frees
Nicholas Freese
Benjamin Fuller
Mladen Gajic
Katelin Garfield
Andrew Gasca
Rachel Gates
Christina Gau
Lydia Geiszler
David Giacomin
Molly Gibbs
Samuel Glennen
Kathryn Goerdt
Allison Goetsch
Megan Gosch
Taylor Gowan
Kipp Graham
Joshua Gronholz
John Guenveur
Angel Hadjistoianov
Candis Haekenkamp
Tatiana Hakanson
Morgan Halverson
Mark Hammers
Amalia Hansen
Joshua Hansen
Jenna Hanson
Kevin Hanson
Mason Hart
Alberta Hatterschide
Michael Haugan
William Hayes
Gloria Head
Allison Heck
Lauren Heir
Molly Heller
Lindsay Helmiel
Jeffrey Helseth
Pouya Hemmati
Olivia Hendrickx
Danielle Hertel
Leah Hetterick
Ashley Hintz
Holly Hodkiewicz
Gretchen Hoff
Kathy Hoffer
Hope Hoffman
Isabelle Hogan
John Holten
Jeffrey Hong
Stephanie Hornung
Megan Horst
Andrew Housh
Chen Hu
Yuyao Huang
Kathryn Hubert
Michelle Hum
Britni Hummel
Omo Christina Igbavboa
Kristin Jacobsen
Luke James
Kayla Jankins
Daisha Jensen
Yuefan Ji
Yuqiao Ji
Yefei Jin
Caitlin Johnson
Lars Johnson
Haley Jones
Elliott Jons
Amber Jubie
Allen Judd
Brenna Judd
Madelyn Kalla
Faruq Karim
Chelsea Kazmierczak
Erin Kelleher
Melissa Kellen
Nicholas Keller
Daniel Kemp
Ross Kerner
Jessica Kessler
Caitlin Keute
Salemi Khori
Bryan Kirk
Alexander Kirsch
Kirsten Kjorsvig
Kathryn Klrich
Liesl Klop-Miller
Thomas Kohlbry III
Katie Kolberg
Sarah Korthauer
Zane Kotschevar
Rachel Kraemer
Nicholas Kranowski
Kaitlin Kranz
Kaelee Kreege
Anthony Kremin
Winter Kucharski
Alison Kullback
Lauren Kunz
Stephen Kwiatkowski
Stephen Kwong
Kirsten Labarge
Karl LaFleur
James Lager
Cory Landes
Christopher LaPrade
Daniel Laschansky
Brittany Lasek
Taylor Latvala
Meng Lean
Seol Lee
Welcome Week Leaders (cont.)

Matthew Leifeld
Judd Leinum
Pablo Leitzman
Kathryn Leuty
Chen Li
Zhiyi Li
Sarah Lindholm
Dinghan Liu
Mengxuan Liu
Megan Lobner
Aaron Lomicka
Wenbo Lu
Xi Lu
Morgan Luther
Samantha Machart
Tyler Madsen
Mackenzie Maher
Miles Malone
John Maly
Danielle Mannchen
Douglas Manthei
Courtney Marek
Victoria Marsh
Larry Martini
Jenna Matheson
Hana Mattern
Gina Mbachu
Joseph McAllister
Catherine McAvoy
Steven McCarthy
Julie McDermott
Megan McGough
Geena McLaughlin
Megan McMurray
Samantha McNabney
Sean Mercer
Spencer Merchant
Matisse Merriam
Jordon Meyer
Phillip Meyer
Marilena Mihai
David Mihm
Matthew Miller
Emily Mills
Hannah Mohan
Rebecca Mohn
Leni Monson
Colleen Mooney
Becca Moore
Samuel Moore
Logan Moore
Jonathan Morris
Nathan Morris
Kasshia Mostad
Kyle Muckenhirn
Nicholas Mueller
Alexander Mullikin
Parker Mullins
Roshni Muralidharan
Michael Nagel
Scott Nason
Tess Neddersen
Erin Nelsen
Cortney Nelson
Samantha Nelson
Alexandra Newhall
Annie Nguyen
Joshua Noga
Megan Nutzmann
Patrick O’Brien
Erin O’Connor
Melissa O’Hehir
Kevin O’Reilly
Keenan O’Shea
Yasmin Odowa
Kevin Oetliker
Megan Ohly
Brandon Olson
Madison Olson
Alexandra Paidosh
Amy Palmer
Brittany Parshall
Ann Peckskamp
Jennifer Pederson
Tyler Penas
Nickolas Penning
Katie Peterson
Rachel Peterson
Tara Peterson
Joseph Petrulo
Matthew Philips
Nathaniel Phillips
Ashley Phimister
Liza Pincsak
Michael Plath
Lindsey Pockl
Myisha Poindexter
Rachel Pollack
Nicole Ponath
Lindsay Poplinski
Luke Porter
Katie Prater
Patrick Price
Benjamin Pynnonen
Kendra Radtke
Jackilyn Randall
Katelyn Real
Kimberly Reed
Kristen Reed
Melissa Reilly
Alex Renner
Shelby Rentmeester
Amanda Rezutek
Daniel Ries
Michelle Rinas
Erin Roehl
Ashley Roethle
OFYP Financial Data

The past year, our annual budget has decreased slightly from the previous year, at $2.56 million. The reduction was primarily due to a loss of $100,000 in support from the Office for Student Affairs.

This year, we saw a small increase in confirmation fees collected as admissions numbers came in slightly higher than expected for Fall 2010. This was unexpected for our department, and helped to update old office equipment.

As noted on the following page, 44% of our budget is composed of O&M Funds (State), 44% of Confirmation/Orientation Fees, 8% Sales/Sponsorships, and 4% of Parent Orientation/Evening Parent Program fees.

<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>
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<tr>
<td>Freshman Orientation</td>
<td>Freshman Confirmation Fees</td>
</tr>
<tr>
<td>Transfer Orientation/</td>
<td>Transfer Confirmation Fees</td>
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<tr>
<td>Transfer Experience Programs</td>
<td></td>
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<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): 44% of budget

Confirmation/Orientation Fees: 44% of budget
Freshman (NHS): Spring Freshman Confirmation Fee $160; Fall Confirmation Fee $175
Spring 2010 .................................................. 71 students
Fall 2010 ......................................................... 5685 students

Transfer (NAS): Transfer Confirmation Fee $70
Spring 2010 ......................................................... 1055 students
Fall 2010 ........................................................... 2402 students

Graduate: Graduate Confirmation Fee $50
Fall 2009* .......................................................... 1251 students
Spring 2010 .......................................................... 80 students

*timing of fee collection

Parent Orientation/Evening Parent Program Fees: 4% 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 US Bank
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 2010 OFYP brought in $84,200 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 from this annual publication cover the cost of printing.

In 2010 Gopher Guide advertisement sales brought in $47,360.

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 2010 Explore-U registration brough in $28,550 and an additional $10,050 in trade items.
Call Volume
From May through the end of summer, the front desk answered 4,395 phone calls from new students, their parents, and members of the University community. For 3 years now, we have seen the numbers of calls coming to our front desk continue to increase. In summer 2005, we received 4,335 calls, the 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, and 4,395 this past summer.

This year we also implemented a chat feature which allowed new students or parents the opportunity to ask a question while receiving a live response.

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.

Website Redesign
In early 2010 OFYP launched a new website that utilized some of the existing website navigation features and, using feedback from usability testing and focus groups, introduced a more intuitive information hierarchy. This improvement allows us to better communicate with transient populations that are difficult to provide print communication to, such as transfer and international students.

We also built in functionality that allows components such as video and flash to be more easily incorporated throughout, and utilizing Joomla!® software we can now edit directly on each page without needing to FTP files.
In our seventh year of communicating directly with the incoming first-year students, the MyU Web Portal continued to effectively reach freshmen with over 5000 unique log-ins at peak times as well as new transfer students with close to 1500 unique log-ins at the beginning of fall semester (reference graph on page 15). We 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.

In the seven years that the MyU Web Portal has been available to students, staff, and faculty at the University of Minnesota, the only constant has been change. With each class of first-year students, we continue to see changes in user expectations and behavior. Luckily technology allows us to quickly adapt to the needs of our students and other users. With MyU becoming better established as a key information source for students, especially for those who are new to the University, we were able to consolidate and promote many resources in one location.

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

*Data for weeks 38-39 was irreparably lost in 2007 (CL2011)*

**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

*Data for weeks 38-39 was irreparably lost in 2007*
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.

Based on feedback from the 2009 student evaluation, changes were made to the Day 1 schedule. Students were paired up with one to two other Orientation groups to spend a 30-minute block of time to do with what they chose. Students could choose to participate in a mini-campus tour, small group time to ask an Orientation Leaders questions, play icebreaker games, or just sit and relax. Our goal was to have students get to know people outside their small group and have some down time in their day.

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 did not increase in 2010 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.

Students who met specific criteria were invited to attend a newly revised Post Secondary Enrollment Option (PSEO) orientation called, “Just for You” on April 1, 2010. Criteria includes:

- Enrolled full-time (13 credits, fall and spring) as a PSEO student during the 2009-2010 academic year who had:
- Applied and accepted to be a degree seeking in fall of 2010
- 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 48 students participate and 38 parents.

All confirmed freshman students pay $175 confirmation fee.

What students said....

“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 2010

<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>45</td>
<td>47</td>
<td>104.4%</td>
</tr>
<tr>
<td>CSE</td>
<td>23</td>
<td>16</td>
<td>69.6%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>68</td>
<td>63</td>
<td>92.6%</td>
</tr>
</tbody>
</table>

- 103 students confirmed they were attending the U of M. 68.9% of the students who confirmed actually attended Orientation.

Summer 2010

<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>2620</td>
<td>2545</td>
<td>97.1%</td>
</tr>
<tr>
<td>CSE</td>
<td>917</td>
<td>908</td>
<td>99%</td>
</tr>
<tr>
<td>CSOM</td>
<td>490</td>
<td>482</td>
<td>98.4%</td>
</tr>
<tr>
<td>CEHD</td>
<td>472</td>
<td>451</td>
<td>95.6%</td>
</tr>
<tr>
<td>CBS</td>
<td>416</td>
<td>402</td>
<td>96.6%</td>
</tr>
<tr>
<td>CFANS</td>
<td>322</td>
<td>318</td>
<td>98.8%</td>
</tr>
<tr>
<td>CDES</td>
<td>225</td>
<td>214</td>
<td>95.1%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>5462</td>
<td>5320</td>
<td>97.4%</td>
</tr>
</tbody>
</table>

- 5685 students confirmed they were attending the U of M. 93.6% of the students who confirmed actually attended Orientation.
- For additional detail, see “Weekly Orientation Number Tracking 2010.xls”
- Total Fall NHS Tenth Day Enrollment = 5323
- 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 attending 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 WebCT Vista, 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 $70 confirmation fee.
## On-Campus Orientation: January 2010

<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>41</td>
<td>42</td>
<td>102.4%</td>
</tr>
<tr>
<td>CDES</td>
<td>16</td>
<td>14</td>
<td>87.5%</td>
</tr>
<tr>
<td>CEHD</td>
<td>73</td>
<td>61</td>
<td>83.6%</td>
</tr>
<tr>
<td>CFANS</td>
<td>51</td>
<td>49</td>
<td>96.1%</td>
</tr>
<tr>
<td>CLA</td>
<td>822</td>
<td>782</td>
<td>95.1%</td>
</tr>
<tr>
<td>CSE</td>
<td>118</td>
<td>94</td>
<td>79.7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1121</strong></td>
<td><strong>1042</strong></td>
<td><strong>93%</strong></td>
</tr>
</tbody>
</table>

- 1055 students confirmed they were attending the U of M. 98.8% of the students who confirmed actually attended Orientation.
- Note: Check-In list numbers include unknown small number of duplicates due to student’s rescheduling of Orientation Dates.

## On-Campus Orientation: Summer 2010

<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>107</td>
<td>102</td>
<td>95.3%</td>
</tr>
<tr>
<td>CDES</td>
<td>150</td>
<td>139</td>
<td>92.7%</td>
</tr>
<tr>
<td>CEHD</td>
<td>132</td>
<td>116</td>
<td>87.9%</td>
</tr>
<tr>
<td>CFANS</td>
<td>159</td>
<td>147</td>
<td>92.5%</td>
</tr>
<tr>
<td>CLA</td>
<td>1446</td>
<td>1347</td>
<td>93.2%</td>
</tr>
<tr>
<td>CSE</td>
<td>333</td>
<td>294</td>
<td>88.3%</td>
</tr>
<tr>
<td>CSOM</td>
<td>43</td>
<td>39</td>
<td>90.7%</td>
</tr>
<tr>
<td>DH</td>
<td>25</td>
<td>20</td>
<td>80%</td>
</tr>
<tr>
<td>NUR</td>
<td>10</td>
<td>11</td>
<td>110%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2405</strong></td>
<td><strong>2215</strong></td>
<td><strong>92.1%</strong></td>
</tr>
</tbody>
</table>

- 2402 students confirmed they were attending the U of M. 92.2% of the students who confirmed actually attended Orientation.
- Note: Check-In list numbers include unknown small number of duplicates due to student’s rescheduling of Orientation Dates.
- 5 ICT students attended orientation: 2 CSE, 2 CLA, 1 CSOM

## What students said....

“I enjoyed orientation and feel confident in my abilities to manage on campus because of it. I’m excited to be a student at the University.”
What students said…

• “Thought the process was thorough and well-planned.”
• “I felt the process was very helpful and I feel more comfortable about attending.”
• “I liked that the orientation was very open and I could go where I wanted and choose for myself what to do and see. I enjoyed that this orientation didn’t ‘hold my hand’ the entire time but instead treated me like a knowledgeable and capable transfer student.”

Online Orientation: January 2010

<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>CBS</td>
<td>42</td>
<td>41</td>
<td>97.6%</td>
</tr>
<tr>
<td>CDES</td>
<td>14</td>
<td>10</td>
<td>71.4%</td>
</tr>
<tr>
<td>CEHD</td>
<td>60</td>
<td>53</td>
<td>88.3%</td>
</tr>
<tr>
<td>CFANS</td>
<td>46</td>
<td>45</td>
<td>97.8%</td>
</tr>
<tr>
<td>CLA</td>
<td>777</td>
<td>590</td>
<td>75.9%</td>
</tr>
<tr>
<td>CSE</td>
<td>88</td>
<td>58</td>
<td>65.9%</td>
</tr>
<tr>
<td>Total</td>
<td>1027</td>
<td>797</td>
<td>77.6%</td>
</tr>
</tbody>
</table>

Total Online Orientation Completion - Summer 2010

<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>38</td>
<td>29</td>
<td>76.3%</td>
</tr>
<tr>
<td>CBS</td>
<td>100</td>
<td>98</td>
<td>98%</td>
</tr>
<tr>
<td>CDES</td>
<td>139</td>
<td>89</td>
<td>64%</td>
</tr>
<tr>
<td>CEHD</td>
<td>118</td>
<td>102</td>
<td>86.4%</td>
</tr>
<tr>
<td>CFANS</td>
<td>146</td>
<td>141</td>
<td>96.6%</td>
</tr>
<tr>
<td>CLA</td>
<td>1402</td>
<td>1036</td>
<td>73.9%</td>
</tr>
<tr>
<td>CSE</td>
<td>385</td>
<td>261</td>
<td>68%</td>
</tr>
<tr>
<td>NUR</td>
<td>7</td>
<td>6</td>
<td>85.7%</td>
</tr>
<tr>
<td>Total</td>
<td>2195</td>
<td>1655</td>
<td>75.4%</td>
</tr>
</tbody>
</table>
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 2010

The cost of this program to parents: $0
Total parent attendance: 6

Summer 2010

Program Costs:
Parent Orientation Day Program: $25
Parent Orientation Day Program - On-site: $35
Parent Orientation Day Program - Child: $10
Evening Parent Program: $30

Day Program

Total parents who attended in 2010: 4567 (record number)
Total parents who attended in 2009: 4151
Total parents who attended in 2008: 3907
Total parents who attended in 2007: 3777*
Total parents who attended in 2006: 3596*  
*not including pick-up Orientation

- 63.3% of freshmen had at least one or more parent/guest attend Parent Orientation
- 50% of freshmen from Minnesota had at least one or more parent/guest attend Parent Orientation
- 81% of freshmen from Wisconsin had at least one or more parent/guest attend Parent Orientation
- 76% of all out-of-state students had at least one or more parent/guest attend Parent Orientation
- 22% of new commuter students had at least one or more parent/guest attend Parent Orientation
- 25% of new students of color had at least one or more parent/guest attend Parent Orientation
What parents said....

• “I am so glad I attended this program. This program helped my daughter and I transition into a different experience.”

• “Your team was able to make the BIG campus have a ‘small’ connected feeling.”

• “Excellent program. Extremely well done. Everyone was very personable and we felt very welcome.”

• “Excellent! We felt very welcomed and could feel the enthusiasm exhibited by all staff and students. We are leaving very excited to have our daugher begin her first year at the U of M.”

• “This was absolutely fabulous! We were so impressed and excited for our son to attend this university!”

• “Excellent program! For a very long day, time flew. It was well-structured, informative, entertaining, and enjoyable.”

• “I am a U of M grad and I wish a program like this was in place when I attended. Excellent! Helped make a huge campus feel a bit smaller.”

---

### 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>859</td>
<td>610</td>
<td>908</td>
<td>67.2%</td>
</tr>
<tr>
<td>CLA</td>
<td>1988</td>
<td>1493</td>
<td>2545</td>
<td>58.7%</td>
</tr>
<tr>
<td>CSOM</td>
<td>487</td>
<td>352</td>
<td>482</td>
<td>73.0%</td>
</tr>
<tr>
<td>CEHD</td>
<td>322</td>
<td>238</td>
<td>451</td>
<td>52.8%</td>
</tr>
<tr>
<td>CBS</td>
<td>378</td>
<td>285</td>
<td>402</td>
<td>70.9%</td>
</tr>
<tr>
<td>CDES</td>
<td>233</td>
<td>171</td>
<td>214</td>
<td>79.9%</td>
</tr>
<tr>
<td>CFANS</td>
<td>300</td>
<td>220</td>
<td>318</td>
<td>69.2%</td>
</tr>
<tr>
<td>Total</td>
<td>4567</td>
<td>3369</td>
<td>5320</td>
<td>63.3%</td>
</tr>
</tbody>
</table>
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 2010 Attendance: 151**

**Summer 2010 Attendance: 386**

<table>
<thead>
<tr>
<th>Dates</th>
<th>Pre-Registered Participants</th>
<th>On-Site Registrants</th>
<th>Total Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 30-July 1</td>
<td>40</td>
<td>56</td>
<td>96</td>
</tr>
<tr>
<td>July 19-21</td>
<td>55</td>
<td>68</td>
<td>123</td>
</tr>
<tr>
<td>August 10-13</td>
<td>51</td>
<td>70</td>
<td>121</td>
</tr>
<tr>
<td>August 18</td>
<td>5</td>
<td>12</td>
<td>17</td>
</tr>
<tr>
<td>August 25</td>
<td>9</td>
<td>12</td>
<td>21</td>
</tr>
<tr>
<td>September 3</td>
<td>0</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>160</strong></td>
<td><strong>226</strong></td>
<td><strong>386</strong></td>
</tr>
</tbody>
</table>

• Summer 2009 Attendance: 138 Pre-Registered, 324 On-Site Registrants, 462 total Attendees

**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 Workshop and Tours. Each fall two identical Welcome Days are available for new graduate students to select from. This program includes a resource fair, presentations on academic integrity, health, and academic incivility. In addition, we offered writing workshops for English and non-native speakers of English. A three-hour library workshop provides new students with the hands-on training for using their resources. Finally, there is a campus tour and a Twin Cities sightseeing tour as part of the summer program. In 2010 the rate of attendance from the time of registration to the day of the program increased greatly. For the past few years, attendance rates were approximately 50% of those who registered attended. In 2010 this number increased to as high as 80%. This was an unexpected rise in the show rate and provided significant programmatic struggles such as room capacities and program supplies.

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.

We have a similar programming in January for new graduate students.

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

### January 2010

<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>34</td>
<td>9</td>
<td>1</td>
<td>26</td>
</tr>
<tr>
<td>Non-Native WW</td>
<td>17</td>
<td>10</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>Library Session</td>
<td>30</td>
<td>11</td>
<td>0</td>
<td>19</td>
</tr>
<tr>
<td>Event/Date</td>
<td>Pre-Registered</td>
<td>No Show</td>
<td>On-Site Add</td>
<td>Total Attended</td>
</tr>
<tr>
<td>------------------</td>
<td>----------------</td>
<td>---------</td>
<td>-------------</td>
<td>----------------</td>
</tr>
<tr>
<td><strong>Welcome Days</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August 23 (M)</td>
<td>359</td>
<td>79</td>
<td>2</td>
<td>282</td>
</tr>
<tr>
<td>August 24 (T)</td>
<td>401</td>
<td>100</td>
<td>47</td>
<td>348</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>760</td>
<td>179</td>
<td>49</td>
<td>630</td>
</tr>
<tr>
<td><strong>Native Writing Workshop</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August 25 (W)</td>
<td>102</td>
<td>47</td>
<td>10</td>
<td>65</td>
</tr>
<tr>
<td>August 26 (Th)</td>
<td>77</td>
<td>34</td>
<td>13</td>
<td>56</td>
</tr>
<tr>
<td>September 25 (Sa)</td>
<td>25</td>
<td>13</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>204</td>
<td>94</td>
<td>26</td>
<td>136</td>
</tr>
<tr>
<td><strong>Non-Native Writing Workshop</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August 25 (W)</td>
<td>155</td>
<td>58</td>
<td>0</td>
<td>97</td>
</tr>
<tr>
<td>August 26 (Th)</td>
<td>74</td>
<td>30</td>
<td>7</td>
<td>51</td>
</tr>
<tr>
<td>August 28 (Sa)</td>
<td>26</td>
<td>11</td>
<td>3</td>
<td>18</td>
</tr>
<tr>
<td>September 25 (Sa)</td>
<td>40</td>
<td>15</td>
<td>5</td>
<td>30</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>295</td>
<td>114</td>
<td>15</td>
<td>196</td>
</tr>
<tr>
<td><strong>Twin Cities Tour</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August 24 (T)</td>
<td>112</td>
<td>0</td>
<td>0</td>
<td>112</td>
</tr>
<tr>
<td><strong>Library Tour</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August 26 (Th)</td>
<td>230</td>
<td>85</td>
<td>25</td>
<td>145</td>
</tr>
<tr>
<td>August 27 (F)</td>
<td>137</td>
<td>74</td>
<td>22</td>
<td>63</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>367</td>
<td>159</td>
<td>47</td>
<td>208</td>
</tr>
<tr>
<td><strong>Minneapolis Campus Tour</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August 23 (M)</td>
<td>64</td>
<td>0</td>
<td>0</td>
<td>64</td>
</tr>
</tbody>
</table>

- The increased attendance to the Welcome Days can be attributed to the commitment of communicating with the international graduate students via email promoting our program throughout the summer.
- A fourth Non-Native Writing Workshop session was added to meet the high demand in 2010.
Welcome Week was successfully implemented for its third year in the Fall of 2010. Significant changes were made from 2008 to 2009, which proved to better address the needs of students. Therefore, the 2010 schedule remained very similar to 2009 and more focus was placed on fine-tuning smaller aspects of the program. It was the first year attendance tracking for major events (ie-Convocation, Jermaine Davis, Pride & Spirit, Explore-U, etc) was functional, and accurate numbers were obtained. Drawing from student feedback the following adjustments were made this year:

- Jermaine Davis and Pride & Spirit swapped evenings to accommodate the athletic schedule.
- Kick-Off Meeting was shortened to 1.5 hours and revised to be more engaging.
- Content for *Live Like A Student* (Formerly Money! Money! Money!) and *Do What Matters* was revised to address wider financial issues like finding an on-campus job and taking responsibility for one’s own engagement experience.
- Partnership with Multicultural Kick Off was developed to better transition student participants between programs.
- Jermaine Davis’ presentation was held earlier so it would not run late into evening programming.
- Service & Engagement programming was held only on Saturday and Community Exploration trips were held exclusively on Sunday. This made for clearer group assignments.
- Welcome Week Leader training was adapted to have “returner friendly” requirements.
- An Event Staff was created to assist with reconciling rosters and implementing programs.
- Sponsorship with the U Card Office allowed for better attendance tracking of major events.

In addition, Welcome Week won two awards at the National Orientation Directors Association (NODA) Annual Conference: *Outstanding Use of Theme* and *Outstanding Welcome Week Publicity*.
These two awards demonstrate the creative energy put forth by OFYP professional and student staff to keep Welcome Week relevant and exciting for new students.

The addition of social media initiatives (Facebook, Twitter, FourSquare, Mobile app, etc) keep Welcome Week at the University of Minnesota a model program for institutions nationwide.

Overall, Welcome Week created a welcoming environment for the Class of 2014. Of the 5414 eligible for Welcome Week, 5323 students make up the Class of 2014 (4639 residential, 775 commuter). We served 98.3% of those eligible to attend Welcome Week - in other words we make concerted efforts to narrow the gap between students who confirm their enrollment and students who will actually attend.

**Overall Key Findings:**

- The number of students living on campus increased this year (87.2%), thus lowering commuter student numbers (14.6%).

- Approximately 93.7% of new students attended their Kick-Off Meeting. There was an increase in students feeling connected to their group and the number of interactions they had with group members compared to 2009.

- Most memorable aspects of Convocation for students were: marching band, receiving the Class of 2014 tassel from the President, and the address from the President. President Bruininks’ speech was focused on his own transition to college.

- Students had a great sense of school pride (79.27%), were still excited to be in TCF Bank, (78.45%), and were proud to be a part of the M (70.92%) during Pride & Spirit.

- Explore-U gave students the opportunity to interact with others (75%), introduced them to student groups they would like to participate (74%) and introduced them to businesses in the campus community (72%).

- Students indicated that the Community Exploration trips gave them the opportunity to interact with others (71%) and were fun and relaxing (69%).
Overall Key Findings cont.

- Students indicated the Service & Engagement programming made them realize they could make an impact on others or particular issues (64%), gave them the opportunity to think about issues they may not have thought about before (63%) and made them realize they were a part of something bigger (60%).

- Students indicated that the main reason they may not have participated in weekend activities was that they were exhausted and wanted to relax.

- In 2008 and 2009 OFYP offered formal classroom and campus tours which were not offered in 2010. Data indicated that students were more willing to explore campus on their own instead of having a guided tour.

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 the most accurate data received thus far in 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 in the Class of 2014 (5323) and were still enrolled after 10th Day counts.

Welcome Week Leaders

There were 432 Welcome Week Leaders this year, which reflects an increase of 50 students from 2009. These students dedicated approximately 100 hours of their time to attend training and lead groups of new students through Welcome Week. The leadership experience of Welcome Week Leaders continues to improve and be a focus for the Welcome Week program.
## Welcome Week Attendance

<table>
<thead>
<tr>
<th>Event</th>
<th>Tracking System</th>
<th>10th Day Attendance</th>
<th>% of Class of 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>WW Event Selection</td>
<td>NGOT</td>
<td>4996</td>
<td>93.9%</td>
</tr>
<tr>
<td>Exemptions</td>
<td>NGOT</td>
<td>201</td>
<td>3.8%</td>
</tr>
<tr>
<td>Move-in</td>
<td>HRL</td>
<td>4642*</td>
<td>87.2%</td>
</tr>
<tr>
<td>WW Check-in</td>
<td>Rosters</td>
<td>5133</td>
<td>96.4%</td>
</tr>
<tr>
<td>Kick-Off Meeting</td>
<td>Rosters</td>
<td>4970</td>
<td>93.4%</td>
</tr>
<tr>
<td>Convocation</td>
<td>U Card</td>
<td>4933</td>
<td>92.7%</td>
</tr>
<tr>
<td>College Day</td>
<td>Rosters</td>
<td>4667</td>
<td>87.7%</td>
</tr>
<tr>
<td>Jermaine Davis</td>
<td>U Card</td>
<td>4169</td>
<td>78.3%</td>
</tr>
<tr>
<td>Fun Zone</td>
<td>Wristbands</td>
<td>3267*</td>
<td>61.4%</td>
</tr>
<tr>
<td>U of M Day Meeting</td>
<td>Rosters</td>
<td>4360</td>
<td>81.9%</td>
</tr>
<tr>
<td>Live Like A Student</td>
<td>Rosters</td>
<td>4135</td>
<td>77.7%</td>
</tr>
<tr>
<td>Do What Matters</td>
<td>Rosters</td>
<td>4133</td>
<td>77.6%</td>
</tr>
<tr>
<td>Gophers After Dark</td>
<td>Wristbands</td>
<td>1960*</td>
<td>36.8%</td>
</tr>
<tr>
<td>Explore-U</td>
<td>U Card</td>
<td>3858</td>
<td>72.5%</td>
</tr>
<tr>
<td>Engagement Experience</td>
<td>Rosters</td>
<td>3787</td>
<td>71.1%</td>
</tr>
<tr>
<td>Mall of America</td>
<td>U Card</td>
<td>2154</td>
<td>40.5%</td>
</tr>
<tr>
<td>Community Exploration</td>
<td>Rosters</td>
<td>3456</td>
<td>64.9%</td>
</tr>
<tr>
<td>Closure Meeting</td>
<td>Rosters</td>
<td>3417</td>
<td>64.1%</td>
</tr>
</tbody>
</table>

*These numbers are not tracked on an individual basis, therefore the percent of Class of 2014 is an estimate, there is no way to tell if those at the event are still enrolled in the University.
Welcome Week 2010

I am favorably impressed with my WW experience
WW made me feel more prepared to transition to the U
WW helped me acknowledge my responsibility to the community
OR & WW were important to my transition to the U*

Would recommend being a WWL to others
Know more about the U because they were a WWL
Have become more involved on campus since being a WWL
Plan to be a WWL next year
Have become more involved off campus since being a WWL

0% 20% 40% 60% 80% 100%

Neutral Agree Strongly Agree

Were happy they decided to be a WWL
Would recommend being a WWL to others
Know more about the U because they were a WWL
Have a greater sense of belonging in the U because they were a WWL
Have become more involved off campus since being a WWL

2010 2009 2008
Welcome Week Handbook

The Welcome Week handbook underwent significant changes to better meet the needs of students this year through the use of a transit theme. This theme allowed students to see Welcome Week in the context of Orientation and other first-year programming, as well as highlighted the schedule of events more clearly.
Transfer Welcome Day

As part of an effort to improve the transitional experience of new transfer students, OFYP hosted the first ever Transfer Welcome Day on Saturday, September 4. 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 t-shirt swap; student speakers from the Commuter Connection, Minnesota Student Association, and Transfer Student Group; 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 350 students attended this event and OFYP looks forward to expanding Welcome Event offerings to transfer students in 2011.

What students said….

- “I enjoyed everything on Transfer Welcome Day. Everyone was helpful and friendly.”
- “I thought that for the first Transfer Welcome Day ever, it seemed to be very organized and well thought out.”
- “I got to meet new transfer students as myself and the club/ activity fair was a fun way for me students to meet the student organizations on campus. Thanks.”
Just for Freshman on MyU Portal

Just for Freshman 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 two weeks 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.
This e-newsletter is sent out to the first-year class eight times each year. The newsletter is sent to student’s email accounts during high transition times for first-year students. This publication provides students with time specific reminders in addition to promoting developmental and academic resources pertinent to the time of year. Content in the newsletter is provided by numerous departments around campus and is categorized in four sections; academics, health & wellness, finances and engagement. These sections address some of the most prevalent areas of anxiety that arise in the first-year class each year.

In Fall of 2010 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.

### Class of 2014 eNewsletter Tracking

<table>
<thead>
<tr>
<th>Time of Year Sent:</th>
<th>Unique Opens:</th>
<th>Total Opens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Welcome Week</td>
<td>812</td>
<td>1726</td>
</tr>
<tr>
<td>First Week of Fall Classes</td>
<td>659</td>
<td>1037</td>
</tr>
<tr>
<td>Fall Midterms</td>
<td>1048</td>
<td>1552</td>
</tr>
<tr>
<td>Fall Finals</td>
<td>990</td>
<td>1409</td>
</tr>
</tbody>
</table>
First-Year Initiatives

Kick-It!

The current freshman class has the opportunity to participate in this 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 visit campus resources that will assist them in their transition to the University of Minnesota. After students submit their completed tickets they get entered into a drawing of prizes donated by local businesses and campus departments.

### Kick-It! Participation by Category

<table>
<thead>
<tr>
<th>Activity Type</th>
<th>Spring 2010 % of Entries</th>
<th>Fall 2010 % of Entries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web-Based</td>
<td>99%</td>
<td>77%</td>
</tr>
<tr>
<td>Visit</td>
<td>0%</td>
<td>.7%</td>
</tr>
<tr>
<td>Event</td>
<td>1%</td>
<td>.3%</td>
</tr>
<tr>
<td>Respond to Welcome Week</td>
<td>0%</td>
<td>22%</td>
</tr>
</tbody>
</table>

### Spring 2010

- Number of tickets available on Kick It!: 64
- Number of departments represented: 22
- Tickets requiring students to visit a web site: 62
- Tickets requiring students to visit an event: 2
- Tickets requiring students to visit a person, place, or office: 0
- Number of unique participants: 282
- Number of tickets submitted: 5674
- Number of tickets submitted in Week 1: 2125
- Number of tickets submitted in Week 2: 1557
- Number of tickets submitted in Week 3: 1180
- Number of tickets submitted in Week 4: 812
### Fall 2010

<table>
<thead>
<tr>
<th>Description</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of tickets available on Kick It!</td>
<td>108</td>
</tr>
<tr>
<td>Number of departments represented</td>
<td>29</td>
</tr>
<tr>
<td>Tickets requiring students to visit a web site</td>
<td>91</td>
</tr>
<tr>
<td>Tickets requiring students to visit an event</td>
<td>2</td>
</tr>
<tr>
<td>Tickets requiring students to visit a person, place, or office</td>
<td>5</td>
</tr>
<tr>
<td>Tickets requiring students to respond to Welcome Week</td>
<td>10</td>
</tr>
<tr>
<td>Number of unique participants</td>
<td>255</td>
</tr>
<tr>
<td>Number of tickets submitted</td>
<td>6291</td>
</tr>
<tr>
<td>Number of tickets submitted in Week 1</td>
<td>2885</td>
</tr>
<tr>
<td>Number of tickets submitted in Week 2</td>
<td>1462</td>
</tr>
<tr>
<td>Number of tickets submitted in Week 3</td>
<td>1126</td>
</tr>
<tr>
<td>Number of tickets submitted in Week 4</td>
<td>818</td>
</tr>
</tbody>
</table>

**Key Findings:**

- Students are more willing to do online activities compared to attending events or visiting an office on campus.
- Since Welcome Week began, the number of unique users had decreased, however, more participating are doing so at a much greater level.
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 dialogue and strategize about academic and student development issues relating to first-year students. This conference was held at Coffman Memorial Union on the University of Minnesota, Twin Cities, campus on February 16, 2011. We shifted the date from October 2010 to allow more flexibility with an advising and career retreat. Keynote 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
Our first print item is a collaboration with Admissions and the Parent Program, and mails to the parents of all admitted freshmen. The remainder of the OFYP communication cycle begins at the point of confirmation for new freshman and transfer students. With orientation as an optional program, graduate students and parents receive our communication when orientation registration becomes 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, 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.
The first-year (NHS) assessment plan continues to be implemented while collecting data from students at various points throughout their first year. 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. The plan helps to inform the institution on the things we were learning about from our students and their experiences.

Reference the presentation Preliminary Results from a Longitudinal Study of First-Year Students.

Summary of Results

• There is a positive relationship between students whose parents attend orientation and their success at the University – they do not leave their first year.

• Since fall of 2008, there has been an increase in the number of students who have sought out a professional counselor, career counselor and faculty member for advice.

• Students’ top five primary anxieties or concerns are academic coursework, making friends/meeting other people, financial concerns, deciding on a major/career path, and developing skills related to note-taking, studying, time management, stress management. For the first time this spring finding a job on campus rose into the top five.

• Students are making greater connections with their Community Advisors, College advisors and staff, as well as faculty.

• Students have a greater sense of connection to the community, to others who have similar interests and to the community through service.

• There has been an increase in the number of students’ surveyed meeting with a University employee for advice or counseling. These include professional counselor, career counselor, faculty member, teaching assistant and Community Advisor.

• More than one-third of the students who leave the University between fall and spring semesters of their first year are from out of state.

• Students who leave the University between fall and spring semesters of their first year leave for a variety of reasons including: financial issues, health issues, family issues, homesickness, campus is too big, difficulty making friends/connections, and other personal issues. A significant number of these students have a 3.1 GPA or higher.
### First-Year (NHS) Assessment Cycle:

**Summer prior to first year**
- Track Student participation
- Pre-Orientation Survey
- Orientation Program Evaluation

**August/September prior to first year**
- Leader Reflections
- Welcome Week Mid-Test

**Early September**
- Program Outcomes/Satisfaction Evaluation
- Post Welcome Week

**October of first year**
- Fall Check-In Survey
- Focus groups

**Fall of first year**
- Annual Report

**December /January of first year**
- Conduct Leaver’s Study

**February of first year**
- Spring Check-In Survey

**May/June of first year**
- Focus group (every few years)

**October of second year**
- Conduct Leaver’s Study
  - **REPEAT CYCLE**

### National Surveys:
- Cooperative Institutional Research Program (CIRP) Survey (every odd year)
- National Survey on Student Engagement (NSSE)
- Student Experience in the Research University (SERU)
- Institutional Student Experience Survey (every other year)
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.

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