

## **Pre, Mid and Post Welcome Week Survey Summary of Instruments and Methodology**

### **Purpose:**

Orientation & First-Year Programs in collaboration with the Office of Measurement Services conducted the Pre and Post Welcome Week Survey. The survey link was posted on MyU and an email was sent all NHS confirmed whose x500s were pulled from the orientation database.

### **Pre-Survey:**

The survey was available on MyU from mid July through mid August. The purpose of this survey is to collect information from the identified students regarding their level of confidence regarding certain aspects of college and to gain a sense of their overall preparedness for college. This survey included questions on a Likert scale and a few open-ended questions to solicit feedback.

### **Sample Size:**

This email was sent to approximately 5420 first-time, full-time freshmen. The final NHS enrollment was 5106. There were 140 athletes and band members who could not participate leaving our potential participant number at 4966.

### **Response Rate:**

3455 completed

- 70% of potential Welcome Week participants from class (4966)
- 68% of overall class of 5106

### **Key Findings Pre-Survey:**

- Student main anxiety/concern at this point in time included: (select one)
  - Academic coursework = 1109 (31.9%)
  - Making friends and meeting people = 866 (24.9%)
  - Financial concerns = 370 (10.6%)
  - Developing skills = 213 (6.1%)
- Over 78% of students surveyed feel that experiencing a sense of community is important (1618) to very important (1091). Only 76 said it was not at all important.
- Students felt confident in their ability to:
  - Be a successful college student = 2030
  - Communicate effectively with others = 1980
  - Think critically in order to solve problems = 1907
  - Set goals and strive to achieve them = 1869
  - Understand what professors expect academically = 1842
  - Feel like a part of the University community = 1815
  - Develop effective study skills = 1812
  - Adjust to academic demands of college = 1802
- Students felt somewhat confident in their ability to:
  - Get to know professors = 1446
  - Study when there are other distractions = 1392
  - Manage time effectively = 1220

- Write effectively = 1100
- Feel like a part of the University community = 1028
- Develop effective study skills = 964
- Adjust to academic demands of college = 913
- Develop close friendships with other students = 906
- Understand what professors expect academically = 865

- Students did not feel as confident in their ability to:

- Get to know professors = 270
- Study when there are other distractions = 209
- Write effectively = 246

- Resources/information student would like to see available during the first days/weeks of classes:

- More opportunities to socialize = 1995
- Getting involved on campus = 1623
- Information on majors = 1605
- More interactions with faculty = 1558
- Information on academic expectations and degree requirements = 1545
- Finding a job on campus = 1538
- Academic and personal skills training = 1523
- More interaction with academic advisors = 1467
- More information on what life on campus is like and what to expect = 1242

- How students shape thoughts about exploring academic major:

- Personal interests, skills and abilities = 2594
- Classes taken in high school = 2495
- Family members = 2042
- High school teacher or counselor = 1355

<b>Mid-Survey:</b>
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A paper survey was administered in all seven colleges to students attending college day.

**Sample Size:**

The sample size included all NHS in each college minus competing athletes and band members (140) although some were able to attend this day.

CSOM = 414	CBS = 337	CDES = 107	CEHD = 400
CFANS = 304	CLA = 2723	IT = 821	

**Response Rate:**

CSOM = 386 (93%)	CBS = 318 (94%)	CDES = 104 (97%)
CEHD = 352 (88%)	CFANS = 249 (82%)	CLA = 1836 (67%)
IT = 685 (83%)		

**Key Findings:**

- Students hoped to gain the following from their Welcome Week experience:
  - Make new friends (18.5%)

- Learn way around campus (15.7%)
- Adjust to college life (14.5%)
- Get involved (10.9%)
- Understand more about college (10.6%)
- Students main anxiety/concern at this point in time included:
  - Academic coursework = 763 (35.7%)
  - Making friends and meeting people = 461 (21.6%)
  - Deciding on a major/career path = 198 (9.3%)
  - Financial concerns = 194 (9.1%)

### **Move-In/New Student Convocation:**

- Students felt the move-in process was smooth and efficient (72.1%) and the staff who helped with move-in was friendly and helpful (75.4%).
- Students overall experience with Convocation was Fair (36.3%) to Good (37.4%)
- The three most memorable aspects of Convocation were:
  - Band (28.1%)
  - Being with friends/meeting new people (14.3%)
  - Class of 2012 tassels given by President (13.3%)
- After attending Convocation students:
  - Felt welcomes into the campus community (30.5%)
  - Reminded me that I need to be intentional in creating a successful experience (19%)
  - Began to build a sense of community on campus (18.7%)
  - Helped foster institutional pride and respect (14.7%)
- In the two small group meetings students were able to: (10% represents over 1900 students)
  - Receive Welcome Week materials (15.8%)
  - Interact with classmates (13.9%)
  - Understand what was expected during Welcome Week (12.2%)
  - Ask questions (11.1%)
  - Understand the University's expectation (10.1%)

<h3><b>Post-Survey:</b></h3>
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The survey was available on MyU from September 12 through September 30. The purpose of this survey is to collect information from the identified students regarding their Welcome Week experience. This included questions about specific program elements, Welcome Week leaders, their overall transition to University life, as well as identifying areas of concern. This survey included questions on a likert scale and many open-ended questions to solicit feedback. Many questions were written in such a manner to support our achievements of the Student Development Outcomes in which the program content was mapped to prior to implementation. We plan to utilize this information to gain the student perspective, identify themes and enhance our Welcome Week program initiatives.

### **Sample Size:**

This email was sent to approximately 5420 first-time, full-time freshmen. The final NHS enrollment was 5106. There were 140 athletes and band members who could not participate leaving our potential participant number at 4966.

**Response Rate:**

1975 completed

- 40.0% of potential Welcome Week participants from class
- 38.6% of overall class of 5106

**Key Findings Post-Survey:*****Welcome Week Leader/Small Groups:***

- Students felt strongly that Welcome Week leaders helped them feel welcome to the University = 47% or 932

**Comments about Welcome Week Leader(s):**

<b>Total N =</b>	1407
<b>Neutral comments =</b>	120
<b>Positive comments =</b>	1196
<b>Negative comments =</b>	91

**Specific categories:**

Energetic/Fun	367
Helpful/approachable	324
Made me feel welcome	295
Were knowledgeable	218
Not helpful/disrespectful	72
Confused	46
Disorganized	44
Needed more guidance/leadership	39

- 73% or 1435 of students surveyed attended all six small group meetings while 23% or 456 attended at least 4 meetings.
- Small group meetings: (N=1908)
  - Gave students an opportunity to interact with others = 82% or 1561
  - Assured students that they could turn to their leader with questions or concerns = 60% or 1143
  - Made students feel connected to their group = 58% or 1119
  - Provided me the opportunity to interact with someone different from me = 53% or 1011
  - Other = 41% or 773 (see below)

**Additional comments about small group meetings:**

<b>Total N =</b>	773
<b>Neutral comments =</b>	199
<b>Positive comments =</b>	234
<b>Negative comments =</b>	340

**Specific categories:**

Not Helpful	220
Helpful	170
Too many group times	151
Met new people	144
Need more structure/focus	131
Good for Q&A	16
Commuter Issues	9

**College Day:**

- After attending Jermaine Davis “Do It Now” presentation, students: (N=1800)
  - Felt motivated to be successful in college = 58% or 1036
  - Understand the importance of setting goals = 57% or 1028
- The Fun Zone gave students the opportunity to: (N=1740)
  - Have fun and relax = 59% or 1034
  - Interact with new people = 52% or 930
  - Other = 16% or 273 ( see below)

**Fun Zone gave me the opportunity to:**

<b>Total N =</b>	273
<b>Neutral comments =</b>	141
<b>Positive comments =</b>	75
<b>Negative comments =</b>	57

**Specific categories:**

Did not attend	135
Did not like/Too loud	55
Free food	43
Hung out with friends instead	23

**University Day:**

- On University Day students attended sessions on the following topics: (N=1967)
  - Health and Wellness = 65% or 1282
  - Icebreakers and Energizers = 48% or 943
  - Money = 32% or 627
  - Community = 31% or 619
  - Career = 31% or 609
- These sessions gave students the opportunity to: (N=1859)
  - Navigate campus before classes begin = 45% or 830
  - Discover a multitude of resources to access = 42% or 773
  - Understand the ownership and responsibility for the college experience = 37% or 685
  - Acknowledge my individual responsibility to the campus community = 33% or 609

- Other = 7% or 127 (see below)

**Friday Sessions gave me the opportunity to: (other)**

<b>Total N =</b>	127
<b>Neutral comments =</b>	7
<b>Positive comments =</b>	33
<b>Negative comments =</b>	87

**Specific categories:**

Not helpful	92
Learn new resources	22
Did not attend	1

- Icebreakers with Tracy Knofla: (N=1847)
  - Gave student the opportunity to interact with others = 49% or 898
  - Was fun and relaxing = 37% or 678
  - Provided students the opportunity to interact with someone different = 33% or 605
  - Other = 6% or 115 (see below)

**Ice breakers with Tracy Knofla:**

<b>Total N =</b>	115
<b>Neutral comments =</b>	23
<b>Positive comments =</b>	1
<b>Negative comments =</b>	91

**Specific categories:**

Did not like	84
Activities made me uncomfortable	17
Really liked	8
Met new people	2

- Student Employment power point was helpful to 58% or 1158 of students.

**Student Employment session power point was most helpful in:**

<b>Total N =</b>	296
<b>Neutral comments =</b>	21
<b>Positive comments =</b>	268
<b>Negative comments =</b>	7

**Specific categories:**

Where to go to get help/find a job	110
Interview tips	50
Website resources	48
Campus resources (career, etc.)	41
Resume information	40

- 68% or 1357 of the students did not speak with anyone; however 89% or 452 students did and got their questions answered.

**What would have helped in Student Employment session power point:**

<b>Total N =</b>	620
<b>Neutral comments =</b>	61
<b>Positive comments =</b>	2
<b>Negative comments =</b>	557

**Specific categories:**

Did not like/boring	207
Speaker, not just power point	167
More information on how to get a job	99
Job fair	43
Not interested in employment	22
More information on work study	8
Student perspectives/stories about jobs	7

**Questions still have about Student Employment:**

<b>Total N =</b>	89
<b>Neutral comments =</b>	31
<b>Positive comments =</b>	0
<b>Negative comments =</b>	58

**Specific categories:**

How to get non-work study job	24
General job questions	24
Work study questions	23
Did not attend	6
Information on job guarantee program	6

- The “Do What Matters” presentation: (N=1815)
  - Introduced students to resources including Grad Planner and Student Engagement Planner = 46% or 831
  - Understand the ownership and responsibility I have for college experience = 45% or 811

- The Honors dinner gave 17% or 315 students the opportunity to interact with other honors students while 14% or 255 students said it made them feel a part of the University Honors Program. 79% or 1462 of the students surveyed said they were honors students but did not attend the dinner. (N=1841)
  - Other comments = 2% or 28 (see below)

**The University Honors Dinner (other):**

<b>Total N =</b>	28
<b>Neutral comments =</b>	7
<b>Positive comments =</b>	9
<b>Negative comments =</b>	12

**Specific categories:**

Did not attend	8
Too long/boring	7
Food	7

- Over 59% or 1141 students' surveyed plan to attend future Gophers After Dark events. (N=1929)

**Community Day:**

- Saturday side trips: (N=1905)
  - Gave student the opportunity to explore the twin cities = 57% or 1083
  - Were fun and relaxing = 51% or 974
  - Gave students the opportunity to interact with others = 42% or 804
- Explore-U: (N=1845)
  - Introduced students to student organizations in which they want to participate = 44% or 810
  - Discovered a multitude of resources to access for a successful college experience = 37% or 677
- The football game: (N=1923)
  - Was fun and relaxing = 61% or 1175
  - Fostered students' institutional pride and respect = 51% or 979
  - Gave students the opportunity to interact with others = 51% or 979
- The late night side trips attended: (N=1955)
  - 31% or 604 of students surveyed went to the Mall of America
  - 26% or 517 of students surveyed went to the State Fair
  - 43% or 835 students surveyed chose not to participate in the late night side trips for various reasons. We received "Other" comments from 27% or 534 students (see below).

**Late night side trip (other):**

<b>Total N =</b>	1842
<b>Neutral comments =</b>	501
<b>Positive comments =</b>	1140
<b>Negative comments =</b>	201

**Specific categories:**

Too tired	339
Commuter issues	71
Hung out with friends	44
Missed bus	41
Wanted a break	39

**Suggestions for Evening Entertainment/SideTrips:**

<b>Total N =</b>	697
<b>Neutral comments =</b>	194
<b>Positive comments =</b>	367
<b>Negative comments =</b>	136

**Specific categories:**

No suggestions	292
Other Twin Cities Attractions	92
Something low key (i.e. movie)	57
Making optional, not required	27
Concert	15
Dancing	15
Comedian	4

**Community Service & Engagement Day: (N=1951)**

- 45% or 870 students surveyed participated in U-Topia.
- 26% or 502 students surveyed participated in an off-campus service project.
- 17% or 329 students surveyed did not participate on Sunday.
- 13% or 251 students surveyed participated in the Darfur Symposium.
- **The Sunday Experience: (N=1887)**
  - Gave student the opportunity to interact with others = 49% or 929
  - Gave student the opportunity to think about issues they may not have thought of = 35% or 669
  - Introduced me to community organizations they were interested in = 32% or 613
  - Gave students a sense of connection to others who have similar interests = 30% or 564 as well as the community and community resources = 29% or 547
  - Other = 6% or 113 (see below)
  -

**The Sunday service experience:**

<b>Total N =</b>	113
<b>Neutral comments =</b>	14
<b>Positive comments =</b>	18
<b>Negative comments =</b>	81

**Specific categories:**

Boring/useless	59
Informative/enjoyable	15
Problems with organization of event	9
Stressed me out	5
I was too tired	4
Eye opening	4

**Describe service related experience: (open-ended)**

<b>Total N =</b>	895
<b>Neutral comments =</b>	275
<b>Positive comments =</b>	447
<b>Negative comments =</b>	173

**Specific categories:**

Enjoyed experience	363
Learned something new	219
Did not enjoy experience	139
There were logistical problems with experience	123
Gained a sense of community	58
Interested in getting more involved in the community	50
Did not attend	44

- The residence hall receptions or commuter kick-off event gave 44% or 815 students the opportunity to interact with others.
- On various evenings, students participated in the Residence Hall Community events: (N=1893)
  - 41% or 774 did not participate
  - 38% or 720 said this gave them the opportunity to interact with others
  - 37% or 705 said it was fun and relaxing
  - Other = 3% or 48 (see below)

**On various evening I participated in the Residence Hall Community events. They (other):**

<b>Total N =</b>	48
<b>Neutral comments =</b>	29
<b>Positive comments =</b>	9
<b>Negative comments =</b>	10

**Specific categories:**

Was a commuter	16
Tired/boring	11
Were fun	6
Enjoyed the activities	2

- On Sunday night attended: (N=1930)
  - Target Run = 38% or 734
  - Did not attend for various reasons = 33% or 637 (see other)
  - Comedy Sportz Show = 15% or 294
  - Movie and game night at Walter Library = 6% or 109
  - Breaking the Ice theatre performance = 2% or 41
  - Other = 1815 (see below)

**Sunday night, I attended (other):**

<b>Total N =</b>	1815
<b>Neutral comments =</b>	1815
<b>Positive comments =</b>	0
<b>Negative comments =</b>	0

**Specific categories:**

Attended residence hall activities	1200
Hung out with friends/family	206
Went home	133
Slept	119
Set up residence hall room	58
Attended church	10
Hung out with friends/partied	10
Hung out with small group members	7

**Prepare for Classes:**

- On Monday: (N=1853)
  - Rested and prepared for classes = 83% or 1540
  - Bought my books = 34% or 625

- Participated in Greek Rush activities = 9% or 169
- Went on a tour = 7% or 130

**Overall:**

Students surveyed answered strongly agree to agree:

- 58% or 1128 had a greater sense of community and identity with the Class of 2012.
- 55% or 1076 felt more prepared to transition to the University
- 55% or 1065 students surveyed agree that Welcome Week helped them acknowledge their individual responsibility to the campus community and to creating their own college experience.
- 54% or 1045 had a greater sense of institutional pride and respect for the University
- 36% or 704 on their impressions of overall Welcome Week experience
- Welcome Week gave students the opportunity to establish meaningful relationships with: (N=1863)
  - Peers from the Class of 2012 = 91% or 1690
  - Welcome Week Leader = 48% or 892
  - Community Advisor = 25% or 457
  - College Advisors = 16% or 292
  - College staff = 12% or 215
  - Faculty = 12% or 217
  - Student services staff = 9% or 162
  - Other = 4% or 66 (see below)

**Welcome Week gave students an opportunity to establish meaningful relationships: (other)**

<b>Total N =</b>	66
<b>Neutral comments =</b>	15
<b>Positive comments =</b>	20
<b>Negative comments =</b>	31

**Specific categories:**

No time/met no one	26
My residence hall roommate	5
Met small group members	4
Met college reps thru college tour	2
Members of Greek Community	1

- 57% or 1103 students strongly agreed to agreed that Orientation and Welcome Week gave the necessary introduction in order for the student to be successful in creating their own college experience.
- The mean for students level of confidence in their ability related to the Student Development Outcomes: (3=confident)
  - Independence and interdependence = 3.23
  - Developing responsibility/accountability = 3.21
  - Appreciation of difference = 3.2

- Self awareness = 3.09
- Goal orientation = 3.07
- Tolerance of ambiguity = 3.05
- Resilience = 3.01
- 68% or 1317 students strongly agreed to agreed that Welcome Week allowed them to navigate the campus while discovering a multitude of resources and opportunities.
- 71% or 1373 students strongly agreed to agreed that after attending, students have a better understanding of the experience and resources available at the University.
- Students main anxiety/concern at this point in time included: (N=1936)
  - Academic coursework = 37% or 724
  - Making friends and meeting people = 14% or 264
  - Financial concerns = 10% or 188
  - Deciding on a major/career path = 8% or 164
  - Finding a job = 8% or 149
  - Other = 5% or 101

**What is your main anxiety or concern(Other):**

<b>Total N =</b>	101
<b>Neutral comments =</b>	5
<b>Positive comments =</b>	0
<b>Negative comments =</b>	96

**Specific categories:**

Family problems	96
All of the above	5

- Students wished Welcome Week had provided more time/information on: (N=1923)
  - Free time = 66% or 1272
  - Time to get settled in residence halls = 53% or 1015
  - Other = 6% or 110 (see below)

**Wished Welcome Week would have spent more time on (Other):**

<b>Total N =</b>	110
<b>Neutral comments =</b>	22
<b>Positive comments =</b>	1
<b>Negative comments =</b>	87

**Specific categories:**

Free time/Overscheduled	53
Learning the Gopher Way	16
More time to settle in	12
Academic items	9
Meeting people	6

Time to buy books, go to bank, etc	4
Using the library	4
Twin Cities Tour	2
Computer labs	1
More time to meet Community Advisers	1
Study Abroad opportunities	1
Tour of Rec Center	1

- Students would like to attend workshops/sessions on the following topics during fall semester: (N=1923)
  - Nothing = 29% or 562
  - Choosing a major = 21% or 398
  - Career planning = 19% or 363
  - Financial Aid = 16% or 304
  - Other = 1% or 20

**Workshops attend on following topics during fall semester(Other):**

<b>Total N =</b>	20
<b>Neutral comments =</b>	20
<b>Positive comments =</b>	0
<b>Negative comments =</b>	0

**Specific categories:**

Study abroad	6
Campus jobs	5
Time management	3
How to spend free time	3
UROP/Research opportunities	2
Stress management	1

- 304 or 16% of students surveyed are interested in being a Welcome Week leader!

**If you could change Welcome Week in any way, how would you change it and why?:**

<b>Total N =</b>	1433
<b>Neutral comments =</b>	1433
<b>Positive comments =</b>	0
<b>Negative comments =</b>	0

**Specific categories:**

Too structured	770
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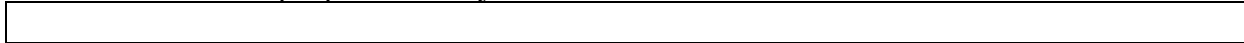
Too many days/too long	422
Need more time to settle in	344
Don't make all required	144
Repetitive information	138
More time to meet peers in residence halls	91
Various food comments	69
More given to commuter considerations	45
Various comments about College Day	38
Bus Service/Transportation comments	23
More time to meet people from majors	18
PSEO needs	17

**Overall comments/suggestions:**

<b>Total N =</b>	544
<b>Neutral comments =</b>	544
<b>Positive comments =</b>	0
<b>Negative comments =</b>	0

**Specific categories:**

Too structured	171
Too many days/too long	48
Don't make all required	22
Need more time to settle in	21
Repetitive information	13
Various comments about College Day	9
More given to commuter considerations	8
More time to meet peers in residence halls	5
Various food comments	4
Bus Service/Transportation comments	3
PSEO needs	2
More time to meet people from majors	1



## **Kick It! Response on Welcome Week:**

**Purpose:** Kick It! is available to all first-year fulltime students at the University of Minnesota the first four weeks of fall and spring semester.

**Response Rate:** The program was available to approximately 5,200 new students, 475 students choose to participate in the program, this is a 9.1% response rate. There were 1651 responses submitted for the 13 Welcome Week response tickets.

**Method:** Kick It! is an online engagement program available to all first-year fulltime students on the MyU web portal. Traditionally Kick It! has only offered tickets or “challenges” dealing with student engagement or campus resources. In Fall 2008 we added 13 tickets that asked students about their Welcome Week experience. The key themes of the student responses are shown below.

### **1) Your Academic College of Enrollment and the University both have expectations for you. After College Day, what are some expectations that you may not have realized before coming to Welcome Week?**

#### **Key Findings:**

Students do not fully understand academic expectations of them prior to Welcome Week.

Consistent themes:

- Being on time to class
- Understanding a syllabus
- Interactions with faculty and staff inside and outside of the classroom

### **2) Why is it important that you learn how to communicate with those that are different than yourself?**

#### **Key Findings:**

Students are thinking about being conscious in the ways that they get to know people.

- Being confident and proactive in introducing themselves
- Getting involved on campus will help interact with others

### **3) What part of the city did you explore today? What is your reaction to your side trip?**

#### **Key Findings:**

Students enjoyed getting to know areas outside of campus while using the opportunity to get to know other people.

Even if students did not know anyone going on their side trip they met new people and had a good time.

### **4) When dealing with the academic stress that occurs in college, how do you plan to create balance in your life?**

#### **Key Findings:**

Students understand that they need to be proactive in creating balance in their life. Consistent strategies include:

- Using a planning tool
- Getting involved in campus activities to balance stress
- Exploring & getting involved in the surrounding community

**5) Why do you feel it is important to be engaged in the community around you?**

**Key Findings:**

Students are beginning to understand that engagement in the community is an integral part of their education.

New students understand that there is a correlation between being engaged in their communities and building relationships.

**6) After completing Welcome Week, what are you most anxious about? (open ended)**

**Key Findings:**

Even after completing Welcome Week many students had a variety of anxieties. Some of these anxieties included:

- Homesickness
- Meeting people & making friends
- Finances
- Getting lost on campus
- Doing well academically
- Time management

**7) All of the Day of Service & Engagement activities allowed students to be engaged at various levels, how easy is it for you to be an engaged member of the community?**

**Key Findings:**

Students feel that it is easy to become an engaged member of the community, and that they can choose how in-depth they want to be involved in an issue or opportunity.

Students realize that service and engagement are major components of many student organizations and academic expectations.

**8) What are your reactions after meeting with your Welcome Week small group for the first time?**

**Key Findings:**

Students appreciated being with a consistent group of peers throughout the program.

The new student's experience was greatly influenced by their interactions with their leaders.

**9) What workshop did you attend during University Day that make you feel more comfortable about attending the U?**

**Key Findings:**

Students found comforting information throughout all of the University Day sessions.

How To Meet a Cop	17.9%
UDS & Nutrition	14.9%
Teacher May I Use the Bathroom	9.0%
UROP	9.0%
Money & Finances	7.5%
Misc Other (Varied responses)	41.8%

\* Out of 67 responses

**10) What Welcome Week programming do you feel has helped you in your adjustment to your college experience?**

**Key Findings:**

Every student found different parts of Welcome Week to be beneficial. The most relevant theme is that all students have different needs, but students enjoyed most activities that helped them find their way around and meet new people.

The most frequently mentioned programs in the student responses:

- College Day
- Golden Gopher Football Game
- Explore-U
- Small Group Meetings

**11) During today's side trips, Explore-U and the Golden Gopher football game you were introduced to many opportunities to be involved in your community. How do you plan on being involved in your community?**

**Key Findings:**

After being exposed to many arenas to get involved, by the end of Welcome Week students had ideas of how they wanted to be involved in the community through joining a student organization or volunteering.

**12) What did you participate in during the Day of Service & Engagement? What did you learn from this experience?**

**Key Findings:**

Students learned that the University of Minnesota facilitates many opportunities to learn about and get involved in the local and global community.

Some students commented simply on what they learned through the experience and some students expressed interest in deeper engagement in the community.

**13) What was the main message of keynote speaker Jermaine Davis?**

**Key Findings:**

Students learned to stay focused and utilize their natural talents in their university experience.

New students understood that they need to recognize those that have a positive and those that have a negative influence in their lives and make the choice in who they would associate with.

## Welcome Week Leader Survey

### **Purpose:**

Survey was sent to Welcome Week Leaders to understand their experiences and impressions of Welcome Week training and program. Survey was created and implemented using [www.surveymonkey.com](http://www.surveymonkey.com) and opened on September 26, 2008 and closed on October 16, 2008

### **Response Rate:**

336 Welcome Week Leaders were emailed the survey

- 153 surveys completed in full
- 45.5% response rate

### **Key Findings:**

#### ***Spring Training***

- 76% of WWLs stated that the April training session on first-year issues, student conduct and role as a Welcome Week Leader prepared students the most for their position
- Specific position responsibilities should be covered more thoroughly and sessions should be interactive
- Group dynamics and facilitation should be training topics covered in the spring instead of the fall
- Leadership Workshop requirement should be removed or they should focus on WWL related issues
- Assigned WWL groups/PA should be the same from spring to fall
- Shorten day requirements for spring training, full day sessions are too long

#### ***Prep Week***

- The following were the top three training components the prepared WWL for their experience: PA/WWL group time (94.6%), “Hotdish” newsletters (84.4%), Recognition Lunch (81.0%)
- Prep Week training schedule should be tightened up so there is less down time and room for free time
- Logistics training should be more efficient, there should be a strong focus on small group meeting facilitation, and more detailed instructions should be given about how to implement event/program.
- Entertainment throughout training was fun. Keep Wild & Crazy Campus and Dancer’s Studio.
- Location of training was challenging with poor acoustics in Mariucci and walking the entire campus to get from meeting to meeting.
- 85.2% of WWLs felt prepared going into their WW experience
- 55.3% of WWLs were comfortable discussing diversity topics with their small groups

#### ***Welcome Day***

- 53.9% of WWLs though Convocation was excellent/good
- 35.7% of WWLs thought their first small group meeting was excellent/good
- Convocation should be shorter/Pride & Spirit needs to be improved so it is not as long and students are not sitting in their seats for two hours.
- Small group meeting #1 needs to take place somewhere besides Mariucci and Williams. Acoustics and floor/seat space was not ideal to set tone of program.

- Schedule should be altered to split move-in and Convocation, the small group meeting #1 should take place prior to Convocation
- Schedule for commuters should be tightened so they do not have so much down time.

### ***College Day***

- 84.5% of WWLs thought Jermaine Davis was excellent/good
- WWLs thought Small Group Meeting #2 (78.6%) and Small Group Meeting #3 (78.1%) was excellent/good
- College Day should have more variety and interactive sessions (some comments in this area were specific to CLA)
- Schedule should not be over-programmed. Students chose not to go to evening entertainment because they were tired.
- Entertainment events like Jermaine Davis and Fun Zone

### ***University Day***

- 82.5% of WWLs thought their small group time this day was excellent/good
- 70.2% of WWLs thought the Campus Connector service on this day was excellent/good
- Job Information Fair needs improvement, should be actual job fair, not a powerpoint presentation
- Schedules need to be more flexible to accommodate travel time and students more opportunities to attend sessions (some arrived too late to interest sessions)
- Student needs like campus tours, finding classes, buying books, and meeting people should be focus of content
- Sessions should be more interactive

### ***Community Day***

- 77.8% of WWLs thought small group meeting #5 was excellent/good
- WWLs liked Community Day and perceived their students felt the same. The flexibility in the schedule and were able to explore the community on their own.
- Students would have preferred to sit in the student section at the football game instead of in the upper bowl of the stadium.
- Explore U was popular with students and WWLs
- Day time side trips were popular, particularly Como Zoo and Kickball. Late night side trips were perceived to be imbalanced because MOA was all inclusive and State Fair only admission was covered
- Transportation to/from side trips need to be more fluid and directions made more clear
- Do not over-program in evening. Football game and late night side trips were too much for one night.

### ***Day of Service & Engagement***

- 71.6% of WWLs thought small group meeting #6 was excellent/good.
- Transportation to/from service projects needs to be more fluid and directions made more clear
- Off-campus service projects provided a more solid experience than Utopia, more off-campus options should be added in future
- Students appreciated flexibility of schedule and more free time offered
- WWLs need more training on service project logistics and program content. They could take on a more significant role within these projects.

### ***Small Group Experience***

- 85.7% of WWLs indicated their groups main concern throughout WW was that they needed more time to get settled. Other concerns were that they were over-programmed, wanted more free time and more independence.
- 82.5% of WWLs indicated their group made new friends with others outside group
- 79.2% of WWLs indicated their group was confident in navigating campus by the end of WW
- 79.2% of WWLs indicated their group developed a cohesive bond with each other
- 63.7% of WWLs reported their group continues to hang out with each other
- WWLs know their students made friends and learned something from Welcome Week
- Negative attitudes of students affected the small group experience
- WWLs thought the small group experience was the best part of being a WWL

### ***Partner Experience***

- WWL partner assignment was important, those that worked well together had a better experience overall
- WWL liked random assignments of partners and stated that partners are needed to manage group sizes and work loads

### ***Overall Welcome Week Leader Experience***

- 95.4% of WWLs indicated they were able to share their experiences with new students
- 90.1% indicated they developed leadership skills by being a WWL
- 89.5% developed relationships with other WWLs that will continue past WW
- 80.9% were challenged in the position
- 73.2% feel a greater sense of belongs to the U because they were WWL
- Top three areas WWLs thought they developed most because of the WWL experience are: Responsibility/Accountability (67.3%), Independence/Interdependence (54.9%), Tolerance of Ambiguity (41.8%)

## **Campus Department Survey**

### **Purpose:**

Survey was sent to campus departments and first-year admitting colleges who were involved with Welcome Week at a variety of levels to understand their experiences and impressions of Welcome Week. Departments and colleges were encouraged to pass the survey link on to others who may have be involved in the program as well. Survey was created and implemented using [www.surveymonkey.com](http://www.surveymonkey.com) and opened on October 6, 2008 and closed on October 21, 2008

### **Response Rate:**

147 staff were emailed and encouraged to pass it on to others

- 115 surveys were completed in full
- Maximum 78.2% response rate, unknown how many received survey

### **Key Findings:**

#### ***Strengths***

- Planning process was thoughtful, organized and a productive use of time

- Interactions with first-year students were positive and staff could tell connections were being made.
- WW staff interactions were positive
- 89.1% of campus department interactions with Welcome Week Leaders were positive
- Convocation was successful and a good Class of 2012 experience
- Welcome Week provide opportunity for collaboration across campus and there was a genuine desire from all areas to make the program work
- Campus departments appreciated access to first-year students through College Day activities or other presentations.

### ***Areas of Improvement***

- Welcome Week website for campus departments should be more accessible and user friendly to improve communication across campus.
- Convocation volunteers need more training and better direction to fulfill their role. There was confusion with how to direct students where to sit, where volunteers should eat and what to do when student food lines ran out.
- University Day presenters had a rigorous schedule and needed more communication about how to manage the schedule and incorporate lunch.

### ***Suggestions for 2009***

- Provide more opportunities for students to settle in and free time throughout schedule
- Adjust schedule to separate move-in and Convocation (move Convocation to Thursday)
- Revisit Convocation program to bring more energy: have fewer speakers, less performances and get more faculty to attend
- Maintain regular communication with campus partners throughout planning process

<b>Community Partner Response:</b>
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**Purpose:** Survey was sent to 47 individuals that hosted an off-campus service project, hosted a symposium or hosted a social issues discussion or activity at U-Topia.

**Response Rate:** The number of respondents was 29, which is a 61.7% response rate.

**Method:** Respondents were sent a survey via surveymonkey.com to describe their experience being involved in the Day of Service and Engagement during Welcome Week. The survey asked respondents questions pertaining to communication with Welcome Week staff, input on logistics, interactions with new students and Welcome Week Leaders, and overall satisfaction with their involvement in the program. Respondents were sent a link to their email account giving them access to the survey for three weeks. The survey was available to respondents from 9/23/08 through 10/14/08.

### **Key Findings:**

- 1) **Community partners and presenters had a positive experience with students during Welcome Week.**

*“This was a very successful event for us during welcome week and we hope to be able to repeat it again next year!”*

*“As I said before, I was pleasantly surprised by students' attendance and engagement. I had low expectations for the social justice issue discussions but came away feeling it was very worthwhile and even enjoyable!”*

**2) Those leading activities felt that students were engaged in what they were doing.**

In interacting with first-year students did you notice:

	Yes	No
Students building a sense of community	84.0%	16.0%
Students beginning to build relationships	87.5%	12.5%
Students making the connection between campus & community	79.2%	20.8%

*“I was pleasantly surprised by students' attendance and engagement. I had low expectations for the social justice issue discussions but came away feeling it was very worthwhile and even enjoyable!”*

*“The workshop I was asked to do had good attendance and participation so I feel pretty good about it. I think students connected with each other and were exposed to resources available on campus.”*

**3) There were many logistical barriers with the program including limitations due to time, space and transit.**

*“WW is a great idea. It does however, put a real demand on community partners with its weekend timing, particularly being that is Labor Day weekend. How about the service day happens on a weekday when community partners are working anyway?”*

*“We did not receive the number of students we had planned for at two of our locations, especially in the afternoon. Not having any students, or much fewer than planned, for 2 sites made it a challenge for us since we staff based on the number of volunteers expected.”*

*“The biggest barrier to our discussion was the space- it was a bit small and hard to hear one another.”*

*“I loved everything I was a part of. The Utopia workshop setting was difficult. It was very hard to hear and do a workshop on important/intimate issues in such a noisy an open setting.”*

**Vendor Response:**

**Purpose:** Survey was sent to 32 vendors that participated in Explore-U during Welcome Week.

**Response Rate:** The number of respondents was 11, which is 34.4%.

**Method:** Respondents were sent a survey via surveymonkey.com to describe their experience participating in Explore-U during Welcome Week. The survey asked respondents questions pertaining to communication with Welcome Week staff, input on logistics, interactions with new students and Welcome Week Leaders, and overall satisfaction with their involvement in the program. Respondents were sent a link to their email account giving them access to the survey for three weeks. The survey was available to respondents from 10/7/08 through 10/28/08.

**Key Findings:**

**4) Vendors found a high value in their interactions with first-year students at Explore-U.**

*“We talked to students non-stop for three hours about what we do, we met a lot of great people.”*

*“Students were excited to know we had a pro soccer team in the area. They were interested to know more information about us and liked our giveaways. I believe we were able to really extend our awareness to a very important demographic with this event.”*

*“It was nice being able to speak with so many of the students. The bingo cards were great because they had to listen to us first before we would stamp their cards.”*

Would you say that your participation in Explore-U:

Went beyond expectations	36.4%
Met expectations	63.6%
Did not meet expectations	0.0%

**5) Vendors would like the ability to make contact with students earlier in the program.**

*“Perhaps as a gold sponsor we could have the opportunity to get them materials ahead of time so we are not in the mix with everyone else. Then on the day of the event, we can reinforce those materials. Just a thought...they are so overwhelmed with information. It was a very fun event though!”*

*“Great way to meet and welcome new students. Move in weekend is a crazy time for us...it would be nice to have this event earlier in the week if possible???”*