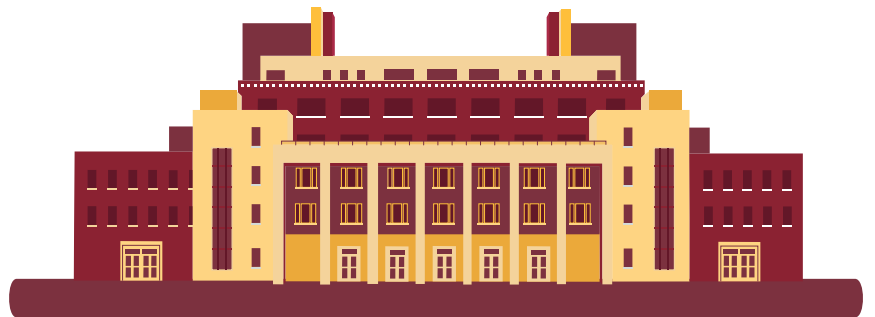
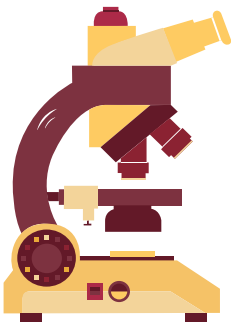


ORIENTATION & FIRST-YEAR PROGRAMS

2017 ANNUAL REPORT



ORIENTATION & TRANSITION EXPERIENCES

OFFICE OF UNDERGRADUATE EDUCATION

LETTER FROM THE DIRECTOR

Dear University Partners:

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

Our programmatic areas included New Student Orientation, welcome programs (including Welcome Week and Transfer Welcome Days), At Home in MN (for out-of state students), transfer online orientation, Gold Book, Gopher Guide, biennial Student Success Conference, leadership development programs (which includes training 28 Orientation Leaders, 11 Transfer Student Ambassadors (TSA), and more than 350 Welcome Week Leaders), and electronic and print communications.

The 2017 program cycle proved to be very exciting. During this time, we served first-year students including freshmen and transfer as well as parents of first-year and transfer students. We implemented Welcome Week for the tenth year and continue to enhance transfer programming.

This annual report provides program statistics and an overview of the programs and services offered in an effort to fulfill our office mission. Our work is not done in isolation, but is grounded in collaboration. I invite you to learn more about many of the OFYP accomplishments 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, Ph.D.
Assistant Dean and Director of Orientation & First-Year Programs

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VISION, MISSION, AND CORE VALUES

Vision

All entering students will experience a seamless transition and become engaged community members.

Mission

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

Core Values

Student Success

Dedicated to the success of each individual.

Building Community

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

Collaboration

Strengthening our work by building internal and external relationships.

Leadership

Developing the leader within us all.

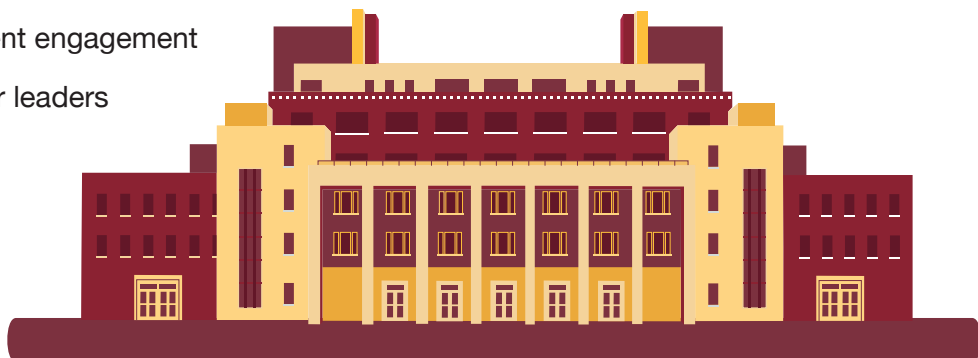
Commitment to Excellence

Pursuing our work with professionalism, innovation, scholarship, and integrity.

Goals

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

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



HIGHLIGHTS



Gopher Family Connect Event

Orientation & First-Year Programs, Parent & Family Program, and Admissions worked together to create an initiative in August 2016 called the Gopher Family Connect Event. This off-campus program was geared towards parents who did not attend the on-campus Parent Orientation program in June or July. In 2017, we hosted two sessions again—one at the Urban Research Outreach-Engagement Center (UROC) in Minneapolis and one on-campus at Coffman Memorial Union. During the program, there were mini presentations from Housing and Residential Life, One Stop Student Services, Off Campus Living, and the Parent & Family Programs, Staff from MCAE, and Multicultural Student Involvement. We saw a slight increase in the number of families who attended from 13 families in 2016 to 19 families in 2017. We did expand the invitation list to include students from all parts of the Twin Cities Metro area. In addition, we gave all families the choice of which session to go to and more families chose to attend the sessions held on-campus in CMU. Although the program was geared to parents and families, we did provide the new students with an opportunity to do a question and answer session with Orientation Leaders. The students seemed to appreciate talking about some of their concerns. Dinner was provided, and translation services were offered as requested by families.

HIGHLIGHT: OFYP STRATEGIC PLANNING

OFYP entered into its second year of strategic planning process. Internal committees were formed focusing on the two primary topics: First-Year Programs and First-Year Assessment.

First-Year Programs: What is OFYP's role after Welcome Programs?

- Evaluate all current first-year programs organized by OFYP
- Research best practices and benchmark with other institutions.
- Revisit first-year gap analysis of campus wide programs which was originally conducted in 2014

First-Year Assessment: How do we enhance current process while continuing to inform our work?

- Re-evaluate first-year assessment process and the intent of each evaluation including outcomes and questions
- Create a framework for all evaluations
- Identify additional data to support first-year retention efforts
- Explore partnership with Office for Measurement Services



HIGHLIGHT: OFYP STRATEGIC PLANNING (CONT.)

Next Steps / Recommendations:

First-Year Programs: What is OFYP's role after Welcome Programs?	<ul style="list-style-type: none">- Rebrand programming to align with 2018 reorganization- Enhance website to serve students beyond Welcome programs- Investigate student advisory board for enhanced student input- Increase seamlessness between summer program content and college First-Year Experience content
First-Year Assessment: How do we enhance current process while continuing to inform our work?	<ul style="list-style-type: none">- Signed contract with Office of Measurement Services to assist with vision, implementation, and reporting for assessment strategy- Conducted kickoff meeting with Office of Measurement Services to outline process for staff- Implement assessment framework for every project- Revise check-in survey

PRESENTATIONS & LEADERSHIP



Presentations

“Transfer Student Network: An Inside Look at our Peer Mentoring Program for New Transfer Students”, April 2017, Chelsea Garcia & Stephanie Ryan, NODA Region V Conference, Sioux Falls, SD

“Maximizing Personality Assessment to Develop Student Leaders”, Lisa Gruszka, Chelsea Truesdell, Jessa Trimble, Lily Oyarzun, NODA Annual Conference, November 2017, Louisville, KY

“Orientation and Transition Programming: It’s Role in Enrollment Management Strategy”, Beth Lingren Clark, NODA Annual Conference, November 2017, Louisville, KY

“Leveraging NODA Core Competencies”, Beth Lingren Clark, NODA Annual Conference, November 2017, Louisville, KY

Leadership

Lisa Gruszka, Region V Coordinator, NODA-Orientation, Transition & Retention Professionals in Higher Education

Jennifer Porter, co-chair of Coalition for a Respectful U and representative to the Bias Response & Referral Network

Beth Lingren Clark, Consultant and Core Competency Committee Member, NODA-Orientation, Transition and Retention Professionals in Higher Education

OFYP FINANCIAL DATA

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

Program/Account	Funding Source
Welcome Week	O&M, Freshman Confirmation Fees, Sponsorships
Freshman Orientation	Freshman Confirmation Fees
Transfer Orientation/ Transfer Experience Programs	Transfer Confirmation Fees
Parent Orientation	Program Fees paid by Parents
First-Year Programming	O&M, Freshman/Confirmation Fees
Central Office	O&M, Freshman/Confirmation Fees
Gopher Guide	Advertising, Sales to Bookstore

O/M (State):	35% of budget
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Confirmation Fees:	55% of budget
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Freshman: New High School (NHS): Confirmation Fee \$250

- \$148 for Orientation & First-Year Programs
- \$75 for Welcome Week
- \$12 to Admissions for processing

Transfer: New Advanced Standing (NAS): Confirmation Fee \$80

- \$70 for Transfer Orientation and Transfer Initiatives
- \$10 to Admissions for processing

Parent Orientation/Evening Parent Program Fees: 5% of budget
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Sales/Sponsorships: 5% of budget

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

OFYP FINANCIAL DATA (CONT.)

OFYP Sponsorships

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

In 2017, OFYP received over \$150,000 from external sponsors.

Sponsorships Include

External

Coca-Cola
Land O' Lakes
Metro Transit
Stadium View Apartments
TCF Bank
DoubleTree
Courtyard Marriott
KIND
Insomnia Cookies

Internal

Army ROTC
Auxiliary Services
Housing and Residential Life
Intercollegiate Athletics
MyU Web Portal
Office for Fraternity & Sorority Life
Office for Student Affairs
Office of Sustainability
One Stop Student Services
Parent & Family Program
Recreation and Wellness
Student Unions & Activities
U Card Office
University of Minnesota Bookstores
University Dining Services
University of Minnesota Alumni Association

OFYP Sales

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

Gopher Guide: This annual publication provides the opportunity to reach incoming and continuing students through print advertisements. In 2017, OFYP was able to secure \$52,275 in Gopher Guide advertisement sales. The ad sales plus the sale of guides in the University Bookstores covers the entire cost of printing nearly 17,000 Gopher Guides.

Explore U: Local businesses and large corporations have the opportunity to participate in the Explore U vendor fair during Welcome Week. This event is the only time vendors are able to access the entire first-year class. The revenue generated by Explore U is used to supplement other areas of the Welcome Week program. In 2017, Explore U registration brought in \$31,956.50 and an additional \$5,768.50 in trade.

FRESHMAN ORIENTATION

First-year students enrolling in fall semester attend a two-day, overnight orientation experience in June or July. Based on a small group model, students learn about University resources and academic expectations, meet with their college of enrollment, and register for classes. In August, three orientation dates were offered to better accommodate the number of international students who planned to attend. 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 completed the new online Global Gopher Orientation created by ISSS prior to arrival and then attended Immigration Check-In the morning of their first day of orientation. This schedule allows the international students to complete the requirements of the International Student Orientation prior to the University orientation. This also meant that the international students were able to join the domestic students and an Orientation Leader to have a small group orientation experience.

All confirmed freshmen pay a \$250 confirmation fee (see page 8).

Total Fall NHS Tenth Day Enrollment = 6,195

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

Summer 2017 | 22 Programs

College	Check-in List (College)	Actual Check-In (OFYP)	% Show of Check-In List
CLA	2,746	2,692	98%
CSE	1,194	1,181	99%
CSOM	635	629	99%
CEHD	510	494	97%
CBS	619	600	97%
CFANS	393	386	98%
CDES	283	277	98%
TOTAL	6,380	6,260	98%

FRESHMAN PARENT/FAMILY ORIENTATION

In 2017 we saw a continued increase in parent and family attendance. A record number of parents—6,035—attended the program. This is up from 2016 when we checked in 5,602 parents. However, the percentage of students who brought parents dropped slightly from 62% in 2016 to 61.2% in 2017.

We continued to expand our attendance of parents and families in 2017. This translates to 16% of new transfer students bringing at least one parent to orientation.

In addition, we created new a program schedule for the Parent Orientation program. We offered families the choice to attend two of three conference-style sessions after the college meeting in the afternoon of their first day at Orientation. The offerings included Ask a Golden Gopher (a student leader panel), An Inside Look at Your Student's First Year, and an Academic Success Resources session. The session on the first-year transition was the highest attended session. Family members said they liked being able to create their own schedule and they appreciated being able to move around.

The final change we made to Parent Orientation was related to the evening program. The only paid option for families was for the two-hour trolley tour of Minneapolis. Families were invited to eat dinner on their own in Stadium Village restaurants where we had arranged for discounts. Participants then boarded trolleys in Stadium Village. Parents were very satisfied with the opportunity to eat on their own before participating in the evening activity.

"I enjoyed the Parent Orientation. It provided lots of information that really helps me get to know the U of M better and I learned there are resources in the university to support my student."



FRESHMAN PARENT/FAMILY ORIENTATION (CONT.)

Parents and families of new students are invited to attend an optional parent orientation program. This one-day program runs concurrent to freshman orientation and provides parents the opportunity to learn more about tuition, financial aid and billing, health and safety, their student's college of enrollment, housing, and typical first-year transition issues.

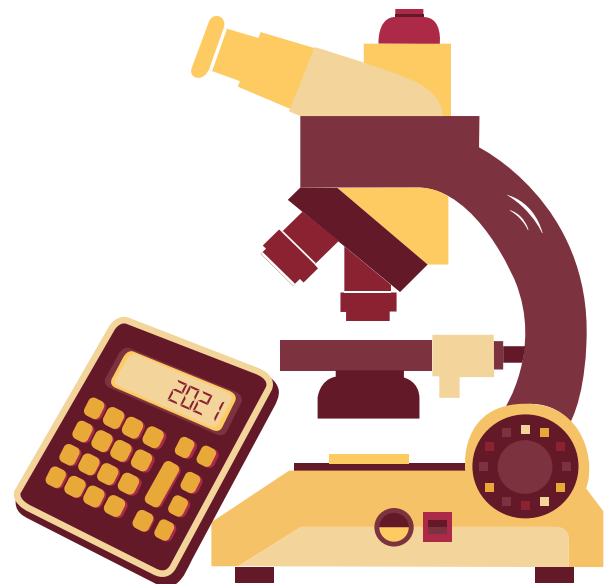
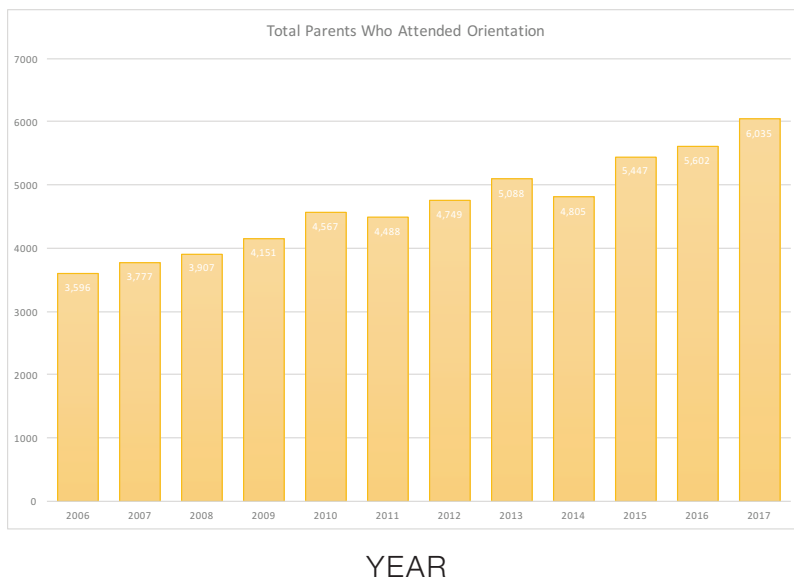
Summer 2017

Program Costs:

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

Day Program

- Total parents who attended in 2017: 6,035



FRESHMAN PARENT/ FAMILY ORIENTATION (CONT.)

SUMMER PARENT ATTENDANCE BY COLLEGE

COLLEGE	# OF STUDENTS WITH PARENTS/FAMILY	# OF STUDENTS	% OF STUDENTS WITH PARENTS
CLA	1,582	2,692	58%
CSE	769	1,181	65%
CSOM	414	629	66%
CEHD	258	494	52%
CBS	400	600	66%
CFANS	211	387	55%
CDES	185	277	67%
TOTAL	3,819	6,260	61%

TRANSFER STUDENT ORIENTATION

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

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

All confirmed transfer students pay an \$80 confirmation fee (see page 8).

On-Campus Orientation: January 2017

College	Check-In List (College)	Actual Check-In (OFYP)	% Show of Check-In List
CLA	781	743	95%
CEHD	69	70	101%
CFANS	68	61	90%
CDES	50	43	86%
Total	968	917	95%



On-Campus Orientation: Summer 2017

College	Check-In List (College)	Actual Check-In (OFYP)	% Show of Check-In List
CLA	1,561	1,483	95%
CSE	316	303	96%
CSOM	73	68	93%
CEHD	133	127	95%
CBS	75	72	96%
CFANS	165	160	97%
CDES	118	110	93%
Total	2,441	2,323	95%

Total Fall NAS 10th Day Enrollment = 2,268

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

TRANSFER STUDENT ORIENTATION (CONT.)

Transfer Student Online Orientation

Total Online Orientation Completion: January 2017

College	Total Attend Orientation	Total Complete Online Orientation	% Complete Online Orientation
CDES	43	43	86%
CEHD	70	70	101%
CFANS	61	61	90%
CLA	743	743	95%
Total	917	917	93%

Total Online Orientation Completion: Summer 2017

College	Total Attended On-Campus Orientation	Total Complete Online Orientation	Total % Complete Online Orientation
CSOM	68	66	97%
CBS	72	69	96%
CDES	110	102	93%
CEHD	127	123	97%
CFANS	160	145	91%
CLA	1,483	1,415	95%
CSE	303	295	97%
Total	2,323	2,215	95%

TRANSFER PARENT/FAMILY ORIENTATION

Parents and family of new transfer students are invited to attend an optional parent/guest orientation program. This half-day program runs concurrent to transfer orientation and provides parents the opportunity to learn more about tuition, financial aid and billing, health and safety, university resources, Parent & Family Programs, and a Transfer Student Ambassador panel.

There is a \$15 cost to attend this program, which includes lunch and printed resources.

January 2017 Attendance: 187

Summer 2017 Attendance: 593

Dates	Total Attended
January 5-6	84
January 9-13	103
Total	187

Dates	Total Attended
July 18-25	459
August 17-22	127
August 31	7
Total	593

TRANSFER WELCOME DAY (CONT.)

The purpose of Transfer Welcome Days (TWD) is to welcome transfer students into the U of M community and provide opportunities for them to connect with each other, student organizations, and campus resources. As part of an ongoing effort to improve the transition experience of new transfer students, OFYP launched its seventh Transfer Welcome Days program and capitalized on its most engaged transfers student cohort. We saw a significant drop in attendance numbers in 2017. This year 647 students attended at least one Transfer Welcome Days event, which was down from 800 in 2016. All new transfer students (including IUT system campus transfer students and College of Continuing Education students) were invited to participate in these events.

Ultimately, we have a schedule and structure that really works for our students and our campus partners. We will continue to improve our program utilizing these schedules as the foundation from which to grow and change. Building on some of the signature experiences including the Gopher football game and Explore U, some of the new sessions added this year offered students an opportunity to develop a sense of belonging, navigate the University, and make connections with their peers. The following page outlines what happened each day.

Thursday, August 31

Transfer Welcome Days launched with a Tailgate experience in Coffman Plaza. Students attending this event enjoyed a Qdoba dinner, participated in lawn activities sponsored by ROTC and Facilities Management, and connected with other new students and the Transfer Student Ambassadors (TSAs). TSAs then led students to TCF Bank Stadium where they attended a free football game to see the Gophers play against Oregon State. Transfer students living on campus had the opportunity to participate in early move-in into their residence hall.

Tailgate Attendance:

259

Football Attendance:

369



TRANSFER WELCOME DAY (CONT.)

Friday, September 1

The TWD Kickoff served as the ceremonial start to the Transfer Welcome Days program. This year we featured a Respect U keynote address by artist and community member Wing Young Huie who highlighted the importance of understanding your own identity and how to take advantage of all the U has to offer.

Students participating in Tour de TSA were broken into small groups and paired with a TSA for a tour of campus through a transfer student's perspective. The small groups then shared a meal together where a TSA continued to facilitate conversation and shared tips and stories of their first year on campus.

The TWD Hangout in Goldy's Gameroom focused on connecting with other new transfer students and allowed students to bowl, play pool, and take photos with Goldy. Wrapping up the night, students were invited to the Students Unions & Activities Showcase where a variety of events were offered including a hypnotist, dance party, and free food.

Kickoff Attendance:

404

Hangout Attendance:

209

Saturday, September 2

Saturday we hosted a Coffee Chat program hosted by the Transfer Student Network. This event offered students the opportunity to enjoy a cup of coffee and have a conversation with a Transfer Insider or Transfer Student Ambassador. Students were invited to participate in Community Engagement sessions that were hosted by campus and community parents.

Students attended Explore U and had the opportunity to learn more about Fraternity and Sorority Life on campus. Transfer students living on campus moved into their residence hall.

Saturday Programming:

103

Explore U Attendance:

268

Transfer Talk

We invited four previous transfer students to tell their own transfer story in our new program, Transfer Talk. These students were selected from a pool of 35 applications. The selected students came from varying backgrounds, which appealed to a wide range of students in attendance including international students, non-traditional students, inter-University transfer students, and others. The students were able to hear stories from past transfer students about their experiences transitioning to the University of Minnesota. Transfer Talk was held in The Whole in Coffman Memorial Union.

Transfer Talk

26

TRANSFER WELCOME DAY



Sunday, September 3

On the final day of Transfer Welcome Days, we offered two additional programming opportunities. We partnered with the University YMCA to host community service projects. Students were also invited to participate in self-guided tours to venture out and explore the Twin Cities using the Metro Transit Green and Blue line trains. Highlighted tours included Nicollet Mall, Minnehaha Park, Mall of America, and downtown St. Paul.

Attendance was not tracked during these events.

This year we kept our foundational schedule structure and added the Transfer Talk program which we plan to continue. The Coffee Chat program allowed us to promote the Transfer Student Network program. This year's program gave students more opportunities to participate in events they thought would be most helpful in their transition. We checked in 1,663 students between all four days, which reflects 647 unique individuals. These numbers reflect that 29% of new transfer students chose to participate in Transfer Welcome Days, a decrease of 6% from 2016.

LEADERSHIP DEVELOPMENT PROGRAMS

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



Orientation Leaders

Orientation Leaders (OLs) are responsible for administering a successful New Student Orientation and Welcome Week. Prospective OLs participated in a competitive four-tiered selection process that included an initial application, group interview, individual interview, and a college interview. In 2017, OFYP received 86 applications for the 28 available spots. The students selected for the 2017 OL team represented all seven freshman-admitting colleges, had an average GPA of 3.4, and had participated in numerous other leadership and involvement opportunities on campus.

The OLs participated in an extensive training program to prepare for the responsibilities associated with their role. Spring training included a three-day retreat in January and a weekly meeting on Wednesday nights for four hours. Training topics included diversity and social justice, student development theory, strengths, vulnerability,

the power of language, conflict resolution, and leadership. During the spring, OLs were also responsible for recruiting and training the Welcome Week Leaders.

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

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

HERE IS WHAT STUDENTS HAD TO SAY ABOUT THEIR OL...

Strongly agree and agree responses	
Helped me feel welcome at the University	97.6%
Was an effective facilitator	96.76%
Worked well with my orientation group	97.06%
Was approachable	97.13%
Was respectful	98.34%
Was knowledgeable about the University	97.97%
Made my Orientation experience very enjoyable	96.46%

(Strongly Agree and Agree responses noted. Findings are based on the responses to the program evaluation that is available to new freshman students during their orientation experience. 5,274 students completed the evaluation out of the 6,260 students who attended for a 90% response rate)

"I would like to thank my OL personally for such a warm/fun welcoming to the campus and I would possibly like to do the same for students in the future by participating in the event as an Orientation leader. Overall thank you and keep on doing you!"

"I liked that the orientation leader did not try to act as a teacher, but rather as a guide."



LEADERSHIP DEVELOPMENT PROGRAMS (CONT.)

Transfer Student Ambassadors

Transfer Student Ambassadors (TSAs) are responsible for administering a successful orientation and Transfer Welcome Days program for our transfer student population.

Prospective TSAs participated in a competitive selection process that included an initial application and group interview. In 2017, OFYP received 70 applications for the 11 available spots.

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

Training intensified in July with four days of training sessions prior to the start of summer orientation programs, totaling nearly 40 hours of just summer training. These four days covered the content and logistics of the program, an overview of campus resources, an understanding of the transfer student profile, and a synopsis of transfer shock theory. TSAs practiced their introductions, prepared elevators speeches, and rehearsed the East Bank campus tours in addition to learning how to respond to the needs of students and families during the time of transition.

This summer, three TSA team members were selected to serve as Welcome Hosts and were responsible for delivering a keynote address to the new students and their guests at Orientation. This session covered topics such as involvement, academic rigor, commuting, finances, and engaging with your major outside of the classroom. This

session allowed for more engagement from the audience and promoted building connections with those around them.

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



WHAT STUDENTS SAID ABOUT THEIR TSA...

Strongly agree and agree responses	
Helped me feel welcome at the University	90.48%
Was approachable	91.18%
Was respectful	93.04%
Was knowledgeable about the University	92.12%
Made my Orientation experience very enjoyable	88.79%

(Strongly Agree and Agree responses noted. Findings are based on the responses to the program evaluation that is available to new transfer students during their orientation experience. 1,336 students completed the evaluation out of the 2,323 students who attended for a 58% response rate)

"They all did a wonderful job and made me feel more at ease coming into the University."

"Everyone was very knowledgeable and were able to help me with questions that I had."

"Willing to answer various questions and propose activities to participate in."

LEADERSHIP DEVELOPMENT PROGRAMS (CONT.)



Welcome Week Leaders

Welcome Week Leaders (WWL) are responsible for guiding new first-year students through the Welcome Week program. There were 474 students who applied to be a WWL for 2017, which was a 23% decrease from the previous year. These WWLs were required to participate in three training workshops during the spring semester as well as a four-day Prep Week just prior to the start of Welcome Week. WWLs who meet the minimum qualifications, complete all of the required trainings, as well as a series of ongoing online tasks were ultimately assigned to lead a group during the program. In 2017 there were 271 WWLs assigned, which is a 15% decrease from the previous year. As a result, we had less WWL pairs and more solo leaders. In an effort to increase both our number of applicants and our retention of those applicants we are consolidating training during the spring to remove barriers to becoming a WWL while simultaneously offering more opportunity for connections within the community.

WWL spring training focused on the leadership of possibility, bystander awareness, and how to be an effective ally. OFYP partnered with Jeff Stafford of Orange Slice Training and with campus leaders in the Aurora Center for Advocacy and Education and the Office of Equity and Diversity to deliver these trainings. WWLs were also trained how to facilitate story circles with first-year students in order to encourage more meaningful dialogue and connections to the WW program.

In an effort to more closely examine our WWL experience, a series of focus groups were held with returning WWLs after the program. These focus groups helped to shed light on training gaps and highlighted some of the practical experience of our leaders. As a result of these conversations we are exploring adjustments to the spring training process, WWL expectations, and communication methods with the group.

WHAT WWLs SAID ABOUT THEIR EXPERIENCE...

Strongly agree and agree responses	
Serving as a Welcome Week Leader (WWL) helped me improve my leadership skills	95%
I developed more confidence in myself as a result of being a WWL	91%
I am happy I decided to be a WWL	98%
I feel a greater sense of belonging at the U since becoming a WWL	87%
I would recommend being a WWL to others	95%
I felt supported by my Welcome Week Leaders	81%

(Strongly Agree and Agree responses noted. Findings are based on the responses to the program evaluation that is available to WWLs after their Welcome Week experience. 201 WWLs completed the evaluation out of the 271 students who served for a 74% response rate)

What WWLs Said...

"I truly enjoyed my experience as WWL. I think I learned a lot and I am grateful for the experience. I definitely recommend everyone be a WWL at some point in their college career because it is a character building activity that everyone should be part of."

"I really appreciate everyone's dedication to welcome week. The late night meetings weren't the greatest in the moment, but the fact that the organizers showed up with positive attitudes after many long days was really great to see. Thank you for making the WWL experience one that I want to repeat!"

What Students Said About Their WWL...

"My welcome week leader, was very kind and supportive. They always made sure everyone felt included and confident while making sure our group completed the designated tasks on time."

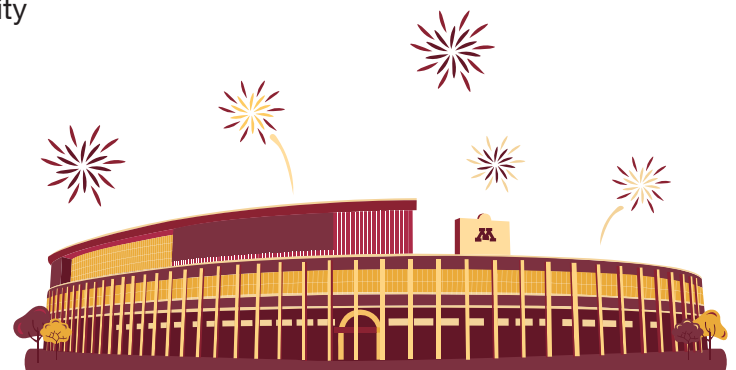
"My WWL was one of the nicest most inclusive people I have met with the University since enrolling. Whenever we had questions about anything they would make sure they found out the answer for us, even when they didn't know. They helped us to learn the campus and showed us all the resources we have."

WELCOME WEEK 2017



After Freshman Student Orientation, students continued their transition to the U of M by participating in Welcome Week, a six-day, on-campus experience prior to the start of the fall semester. This year Welcome Week took place August 30 - September 1. By sharing the experience of Welcome Week with the Class of 2021 students:

- Learn to connect with other new students
- Practice daily life skills relevant to their daily experiences
- Develop an awareness of resources available to them at the U
- Engage in a variety of campus traditions
- Develop an awareness of personal needs within the collegiate environment
- Begin to develop a sense of belonging at the U
- Understand their actions affect the campus community



WELCOME WEEK HIGHLIGHTS

Welcome Week Schedule Changes

The Fall 2017 Welcome Week program underwent some changes in the schedule to better meet the needs of students. A summary of the changes is below.

Discontinuation of the Target Shopping Event

Target's Back to Campus Program (a nationwide program) was discontinued by Target, thus the Target Shopping Event typically held on the Tuesday before Welcome Week did not take place. The RecWell Open House, typically held on Wednesday of Welcome Week, moved to Tuesday night. Housing & Residential Life continued to provide Connect @10 p.m. programming in the residence halls on Wednesday night after Pride & Spirit when the RecWell Open House event used to take place.

Addition of a Stronger Welcome

Keynote Jermaine Davis' talk moved from Friday evening in 3M Arena at Mariucci to Wednesday afternoon in Northrop Auditorium. Student feedback about Jermaine Davis' speech was consistently positive and well received. The energy he brings to his presentation and the focus on making the most of one's collegiate experience set the tone for the program. This session took place in two rotations on Wednesday afternoon.



WELCOME WEEK HIGHLIGHTS (CONT.)

Welcome Week Schedule Changes (continued)

Later Start for Friday Programming

Attendance for programming on Friday has dropped over the years, likely due to the late night football game the night before. We hoped that a later start on Friday morning would make the schedule more student-friendly.

Respect U Moved to Friday Evening

Respect U moved out of its past Friday day time slot to be in the evening (where Jermaine Davis' keynote has been). This helped to loosen up the day schedule for a later start time and also provided more time and space for proper engagement and reflection.

Welcome Week Check-in Enhancements

In alignment with other programmatic changes, the check-in process for Welcome Week was also enhanced with two new events that allowed students to prepare for their arrival on campus:

Gopher Gear Up

In collaboration with the University Bookstores, the Gopher Gear Up event was created and implemented during the first day of Welcome Week Check-in. This event opened the bookstore to new students and their families/guests and served as an event to help students feel prepared for their first week of class, similar to how GradFest serves seniors in preparing for graduation.

Student Free Store & Sustainability

The Office of Sustainability also set up the Student Free Store and Sustainability Stop in front of Coffman during the first day of Check-in to provide a sustainable opportunity for students to get free items for the residence hall room or other general needs for their transition.

The set-up was also streamlined to be more flexible and efficient for new students. In partnership with the U Card Office we used wireless scanning devices to provide more real time data during the Check-in process. This allowed for more automatic uploads to the Orientation Tracking Database and to compare the number of students who moved into the residence halls with who had checked in for the program. At the end of Tuesday Check-in, 4,877 students (4,684 residential and 193 off-campus students) had checked in. This was up from 3,866 compared to the end of Tuesday last year. For event attendance totals see page 34.

WELCOME WEEK HIGHLIGHTS (CONT.)



Email Communication Prior to Arrival

Communication to new students prior to Welcome Week was streamlined after reviewing the click rates from the Countdown to Welcome Week in 2016. In 2017, there were three emails that consolidated the pre-arrival information to new students. Each of the three emails had a specific intent; the first email focused on pre-arrival logistics, the second focused on Welcome Week event highlights, and the third shared insight from current students regarding their Welcome Week experience.

U Minnesota continued to be utilized to share the schedule of events with students and communicate updates. Check-in was a central point to confirm all students had the app downloaded with access to the Class of 2021 guide. Three hundred twenty-nine students downloaded the guide on Monday, 608 downloaded it on Tuesday, and 917 downloaded it on Wednesday for a total of 1,854 total downloads prior to the start of Welcome Week. Additionally, the highest the guide was used was on Thursday, College Day, with 2,914 unique users. There were consistently over 2,000 users of the guide throughout the week. See page 39 for complete details on U Minnesota.

WELCOME WEEK EVALUATION SUMMARY

The Welcome Week Evaluation went through a significant revision this year in order to create a shorter, more directed and student-friendly evaluation. As part of the OFYP Strategic Planning process and in partnership with the Office of Measurement Services (OMS) new questions were developed to address the program's objectives. The evaluation was created and implemented in Qualtrics and used embedded data to be able to filter responses based on student attendance at various events as well as general student demographics. The evaluation went to 6,258 students and 3,715 students completed it for a response rate of 59.4%. After reviewing the demographics of the students who completed the evaluation, it is comparable to the makeup of the Class of 2021 with slight overrepresentation of CLA students, female students, and students of color.

Key Findings

	Strongly agree/ Agree	Neutral
After attending Welcome Week, I feel confident in my ability to be successful at the University of Minnesota	92%	none
After attending Welcome Week, I am looking forward to the coming year at the U of M	94%	none
How much Gopher Pride do you feel after attending Welcome Week?	66%	27%
I feel connected to the U of M	74%	21%
I feel connected to the Class of 2021	67%	24%
I feel connected to the Twin Cities	72%	22%
During Welcome Week, I acquired skills that will be useful to me in my transition to the U of M	78%	16%
Welcome Week introduced me to resources I will find helpful in adjusting to life at the U of M	82%	14%
Welcome Week helped me identify what I need to do to take care of myself as I start college	67%	25%
I feel empowered to be a contributing member of the campus community	68%	15%
The top skills students learned were navigating campus (77%), how to get involved (76%), how to find resources (67%), initiating a conversation (54%), following a schedule (54%).		
The top resources student anticipate using in their transition include academic resources (80%), physical wellbeing resources (72%), social resources (72%), financial resources (69%), transportation resources (69%)		

WELCOME WEEK ATTENDANCE

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

Welcome Week Attendance

Event	Tracking System	# Attended	% of Class of 2021 (based on 10th Day Attendance; n=6,195)
WW Event Selection	OFYP Database	5,770	93.2%
Exemptions	OFYP Database	245*	3.5%
WW Check-in	U Card	5,974	96.4%
RecWell Open House	U Card	2,659	43.0%
Welcome To WW With Jermaine Davis	U Card	4,933	79.6%
Kickoff Meeting	Rosters	5,179	83.6%
Pride & Spirit	U Card	4,977	80.4%
Convocation	U Card	5,289	85.4%
College Day	Rosters	5,260	84.9%
Football Game	U Card	4,738**	76.5%
Live Like A Student	Rosters	2,725	44.0%
Earth, U, & BBQ	U Card	2,508	40.5%
Respect U	U Card	1,163	18.8%
Explore U	U Card	3,644	58.8%
Closing Meeting	Rosters	2,655	42.9%
Mall of America	U Card	3,072	49.6%


*Exemptions include both partial days and full days and include scheduled exemptions for student athletes and marching band members. Additionally, exemptions were recorded directly into the Orientation Tracking Database during WW.

**Total Football attendance was 5,316: 4,738 Freshmen, 364 Transfers, 213 WWL/OL/Other staff.

CLASS OF 2021/2022

ENEWSLETTER

UNIVERSITY OF MINNESOTA
Driven to Discover™



Orientation & First-Year Programs (OFYP) August 9, 2017

Hello Gophers!

We hope that you are having a wonderful summer and that you are preparing to start your experience at the U. We are excited about having you become part of the Gopher community!

THINGS TO DO


Download the U Minnesota App
All information you need to navigate the Welcome Week program is available at your fingertips! Download the U Minnesota app and get the Class of 2021 guide within the app to stay up-to-date! [Download the app here.](#)

- If you have already downloaded the app and the [Class of 2021 guide](#), it will automatically update with Welcome Week information when you re-open the app.
- You will receive a personal schedule when you check in for Welcome Week, but you can use the app now to explore the events offered.

Complete Welcome Week Event Selection
If you have not yet done so, complete [Welcome Week Event Selection](#)! You have until August 23 to adjust your selections.

Complete AlcoholEdu, Transit, and Haven
As part of our comprehensive prevention program for new students, the University of Minnesota requires you to complete AlcoholEdu, Transit, and Haven. These online education courses will empower you to make well-informed decisions about issues that will affect you while at the University of Minnesota and beyond. You should have received an email from the University of Minnesota August 1 with instructions for completing these mandatory courses. If you have questions, contact ph-alcoholedu@umn.edu for support.

UNIVERSITY OF MINNESOTA
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Orientation & First-Year Programs (OFYP) August 21, 2017

All about Welcome Week!


Welcome Week (August 30-September 4) is right around the corner! This is an exciting time, and you may have a few unanswered questions. What do I need to bring to Welcome Week? [What will my schedule look like that week?](#) What are some tips to make the most of this experience? This email has just what you need to help you prepare for Welcome Week! Make sure to read through this email and explore the many links, too.

Move-In
It's about time to pack up your belongings and settle into your digs on campus! Move-In instructions can be found on [Housing & Residential Life's website](#). Do you have additional questions about Move-In? [Contact housing.](#)

What to bring Day 1 of Welcome Week
Wear comfortable shoes and clothes during Welcome Week. There will be A LOT of walking: The U of M is a big campus! Bring your phone and keep it charged to use the U Minnesota app each day (screenshot your personalized schedule from the app to save battery power). Also, make sure to have your U Card with you at all times. You won't need anything else. You will get a backpack and water bottle when you check in for Welcome Week.

Welcome Week Check-In
Gather all of the important materials and key information to make the most of your [Welcome Week experience at Check-In](#). Check in at the Great Hall of Coffman Memorial Union Tuesday, August 29 from 11:00 a.m. to 9:00 p.m. or Wednesday, August 30 from 9:30 a.m. to 2:30 p.m. At Check-In you will receive your personalized schedule, name tag, a water bottle, and a backpack. You are encouraged to check in as soon as you are done moving into your residence hall.

UNIVERSITY OF MINNESOTA
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Orientation & First-Year Programs (OFYP) August 28, 2017

In the next few days you will have the opportunity to connect with your peers in the Class of 2021. Your classmates come from more than 140 countries. Some speak different languages, and all have lived experiences different from your own.

This University will provide you with many opportunities to connect with people who are different from you. Welcome Week will be a shared experience for you all. [How will you take advantage of this opportunity?](#)

To learn how others experienced Welcome Week, here is some advice from students who started at the U last year.

On transitioning to college:

- "Welcome Week was great and I loved how it ultimately brought me feeling closer to the university and more familiar with my surroundings and my hall mates."
- "I had a great time at Welcome Week! It made me more excited to start college, I made new friends, and became more comfortable with the campus!"
- "This was the best possible start to my college career, and I feel lucky to go to a University that places an emphasis on helping new students feel more comfortable and as though they have limitless potential and opportunities for success."
- "The Welcome Week program is awesome because it is a great transition from high school to U for all of freshman no matter where they come from."

On navigating the Welcome Week schedule:

- "If you don't know where something is just ask around. Make sure to go to all the things on your schedule because they are very helpful and informative sessions, and a great way to meet people."

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

Student Class	Mail Date	Number Sent	Unique Opens	Open Rate
2021	January 18, 2017	5,769	4,281	74.2%
2021	February, 23 2017	5,768	4,068	70.5%
2021	March 10, 2017	5,767	3,904	67.7%
2021	April 13, 2017	5,766	3,972	68.9%
2022	September 26, 2017	6,197	4,708	76.0%
2022	October 17, 2017	6,173	4,175	67.6%
2022	November 20, 2017	6,170	4,194	68.0%
2022	December 18, 2017	6,174	4,177	67.7%

CLASS OF 2020

Theme of most clicked links: Career-building, leadership opportunities

Summary of clicks: The Job and Internship Fair and Job Finder were top selections amongst the January-April contents suggesting freshmen were eager to start planning ahead for their future. In addition, freshmen expressed interest in OFYP leadership opportunity content, such as becoming a Welcome Week Leader.

CLASS OF 2021

Theme of most clicked links: Campus engagement, academic proactivity

Summary of clicks: The Take Your Professor to Lunch Program (TYPL) and Northrop's First-Year Free Ticket were the most frequently clicked links from August-October showing the freshmen class's intention to interact with the campus and its faculty during their first year. TYPL and the First-Year Free Ticket were followed by interest in academically productive resources such as the Study Space Finder, CAPE's Major Scare, and degree planning offered by One Stop Student Services.

Starting in September 2017, page numbers from Gold Book were listed as a reference point for students to gather more information on the presented topics in the eNewsletters. This was started in an effort for students to utilize their Gold Books as a year-round resource.

GOPHER GUIDE ASSESSMENT

An assessment was conducted to understand how the Gopher Guide, the official time management tool of the University of Minnesota, was currently being utilized by the campus community.

There were three different phases to the assessment. First, students could rip out a coupon in the Gopher Guide and share their favorite feature of the Gopher Guide and one suggested change in exchange for a prize (n=167). Second, a survey was administered to better assess dislikes, as well as the sections of the Gopher Guide that were not spoken of as much (ie – resources session, index, etc.) (n=513). Finally, a focus group was held to get feedback on the proposed changes (n=11).

Based on the overall assessment, the following changes were made to the 2017-2018 Gopher Guide;

- The resource and index sections were removed
- Maps were printed in color
- More notes pages were added
- Tabs were relabeled to segment out the monthly and weekly calendars
- Extra stickers were printed for students to get for free in OFYP
- Overall the Gopher Guide was thinner

CATCH YOUR BREATH WITH GOLDY AND GRUB

Catch your Breath with Goldy & Grub was an event created as a part of the first-year programs strategic planning to help unify first-year students around shared experiences. This event took place on Thursday, October 19 and hosted over 100 first-year (freshmen and transfer) students. The event was intended to connect students around the following shared experiences;

- Positive/negative experiences of their first semester at the U
- The need to de-stress during their first mid-terms at the U
- The opportunity to take a picture with Goldy
- The learning curve of navigating a new campus
- Connecting to other Class of 2021 or transfer students

At the event, students were asked to share “sweet” and “not-so-hot” moments from their experience at the U thus far. A variety of stories were shared and many common themes emerged. Below are the number of student stories that aligned with the main themes presented as well as some quotes from the stories.

“SWEET” MOMENTS

Theme of Comments	n=	Theme quotes from event attendees
Academic Successes	45	“Doing surprisingly well on my past few exams & feeling like I’m truly learning rather than focusing on grades.”
Activities and Involvement	25	“Joining my first club on campus, which allowed me to find a community I felt at home with.”
Peer Connections	21	“Coming back from class late to find your entire floor waiting for you to have dinner in the dining hall, like one giant family!”
Campus Resources	11	“Petting the therapy bunny!”
Student Employment	7	“Getting a job on campus at the aquatic center made me feel a lot more connected on campus and the extra money was dope too.”
Navigating Campus	4	“Found my way around campus & some really cool places. And an awesome club!”

“NOT-SO-HOT” MOMENTS

Theme of Comments	n=	Theme quotes from event attendees
Academic Challenges	34	“I felt really bad when I straight-up failed my first chemistry exam, but it helped open my eyes to the fact that I needed to put in more effort here.”
Personal and Academic Balance	27	“Watching 3 hours of Game of Thrones then staying up until 2 to do my physics homework.”
Funny Mishaps	27	“On the first day of college when I went to the wrong class and was 20 minutes late to the class I was supposed to be at.”
Navigating Campus	6	“Getting on the 4th St. Circulator instead of campus connector & almost being late to class in St. Paul!”

AT HOME IN MN

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

DATES AND EVENTS FOR THE 2017 AT HOME IN MN PROGRAM

Date	Event	Total Attendance	Out-of-State Residents	Minnesota Residents
February 1, 2017	Depot Ice Skating	177	126	51
April 28, 2017	Como Zoo	36	25	11
September 3, 2017	Minnesota State Fair	500	377	123
October 24, 2017	Minnetonka Orchard	150	112	38
December 5, 2017	Chat & Chew	51	45	6

Student Stories From States Near and Far

OFYP hosted At Home in MN: Student Stories from States Near and Far, a gallery in Coffman Memorial Union to feature the stories of out-of-state students. The gallery shared information about the At Home in MN program, data about undergraduate out-of-state students at the university, and featured 16 student stories from 10 different states. Some comments from those that viewed the gallery include;

"Beautiful and fun. Thanks for making the U proud of its roots for out of state students!"

"Nice to see and hear perspectives from students who came from other states."

"As an out of state student, Wisconsin, I find it interesting how diverse of a student body we have when it feels like I'm the only one."

"Love the unique perspectives!"

AT HOME IN MN

LIVING LEARNING COMMUNITY (LLC)

First-year, out-of-state students at the U have an opportunity to live in community with their peers through the At Home in MN LLC. Students live on the same floor in Territorial Hall and have the opportunity to engage in the At Home in MN programming as a community.

With the 2016-2017 academic year being the first with the At Home in MN LLC being located in Territorial Hall, the spring semester of 2017 was spent debriefing with the Community Advisors, Residence Director, and Assistant Director for the LLCs to align communication for the future academic year. This involved ensuring the list of residents was solely out-of-state residents and that all CAs and OFYP staff had clear expectations of the partnership.

Academic Year	Number of Residents	Number of CAs
2016-2017	62	3
2017-2018	63	3

Features for the 2017-2018 academic year

- A GroupMe was created for the residents of the LLC to connect with one another and to learn about upcoming events.
- A welcome event was hosted for the residents on September 7, where 15 residents gathered to meet other residents of the LLC.
- All residents receive a birthday card on their birth month to recognize them during a time when they may be used to celebrating with their family and friends back home.
- Residents that stayed in their on-campus housing during Thanksgiving break were given a couple complimentary meal vouchers to restaurants in the local community.



FAST FORWARD AND REWIND



Fast Forward

Fast Forward was originally created to help students to better connect with campus resources and also explore what they wanted their first year at the U to look like.

Through strategic planning of first-year programs, Fast Forward was determined to be too similar in content and structure to the Transfer Student Workshop series hosted by the Office of Undergraduate Education. Since Fast Forward primarily served transfer students, it was discontinued to not duplicate services.

Rewind

Rewind (spring 2017 semester only) is a program for first-year students to reflect upon and share their first experiences at the U with a group of peers. Topics covered this year were freedom, independence, opportunity, time management, and being prepared.

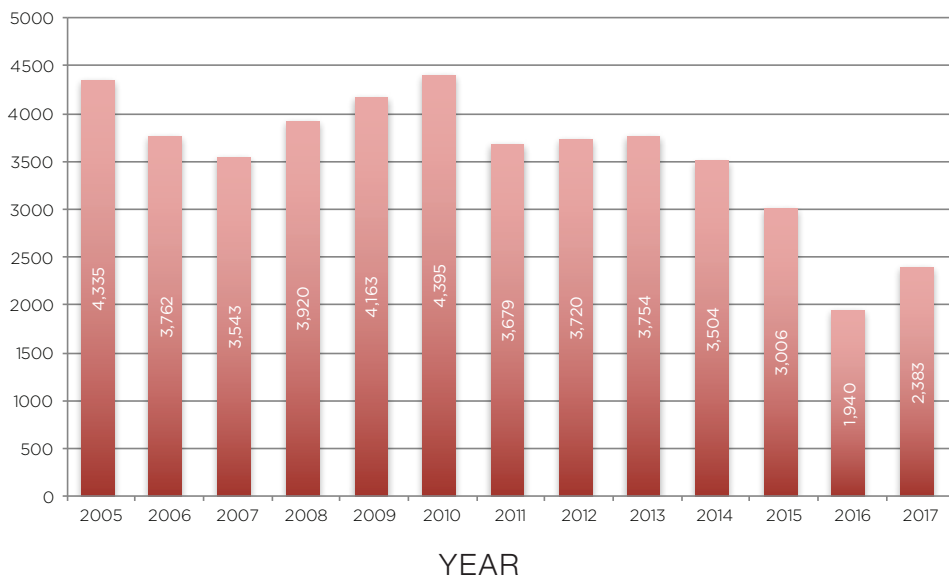
This year there were 15 participants, compared to five in 2016. With a cohort structure, all participants were committed to meeting four times as a large group. In these meetings, participants would bring a picture, song lyric, or other form of creative expression to share how they experienced the theme of the month.

OFYP PHONE TRAFFIC

Call Volume

From April 2017 through the end of summer, the office assistants answered 2,383 phone calls. Staff who answer calls look for trends in the types of questions callers ask, and share this information with communication staff. Website content is updated and social media efforts are altered to proactively provide answers to our audiences. Our hope is that reduced phone traffic is the result of improved electronic communication efforts, and that our audiences feel it is easy to have their questions answered and/or to locate the information needed.

Phone Calls Received by Year
Late Spring through Early September



Month	Calls
April	453
May	587
June	692
July	373
August	281
September	48

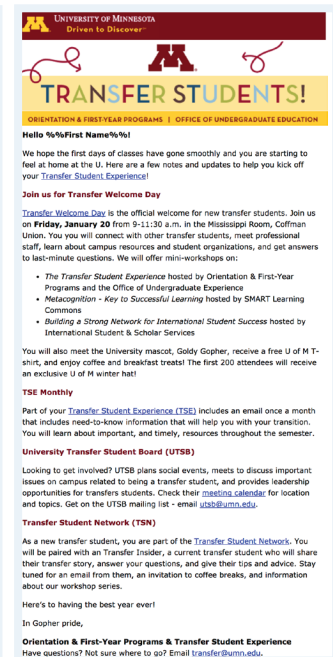
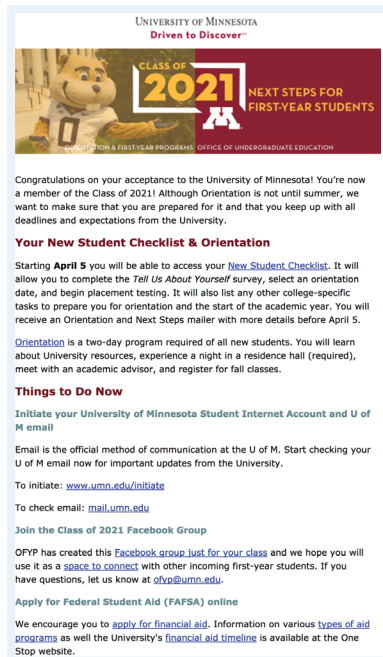


OFYP COMMUNICATION

The communication calendar for OFYP includes print, email, social media, web, and more. Following is an overview of our cycle.

JANUARY

- Welcome email to Fall semester confirmed freshmen
- “Class of 2021” Facebook Group (Fall semester confirmed freshmen only)
-Over 2,400 members
- Get Ready for Transfer Orientation email (sent one week before a new students on-campus orientation)
- New Transfer Students First Days email
- Class of 2020 eNewsletter (sent monthly to the current freshman class)



FEBRUARY

- Checklist for Admitted Students (distributed at College Confirmation Events)
- Six week Check-In Survey (emailed to all new students - handled by OMS)

MARCH

- Welcome emails, Class of 2020 eNewsletter, and Commitment Event continue



OFYP COMMUNICATION (CONT.)

APRIL

- Freshman Newsletter begins mailing (mails every week to newly confirmed freshmen)
-Over 5,000 mailed
- Select your New Student Orientation date email
 - Freshmen (mails weekly to newly confirmed freshmen)
 - Transfer (mails weekly to newly confirmed transfers)



MAY

- Prepare for your Advising Appointment email
- Class of 2020 Facebook Group is passed along to the Second Year Experience (SYE) group
-Over 3,500 members
- U Minnesota mobile guides launched (providing mobile content throughout orientation and welcome programs)
 - Class of 2021
-7,511 downloads
-131,891 guide sessions
 - New Transfer Students
-635 downloads
-5,303 guide sessions
 - Parents & Guests (shared with Parent Program)
-1,926 downloads
-13,991 guide sessions

UNIVERSITY OF MINNESOTA
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A graphic for the Class of 2021 Orientation. It features a cartoon mascot character on the left, a large "2021" in the center, and the text "NEXT STEPS FOR FIRST-YEAR STUDENTS" on the right. Below the mascot is the text "ORIENTATION & FIRST-YEAR PROGRAMS | OFFICE OF UNDERGRADUATE EDUCATION".

Select your New Student Orientation date!

TODAY

It's time to start your [New Student Checklist!](#) Complete the [Tell Us About Yourself](#) survey and then select your orientation date.

What is New Student Orientation?

[New Student Orientation](#) is a required two-day overnight program scheduled sometime between June 6 and July 14. Orientation is required of every new student coming to the University of Minnesota - Twin Cities.

During Orientation, you will be placed into a small group with an Orientation Leader who will lead you through your Day 1 activities. You will learn about campus resources, meet with your college of enrollment and prepare for course registration. All students will spend the night in Comstock Hall to experience a residence hall firsthand. On Day 2, you will register for your fall semester classes. For more information read the [Orientation Newsletter](#).

To learn more about New Student Orientation, [go here](#).

Once you have selected an orientation date, encourage your parents to sign up for [Parent Orientation!](#) Research shows parent involvement contributes positively to student success. The registration process for parents is separate from the New Student Checklist. Your parent will need to know your 7-digit student ID number and the dates you selected for your orientation.

Remember...
Dates fill quickly, so don't delay! Be sure to check for conflicts like high school graduations, family vacations, sporting commitments, weddings, and summer jobs.

Initiate your University of Minnesota Student Internet Account and U of M email
Email is the official method of communication at the U of M. Start checking your U of M email now for important updates from the University.

To initiate: www.umn.edu/initiate
To check email: mail.umn.edu

Join the Class of 2021 Facebook Group
OFYP has created this [Facebook group](#) just for your class and we hope you will use it as a [space to connect](#) with other incoming first-year students. If you have questions, let us know at ofyp@twin.umn.edu.

UNIVERSITY OF MINNESOTA
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A graphic with the text "TRANSFER STUDENTS!" in large, bold, yellow letters. Above the text is the University of Minnesota logo. Below the text is the text "ORIENTATION & FIRST-YEAR PROGRAMS | OFFICE OF UNDERGRADUATE EDUCATION".

Confirm your Transfer Orientation date today!

It's time to start your [New Student Checklist!](#) Complete the [Tell Us About Yourself](#) survey, select your Orientation date, and complete any college-specific checklist requirements.

First Things First

Initiate your University of Minnesota Student Internet Account and U of M email

Email is the official method of communication at the U of M. Start checking your U of M email now for important updates from the University.

To initiate: www.umn.edu/initiate
To check email: mail.umn.edu

Apply for Federal Student Aid (FAFSA) online

If you haven't already, we encourage you to [apply for financial aid](#). Information on various [types of aid programs](#) as well as the University's [financial aid timeline](#) is available at the One Stop website.

Check out the One Stop and MyU websites

Become familiar with the [One Stop](#) and [MyU](#) websites. One Stop is your source for financial aid, student account, billing, registration, and veterans' services information. MyU is the University's student information portal. [How-to guides](#) available at One Stop showcase many of the actions and tasks completed in MyU.

Understand Your Orientation Requirements

Below are the steps detailing your Online Orientation and on-campus Transfer Orientation requirements.

STEP 1: Complete Online Orientation

The goal of Online Orientation is to provide you with valuable information about your college of enrollment and about University resources and services. Your adviser will reference the information you learn in the Online Orientation when you register for classes. Transfer students are required to complete Online Orientation before arriving for Transfer Orientation, and some colleges do not allow students to register for classes until they have done so. Be sure to print the Online Orientation Course Completion Certificate and bring it with you to Transfer Orientation.

[Go here to complete Online Orientation.](#)

OFYP COMMUNICATION (CONT.)

JUNE

- Gold Book (given to all new students and parents at Orientation)
-15,000 printed
- Gopher Guide student planner (given to all new students at Orientation)
-16,700 printed
- Freshman Seminars booklet (given to all new freshmen at Orientation)
-7,500 printed
- Parent Calendar (given to all parents at Orientation)
-7,700 printed
- Get Ready for Orientation email (sent one week before a new students on-campus orientation)



UNIVERSITY OF MINNESOTA
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CLASS OF 2021
NEXT STEPS FOR FIRST-YEAR STUDENTS

ORIENTATION & FIRST-YEAR PROGRAMS OFFICE OF UNDERGRADUATE EDUCATION

For Your University of Minnesota New Student Orientation

We look forward to seeing you at your two-day New Student Orientation! Before you arrive on campus, here is some information to help you plan for your trip.

Plan for your arrival at Orientation
[Go here](#) for directions and parking information.

Please follow the directions listed on the above Website. DO NOT USE GPS DIRECTIONS, as these routes will be incorrect. Please allow plenty of time for getting to campus, as there is considerable construction for families traveling from the West to campus.

After parking in the **East River Road Garage**, gather your luggage and take the elevator to Level 1/Plaza Level. Then follow the signs to **Yudof Hall**, where you will drop off your overnight bag. Your luggage will be transported by Orientation staff to Comstock Hall, where it will be stored until you are scheduled to pick it up in the early evening. Once you have checked your luggage, head to Coffman Union's ground floor for Orientation Check-In.

Check-In begins at 8:00 a.m.
Although you can check-in anytime between 8:00-9:30 a.m., make sure you plan ahead if you want to attend any of the morning sessions. [Go here](#) for a list of these sessions as well as a complete overview of your Orientation schedule.

Are your parents/family registered for Orientation?
Will a parent or family member accompany you to Orientation? If so, they are encouraged to register in advance for the Parent Orientation program and attend on your Day 1. [Go here](#) for more information and registration.

Pack your bag!
Orientation is a two-day program with a mandatory overnight stay on campus. A room has already been reserved for you in Comstock Hall. If you need additional nights [visit here](#). Be sure to bring the following items.

JULY

- Class of 2021 eNewsletter began
- Welcome Week Event Selection opens
- Welcome Students poster distributed around campus
-1,100 printed



UNIVERSITY OF MINNESOTA
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CLASS OF 2021
eNEWSLETTER

Orientation & First-Year Programs (OFYP) July 20, 2017

Welcome to the Class of 2021 eNewsletter!

Orientation & First-Year Programs would like to welcome you to the Class of 2021 eNewsletter. You will receive this newsletter once a month throughout the school year. This eNewsletter will include information about tasks you should complete. The newsletter also will feature resources for your life at the University of Minnesota including explanations of the many offices on campus that can be of help to you.

THINGS TO DO

Complete Event Selection
[Start here to complete the Welcome Week Event Selection!](#) These events are designed to help you meet other first-year students, navigate campus, and begin to settle into the U. Once you complete Event Selection you will receive a confirmation email (to your U of M Internet account) with details about your arrival on campus. You will receive your personal schedule when you check in for Welcome Week at the end of August.

Connect Online
Join the [Class of 2021 Facebook group!](#) Follow #UMN21 on Twitter and umn21 on Snapchat. These are great ways to connect with other first-year students who are going through similar transitions.

Get Ready for Welcome Week
Whether you have already been to Orientation or will be attending in August, [check out this mailer](#) to learn more about what Welcome Week is and what you will gain from your experience.

THINGS TO KNOW

EVERFI Required Online Courses
To promote your health and academic success, you are required to complete three online modules that will help prepare you to make well-informed decisions about issues that affect you during college and beyond - AlcoholEdu, Haven, and Transit. You will receive information about these courses by email in early August.

Purchase Your Textbooks
Be ready for class. After you check in for Welcome Week, shop at the Bookstores Gopher Gear Up event on Tuesday, August 29 for special course material savings. Visit Gopher Gear Up to learn about course material options available to help you save money, receive help finding your books, and enter for a chance to win free textbooks for fall semester! Getting ready for class is easy at the University of Minnesota Bookstores. [Visit their website](#) to view your required course materials.

OFYP COMMUNICATION (CONT.)

AUGUST

- Class of 2021 eNewsletter (several versions sent to prepare students for WW)
- Personalized Welcome Week schedule (printed and online)
- U Minnesota mobile guides updated with welcome program info

SEPTEMBER

- Class of 2021 eNewsletter continues monthly
- Class of 2021 Pride & Spirit poster made available (sponsored by Land O'Lakes)
-4,000 printed

OCTOBER

- Orientation Leader recruitment begins

NOVEMBER

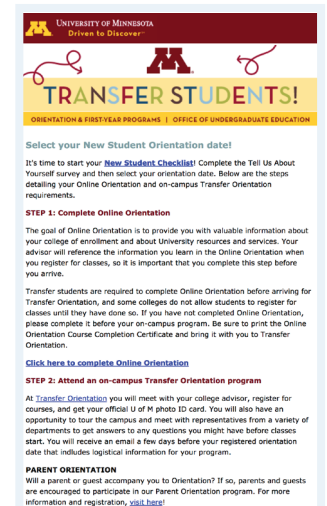
- Select your New Student Orientation date email (transfers)

DECEMBER

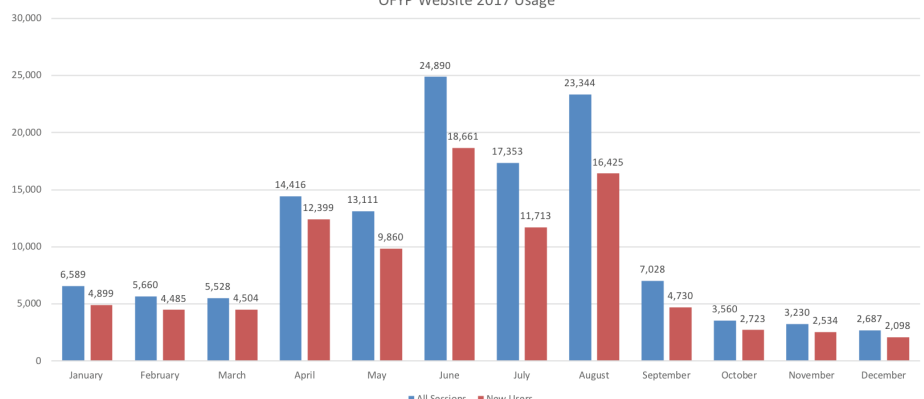
- Welcome Week Leader and Transfer Student Leader recruitment planning begins

WEBSITE

In 2017 there were 218,567 website sessions (250,848 in 2016) from 95,029 unique users (101,560 in 2016). Our users averaged 2.08 pages views per session (2.07 in 2016). The chart at right shows usage by month.



OFYP Website 2017 Usage



OFYP STAFF



PROGRAM YEAR 2017

Full-Time Staff

Beth Lingren Clark, Ph.D., Assistant Dean & Director

Orientation:

Lisa Gruszka, Associate Director

Chelsea Garcia, Assistant Director (started new role November 2017)

Marie Paulo Arche, Assistant Director (started December 2017)

Welcome Week/First-Year Programs:

Jenny Porter, Associate Director

Kara Zwig, Assistant Director

Student Leadership Training and Development

Marissa Smith, Coordinator (Resigned March 2017)

Evan Witt, Assistant Director (Started June 2017)

Operations:

Bill O'Connor, Assistant Director, Communications

Matt Maloney, Information Technology Professional

Liz White, Coordinator of Operations & Logistics (Resigned May 2017)

Chelsea Garcia, Associate Director for Operations (started November 2017)

OFYP STUDENT STAFF

Orientation Leaders (OLs)

Leanne Adamsky
Dee Anand
Hannah Benck
Haley Buckley
Michael Butterfield
TJ Covey
Sara Daily
Dobbs DeCorsey
Mike Dibble
Deven Harlan
Jake Holley
Zuhrat Mahfuza Inam
Max Jacobson
Ciana Keller
Shivani Mishra
Sami Mizock
Rachel Oehlke
Nick Pakan-Klemp
Keerti Palanisamy
Alayah Reynolds
Briana Sheffel
Nandini Singh
Quinessa Stibbins
Phillip Tran
Steven Wallace
Shamus Zenk
Yuqi Zhou

Orientation Program Assistants (OPAs)

Harry Busalacchi
Peter Glanville
Maggie Hellickson

Parent Orientation Coordinators (POCs)

Callie Barnette
Drew Johnson

Transfer Intern

Stephanie Ryan

Transfer Student Ambassadors (TSAs)

Hannah Corbett
Alex Dang
Zoey Doto
Sam Eckstrom
Lindsey Freitag
Peter Glanville
Jiwon Na
Karim Nabhan
Tyler Piantek
Julia Post
Juan Rujana

Student Program Coordinators (SPCs)

2016 - 2017
Lauren Beckman
Alexis Bruccoleri
Chris Hansen
Troy Wildenberg
2017 - 2018
Sara Daily
Bri Sheffel
Steven Wallace
Shamus Zenk

Design Intern

Amy Bartos
(April 2016-May 2017)
Allison Long
(Started spring 2017)

First-Year Intern

Sam Portinga

Marketing Intern

Lizzy Grewach

Student Web Developer

Nate Manske (Resigned May)
Heather Kuang (Started October)

Office Assistants (OAs)

Emma Foster
Dobbs DeCorsey
Justine Perez
Grace Nell
Emma Newton
Alexandra Dang

Check-In Staff

Anna Wozniak
Jennifer Chuchvara
Megan Lowe
Yuhui Zhu
Emma Hintz
Miranda Bartelt
Daiqing Zhao
Ashley Kempfer
Abigail Tesfaye
Brenna Ledesma

Event Staff

Sruti Kalatoor (Captain)
Rachel Lindholm (Captain)
Katy Baker
Lebene Geoffroy
Austing Hegland
Jae Kim
Mai-Linh Nguyen
Felicia Patel
Zach Sebens
Stevie Wachtler
Bri Yaputri
Ronnie Zhu

WELCOME WEEK LEADERS

Nick Aarsvold
Omar Abdelfatah
Shannon Allen
Hailey Almsted
Rebekka Alm
Elizabeth Aughey
Stephanie Avalos
Courtney Baar
Miranda Bakker
Emma Baldry
John Baradaran
Kylea Barnes
Brianna Barstad
Nathan Bassing
Haley Beech
Nicola Beilman
Alyssa Benson
Brooke Berge
Devin Bernu
Jason Berthe
Neal Bhandarkar
Megan Bird
Abby Bosell
Nicholas Bottois
Lucas Bouwmeester
Grant Brokl
Makayla Bunge
Ryan Burger
Morgan Burkhart
Christina Busche
Maria Campos
Tsz Chan
Jinbin Chen
Katherine Chen
Henerry Cho
Max Chu
Symantha Clough
Grace Couchey
Josh Coulombe

Lydia Crabtree
Julia Crary
Samantha Cronin
Dillon Cummins
Miki Dahlin
Haley Dahl
Emily Dahl
Dan Dang
Layna Darling
Emily Davis
Tessa Day
Jackson Dean
Amy DeBoer
Treyson DeJager
Shale Demuth
Nina Dharmarajah
Evan Ditter
Kyra Doyle
Natalie Duncan
Rebecca Earl
Erica Ellingson
Ian Erickson
Noah Estabrooks
Chad Faust
Alec Ferris
Shania Feuillerat
Cameron Fowler
Lily French
Irma Frlj
Mateo Frumholtz
Tyler Gagnelius
Brandon Garcia
Asmaa Gass
Val Gooden
Emily Gootzeit
Celina Grimes
Allison Guidish
Reis Hallberg
Elizabeth Hammitt

Jacob Hanson
Abigail Harford
Anna Harvatine
Allison Harvey
Sara Hauge
Sarah Hayney
Kyle Heim
Neil Heldt
Sophie Held
Eric Hendricks
Taylor Hendrix
Felicia Herlevi
Hayley Hickman
Cailin Hildebrand
Emma Hintz
Jeremiah Hogle
Ryan Hostager
Yuting Huang
Ziwei Huang
Olivia Hultgren
Lindsey Januszyk
Beau Johnsrud
Alexis Johnson
Austin Johnes
Madeline Juell
Megan Kazynski
Ariana Kedoin
Ashley Kempfer
David Keranen
Shaelyn Kessler
Ivy Khong
Shawdy Kiani
Rebekah Klemp
Molly Klima
Laura Kline
Jessica Klitzke
Bryce Koenigs
Emily Koetting
Ryan Kruchten

WELCOME WEEK LEADERS (CONT.)

Michael Kruse
Zachary Lachinski
Kaitlin Landy
Tyler Larson
Rachel Larson
Thomas Lee
Tristan Leiran
Emily Lekah
Timothy Levens
Erika Levine
Tyler Linman
Yiyi Liu
Jinze Li
Tinglan Li
Amy Lochli
Jazmine Logan
Christine Loo
Parker Lovinger
Heidi Ludolph
Katherine Luke
Molly Malecha
Alicia Maltz
Lucia Marquez-Reagan
Ethan Marshall
Margaret Maruggi
Katie Massing
Devin Mays
Jordyn McClain
Colleen McCuskey
Daniel McGill
Brianna McGinnis
Erin McGuire
Anna Mckenna
AnnMarie McNamara
Sarah Mehrkens
Marin Melloy
Kaydee Miller

Nicole Minnerath
Andrew Minne
Khadija Mohamed
Stephen Mohabir
Narra Moreen
Alexandra Morris
Sara Morton
Jennifer Mrozek
Sydney Murray
Roshan Nandwani
Tiffany Nelson
Reagan Nelson
MacKenzi Nelson
Vy Nguyen
Danielle Nitardy
Nicholas Norby
Andrew Norton
Nicole Oblon
Spencer Oen
Emmanuel Okematti
Peyton Ordner
Foster Otten
Siddharth Paari
Andrew Parker
Abigail Parris
Nina Pascual
Emily Pelke
Linnea Peterson
Ronald Peterson
Dennis Pham
Thomas Plante
Kelly Pocian
Anna Post
Sarah Prescott
Lindsay Puls
Monica Punzalan
Predrag Radakovic

Claire Redell
Sarah Riederer
Brendan Ritchie
Jessica Robles
Greta Rockstad
Ingrid Rodriguez Aragon
Sarah Rosacker
Kristina Rosenow
Paige Ruh
Emma Sackett
Samira Sadat
Juan Salazar
Dara Salour
Salokya Sarira
Swadhrut Sathe
Jakob Schaper
Carter Schimke
Megan Schmidt
Ian Schrup
Devon Severson
Avraham Shaver
Rashika Shetty
Noah Siem
Hannah Simerly
Stefanie Simpson
Gabrielle Smerillo
Nicolette Smerillo
Matthew Smith
Shelby Steidl
Ryan Steiger
Robert Stemler
Alicia St Marie
Lexus Stokes
Natalie Stratton
Kayla Switalla
Matthew Tate
Sara Teal

WELCOME WEEK LEADERS (CONT.)

Lauren Tehan
Alex Theisen
Collin Thiex
Haylee Thomas-Kuhlmann
Vetorah Tiev
Rebecca Timo
Halle Tousignant
Jackson Traas
Ellie Trebilcock
Samantha Vancura
Nicole Varichak
Ashish Varma
Andrea Veloira
Matthew Viesselman
Alec Vohnoutka
Macy Vollbrecht
Alexandre Vu
David Wacker
Uzoma Wamuo
Gloria Wang
Xuechun Wang
Ruyuan Wan
Leah Westmoreland
Krista Wigen
Rachel Wilharm
Grace Williams
Hannah Wind
Paige Wissel
Karl Witkowiak
Morgan Wittmers-Graves
Mackenzie Wojcik
Elizabeth Wolf
Regan Wood
Maddison Wright
Kaiwei Wu
Kaylee Yager
Rylee Yakymi

Yutong Yang
Yeng Yang
Anjyu Yee
Tianyu Zhai
Tianyi Zhang
John Zofkie

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This publication is available in alternative formats upon request. Please contact Orientation & Transition Experience at ofypinfo@umn.edu or 1-800-234-1979.

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

ORIENTATION & TRANSITION EXPERIENCES

OFFICE OF UNDERGRADUATE EDUCATION