Dear University Partners:

We are excited to share this annual report to highlight the many accomplishments of our professional and student staff. Like a new student in their transition to the University, Orientation & Transition Experiences staff members experienced the excitement of the new possibilities change brings and the shock of realizing we need to change how our work gets done in a new organizational structure. We finally have started to settle in to our new structure, and we are grateful for the support we received from our campus partners and peer institutions as we navigated this transition. We have a new appreciation for the new student experience. More details about our transition is in the Highlights section of this report.

As you will read in this year’s annual report, we moved through an office restructure, department name change, change in professional staff, and an office redesign. Additionally, we continued to enhance the programs we offer new students by focusing on creating a community of care in New Student Orientation, expanding Welcome Week to include the transfer student population, and developing Student Transition Experiences to continue the support for students into the academic year. Our support extends to the Class of 2022, new transfer students and now, second year students through strategic and programmatic efforts in collaboration with the Office of Undergraduate Education. We continue to support student leaders as they develop their leadership skills through training and real life experiences.

We invite you to review our work, offer feedback, and share in the accomplishments that many of you have been a part of this past year.

Sincerely,

Jennifer Porter
Director of Student Transition Experiences

Lisa Gruszka
Director of Orientation Programs
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VISION
All entering students will experience a seamless transition and become engaged community members.

MISSION
The mission of OTE is to provide quality transitional experiences that maximize students’ potential for personal and academic success.

GOALS
In connection with OTE’s mission and the University’s retention goals, OTE 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

CORE VALUES

Student Success
Dedicated to 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.
In November 2017, Beth Lingren Clark was promoted to serve as the associate vice provost for Strategic Enrollment Initiatives within the Office of Undergraduate Education (OUE). Given this role change, the scope of the work in Orientation & First-Year Programs expanded. The office name changed to Orientation & Transition Experiences (OTE) to reflect the broader scope of serving new first year, second year and transfer student experiences.

In addition to the office name change, the unit was restructured to reflect the changes in the expanded scope of supporting students. This includes two directors: one of Orientation Programs who provides leadership and oversight to all orientation programming, a process which begins at the point of student confirmation through Orientation, and one of Student Transition Experiences who provides leadership and oversight to Welcome Week, first-year experience, second year experience and transfer experience. An associate director of Operations was created to provide oversight to the operational components for the office and its programs and provide central OUE support to the International Fee committee. A Coordinator for Student Transition Experiences was hired to provide additional support for growing services for students beyond the start of the academic year.

In addition to the above changes, 2018 brought new staff to OTE. Marie Paulo Arche joined our team overseeing the Transfer and Parent Orientation programs, Sam Glazer Hewson joined to manage the Welcome Week program and Michael Gonzalez filled the new opening to work with Student Transition Experiences. In late 2018, Sarah Ihrig moved into our new designed space so that OTE can better support her central transfer student initiatives.

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REDESIGN OF OTE
Due to the office reorganization, it was apparent that our office space was not going to work with two additional staff joining the space so an office redesign was planned. During the first week of fall semester, we moved to Williamson Hall while our space was freshened up. We entered our newly designed office space at the end of the fall semester. We welcome all of our campus partners to stop by and see our new space in early 2019.

ORIENTATION & TRANSITION EXPERIENCES OVER THE YEARS

- **2001**
  - Name change from New Student Programs to Orientation & First-Year Programs
  - Change reporting line from Office of Admissions to Office of Undergraduate Education

- **2002**
  - First-Year Conference began

- **2004**
  - Leaders in Transition Living Learning Community created for new transfer students

- **2005**
  - Communications & Marketing position created
  - Online Orientation created for new transfer students

- **2006**
  - First-Year Assessment Plan created

- **2007**
  - Final New Student Weekend program
  - Next Generation Orientation Tracking Database (NGOT) was developed
GOPHER FAMILY CONNECT EVENT
In 2018, Orientation and Transition Experiences continued to grow the Gopher Family Connect Events in conjunction with Parent and Family Program and gained a new partnership with the Asian Pacific American Resource Center (APARC). Originally created in August 2016, this off-campus program was geared towards parents who did not attend the on-campus Parent Orientation program in June or July and live within the Twin Cities Metro area. Similar to 2017, two sessions were offered last summer - one at the Urban Research Outreach-Engagement Center (UROC) in Minneapolis and one on-campus at Coffman Memorial Union. The program held at UROC was held in partnership with Parent and Family Programs. The program schedule was revamped to include a brief presentation from Parent and Family Programs, a panel of professional staff (One Stop, Housing and Residential Life, Off-Campus Living, and Multicultural Student Engagement), and a student panel of Orientation Leaders (OLs) to share their student experiences and answer parent and student questions. This program yielded 10 families and dinner and language translation services were offered as requested by families.

The program held at Coffman Memorial Union was a new initiative created in partnership with APARC. This half-day event focused on the Asian American Pacific Islander (AAPI) student population to provide a culturally inclusive and representative experience for new AAPI families. The sessions offered information on ways for them to support their children’s success at UMN. These included a presentation informing families about the transition process to college, a staff panel on college success and support, and a student panel on identity and community. All session presenters were AAPI staff, faculty, and students from across the campus, including keynote speaker Michael Goh, Vice President for Equity and Diversity. This program yielded 11 families. A light breakfast and language translation services were offered as requested by families, mostly in Mandarin and Hmong. We saw a slight increase in the number of families who attended from 13 families in 2016 to 19 families in 2017 and a total of 21 families in 2018.
This past year, our overall budget remained essentially the same – $2.7 million.

<table>
<thead>
<tr>
<th>Program/Account</th>
<th>Funding Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Week</td>
<td>O&amp;M, Freshman Confirmation Fees, Sponsorships</td>
</tr>
<tr>
<td>Freshman Orientation</td>
<td>Freshman Confirmation Fees</td>
</tr>
<tr>
<td>Transfer Orientation/Transfer Experience Programs</td>
<td>Transfer Confirmation Fees</td>
</tr>
<tr>
<td>Parent Orientation</td>
<td>Program Fees paid by Parents</td>
</tr>
<tr>
<td>First-Year Programming</td>
<td>O&amp;M, Freshman/Confirmation Fees</td>
</tr>
<tr>
<td>Central Office</td>
<td>O&amp;M, Freshman/Confirmation Fees</td>
</tr>
<tr>
<td>Gopher Guide</td>
<td>Advertising, Sales to Bookstore</td>
</tr>
</tbody>
</table>

**O/M (State):** 35% of budget

**Confirmation Fees:** 55% of budget

- Freshman: New High School (NHS): Confirmation Fee $280
  - $183 for Orientation & Transition Experiences
  - $84 for Welcome Week
  - $13 to Admissions for processing

- Transfer: New Advanced Standing (NAS): Confirmation Fee $95
  - $83 for Transfer Orientation and Transfer Initiatives
  - $12 to Admissions for processing

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

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

Internal departments and external businesses sponsor various programs in OTE. OTE receives more than $150,000 in departmental support and more than $120,000 in sponsorships from external businesses.
OTE SPONSORSHIPS

To be a corporate sponsor, the organization must philosophically align with the goals of OTE. 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 2018, OTE received over $120,000 from sponsors.

SPONSORSHIPS INCLUDE

External
Coca-Cola
Land O’ Lakes
Metro Transit
Pavilion on Berry
TCF Bank
DoubleTree
KIND
Insomnia Cookies
Qdoba
Graduate Minneapolis
Potbelly

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
University Recreation and Wellness
Student Unions & Activities
U Card Office / Gopher Gold
University of Minnesota Bookstores
University Dining Services
University of Minnesota Alumni Association
MN Daily

OTE SALES

OTE 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 2018, OTE was able to secure $44,425 in Gopher Guide advertisement sales. The ad sales plus the sale of guides in the University Bookstores covers the entire cost of printing nearly 16,000 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 2018, Explore U registration brought in $38,193 and an additional $18,907 in trade.
From April 2018 through the end of summer, the office assistants answered 2,689 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.
The communication calendar for OTE 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 2022” Facebook Group (Fall semester confirmed freshmen only) - Over 2,500 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 2021 eNewsletter (sent monthly to the current freshman class)
- Six week Check-In Survey (emailed to all new students handled by OMS)

**FEBRUARY**
- Checklist for Admitted Students (distributed at College Commitment Events)

**MARCH**
- Welcome emails, Class of 2021 eNewsletter, and Commitment Events continue
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 2021 moves under our Second Year Experience planning

- U Minnesota mobile guides launched (providing mobile content throughout orientation and welcome programs)
  - Class of 2022
    - 7,126 downloads
    - 119,068 guide sessions
  - New Transfer Students
    - 818 downloads
    - 10,896 guide sessions
  - Parents & Guests (shared with Parent Program)
    - 1,391 downloads
    - 10,816 guide sessions

- Get Ready for Orientation email (sent one week before a new student’s on-campus orientation)
OTE 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)
  - 15,725 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

JULY

• Class of 2022 eNewsletter began

• Welcome Week Event Selection opens for the Class of 2022

• Welcome Students poster distributed around campus
  - 1,000 printed

AUGUST

• Class of 2022 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

• WW Event Selection opens for incoming transfers
OTE COMMUNICATION (CONT.)

SEPTEMBER
• Class of 2022 eNewsletter continues monthly
• Pride & Spirit poster made available (sponsored by Land O'Lakes) - 4,000 printed
• Class of 2021 moves as part of SYE

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
The continuous decrease in page views and view time is the result of our efforts to improve the user experience by simplifying navigation and content. Our aim is to provide the essential information needed by our audiences through an intuitive and logical website interaction.

In 2018, Orientation & First-Year Programs (OFYP) changed its name to Orientation & Transition Experiences (OTE). We anticipate the launch of the new www.ote.umn.edu website sometime in early 2019.

<table>
<thead>
<tr>
<th>Department Website</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views</td>
<td>412,813</td>
<td>454,406</td>
<td>519,543</td>
</tr>
<tr>
<td>Unique Page Views</td>
<td>317,680</td>
<td>362,454</td>
<td>411,466</td>
</tr>
<tr>
<td>Average Time on Page</td>
<td>2.13</td>
<td>2.23</td>
<td>2.32</td>
</tr>
</tbody>
</table>

OTE Website 2018 Usage

[Chart showing usage by month and session type]
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, OTE worked closely with International Student and Scholar Services (ISSS) to create a one-stop orientation program. International students completed the online International Student Preparation Course 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.

In 2018, we made significant content changes to the freshman program. During the University Welcome, we focused our message around the University Mission and role of each member of our community in creating a community of care. We included the Connections Video created as part of the International Student Services Fee to introduce the topic of care. A new session for students, called Gophers Take Care of Gophers, continued the conversation and we showed the students examples of what a community of care looks like and how they support each other. We asked students on the program evaluation to tell us what actions they can take to create a positive campus climate.

In addition to the changes above, we also reorganized the order of the scenes in Pieces of the Puzzle. Although the content of the play did not change reordering the scenes changed how the play was received. The biggest change was placing the two sexual assault monologues next to each other followed by a new video created by MSA highlighting the resources available to survivors. These changes were well received by the students.

Overall, it was a great summer for freshman orientation. The staff and the students created a welcoming environment for all new students and their families.

All confirmed freshmen pay a $280 confirmation fee (see page 8).

Total Fall NHS Tenth Day Enrollment = 5,977

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

SUMMER 2018 | 22 PROGRAMS

<table>
<thead>
<tr>
<th>College</th>
<th>Check-In List (College)</th>
<th>Actual Check-In (OTE)</th>
<th>% Show of Check-In List</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLA</td>
<td>2,627</td>
<td>2,577</td>
<td>98%</td>
</tr>
<tr>
<td>CSE</td>
<td>1,143</td>
<td>1,127</td>
<td>99%</td>
</tr>
<tr>
<td>CSOM</td>
<td>607</td>
<td>601</td>
<td>99%</td>
</tr>
<tr>
<td>CEHD</td>
<td>520</td>
<td>504</td>
<td>97%</td>
</tr>
<tr>
<td>CBS</td>
<td>599</td>
<td>586</td>
<td>97%</td>
</tr>
<tr>
<td>CFANS</td>
<td>371</td>
<td>365</td>
<td>98%</td>
</tr>
<tr>
<td>CDES</td>
<td>266</td>
<td>260</td>
<td>98%</td>
</tr>
<tr>
<td>Total</td>
<td>6,134</td>
<td>6,020</td>
<td>98%</td>
</tr>
</tbody>
</table>

COMMENTS INCLUDED ON PROGRAM EVALUATION

“A positive campus climate is where everyone is accepting and opening to one another and to their differences. Everyone’s here to achieve a common goal, so why not help each other and make long-lasting connections along the way?”

“A positive campus is a people who are welcome to new experiences and meeting new people. While everyone is united together in their support for the community and their surrounding classmates.”

“Diverse people, fun activities, a welcomed environment, and friendly people who genuinely care about each other.”
FRESHMAN PARENT/FAMILY ORIENTATION

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.

In 2018, we saw an increase in the percentage of students bringing a parent or family member to Parent Orientation. Although we saw a significant decrease in the number of parents attending the program, 5,454 (down from 6,035 in 2017), they represented 63.6% of new students a record number of families attending the program. Our goal has always focused on the number of students who have parents or families attend the program and not on the total number of people. We want to make sure as many families as possible have the tools necessary to support their new U of M student.

In our second year of offering families the choice to attend two of three conference-style sessions, we discontinued the session ‘Ask a Golden Gopher’ (a student leader panel) and offered a new session ‘Culture and Identity as Strength: People and Resources for Your student of Color’. This session was presented by several departments working together including the Office of Multicultural Student Engagement, CLA’s MLK/PES advising community, and President’s Emerging Scholars office. We plan to continue to offer this session in 2019 and a small working group has started to evaluate the session content.

SUMMER 2018

Program Costs (per person):

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

Day Program

- Total parents who attended in 2018: 5,454
## FRESHMAN PARENT/ FAMILY ORIENTATION (CONT.)

### SUMMER PARENT ATTENDANCE BY COLLEGE

<table>
<thead>
<tr>
<th>College</th>
<th># of Students with Parents/Family</th>
<th># of Students</th>
<th>% of Students with Parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLA</td>
<td>1,597</td>
<td>2,577</td>
<td>62%</td>
</tr>
<tr>
<td>CSE</td>
<td>791</td>
<td>1,127</td>
<td>70%</td>
</tr>
<tr>
<td>CSOM</td>
<td>416</td>
<td>586</td>
<td>71%</td>
</tr>
<tr>
<td>CEHD</td>
<td>240</td>
<td>504</td>
<td>48%</td>
</tr>
<tr>
<td>CBS</td>
<td>401</td>
<td>586</td>
<td>68%</td>
</tr>
<tr>
<td>CFANS</td>
<td>218</td>
<td>365</td>
<td>60%</td>
</tr>
<tr>
<td>CDES</td>
<td>185</td>
<td>260</td>
<td>71%</td>
</tr>
<tr>
<td>Total</td>
<td>3,848</td>
<td>6,020</td>
<td>63%</td>
</tr>
</tbody>
</table>

“Overall I was very impressed. It was a lot to take in, but I left feeling that U of M is invested in my student and willing to work and help him succeed. He’s a great kid, incredibly smart, so you couldn’t have invested your efforts more wisely.”

“The orientation was upbeat, fast paced, informative and very positive. The music was great. I feel so much better about my son attending U of M. Well done! Thank you so much!”

“The orientation program appears to be a well oiled machine. I walked in like a deer in headlights and I left informed. A bit overwhelmed but informed. The university does a great job. I love that we have the book as a takeaway and point of reference.”
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 provides valuable information about the student’s college of enrollment, as well as University resources, services, and policies.

This year, the online orientation program was moved from Moodle to Canvas as the entire campus is transitioning to this learning management system by the end of Summer 2019. Additionally, new videos and modules highlighting campus resources were created to enhance the online orientation experience during the spring and launched for Summer 2018.

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 $95 confirmation fee (see page 8).

ON-CAMPUS ORIENTATION: JANUARY 2018

<table>
<thead>
<tr>
<th>College</th>
<th>Check-In List (College)</th>
<th>Actual Check-In (OTE)</th>
<th>% Show of Check-In List</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLA</td>
<td>671</td>
<td>640</td>
<td>95%</td>
</tr>
<tr>
<td>CEHD</td>
<td>62</td>
<td>57</td>
<td>91%</td>
</tr>
<tr>
<td>CFANS</td>
<td>58</td>
<td>54</td>
<td>93%</td>
</tr>
<tr>
<td>CDES</td>
<td>25</td>
<td>24</td>
<td>96%</td>
</tr>
<tr>
<td>Total</td>
<td>816</td>
<td>775</td>
<td>95%</td>
</tr>
</tbody>
</table>
## ON-CAMPUS ORIENTATION: SUMMER 2018

<table>
<thead>
<tr>
<th>College</th>
<th>Check-In List (College)</th>
<th>Actual Check-In (OTE)</th>
<th>% Show of Check-In List</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLA</td>
<td>1,509</td>
<td>1,423</td>
<td>94%</td>
</tr>
<tr>
<td>CSE</td>
<td>290</td>
<td>277</td>
<td>93%</td>
</tr>
<tr>
<td>CSOM</td>
<td>77</td>
<td>74</td>
<td>96%</td>
</tr>
<tr>
<td>CEHD</td>
<td>82</td>
<td>73</td>
<td>89%</td>
</tr>
<tr>
<td>CBS</td>
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<tr>
<td>CFANS</td>
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<td>96%</td>
</tr>
<tr>
<td>CDES</td>
<td>129</td>
<td>121</td>
<td>94%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,332</strong></td>
<td><strong>2,205</strong></td>
<td><strong>95%</strong></td>
</tr>
</tbody>
</table>

Total Fall Transfer (NAS and IUT) 10th Day Enrollment = 2,287

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 2018

<table>
<thead>
<tr>
<th>College</th>
<th>Total Attend Orientation</th>
<th>Total Complete Online Orientation</th>
<th>% Complete Online Orientation</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDES</td>
<td>24</td>
<td>23</td>
<td>96%</td>
</tr>
<tr>
<td>CEHD</td>
<td>57</td>
<td>56</td>
<td>98%</td>
</tr>
<tr>
<td>CFANS</td>
<td>54</td>
<td>54</td>
<td>100%</td>
</tr>
<tr>
<td>CLA</td>
<td>640</td>
<td>611</td>
<td>95%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>775</strong></td>
<td><strong>744</strong></td>
<td><strong>96%</strong></td>
</tr>
</tbody>
</table>

#### TOTAL ONLINE ORIENTATION COMPLETION: SUMMER 2018

<table>
<thead>
<tr>
<th>College</th>
<th>Total Attended On-Campus Orientation</th>
<th>Total Complete Online Orientation</th>
<th>Total % Complete Online Orientation</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSOM</td>
<td>74</td>
<td>73</td>
<td>98%</td>
</tr>
<tr>
<td>CBS</td>
<td>86</td>
<td>84</td>
<td>98%</td>
</tr>
<tr>
<td>CDES</td>
<td>121</td>
<td>117</td>
<td>97%</td>
</tr>
<tr>
<td>CEHD</td>
<td>73</td>
<td>68</td>
<td>93%</td>
</tr>
<tr>
<td>CFANS</td>
<td>151</td>
<td>146</td>
<td>97%</td>
</tr>
<tr>
<td>CLA</td>
<td>1,423</td>
<td>1,407</td>
<td>99%</td>
</tr>
<tr>
<td>CSE</td>
<td>277</td>
<td>272</td>
<td>98%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,205</strong></td>
<td><strong>2,167</strong></td>
<td><strong>98%</strong></td>
</tr>
</tbody>
</table>
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, and Parent & Family Programs. It also includes Transfer Student Leader panel.

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

January 2018 Attendance: 177
Summer 2018 Attendance: 604

For Summer 2018, 21% of transfer students brought one or more parent to attend Parent and Family Orientation. This is an increase of 5% from Summer 2017.

<table>
<thead>
<tr>
<th>Dates</th>
<th>Total Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 4-5</td>
<td>63</td>
</tr>
<tr>
<td>January 8-12</td>
<td>114</td>
</tr>
<tr>
<td>Total</td>
<td>177</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dates</th>
<th>Total Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 17-24</td>
<td>462</td>
</tr>
<tr>
<td>August 16-21</td>
<td>131</td>
</tr>
<tr>
<td>August 29</td>
<td>11</td>
</tr>
<tr>
<td>Total</td>
<td>604</td>
</tr>
</tbody>
</table>
After New Student Orientation, students continue 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. In 2018, Welcome Week took place August 28 - September 3. By sharing the experience of Welcome Week students will:

- Learn to connect with other new students
- Practice 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

The programming formerly referred to as Transfer Welcome Days in August was transformed into the Transfer Track and integrated within Welcome Week. A January Transfer Welcome Day will still take place for new transfer students who are starting in spring semester. The purpose of the Transfer Track 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, OTE launched its eighth year of August programming specifically for transfer students and streamlined the experience to include them as part of the larger student community during Welcome Week.
WELCOME WEEK HIGHLIGHTS

WELCOME WEEK CHANGES IN 2018

There were numerous changes made to the schedule in 2017 to enhance the student experience, so the overall schedule for 2018 did not change very much. The Wednesday Welcome to Welcome Week with Jermaine Davis event remained successful in its two rotations. The length of that presentation was increased by 15 minutes from 60 to 75 minutes. On Tuesday, the Gopher Gear Up in the Bookstore and the Sustainability Free Store in the CMU Whole Music Club were both extremely well utilized and will continue in 2019. The check-in process in the Great Hall worked well with the addition of transfer students checking in on Wednesday afternoon.

This year transfer students were encouraged to complete Event Selection for the first time and 614 did so. In 2018 there were 810 students who attended at least one Transfer Track event, which was up from 647 in 2017 and about equal to 800 in 2016. All new transfer students (including IUT system campus transfer students and College of Continuing and Professional Studies students) were invited to participate in these events. Transfer students living on campus had the opportunity to participate in early move-in into their residence hall.

For the first time in 2018, transfer students were invited to participate in Pride & Spirit and an Official Transfer Student Welcome held in Northrop in addition to many of the traditional Transfer Welcome Day events that existed previously. Building on some of the signature experiences during Welcome Week, 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.
WELCOME WEEK HIGHLIGHTS (CONT.)

LANGUAGE UPDATES: EXEMPTIONS BECAME APPROVED ABSENCES & SOME EVENTS BECAME “REQUIRED”

In an effort to help students navigate self-care during Welcome Week and to increase attendance at the Small Group Send Off renamed from “Closing Meeting,” several events were outlined as “required” including Welcome to Welcome Week, Small Group Start-Up, Convocation, College Day, and Small Group Send Off. Welcome Week Leaders delivered this information to students during their Start-Up meetings. This increased numbers in the Small Group Send Off meeting significantly, from 42.9% in 2017 to 76.1% in 2018. Additionally, students who could not attend an event during Welcome Week were advised to complete a request for an “approved absence” which was previously known as an “exemption.” The new language is more student friendly and aligns more closely with what students are comfortable with prior to college.

RESPECT U RENAMED A BETTER U

Respect U was renamed A Better U in 2018 and was moved into the Program Board Event Showcase (PBES) hosted by Student Unions and Activities. This collaboration was successful with higher attendance rates at PBES, however there was very little foot traffic in the A Better U spaces. This is an area of focus for redevelopment going forward into Welcome Week 2019.
This year students received several email communications prior to Welcome Week that were specifically designed with need-to-know pre-arrival information and action items. In 2018, 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 tips for success during Welcome Week. Versions of these emails were also sent to transfer students.

<table>
<thead>
<tr>
<th>Population</th>
<th>Mail Date</th>
<th>Number Sent</th>
<th>Unique Opens</th>
<th>Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class of 2022 w/August Orientation Date</td>
<td>July 19, 2018</td>
<td>1,303</td>
<td>1,101</td>
<td>77.6%</td>
</tr>
<tr>
<td>Class of 2022 w/June or July Orientation Date</td>
<td>July 19, 2018</td>
<td>10,981</td>
<td>8,816</td>
<td>80.3%</td>
</tr>
<tr>
<td>Class of 2022</td>
<td>August 10, 2018</td>
<td>12,166</td>
<td>9,635</td>
<td>79.2%</td>
</tr>
<tr>
<td>Class of 2022 with housing assignments</td>
<td>August 22, 2018</td>
<td>10,685</td>
<td>8,454</td>
<td>79.1%</td>
</tr>
<tr>
<td>Class of 2022 without housing assignments</td>
<td>August 22, 2018</td>
<td>1,500</td>
<td>1,143</td>
<td>76.2%</td>
</tr>
</tbody>
</table>

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 2022 guide. During August 2018, the Class of 2022 guide was downloaded 5,052 times with iPhone users downloading 80% and Android 20% of the total. Additionally, the guide was used the most on Wednesday, August 29 with 3,278 unique users. The average user was utilizing the guide for just under a minute.

*There was an error in the email delivery system showing lower numbers than anticipated*
The Welcome Week Evaluation was not changed significantly in 2018 compared to 2017. The driving question was changed to one where students could report the amount of time they spent struggling, surviving, and thriving. The Orientation & Transition Experiences partnership with the Office of Measurement Services (OMS) continued and at their suggestion, the Qualtrics administered survey was delivered to students with open response randomization. About a third of students saw each of the open-ended responses, which cut down the length of time it took them to complete the assessment. The evaluation went to 6,258 students and 3,693 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 2022 with slight overrepresentation of CLA students, female students, and students of color.

**KEY FINDINGS**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree/Agree</th>
<th>Neutral</th>
</tr>
</thead>
<tbody>
<tr>
<td>After attending Welcome Week, I am looking forward to the coming year at the U of M</td>
<td>94.9%</td>
<td>none</td>
</tr>
<tr>
<td>How much Gopher Pride do you feel after attending Welcome Week?</td>
<td>68.0%</td>
<td>24.5%</td>
</tr>
<tr>
<td>I feel connected to the U of M</td>
<td>86.6%</td>
<td>none</td>
</tr>
<tr>
<td>I feel connected to the Class of 2022</td>
<td>83.0%</td>
<td>none</td>
</tr>
<tr>
<td>I feel connected to the Twin Cities</td>
<td>86.9%</td>
<td>none</td>
</tr>
<tr>
<td>Welcome Week helped me understand what is expected of me academically</td>
<td>74.7%</td>
<td>none</td>
</tr>
<tr>
<td>Welcome Week introduced me to resources I will find helpful in adjusting to life at the U of M</td>
<td>93.2%</td>
<td>none</td>
</tr>
<tr>
<td>Welcome Week helped me identify what I need to do to take care of myself as I start college</td>
<td>85.4%</td>
<td>none</td>
</tr>
<tr>
<td>I feel empowered to be a contributing member of the campus community</td>
<td>88.7%</td>
<td>none</td>
</tr>
</tbody>
</table>

The top skills students learned were navigating campus (15%), following a schedule (13%), how to find resources (13%), understanding expectations (9%), practicing self-care (9%).

The top resources students anticipate using in their transition include academic resources (60%), physical & mental wellbeing resources (22%), social resources (34%), financial resources (11%), transportation resources (13%).
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 Summary

<table>
<thead>
<tr>
<th>Event</th>
<th>Tracking System</th>
<th># Attended</th>
<th>% of Class of 2022 (based on 10th Day Attendance, n=5977)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WW Event Selection</td>
<td>OTE Database</td>
<td>5,447</td>
<td>91.13%</td>
</tr>
<tr>
<td>Exemptions*</td>
<td>OTE Database</td>
<td>185</td>
<td>3.10%</td>
</tr>
</tbody>
</table>

*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 4,844: 4,284 Freshmen, 347 Transfers, 213 WWL/OL/Other staff.

### Welcome Week Attendance 2018

<table>
<thead>
<tr>
<th>Event</th>
<th>Tracking System</th>
<th># Attended</th>
<th>% of Class of 2022 (based on 10th Day Attendance, n=5977)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WW Event Selection</td>
<td>OTE Database</td>
<td>5,447</td>
<td>91.13%</td>
</tr>
<tr>
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<td>185</td>
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</tr>
</tbody>
</table>

*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 4,844: 4,284 Freshmen, 347 Transfers, 213 WWL/OL/Other staff.

### Schedule Notes

- **Wed-Welcome & Pride & Spirit**
- **Thurs-Football Game 6pm**
- **Fri-Respect U**

**Total 10th Day Attendance**

- 10th Day Enrollment: 5,977 (91.13%)
- WW Check In: 5,795 (97.0%)
- RecWell Open House: 2,271 (38.0%)
- Jermaine Davis/Welcome to WW: 4,695 (78.6%)
- Kickoff Meeting: 5,239 (87.7%)
- Pride and Spirit: 4,753 (79.5%)
- Convocation: 5,403 (90.4%)
- College Day: 5,219 (87.3%)
- Football Game: 4,284 (71.6%)
- Respect U: NA
- Live Like a Student: 2,506 (41.9%)
- Cookout/Earth, U & Barbecue: 2,648 (44.3%)
- Community Engagement/Closing Meeting: 4,545 (76.1%)
- Explore U: 3,709 (62.1%)
- MOA: 3,027 (50.6%)
- WW Participated (includes attendance to at least one of the italicized events above): 5,781 (96.7%)

*2018 Missing rosters indicates attendance likely lower than actual for Kickoff Meeting (1 roster), LLAS (5 rosters), Closing Meeting (6 rosters)

**Total 10th Day Attendance** = total number of NHS students that attended each event that were still in 10th Day enrollment counts

**10th Day % Attended** = total number from Total 10th Day Attendance / 10th Day enrollment
WELCOME WEEK ATTENDANCE (CONT.)

Welcome Week Attendance Summary & Comparison

Class-Of XX Welcome Week Attendance 2013-2018

Welcome Week Attendance
Transfer students were encouraged to check in to the program and assigned to a transfer-specific check-in time. This was followed by a Transfer Touch Point hosted by Transfer Student Leaders, allowing students an opportunity to start connecting with one another. The Transfer Touchpoint featured Potbellys sandwiches sponsored by the Transfer Student Network and a visit and photo opp with Goldy the Gopher. This was followed by Pride & Spirit, open to transfer students for the first time ever, giving them an opportunity to participate in an annual tradition for new students learning cheers, building pride in the athletic department, and participating in the “M” photo.

Transfer Track continued with a Transfer Tailgate experience in Coffman Plaza. Students attending this event enjoyed a Qdoba dinner, participated in lawn activities, and connected with other new students and the Transfer Student Leaders (TSLs). Attendance numbers for the tailgate were down in 2018 likely due to cross-programming from the colleges such as the CEHD BBQ and the CLA Food Truck Festival which transfer students were invited to participate in. TSLs led students to TCF Bank Stadium where they attended a free football game to see the Gophers play against New Mexico State.

Transfer Track programming was opened to the colleges this year to offer a “college day” opportunity to transfer students. Students were seated by college in Northrop Auditorium for the Official Transfer Student Welcome featuring an introduction to the Transfer Student Leaders, a welcome from Vice Provost Robert McMaster, and information about transfer-specific organizations and resources. From there they were dismissed and led to college activities by a TSL in various locations around campus. After participating in college-specific activities, students could rejoin the Welcome Week programming taking place for first year students, including the Earth, U & Barbecue and campus rotations. That evening, students participating in Tour de TSL were broken into small groups and paired with a TSL for a tour of campus through a transfer student’s perspective and dinner. The Transfer Hangout in Goldy’s Gameroom focused on connecting with other new transfer students and allowed students to bowl and play pool. Wrapping up the night, students were invited to the Program Board Event Showcase where a variety of events were offered including life-sized foosball, student group performances, A Better U, Pride & Spirit poster pick-up, and free food.
SATURDAY, SEPTEMBER 1
Saturday the Transfer Student Network 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 Leader. Students were invited to participate in Community Engagement sessions that were hosted by campus and community partners. Students attended Explore U and had the opportunity to learn more about fraternity and sorority life on campus.

SUNDAY, SEPTEMBER 2
On the final day of Transfer Track, we offered two additional programming opportunities. We partnered with the University YMCA to host relaxation time before courses started. 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.

WELCOME WEEK TRANSFER TRACK ATTENDANCE

<table>
<thead>
<tr>
<th>Event</th>
<th>Number of Transfer Students who Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Week Event Selection</td>
<td>614</td>
</tr>
<tr>
<td>Welcome Week Check-In</td>
<td>696</td>
</tr>
<tr>
<td>Pride &amp; Spirit</td>
<td>324</td>
</tr>
<tr>
<td>Transfer Tailgate</td>
<td>151</td>
</tr>
<tr>
<td>Football Game</td>
<td>347</td>
</tr>
<tr>
<td>Official Transfer Student Welcome</td>
<td>334</td>
</tr>
<tr>
<td>Earth, U &amp; Barbecue</td>
<td>196</td>
</tr>
<tr>
<td>Mall of America</td>
<td>217</td>
</tr>
</tbody>
</table>
A primary function of Orientation & Transition Experiences is to implement welcome and transition experiences for new and continuing students. Student Transition Experiences (STE) is the handoff from our welcome programs into the academic year. STE implements experiences, programs, and communications for first-year students, transfer students, and second-year students. These efforts include the At Home in MN program, eNewsletters, Living Learning Communities, the Transfer Student Network, among others. Student Transition Experiences is supported by the Coordinator of STE and the two STE Interns (formerly, First-Year Intern and Transfer Intern).
The Class of eNewsletter is a monthly publication that is distributed via email to first year students at the U. The content focuses on announcements and events that are specifically for freshmen.
FIRST YEAR EXPERIENCE (CONT.)

CLASS OF 2021

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

Summary of clicks: Summer Internship Resources and UMN employment were top selections amongst the January-April content suggesting freshmen were anticipating future on-campus and off-campus opportunities. In addition, freshmen expressed interest in OTE leadership opportunity content, such as becoming a Welcome Week Leader.

CLASS OF 2022

Theme of most clicked links: Finances and Academic Success, Parent and Family Weekend, One Stop finances (scholarships), Take a Professor to Lunch, Nutritious U Food Pantry, and Academic Planning

Summary of clicks: One Stop Student Services had the most frequently clicked links from August - December, from Finances/Scholarships to Academic Planning, suggesting the class prioritization of campus resources and educational productivity. One Stop Student Services was followed by other campus resources and opportunities such as the Nutitious U Food Pantry, Schedule Builder, Take a Professor to Lunch Program, and Off-Campus Living.
CATCH YOUR BREATH WITH GOLDY AND GRUB

Catch your Breath with Goldy & Grub was an event created in the fall of 2017 as an event that would bring together first-year students through normalizing shared experiences. This event took place for the second year on Thursday, November 8th and hosted over 150 first year (freshman 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 2022 or transfer students

At the event, students were asked to share “sweet” and “not-so-hot” moments from their experience at the U. 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

<table>
<thead>
<tr>
<th>Theme of Comments</th>
<th>n=</th>
<th>Theme quotes from event attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community and Connection</td>
<td>70</td>
<td>“Meeting lots of great new people through classes and my LLC”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>“Weekly coffee dates with my friends from Welcome Week”</td>
</tr>
<tr>
<td>Personal Experiences</td>
<td>32</td>
<td>“Getting picked for the Dean’s first year scholar research program for Spring 2019!”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>“Attending Gopher Athletic events”</td>
</tr>
<tr>
<td>Academic Success</td>
<td>29</td>
<td>“Doing really well on a few midterms that I didn’t think went well.”</td>
</tr>
<tr>
<td>Campus Engagement</td>
<td>7</td>
<td>“Joining student organizations”</td>
</tr>
<tr>
<td>Campus Resources</td>
<td>7</td>
<td>“Having the campus connectors! (especially in the cold weather)” “PAWS”</td>
</tr>
</tbody>
</table>

### “NOT-SO-HOT” MOMENTS

<table>
<thead>
<tr>
<th>Theme of Comments</th>
<th>n=</th>
<th>Theme quotes from event attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Challenges</td>
<td>64</td>
<td>“One week I had 4 tests and a lab report due. They were all on Thursday and Friday.”</td>
</tr>
<tr>
<td>Navigating Campus</td>
<td>21</td>
<td>“Accidently riding the campus connector to St. Paul.”</td>
</tr>
<tr>
<td>Personal/Academic Balance</td>
<td>16</td>
<td>“Procrastinating my homework and not getting sleep the night before a midterm.”</td>
</tr>
<tr>
<td>Social Transition</td>
<td>11</td>
<td>“Overcommitting myself to everything for fear of missing out.”</td>
</tr>
</tbody>
</table>
AT HOME IN MN

From our evaluations, we know that out-of-state students have different concerns entering college as compared to Minnesota residents. At Home in MN is a program designed to provide additional support to students who are from out-of-state in an effort to connect them to local resources to increase their sense of belonging on campus. 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 2018 AT HOME IN MN PROGRAM

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Total Attendance</th>
<th>Out-of-State Residents</th>
<th>Minnesota Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 29-February 2, 2018</td>
<td>Super Bowl Live</td>
<td>130</td>
<td>75</td>
<td>55</td>
</tr>
<tr>
<td>April 28, 2018</td>
<td>Minnesota United FC</td>
<td>63</td>
<td>43</td>
<td>20</td>
</tr>
<tr>
<td>September 2, 2018</td>
<td>Minnesota State Fair</td>
<td>550</td>
<td>502</td>
<td>48</td>
</tr>
<tr>
<td>October 30, 2018</td>
<td>Minnetonka Orchard</td>
<td>112</td>
<td>79</td>
<td>33</td>
</tr>
</tbody>
</table>

AT HOME IN MN BREAKFAST - PARENT & FAMILY WEEKEND

OTE hosted an At Home in MN Breakfast during Parent & Family Weekend, October 27. This breakfast hosted the 42 out-of-state parents, families, and students totaling 127 people. This is the first year OTE has hosted this event and included a short presentation about the out-of-state student experience and a panel of out-of-state students.
First-year, out-of-state students at the U have an opportunity to live in a community with their peers though 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.

**Programming for the Fall 2018 LLC Residents**
- Minnesota State Fair
- LLC Bucket List
- Pizza & Parkas: Preparing for MN Winter
- Minnetonka Orchards
- Chat & Chew

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Number of Residents</th>
<th>Number of CAs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-2018</td>
<td>63</td>
<td>3</td>
</tr>
<tr>
<td>2018-2019</td>
<td>34</td>
<td>2</td>
</tr>
</tbody>
</table>

**SENIOR STORIES**

Orientation & Transition Experiences partnered with Student Unions & Activities (SUA) on “Senior Stories”: “We’ve Been There” held April 24. After interviewing many incredible individuals with inspiring stories, three seniors were chosen to share their college journey story with an audience of undergraduate students. These stories showcase the brave, courageous, and inspiring individuals and their challenges they faced and how they navigated their way to their senior year.

https://www.ote.umn.edu/current-students/all-students
The Transfer Student Experience (TSE) is a campus-wide initiative coordinated by the Office of Undergraduate Education in partnership with the Office of Admissions and Orientation & Transition Experiences. The initiative is guided by the work of a Transfer Student Advisory Board comprised of university staff and administrators from across the Twin Cities campus, as well as the student members of the University Transfer Student Board. Additionally, programmatic initiatives are coordinated through OTE and OUE to support transfer students in their transition to campus.

**TRANSFER STUDENT ADVISORY COMMITTEE**
Comprised of university staff and administrators from across the Twin Cities campus, as well as the student members of the University Transfer Student Board. This committee meets quarterly to discuss current trends and issues related to U of M transfer students and guides the work of the Transfer Student Experience initiative. In 2017 the group formed three subcommittees and developed recommendations related to Communications, Student Engagement, and Curriculum & Transfer Credit.

**TRANSFER STUDENT ADVOCATE TRAINING**
This initiative provides training to staff and faculty and a visible marker of transfer student support in offices across campus. Sixty staff and faculty participated in the first transfer advocate training in the Fall of 2018.

**TRANSFER STUDENT SUMMIT**
In March of 2018 the second annual campus-wide Transfer Student Summit was held. It was a productive day of sharing best practices, updates, and celebrating the collective work the campus is doing to support transfer students.
PROGRAMMATIC INITIATIVES

AT HOME IN MN*

At Home in MN is a program designed to provide additional support to students who are from out-of-state. All first semester out-of-state transfer students are included in communications and events. 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.

*See At Home in MN (Pg 40) for 2018 Academic Year programming and metrics

TRANSFER STUDENT NETWORK (TSN)

The Transfer Student Network (TSN) is a program designed to help first-semester transfer students feel comfortable at the U. Through one-on-one Coffee-Chats and large group events, new transfer students are able to connect with other transfer students and find community at the U. These events are supported by our Transfer Insiders - transfer students who have made a successful transition to the University of Minnesota and are dedicated to enhancing the transfer student experience.

Programming for 2018 Academic Year:

- National Transfer Student Week, October 15-19, 2018
- TSN Hangout - Bowling and Billiards in Goldy’s Gameroom, Coffman Memorial Union
- Transfer Appreciation Breakfast: Coffee and Doughnuts in the Front Lawn of Coffman Memorial Union in partnership with OUE
- Coffee Chats: Coffee Chats connect first semester transfer students with a Transfer Insider (transfer students who has successfully transitioned at the U). These sessions provide an opportunity to ask questions, receive advice, exposure transfer students to campus resources, and normalize the transfer student experience.

Spring 2018
- Transfer Insiders: 9
- Coffee Chats Completed: 39

Leaders Fall 2018
- Transfer Insiders: 13
- Coffee Chats Completed: 34
LEADERS IN TRANSITION LIVING LEARNING COMMUNITY (LLC)

First-year, transfer students at the U have an opportunity to live in community with their peers through the Leaders in Transition LLC. Students live on the same floor in Yudof Hall and have the opportunity to engage in LLC programming as a community.

Programming for the Fall 2018 LLC Residents

- Minnesota State Fair
- LLC Bucket List
- Welcome BBQ in partnership with College of Science and Engineering LLCs
- Off-Campus Learning in partnership with National Student Exchange
- Finals care packages

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Number of Residents</th>
<th>Number of CAs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-2018</td>
<td>14</td>
<td>1</td>
</tr>
<tr>
<td>2018-2019</td>
<td>26</td>
<td>1</td>
</tr>
</tbody>
</table>

TRANSFER STUDENT WORKSHOPS SERIES

A series of workshops designed exclusively for first semester transfer students to get them connected to University resources early in their transition. Five workshops were held in fall 2018 and four in the spring of 2018. Students gave positive reviews of the workshops and the workshops met the stated outcomes of introducing students to U of M resources and building community.

TAU SIGMA HONOR SOCIETY

A national honor society to acknowledge the academic achievements of our transfer students. Students are invited to join the U of M chapter if they achieve a GPA of 3.5 or higher during their first semester on campus. This year, we held an induction ceremony for 166 new members. The U of M chapter had inducted over 750 members since it was founded in 2013.

TSE NEWSLETTER

A monthly eNewsletter is sent to all transfer students during their first semester on campus. These newsletters ease the transition to campus by highlighting resources and opportunities for involvement. In 2017-2018, these newsletters had open rates 68%-72%.

FIRST SIX WEEKS INITIATIVE

New for fall of 2018. This calendar of events is designed to help transfer students get off to a strong start at the U of M. Thirty-five U of M offices contributed over 50 events and resources aimed at transfer students.
SECOND YEAR EXPERIENCE

The scope of Orientation & Transition Experiences expanded as part of the reorganization to include serving students in their second year on campus. The Second Year Experience is a campus-wide effort coordinated by the Office of Undergraduate Education and Orientation & Transition Experiences. The Second Year Advisory Committee, comprised of college and department representatives from across the Twin Cities campus, works collectively to improve the retention of and opportunities for second-year students. A number of different initiatives support second year students in their transition and can be found online.

SYE THEME ENEWSLETTERS

The SYE Theme eNewsletters are sent in the first four weeks of the semester and are designed to provide second year students at the U with continued support and guidance that directs them toward existing campus programming and tips for succeeding in their second year. The four themes are: Engagement (study abroad, research, volunteer, involvement, etc.), Major & Career, Daily Life, and Academics.

<table>
<thead>
<tr>
<th>Class of 2021</th>
<th>Mail Date</th>
<th>Number Sent</th>
<th>Unique Opens</th>
<th>Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>September 11, 2018</td>
<td>5,594</td>
<td>2,663</td>
<td>65.48%</td>
</tr>
<tr>
<td>2021</td>
<td>September 17, 2018</td>
<td>5,952</td>
<td>3,535</td>
<td>63.22%</td>
</tr>
<tr>
<td>2021</td>
<td>September 24, 2018</td>
<td>5,590</td>
<td>3,409</td>
<td>60.98%</td>
</tr>
<tr>
<td>2021</td>
<td>October 1, 2018</td>
<td>5,677</td>
<td>3,286</td>
<td>57.88%</td>
</tr>
</tbody>
</table>

Themes of Most Clicked Links: Second Year Website and Engagement

Summary of Clicks: The Second Year Experience (SYE) website links were top selections for the SYE theme newsletters. These links included the second year road map which serves as a compilation of on campus events and dates prevalent to the second year transition (career fairs, internships, etc.) Following the SYE website were links regarding scholarships and personal budgeting, offered by One Stop Student Services, and academic success and engagement, offered by the Offices of Undergraduate Research and Student Affairs.

SYE LIVING LEARNING COMMUNITY (LLC)

Second-year students at the U have an opportunity to live in community with their peers through the Second Year Experiences LLC. Students live on two floors in Yudof Hall and have the opportunity to engage in LLC programming as a community.

Programming for the Fall 2018 LLC Residents

- Minnesota State Fair
- LLC Bucket List
- Welcome BBQ in partnership with College of Science and Engineering LLCs
- Off-Campus Learning in partnership with National Student Exchange
- Finals care packages

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Number of Residents</th>
<th>Number of CAs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-2018</td>
<td>55</td>
<td>2</td>
</tr>
<tr>
<td>2018-2019</td>
<td>65</td>
<td>2</td>
</tr>
</tbody>
</table>
Student leaders play a critical role in OTE’s programming. While leadership opportunities vary, they are all grounded in a commitment to promoting student development and advancing OTE’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 2018, OTE received 78 applications for the 28 available spots. The students selected for the 2018 OL team represented nearly all of the freshmen-admitting colleges, had an average GPA of 3.41, 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 class on Wednesday night for four hours. Training topics included diversity and social justice, student development theory, strengths, campus climate, and identity development. During the spring, OLS were also responsible for recruiting and training Welcome Week Leaders and Transfer Student Leaders.

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

The last component of training occurred in August, just prior to Welcome Week. During this time, OLs learned how to supervise and train their Welcome Week Leaders as well as the logistics of Welcome Week.
WHAT STUDENTS HAD TO SAY ABOUT THEIR OL...

<table>
<thead>
<tr>
<th>Strongly Agree and Agree Responses</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helped me feel welcome at the University</td>
<td>97.9%</td>
</tr>
<tr>
<td>Was an effective presenter</td>
<td>97%</td>
</tr>
<tr>
<td>Was approachable</td>
<td>97.7%</td>
</tr>
<tr>
<td>Was respectful</td>
<td>97.9%</td>
</tr>
<tr>
<td>Assisted with my transition to the University of Minnesota</td>
<td>97.5%</td>
</tr>
</tbody>
</table>

(Strongly agree and agree responses noted. Findings based on the responses to the program evaluation that is available to new freshman students during their orientation experience. 4,595 students completed the evaluation out of 6,020 students who attended for a 76% response rate)

“She connected our group through activities that were very effective, and our group became very close because of her. I felt a sense of belonging by the end of the night and I felt a million times more excited about coming to the U and meeting new people because of orientation, and because of the way she brought us through it.”

“I want to say thank you for showing me the campus and giving me time to talk with you, learn about you, but most of all have fun and become friends with you. For what you have done for me and everyone else in the group, you have given us a sense of courage and hope, for you have shown us the path to the life of the Golden Gopher and we are now starting to walk through. Again, thank you for everything.”

“My orientation leader made me so excited and comfortable to be on campus, especially because I was so nervous coming into orientation. As soon as my group met up he created a comfortable and supportive environment for all of us.”
LEADERSHIP DEVELOPMENT PROGRAMS (CONT.)

TRANSFER STUDENT LEADERS

Transfer Student Leaders (TSLs) are responsible for administering a successful orientation and Welcome Week Transfer Track program for our transfer student population.

Prospective TSLs participated in a competitive selection process that included an initial application and group interview. In 2018, OTE received 37 applications for the 13 available spots.

The TSLs kicked off their training with a Saturday retreat focused on understanding the transfer student profile while reflecting on their own transfer student experience, team building, a synopsis of transfer shock theory, and learning about the OTE mission, vision, and core values. They also 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, identity, strengths, storytelling, university resources, transfer specific 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 summer training. These four days covered the content and logistics of the program, an overview of campus resources, networking, customer service, orientation role play scenarios, and public speaking. TSLs 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, four TSL 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.

TSLs also hosted our newly revamped Welcome Week Transfer Track where they guided and helped students throughout the program. For the “Tour de TSL” session, each TSL 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 TSL...

<table>
<thead>
<tr>
<th>Strongly agree and agree responses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Helped me feel welcome at the University</td>
<td>91.73%</td>
</tr>
<tr>
<td>Was approachable</td>
<td>91.73%</td>
</tr>
<tr>
<td>Was respectful</td>
<td>91.87%</td>
</tr>
<tr>
<td>Was knowledgeable about the University</td>
<td>92.23%</td>
</tr>
<tr>
<td>Assisted with my transition to the University</td>
<td>91.23%</td>
</tr>
</tbody>
</table>

(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. 1,225 students completed the evaluation out of the 2,204 students who attended for a 56% response rate)

“They were very knowledgeable and explained everything in detail regarding my questions. They were amazing.”

“All the TSL staff were supportive, informed, and helpful.”

“Really had the experience to know what advice to give to make the process easier.”
Welcome Week Leaders (WWLs) are responsible for guiding new first-year students through the Welcome Week Programs. There were 450 students who applied to be a WWL in 2018, which was consistent with application numbers from the previous year. Of those who applied, 258 completed the training process and served in the role resulting in a 57% retention rate.

Historically, Welcome Week Leaders were required to complete three spring training sessions to remain eligible for the role. This year we combined the topics for those training sessions into a one-day Welcome Week Leader Conference. This decision was made based on feedback we received from leaders about the length of the time commitment for the role and in the interest in increasing our retention rate of student leaders in the role. Over the past several years about 55% of students who applied to the role actually served in August. Of the 450 students who applied, 350 attended the conference leaving us with a significantly higher pool of eligible leaders going into the summer. Unfortunately, as the August Welcome Week program approached we saw a significant decline in leader retention and delivered the program with 258 leaders, resulting in a 57% overall retention rate.

Our Welcome Week Leader training continues to move toward focusing on topics around diversity and social justice in an effort to support improvements in campus climate. Training topics at the spring conference included allyship, identity development, bystander intervention, and personal leadership. During summer training we held a half day training on building campus community including discussions on campus climate, sexual assault reporting, and accessibility. We will continue this focus as we try to impact sense of belonging on campus.
WHAT WWLs SAID ABOUT THEIR EXPERIENCE...

<table>
<thead>
<tr>
<th>Strongly Agree and Agree Responses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Serving as a WWL helped me improve my leadership skills</td>
<td>97%</td>
</tr>
<tr>
<td>Spring training helped me feel more connected in the WWL community</td>
<td>64%</td>
</tr>
<tr>
<td>I feel a great sense of belonging at the U since becoming a WWL</td>
<td>92%</td>
</tr>
<tr>
<td>I would recommend being a WWL to others</td>
<td>83%</td>
</tr>
</tbody>
</table>

(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 STUDENTS SAID ABOUT THEIR WWL...

“I think they did a really good job about being real with us, and giving us structure and support this week but still allowed us to experience the freedom that actually accompanies college.”

“They were all AMAZING! Relatable, inquisitive, energetic, friendly. They seemed like the kind of people that the U would be proud to call their own for years to come.”

95% of students felt supported by their WWL.
PRESENTATIONS
Being on stage when your kid’s school calls: Parents of OTR”, Lisa Gruszka, Zach Manning, David Duvall, Lizette Robolledo, NODA Annual conference October, 2018, San Diego, CA
“Sponsorships and Support OTR initiative”, Jenny Porter, Zach Manning, NODA IV/V Region Conference April, 2018 Kansas City, KS

LEADERSHIP
Evan Witt, NODA Region V Education Specialist, 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
OTE STAFF (CONT.)

FULL-TIME STAFF

Beth Lingren Clark, Ph.D., Associate Vice Provost for Strategic Enrollment Initiatives

Orientation:
  Lisa Gruszka, Director of Orientation Programs
  Marie Paulo Arche, Assistant Director, Orientation

Welcome Week/Student Transition Experience:
  Jenny Porter, Director of Student Transition Experiences
  Sam Glazer Hewson, Assistant Director (Started April)
  Michael Gonzalez, Coordinator of Student Transition Experience (Started June)

Student Leadership Training and Development
  Evan Witt, Assistant Director

Operations:
  Chelsea Garcia, Associate Director for Operations (started November 2017)
  Bill O’Connor, Assistant Director, Communications
  Matt Maloney, Information Technology Professional

OTE STUDENT STAFF

Orientation Leaders (OLs)
  Tina Bui
  Ryan Burger
  Max Chu
  Sam Cronin
  Emily Dahl
  Fanta Diallo
  Chad Faust
  Lily French
  Josh Goetz
  Gabby Gonzalez

Allie Guidish
Eric Hendricks
Brady James
Lucas Kauzlarich
Tom Koch
Rachel Larson
Devin Mays
Stephen Mohabir
Joyce Nguenkam
Andrew Parker
Ronnie Peterson
Kelly Pocian
Sam Portinga
Sai Powar
Monica Punzalan
Catherine Retica
Jake Schaper
Amanda Wang

Operations Intern
  Emma Hintz

Parent Coordinators (PCs)
  Dobbs DeCorsey
  Hannah Benck

Orientation Program Assistants (OPAs)
  Phillip Tran
  Jack Utzman
  Jake Holley
Transfer Student Leaders (TSLs)
Alissa Clancy
Elisabeth Hollembaek Parr
Cody Johannsen
Archie Mackinnon
Sydney Mayer
Brittney McLaughlin
Emily Richardson
Michael Rodolfo Corda
Diah Swenson
Andrew Wright
Tianyu Zhai
Helene Zheng
Abby Zellman

Student Transition Experiences Intern
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Ali Winslow

Student Web Developer
Brittany Blazer

Transfer Intern
Callie Barnette

Office Assistants (OAs)
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Emma Newton
Justine Perez
Alex Dang
Nicholas Wilson
Seun Abolade

Check-In Staff
Saman Adnan
Nabila Syed
Gabriella Sonnenschein
Molly Malecha
Kyle Manske
Val Chrepta
Lauren Tehan
JeongHoon Han
Denis Kornberg

Event Staff
Margaret Maraggi (Captain)
Mai-Linh Nguyen (Captain)
Shae Kessler
Cameron Hardecopf
Tucker Nowack
Michael Butterfield
Erica Ellingson
Tina Nguyen
Jessica Halverson

Welcome Week Leaders (WWLs)
Nick Aarsvold
Rose Adams
Sword Al-Zadjadi
Nicholas Albers
Anna Alveen
Rebekka Alm
Mady Anderson
Isaac Anderson
Naveen Arukgoda
Jonah Bacon
Emma Baldry
Logan Banks
Firyed Bediye
Sarah Bengtson
JP Benson
Kalley Berg
Brooke Berge
Shelby Bergstrom
Katie Bergstrom
Emma Bersie
Jason Berthe
Rohan Bhagchandani
Arunima Bhattacharya
Megan Bird
Josie Bjorklund
Kimball Blake
Nicole Blatchford
Daphne Blount
Mackenzie Boivin
Nick Bottois
Lucas Bowerman
Bailey Brandel
Joe Broomhead
Minh Bui
Christina Busche
Jasmine Caldero
Maddie Caldis
Ian Cameron
Louis Carlson
Ella Carlson
Parc Chamernick
Tiyu Cheng
Sarah Cholewinski
Atharva Choudhary
Sabrina Chu
Mariella Ciccarelli
Lydia Clinton
Kevin Clothier
Annika Clause
Josh Condon
Miranda Copa
Alisha D’Souza
Haley Dahl
Weijia Dai
Emily DeChaine
Giulia DeLuca
Shale Demuth
Tyler Deng
Paige Dispirito
Evan Ditter
Carina Dorr
Kyra Doyle
Kaija Eckholm
Alyssa Eggert
Grace Elmudesi
Justin Elton
Carter Erdman
Rachel Eversole
Sarah Eyer
Lauren Farina
Mikayla Feil
Maeve Fitzgerald
Leah Flodin
Vanessa Flores-Ortiz
Elias Freberg
Hansong Fu
WELCOME WEEK LEADERS (CONT.)

Bryan Geenen
Sara Gilbert
Kaylyn Gillespie
Molly Gjerde
Sarah Gonwa
Val Gooden
Luke Gulbronson
Amy Halbmaier
 Rachelle Hallberg
 Lily Hamel
 Sierra Hamernick
 Katherine Hammitt
 Christina Harisiadis
 Allison Harvey
 Rachel Hatcher
 Hannah Hayward
 Alisha Hebl
 Sydney Heger
 Jacob Heinz
 Sydney Higgins
 Amanda Hilmes
 Nick Holleran
 Parker Holum
 Ryan Hostager
 Kerry Houlihan
 Jason Howard
 Marissa Huberty
 Caileen Hughes
 Liv Hultgren
 Gillian Innes
 Olivia Jacobs
 Andrew Jacobson
 Pallavi Janiani
 Cole Jensen
 Audrey Johannes
 Austin Johnes
 Adam Johnson
 Tyler Johnson
 Morgan Johnston
 Morgan Kerfeld
 Alex Ketcham
 Julia Ketola
 Shawdy Kiani
 Su Young Kim
 Emily Koetting
 Erica Koina
 Leah Koltz
 Bethany Koziolak
 Kendra Krosch
 Kira Krug
 Sarah Kruse
 Khue Lai
 Andrew Larson
 Damon Leach
 Allison Le Minh
 Nolan Levoir
 Nathan Lezon
 Emma Lindman
 Yijie Liu
 Parker Lovinger
 Ellie Lu
 Amy Ma
 Emily Mace
 Sam Mader
 Ben Mai
 Molly Malecha
 Thalia Marcella
 Max Marciniak
 Amy Marrah
 Alexa Mathis
 Devin McMurray
 Greta Mertes
 Lauren Meyers
 Larissa Milles
 Madelyn Mitchell
 Kennedy
 Mommaerts
 Bailey Morgan
 Matt Moskal
 Fiza Mungan
 Sydney Murray
 Susan Mwai
 Susan Mwai
 Sam Nelson
 Jacob Nelson
 Reagan Nelson
 Xander Nelson
 Jason Nowotny
 Kelly O’Neil
 Joey Obeidzinski
 Nicole Oblon
 Taylor Olson
 Cham Omot
 Tracy Onchwari
 Mateusz Oskarbski
 Maryan Osman
 Alexa Carol
 Oswald
 Adi Pathak
 Jess Paul
 Caroline Pavlecic
 Sabel Peterson
 Linnea Peterson
 Caden Potapenko
 Amogh Potlapalli
 Miguel Pratas
 Fernandes
 Elizabeth Renz
 John Retzlaff
 Carter Ridl
 Maggie Ringler
 Brendan Ritchie
 Colin Robinson
 Assia Rodriguez
 Dan Rohde
 Nils Rykken
 Kaitlyn
 Saionzkowski
 Rachel Scalf
 Amber Schaaf
 John Schocker
 Makayla Schultz
 Patricia Seader
 Erin Seichter
 Sydney Senne
 Sulagna Sensarma
 Kahyeon Seo
 Erik Shirley
 Noah Siem
 Hannah Simerly
 Nicolette Smerillo
 Danielle Sorensen
 Natalie Starr
 Liza Stougaard
 Evan Super
 Saurav
 Suryawanshi
 Sam Swedzinski
 Thomas Tang
 Greg Taushani
 Lauren Tehan
 Jack Thalhuber
 Marlowe Thomas
 Hannah Thompson
 Emame
 Thompson-Eja
 Becca Timo
 Allie Trask
 Jamie Traynor
 Alex Tupper
 Maria Valentino
 Ana Valenty
 Brian Van Eyll
 Will Van Syoc
 Nitin Venkatesh
 Matt Viesselman
 Sarina Vinjamuri
 Jake Vitt
 Michael Waller
 Uzo Wamuo
 Sara Weingartner
 Savannah Wery
 Hailey Weymann
 Jack Wieberdink
 Matt Wiege
 Kate Wiitala
 Sam Wittwer
 Abby Wolfe
 Yidan Xu
 Jane Yap
 Anjuy Yee
 Alex Yee
 Srivats
 Yerraguntala
 Haokun You
 Kaiyue Yu
 Connor Zamzow
 Moyan Zhou
 Kami Ziebarth
 Jessica Zmuda
 John Zofkie
 Hunter Zogg

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

For more information regarding our programs at the University of Minnesota, Twin Cities, visit ote.umn.edu.