



2019

ANNUAL REPORT



LETTER FROM THE DIRECTORS

Dear University Partners:

This year's annual report highlights many of our accomplishments as we became more settled in our new organizational structure and office space. We continued to offer New Student Orientation and Welcome Week for our incoming students and expanded our year-round programming to support the student transition experiences for first-year and second year students. We also spent some time exploring ways to enhance our operational efficiency through the development of four internal workgroups. The results of these workgroups include:

- 1) an enhanced vision and mission statement with our new focus in supporting students beyond their first year,
- 2) the restructuring of student leadership roles and a shared application process,
- 3) a focused conversation on diversity & inclusion in our programs, and
- 4) continued work on our first-year assessment cycle.

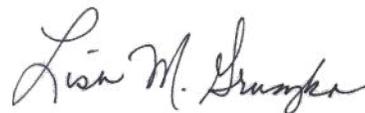
These efforts continue to make our programming and communication to students stronger, and we look forward to more ways in which we will be able to leverage the talent of our staff to serve new students and our campus community. The end of 2019 brought a new strategic plan, so make sure you check back next year to learn how we are advancing the orientation, transition, and retention of our students.

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, MISSION, AND CORE VALUES

VISION

Our vision is to be innovative and responsive to the shifting needs of our students while being leaders in the field of orientation, transition, and retention.

MISSION

In an effort to support each student during their transition to the U of M and on their path to graduation, Orientation & Transition Experiences offers high-quality, dynamic experiences that cultivate community and empower students to champion their own development and leverage campus resources.

CORE VALUES

Belonging

Continually finding a sense of connection.

Collaboration

Creating synergy through intentional partnerships.

Inclusion

Advocating for equity in our programs and on our campus.

Personal Growth

Fostering ongoing self improvement and skill development.

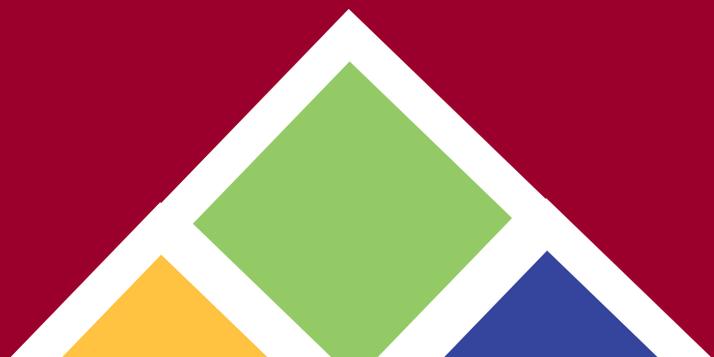
Student Success

Empowering students to thrive as they persist to graduation.

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



STRATEGIC PLANNING HIGHLIGHTS

In late 2018, four internal working groups were created to improve operational effectiveness as outlined in the welcome letter. Below is a bit more detail on what has been accomplished thus far.

NEW OTE VISION & MISSION

As a result of our department name change in 2018, our vision and mission were revised to represent our new work in supporting students beyond their first year. The workgroup enhanced the language of our vision, mission, and core values (see page 3 for details). Our new mission is proudly displayed in our office and serves as a reminder to keep it in the forefront of our conversations and decisions.

STUDENT LEADERSHIP COMMITTEE

The Student Leadership Committee's intention is to improve our leadership development practices in OTE in an effort to create equities with our student leadership positions. This past year, the committee has developed and brought to life a Transfer Student Coordinator position to better support the Transfer Orientation and transfer student initiatives; reviewed all internal OTE positions and created a justification of positional responsibility to pay; developed a unified performance appraisal process; developed a shared onboarding process for all new student employees; started the conversation around shared learning competencies for students; and combined our Check-In Staff Team and Event Staff Team into a cohesive Operations Crew.



DIVERSITY, EQUITY, & INCLUSION

This group has created a project management plan to assist in reviewing the diversity, equity, and inclusion work being done across all OTE programs and trainings. The objective of this working group is to assess OTE programs to ensure inclusivity and equity for the students and student leaders navigating our programs in an effort to promote a sense of belonging.

FIRST-YEAR ASSESSMENT COMMITTEE

This past year the First-Year Assessment Committee developed a project management plan to design an improved OTE annual assessment process (to include tool design, tool implementation, data analysis, and result dissemination) in order to:

- create a more streamlined, meaningful, and intentional collection of data about students across their first year;
- improve internal programs and offerings based on findings;
- develop meaningful and actionable recommendations for campus partners;
- move the department closer to understanding data that can serve as predictive analytics in connection to first-year student persistence.

Ultimately, these changes will help the University enhance the student experience, support student success, and promote student retention. The committee has actively reviewed the roles and responsibilities of the assessment work from our office, discussed our assessment framework and how it is used, and have been actively working with OMS for an audit of our assessments and practices.



DEPARTMENTAL HIGHLIGHTS



JOURNAL OF COLLEGE ORIENTATION AND TRANSITION RESEARCH ARTICLE

For more than ten years our office has been assessing our Orientation Leader program based on our institution's student development outcomes. These student development outcomes include seven institutionally endorsed outcomes that are implemented in a cross-campus curriculum. Through our assessment, we found that our Orientation Leaders demonstrated statistically significant growth in each of the outcome areas over each of the ten years of our research. To capture these outcomes, we published a journal article in the *Journal of College Orientation and Transition Research* (JCOTR). This article demonstrates our office's commitment to assessment, advancing knowledge in our field, and encouraging other professionals to think more critically about their work.

Gruszka, L., Witt, E., & Bodeau, E., (2019). Orientation leader training and its impact: A ten year longitudinal study. *Journal of College Orientation and Transition Research*. 26(2).

STE COLLABORATION

Student Transition Experiences (STE) exemplified our value of collaboration and found synergy through new intentional partnerships this year. We continued to connect with programs like Parent & Family Weekend and Transfer Student Celebration Week and were able to expand our efforts through assisting with the coordination of the Commuter Success Program, hosting a photo of faculty, staff, and students during First Generation Celebration Week, and engaging with students at the Student Jobs Fair. These opportunities expanded our support for students in their first and second year on campus; check them out in detail on pages 41-42.

OTE 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

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 2019, OTE received over \$120,000 from sponsors.

SPONSORSHIPS INCLUDE

External

Coca-Cola
Land O'Lakes
Metro Transit
Pavillion on Berry
TCF Bank
DoubleTree
KIND
Insomnia Cookies
Qdoba
Graduate Minneapolis
Potbelly
Quad on Delaware
Courtyard Marriott

Internal

Auxiliary Services
Housing and Residential Life
Intercollegiate Athletics
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
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 \$36,000 in Gopher Guide advertisement sales. The ad sales plus the sale of guides in the University Bookstores covers most of the printing costs for nearly 14,000 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.

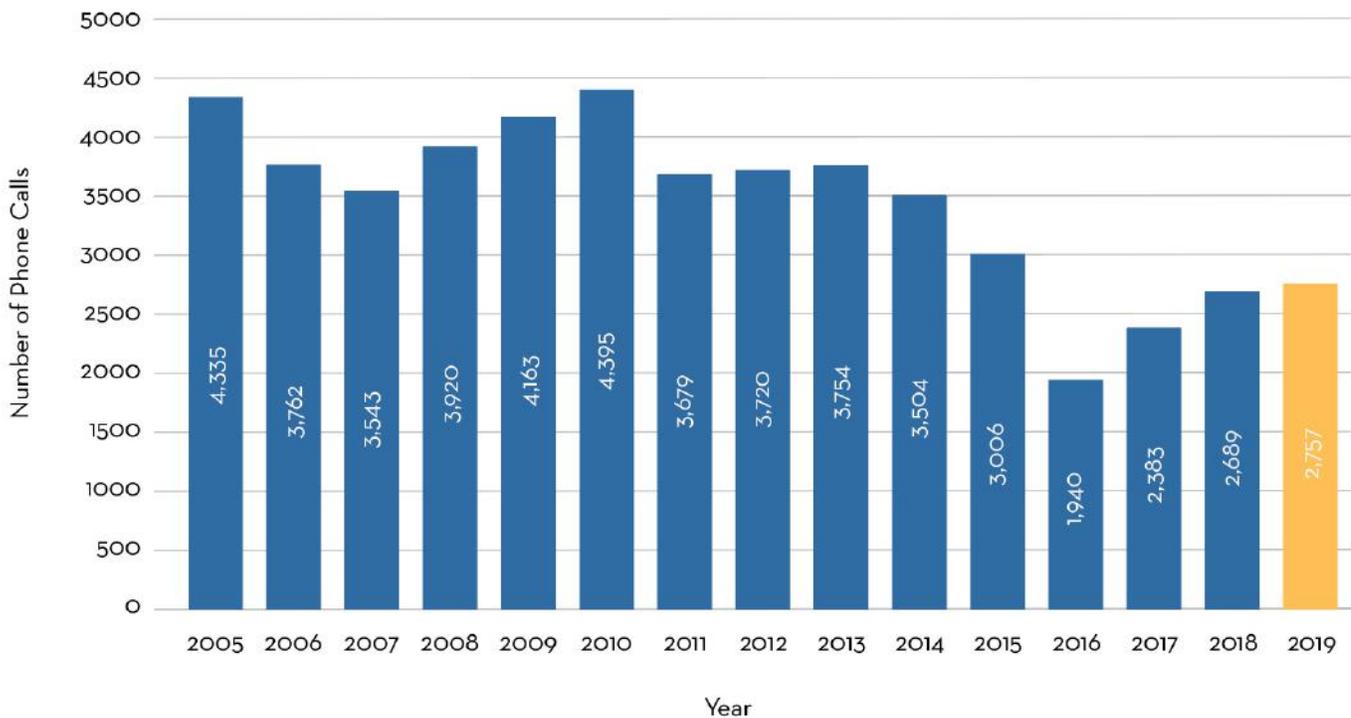
OTE PHONE TRAFFIC

CALL VOLUME

From April 2019 through the end of summer, the office assistants answered 2,757 phone calls. Staff who answer calls look for trends in the types of questions callers ask, and share this information with communications staff. Website content is updated and social media efforts are altered to proactively provide answers to our audiences. Although we saw a slight increase in our phone traffic, we were intentional in improving our electronic communication efforts so our audiences were able to easily find the information they needed.

Month	Calls
April	389
May	524
June	809
July	518
August	479
September	38

Phone Calls Received by Year
Late Spring through Early September



OTE COMMUNICATIONS

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

JANUARY

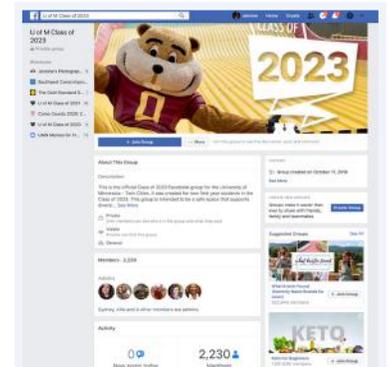
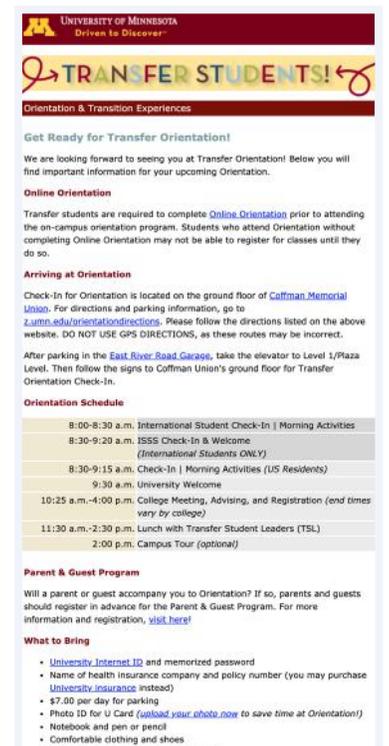
- Welcome email to Fall semester confirmed freshmen
- “Class of 2023” Facebook Group (Fall semester confirmed freshmen only)
 - Over 2,200 members
- Get Ready for Transfer Orientation email (sent one week before a new student’s on-campus orientation)
- New Transfer Students First Days email
- Class of 2022 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

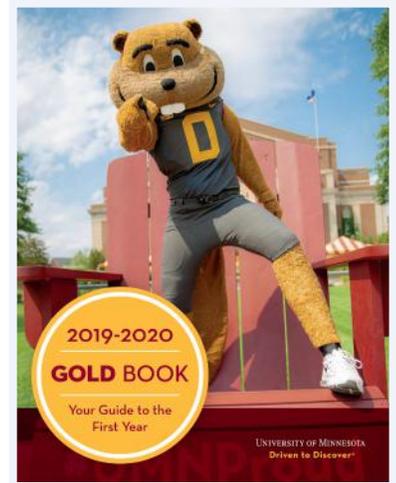
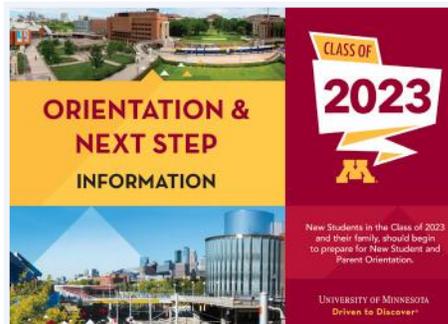
- Welcome emails, Class of 2022 eNewsletter, and Commitment Events continue



OTE COMMUNICATIONS

APRIL

- Freshman Newsletter begins mailing (mails every week to newly confirmed freshmen)
-6,200 printed
- Select your New Student Orientation date email
 - Freshmen (mails weekly to newly confirmed freshmen)
 - Transfers (mails weekly to newly confirmed transfers)



MAY

- Prepare for your Advising Appointment email
- Class of 2022 moves under our Second Year Experience planning
- U Minnesota mobile guides launched (providing mobile content throughout orientation and welcome programs)
 - Class of 2023
-8,137 downloads
-179,766 guide sessions
 - New Transfer Students
-1,009 downloads
-26,912 guide sessions
 - Parents & Guests (shared with Parent Program)
-1,886 downloads
-18,365 guide sessions

UNIVERSITY OF MINNESOTA
Driven to Discover

TRANSFER STUDENTS!

ORIENTATION & TRANSITION EXPERIENCES | OFFICE OF UNDERGRADUATE EDUCATION

Confirm your Transfer Orientation date today!

Evan: 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.

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. [Click here to begin!](#)

STEP 2: Attend an on-campus Transfer Orientation program

At Transfer Orientation you will meet with your college advisor, register for fall courses, and get your **U Card**, the official student ID card. You will also have an opportunity to tour campus, meet with representatives from a variety of departments, and connect with current transfer student leaders. Transfer Orientation is the perfect time to get answers to any questions you might have before classes start.

Learn more in the [Transfer Orientation & Next Steps Newsletter](#).

UNIVERSITY OF MINNESOTA
Driven to Discover

Orientation & Transition Experiences | Office of Undergraduate Education

CLASS OF 2023

We hope your semester is off to a great start and that you are beginning to settle in to the U of M! Throughout your first year, you will be receiving a newsletter each month featuring resources, events, and campus highlights for you to keep in mind as you continue your transition to college. The information will be divided into four segments, including:

- Reflection prompts for you to **Think About U!**
- **Things to Do** here at the U!
- **Things to Know** that includes highlights of the campus community and some unique support for you and your coursework.
- Important things to note, **In Case You Missed It.**

Your college transition is a personal experience that is unique to you. While there is more to transitioning into college than a list of resources and events to attend, our hope is that these newsletters help you navigate your first year!

THINK ABOUT U!

The transition to college life is often filled with many successes and some difficult times. It can be hard to prepare for college life when you are not sure what to expect. At times you may feel like you are alone in your transition, but there are many ways in which you will be able to share ups and downs with other new students. Below is a graphic that depicts the ups and downs of a students' transition. Every time you experience something new, you will find yourself somewhere along the **W Curve**.* (p. 93 [guide Book](#))

Let us know where you think you are at on the **W Curve**, what you think could help you in this part of your transition, and give feedback on this segment by [completing our quick survey!](#) Ten students who complete this survey will be randomly selected to receive a prize from our office.

* Journal of College and University Student Housing, Volume 23, No. 2, 1993. Culture Shock and The First-Year Experience by William J. Zeller and Robert Mosier

THINGS TO DO

- Get Ready for Orientation email (sent one week before a new student's on-campus orientation)

OTE COMMUNICATIONS



JUNE

- Gold Book
(given to new students and parents at Orientation)
-14,500 printed
- Gopher Guide student planner
(given to new students at Orientation)
-14,100 printed
- Freshman Seminars booklet
(given to new freshmen at Orientation)
-7,500 printed
- Parent Calendar
(given to all parents at Orientation)
-7,700 printed



JULY

- Class of 2023 eNewsletter began
- Welcome Week Event Selection opens for the Class of 2023
- Welcome Students poster distributed around campus
-1,000 printed

AUGUST

- Class of 2023 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

SEPTEMBER

- Class of 2023 eNewsletter continues monthly
- Pride & Spirit poster made available (sponsored by Land O'Lakes)
-4,000 printed
- Class of 2022 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

OTE COMMUNICATIONS

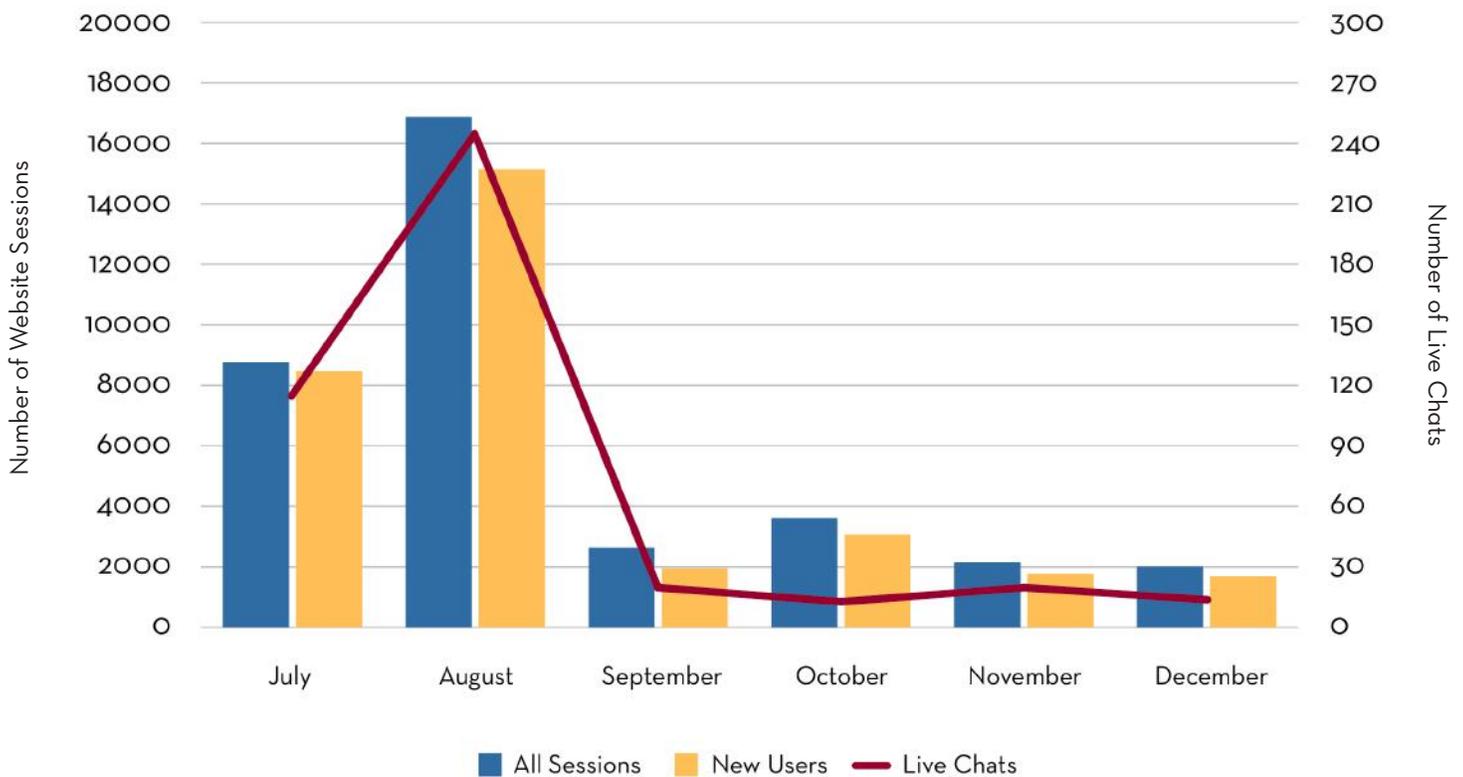
WEBSITE

Our new website was launched in April 2019. We aim to provide the essential information needed by our audiences through an intuitive and logical website interaction. An addition of a live chat function on our website is an effort to improve user experience by answering questions quickly, solving problems faster, and being there whenever needed.

Department Website	2019*	2018	2017
Page Views	133,023	412,813	454,406
Average Time on Page (Minutes)	2.4	2.13	2.23

*Metrics for 2019 were only captured for July 1 through December 31, 2019

2019 OTE Website Usage



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 ISSS Check-In and Welcome 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.

There were no significant changes to the freshman orientation schedule in 2019; however, a few enhancements were made within the same structure. In the session Gophers Take Care of Gophers, we enhanced the content in the student examples of what a community of care looks like and how students support each other. Pieces of the Puzzle once again was reorganized to include a Microaggression vignette. These changes were well-received by the students. Overall, it was a great summer for freshman orientation and we saw the largest class in recent history. 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 = 6,279

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

FRESHMAN ORIENTATION

SUMMER 2019 | 22 PROGRAMS

College	Check-In List (College)	Actual Check-In (OTE)	% Show of Check-In List
CLA	2,707	2,632	97%
CSE	1,327	1,295	98%
CSOM	632	620	98%
CEHD	534	508	95%
CBS	646	629	97%
CFANS	374	365	98%
CDES	283	275	97%
Total	6,497	6,324	97%

“It was overall a fun experience, and I’m excited to come back in the fall! Also it reminded me of how beautiful the campus is.”

“Orientation was a very good experience and put me at ease about the transition to college.”

“It was a lot more fun than I expected and I’m happy I connected with new people that I’m comfortable with.”

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 2019, we saw an increase in the percentage of students bringing a parent or family member to Parent Orientation. The number of parents attending the program increased to 5,679 (up from 5,454 in 2018), and they represented 63% of new students. 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. We expanded our offerings in the afternoon conference-style sessions. We split out CLA's MLK/PES advising community content from the Culture and Identity as Strength session to their own session.

In addition to the day program offered to families, we also continued offering the Gopher Family Connect Events, abbreviated evening orientation programs. We offered two programs again this year, one general program and one in partnership with the Asian Pacific Islander Resource Center (APARC). These sessions offered information on ways for them to support their children's success and 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. Dinner and language translation services were offered as requested by families. We saw 12 families at the APARC session and 15 families at the general session.

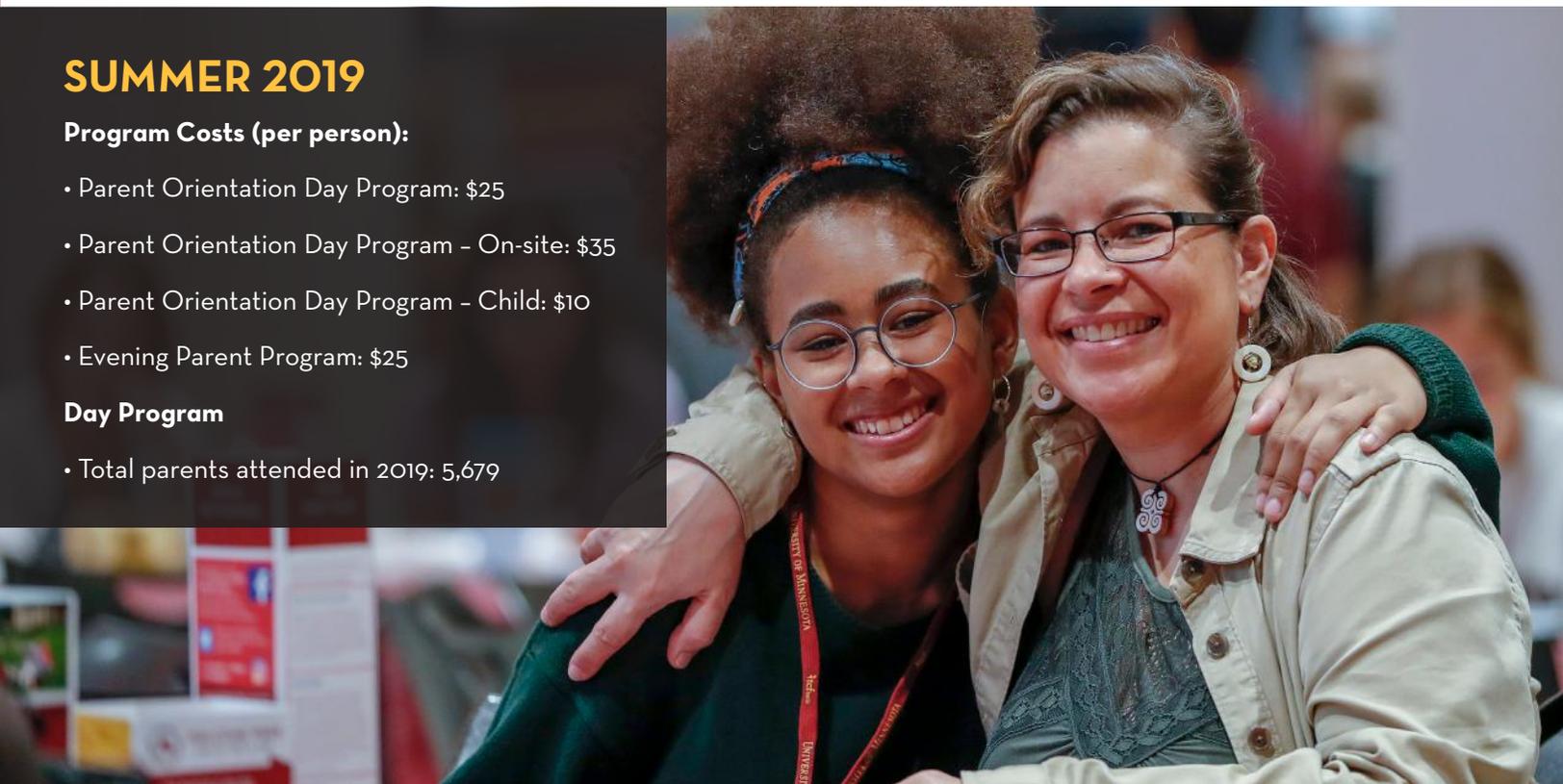
SUMMER 2019

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 attended in 2019: 5,679



FRESHMAN PARENT/FAMILY ORIENTATION

SUMMER PARENT ATTENDANCE BY COLLEGE

College	# of Students with Parents/Family	# of Students	% of Students with Parents
CLA	1,554	2,577	60%
CSE	872	1,289	68%
CSOM	433	624	70%
CEHD	255	503	51%
CBS	409	622	66%
CFANS	236	364	65%
CDES	190	269	71%
Total	3,949	6,279	63%

“The orientation was very well organized and made us feel much more comfortable about our son attending the University of Minnesota.”

“Wonderful opportunity to prepare and get information. Very impressed with the process. Helped to eliminate anxiety and questions. Nice Job!”

“I fell in love with the campus and the school. By the time everything was over, I felt confident my son was in the best place for who he is as a student and human. It was such a positive experience it made me want to return to school – at the U!”

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, we expanded the content of the online orientation program to include more content that is integral to a student's transition. 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.

There was a significant schedule change to the day program in 2019. In an effort to improve the international student experience, we provided time after check-in for the ISSS Check-In & Welcome. This allowed international students to complete their immigration requirements prior to the University Welcome. This required us to move the start of the day back approximately one hour. The unintended outcome of this schedule change meant that we had larger numbers of students coming to lunch and Chat & Chew at the same time. This really allowed the transfer students to connect with each other and the Transfer Student Leaders. The colleges reported how much they liked this new schedule.

In addition, we created a new optional morning session, Ins and Outs of Being a Gopher. This session was created and presented by a Parent Coordinator and focused on sharing the inside scoop of being a successful student. The session was not highly attended but we plan to continue to offer a similar session.

All confirmed transfer students pay a \$95 confirmation fee (see page 7).

ON-CAMPUS ORIENTATION: JANUARY 2019

College	Check-In List (College)	Actual Check-In (OTE)	% Show of Check-In List
CLA	705	678	98%
CEHD	54	50	93%
CFANS	65	59	95%
CDES	37	34	97%
Total	861	821	97%



ON-CAMPUS ORIENTATION: SUMMER 2019

College	Check-In List (College)	Actual Check-In (OTE)	% Show of Check-In List
CLA	1,424	1,354	95%
CSE	289	276	96%
CSOM	86	85	99%
CEHD	69	64	93%
CBS	78	77	99%
CFANS	136	128	94%
CDES	92	82	89%
Total	2,174	2,066	95%

Total Fall Transfer (NAS and IUT) 10th Day Enrollment = 2,124

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

TRANSFER STUDENT ORIENTATION

Transfer Student Online Orientation

TOTAL ONLINE ORIENTATION COMPLETION: JANUARY 2019

College	Total Attended Orientation	Total Complete Online Orientation	% Complete Online Orientation
CDES	34	33	97%
CEHD	50	45	90%
CFANS	59	56	95%
CLA	678	663	98%
Total	821	799	97%

TOTAL ONLINE ORIENTATION COMPLETION: SUMMER 2019

College	Total Attended On-Campus Orientation	Total Complete Online Orientation	Total % Complete Online Orientation
CSOM	85	85	100%
CBS	77	76	99%
CDES	82	81	99%
CEHD	64	60	94%
CFANS	128	124	97%
CLA	1,354	1,317	97%
CSE	276	276	100%
Total	2,066	2,019	98%

TRANSFER PARENT/FAMILY ORIENTATION



Dates	Total Attended
January 4-5	113
January 8-12	124
Total	237

Dates	Total Attended
July 17-24	365
August 16-21	129
August 29	27
Total	521

Parents and family of new transfer students are invited to attend an optional parent/guest orientation program. This half-day program runs concurrently 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 a Transfer Student Leader panel.

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

January 2019 attendance: 237

Summer 2019 attendance: 521

For Summer 2019, 23% of transfer students brought one or more parent to attend Parent and Family Orientation. This is an increase of 2% from summer 2018.

WELCOME WEEK 2019



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 2019, 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 that their actions affect the campus community

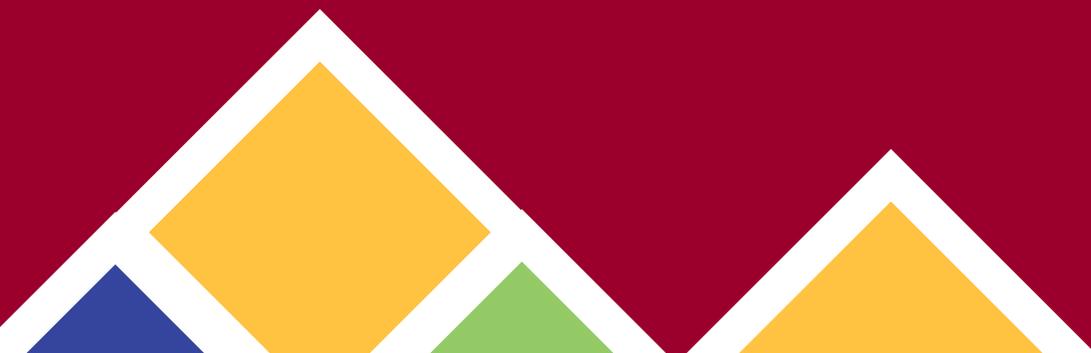
In 2019 Welcome Week focused on helping students practice self-care by shifting programming start times to avoid early mornings and by identifying non-programming times as self-care time. During these windows of time, students were encouraged to relax, settle in, take care of business, and take a break from the program. Additionally, the process for forming small groups was revamped and allowed for on-campus students to have more opportunities for connection within their residential community in combined House and Small Group Start Up meetings. Off-campus students were encouraged to attend an Off-Campus Welcome program to begin their Welcome Week experience. Lastly, personalized schedules were moved online with student access occurring through the U Minnesota app, which allowed for a reduction in printing and paper usage.

WELCOME WEEK HIGHLIGHTS



WELCOME WEEK CHANGES IN 2019

There were some subtle changes made in 2019 to the existing Welcome Week schedule, but the general flow of events remained from years prior. Check-in times were reduced based on patterns seen in the card-swipe data from 2018. On Wednesday, the House meeting and Small Group Start Up meetings were combined to maximize time within the schedule and allow for community building within residential communities. Effort was made to allow students more time for self-care and sleeping, which was seen through later program start times on Friday and Saturday of the week. Participation within groups was incentivized through an app platform called Scavify, which allowed groups to earn points by attending events with their Welcome Week Leader.



WELCOME WEEK COMMUNICATIONS

This year students received several emails prior to Welcome Week that were specifically designed with need-to-know pre-arrival information and action items. In 2019, 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.

Population	Mail Date	Number Sent	Unique Opens	Open Rate
Class of 2023 w/ August Orientation Date	July 17, 2019	1,495	1,221	81.8%
Class of 2023 w/ June or July Orientation Date	July 17, 2019	11,409	9,289	82%
Class of 2023	August 15, 2019	12,956	10,335	80.7%
Class of 2023 with housing assignments	August 22, 2019	11,131	8,796	79.9%
Class of 2023 without housing assignments	August 22, 2019	1,804	1,331	73.8%

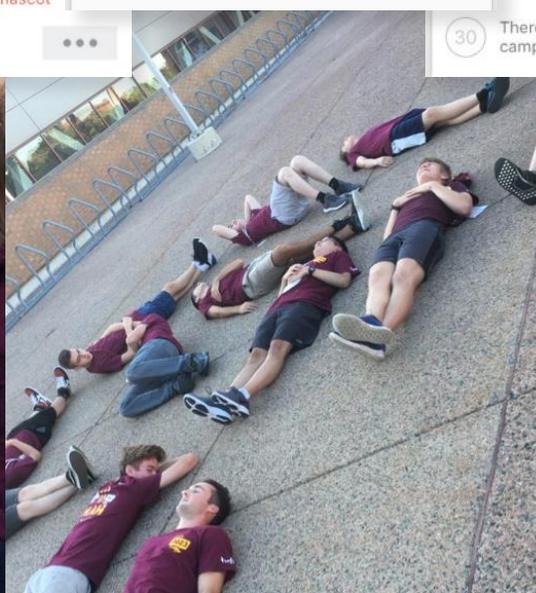
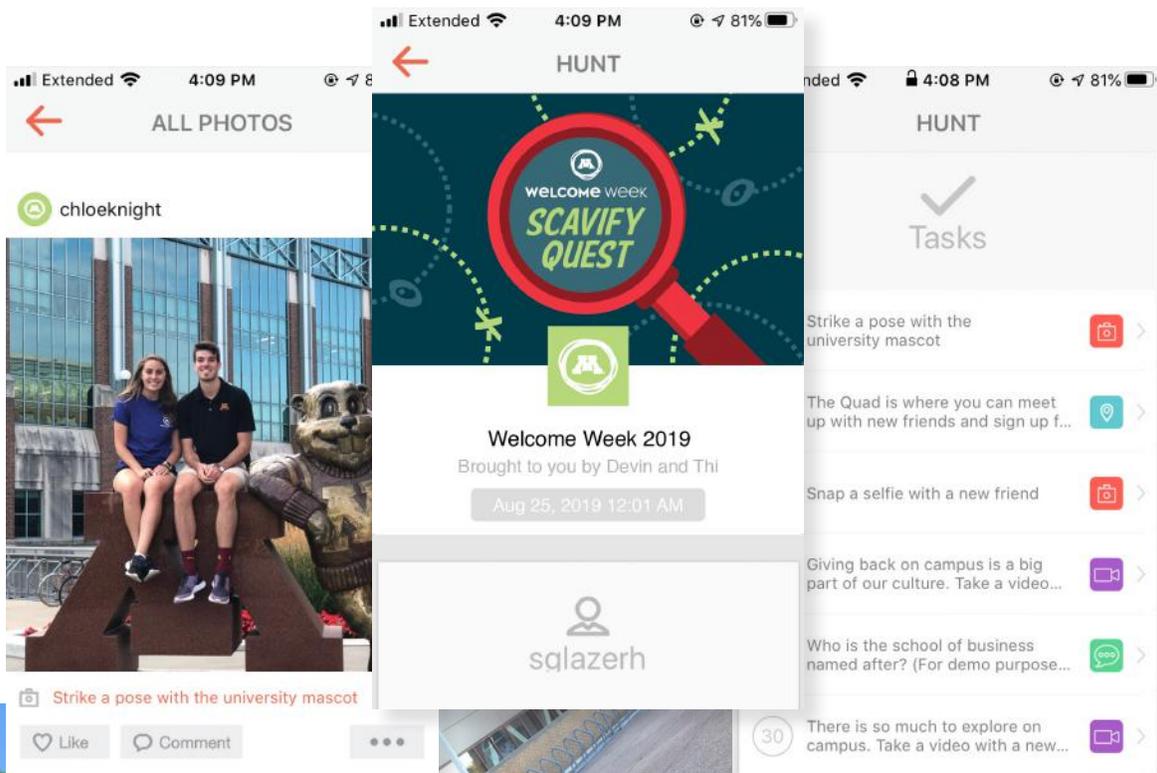
U Minnesota, in its last year powered by Guidebook, continued to be utilized to share the schedule of events with students and communicate updates. Check-in was a central point to confirm all students had the app downloaded with access to the Class of 2023 guide. During August 2019, the Class of 2023 guide was downloaded 6,287 times with iPhone users at 83% and Android users 17% of the total. Additionally, the guide was used most on Wednesday, August 28, with 31,478 sessions. On Thursday, August 29, there were the highest number of unique users at 5,508. The average student was utilizing the guide for 46 seconds at a time and logged in more than 3 times during Welcome Week.

WELCOME WEEK TRANSFER TRACK

Mail Date	Number Sent	Unique Opens	Open Rate
August 15, 2019	4,221	2,959	70.3%
August 17, 2019	3,951	2,908	73.9%
August 22, 2019	4,283	2,808	65.7%

WELCOME WEEK COMMUNICATIONS

Scavify is an app that is used to manage scavenger hunts. It was utilized to encourage engagement with programs taking place during Welcome Week by allowing groups to earn points for the events they were attending. Welcome Week Leaders downloaded the app on behalf of their group, for 253 total downloads. Over 400 pictures were taken through the app as part of over 30 tasks that groups were asked to complete, during which they could earn up to 14,000 points. The winning group racked up nearly 12,000 points and earned each member of the group a new pair of custom bluetooth headphones.



WELCOME WEEK EVALUATION SUMMARY

The Welcome Week Evaluation was not changed significantly in 2019 compared to 2018. The driving question was changed to one where students could report on their feelings of “readiness.” The Orientation & Transition Experiences partnership with the Office of Measurement Services (OMS) continued and there was a correlation found between the driving question and attendance rates. Students who felt more ready to begin their time at the University of Minnesota also attended more events during Welcome Week, with over 77% of students responding they felt moderately or extremely ready. The evaluation had a 49% response rate with 3,432 students responding, down from 59% in 2018. Respondents were representative of the Class of 2023, with slight overrepresentation of women.

KEY FINDINGS

	Strongly agree/ Agree	Neutral
As a result of participating in Welcome Week, how ready are you to begin your time as a student at the University of Minnesota?	77.8% moderately or extremely ready	
How much Gopher Pride do you feel after attending Welcome Week?	68.6%	24.5%
I feel connected to the U of M	88.2%	NA
I feel connected to the Class of 2023	81.5%	NA
I feel connected to the Twin Cities	85.7%	NA
Welcome Week helped me understand what is expected of me academically	72.7%	NA
Welcome Week introduced me to resources I will find helpful in adjusting to life at the U of M	93.2%	NA
Welcome Week helped me identify what I need to do to take care of myself as I start college	85.6%	NA
I feel empowered to be a contributing member of the campus community	88.7%	NA
The top skills students learned were following a schedule (94%), exploring new perspectives (93%), and practicing self-care (90%)		
The top resources students anticipate using in their transition include academic resources (71%), physical & mental wellbeing resources (21%), social resources (38%), and financial resources (28%)		

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 Planning 2019

Event	Total	% of Class of 2023 (based on 10th Day Attendance, n=6279)
WW Event Selection	5,858	93.3%
Exemptions*	160	2.5%

Note: 1,143 Transfer Students completed Event Selection

*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.

Welcome Week Attendance Summary

Schedule Notes	2019	
	Wed. - Welcome & Pride & Spirit Thurs. - Football Game 6pm Fri. - Respect U	
Event	Total 10 th Day Attendance	10 th Day % Attended
10 th Day Enrollment	6,279	NA
WW Check In	6,067	96.6%
RecWell Open House	1,777	28.3%
<i>Jermaine Davis/Welcome to WW</i>	4,998	79.6%
<i>Kickoff Meeting</i>	5,756	91.7%
<i>Pride and Spirit</i>	4,716	75.1%
<i>Convocation</i>	5,959	94.9%
<i>College Day</i>	5,895	93.9%
<i>Football Game</i>	4,541	72.3%
<i>Financial Wellness by One Stop Student Services</i>	2,344	37.3%
<i>Zero Waste Lunch (formerly Earth, U, BBQ)</i>	2,542	40.5%
<i>Community Engagement/Closing Meeting</i>	4,724	74.2%
<i>Explore U</i>	3,560	56.7%
<i>MOA</i>	3,210	51.1%
WW Participated (includes attendance to at least one of the italicized events above)	6,184	98.5%

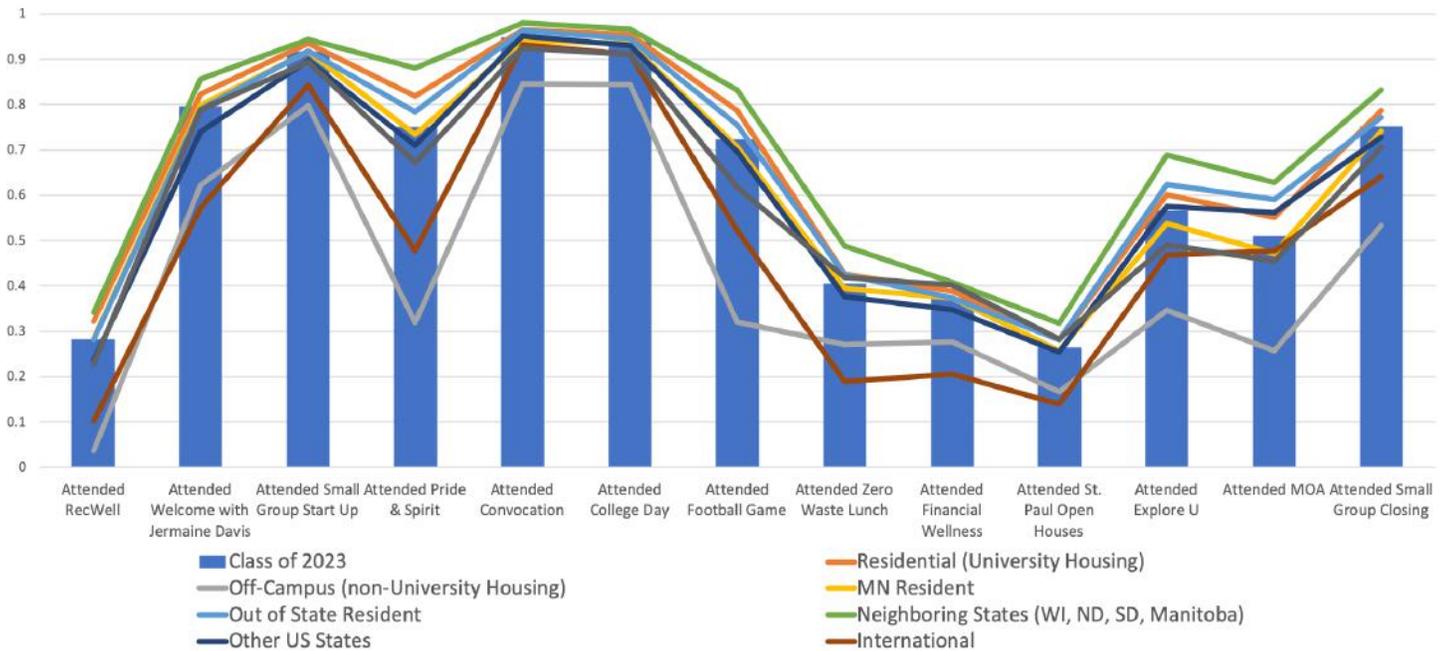
"Total 10th Day Attendance" = total number of NHS students that attended each event that were still in 10th Day enrollment counts

"10th DAY % ATTENDED" = total number from Total 10th Day Attendance/10th Day enrollment

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

WELCOME WEEK ATTENDANCE

Attendance at Welcome Week events by Population



COMMUNITY EXPLORATION DAY & METRO TRANSIT FREE RIDE WEEKEND

Saturday, August 31: 996 downloads, 4,032 rides
Sunday, September 1: 1,178 downloads, 4,730 rides
Total: 2,175 downloads, 8,764 rides

TRANSFER TRACK



WEDNESDAY, AUGUST 29

Transfer students were encouraged to check in during the transfer-specific check-in time. Once the students checked in, the Transfer Student Leaders hosted a celebration with games, music, ice breakers and dinner featuring Potbelly sandwiches sponsored by the Transfer Student Network. This event allowed students an opportunity to start connecting with one another. There was an amazing turnout for the event with just under 600 students present. This was followed by Pride & Spirit, where the transfer students participated in an annual tradition of learning cheers, building pride in the athletic department, and participating in the “M” photo.

THURSDAY, AUGUST 30

Transfer Track continued with a Transfer Tailgate experience on Coffman Riverbend Plaza. Students attending this event enjoyed a Qdoba dinner, participated in lawn activities and prize drawings, and connected with other new students and the Transfer Student Leaders (TSLs). We saw an increase in attendance in 2019 and the students were really appreciative for the programs. TSLs led students to TCF Bank Stadium where they attended a free football game to see the Gophers play against South Dakota State University.

TRANSFER TRACK

FRIDAY, AUGUST 31

This day's programming began with 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. The students then headed out to the colleges for their "college day." After participating in college-specific activities, students could rejoin the Welcome Week programming taking place for first-year students, including the Zero Waste Lunch 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 SUA Showcase where a variety of events were offered including escape rooms, student group performances, Pride & Spirit poster pick-up, and free food.

SATURDAY, SEPTEMBER 1

Saturday the Transfer Student Network hosted a Coffee Chat program where students had 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.

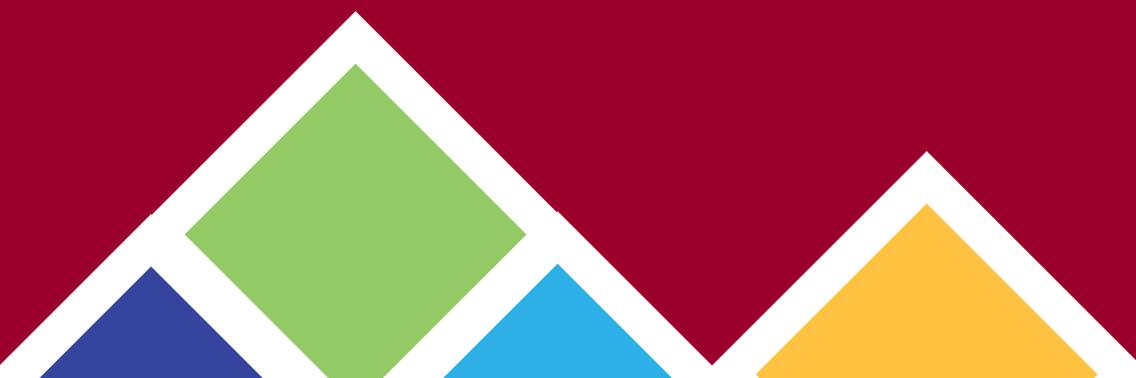
WELCOME WEEK TRANSFER TRACK ATTENDANCE

Event	# of Transfer Students who Attended
Welcome Week Check-In	596
Pride & Spirit	315
Transfer Tailgate	225
Football Game	298
Official Transfer Student Welcome	274
Zero Waste Lunch	218
Mall of America	232

STUDENT TRANSITION EXPERIENCES



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, transfer, and second-year students. These efforts include the At Home in MN program, eNewsletters, Living Learning Communities, and the Transfer Student Network, among others. Student Transition Experiences is supported by the Coordinator of STE and the two STE Interns.



FIRST YEAR EXPERIENCE

CLASS OF 2022/2023 ENEWSLETTER

This eNewsletter is a monthly publication that is distributed via email to all freshman students at the U. The content focuses on announcements, events, and resources that are specifically for freshmen. In Fall 2019 the Class of 2022 eNewsletter was redesigned to provide more succinct communications for events, information, and resources/services and how first-year students experience and utilize them.

Class of ____	Mail Date	Number Sent	Unique Opens	Open Rate
2022	January 23, 2019	5,955	3,907	65.61%
2022	February 20, 2019	5,949	3,823	64.26%
2022	March 13, 2019	5,975	3,379	56.55%
2022	April 17, 2019	5,977	3,857	64.53%
2022	May 7, 2019	5,977	3,592	60.10%
2023	September 9, 2019	6,341	5,207	82.12%
2023	October 7, 2019	6,278	4,479	75.65%
2023	November 4, 2019	6,279	4,445	70.79%
2023	December 2, 2019	6,279	4,428	70.52%

CLASS OF 2022

Themes of most-clicked links: Employment/Volunteer Opportunities and Second Year Experience

CLASS OF 2023

Themes of most-clicked links: Engagement Opportunities, Academic Resources, and Off-Campus Living

CATCH YOUR BREATH WITH GOLDY AND GRUB

Catch your Breath with Goldy and Grub was created as an event that would bring together first-year students through normalizing shared experiences. This event took place on Thursday, November 7, and hosted 100 first-year (freshman and transfer) students. This year we also had a number of second-year students who showed up to the event. 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 midterms at the U
- The opportunity to take a picture with Goldy
- The learning curve of navigating a new campus
- Connecting to other Class of 2023 or transfer students

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 Success	29	“Talked & built a relationship w/ professor for recommendation Doing really well on a few midterms that I didn’t think went well.” “Deciding my major.”
Community and Connection	22	“A group of people who didn’t know each other and made the most of their welcome week and had so much fun.”
Personal Experiences	13	“This semester I learned how to utilize my time” “Experienced Gopher 8-0 Season.”
Campus Engagement	4	“Joining student organizations.”

“NOT-SO-HOT” MOMENTS

Theme of Comments	n=	Theme quotes from event attendees
Academic Challenges	44	“Not doing well on my midterms and not taking care of my mental health.”
Personal Experiences	16	“I missed class because I missread the schedule.” “Procrastinating my homework and not getting sleep the night before a midterm.”
Academic Success	6	“Started off focusing too much on socializing & less on academics.”
Campus Engagement	5	“Not doing well on my midterms and not taking care of my mental health.”

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 2019 At Home in MN Program

Date	Event	Total Attendance	Out-of-State Residents	Minnesota Residents
April 2, 2019	At Home in MN Students of Color Social	5	5	0
May 10, 2019	Minnesota Twins Game	56	48	8
September 2, 2019	Minnesota State Fair	451	361	90
October 30, 2019	Minnetonka Orchard	31	25	6

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 70 out-of-state parents, families, and students totaling 198 people in attendance. OTE hosted this event, which included a short presentation about our office and how we support our out-of-state students along with a panel of out-of-state students.



FIRST YEAR EXPERIENCE

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.

Programming for the Fall 2019 LLC Residents

- Connect at 10 (Welcome Week)
- Minnesota State Fair
- Sweets & Meet OTE
- Twin Cities Harvest Festival and Maze
- Pizza & Parkas: Preparing for MN Winter
- Chat & Chew
- De-Stress in Territorial with Carlson and Explore House
- Finals Care Packages

Academic Year	Number of Residents	Number of CAs
2018-2019	34	2
2019-2020	34	2



TRANSFER STUDENT EXPERIENCE



STRATEGIC INITIATIVES

TRANSFER.UMN.EDU

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.

TRANSFER STUDENT ADVOCATE TRAINING

This initiative provides training to staff and faculty to help them better serve transfer students and also provides a visible marker of transfer student support in offices across campus. Seventy-three staff and faculty participated in transfer advocate training in fall and spring of 2019.

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 (page 34) for 2019 Academic Year programming and metrics.

TRANSFER STUDENT NETWORK

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 2019 Academic Year:

- National Transfer Student Week, October 21-25, 2019
- TSN Hangout - Bowling and Billiards in Goldy's Gameroom, Coffman Memorial Union
- Transfer Appreciation Breakfast: Coffee and Doughnuts at Coffman Memorial Union and St. Paul Student Center in partnership with OUE
- Coffee Chats: Coffee Chats connect first-semester transfer students with a Transfer Insider (transfer students who have successfully transitioned at the U). These sessions provide an opportunity to ask questions, receive advice, expose transfer students to campus resources, and normalize the transfer student experience.



Spring 2019

Transfer Insiders: 11
Coffee Chats Completed: 18

Fall 2019

Transfer Insiders: 12
Coffee Chats Completed: 11

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 2019 LLC Residents

- Meet Your Neighbor (during Welcome Week)
- LLC Welcome Dinner
- Yudof Transfer Social*
- Transfer Game Night
- Finals Care Packages

*Starting in October, we begin programming for all transfer students living in Yudof Hall. Changing our population from 11 to 70 students.

Academic Year	Number of Residents	Number of CAs
2018-2019	26	1
2019-2020	11	1

TRANSFER STUDENT WORKSHOP 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 2019 and five in the spring of 2019. 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 148 new members. The U of M chapter has inducted over 800 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 2018-2019, these newsletters had open rates of 58%-80%.

FIRST SIX WEEKS INITIATIVE

This calendar of events is designed to help transfer students get off to a strong start at the U of M. Over 20 U of M offices contributed over 70 events and resources aimed at transfer students.

SECOND YEAR EXPERIENCE

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 eNewsletters are sent each month of the semester and are designed to provide second-year students at the U with continued support and guidance that direct them toward existing campus programming and tips for succeeding in their second year.

Class of ____	Mail Date	Number Sent	Unique Opens	Open Rate
2021	March 5, 2019	5,481	3,251	59.31%
2021	April 3, 2019	5,481	3,138	57.25%
2021	May 6, 2019	5,484	3,452	62.95%
2022	September 9, 2019	5,050	3,106	61.51%
2022	October 7, 2019	5,593	3,508	62.72%
2022	November 4, 2019	5,593	3,455	61.77%
2022	December 2, 2019	5,593	3,347	59.84%

Themes of Most Clicked Links: Second Year Website and Engagement



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 Experience LLC. Students live on two floors in Yudof Hall and have the opportunity to engage in LLC programming as a community.

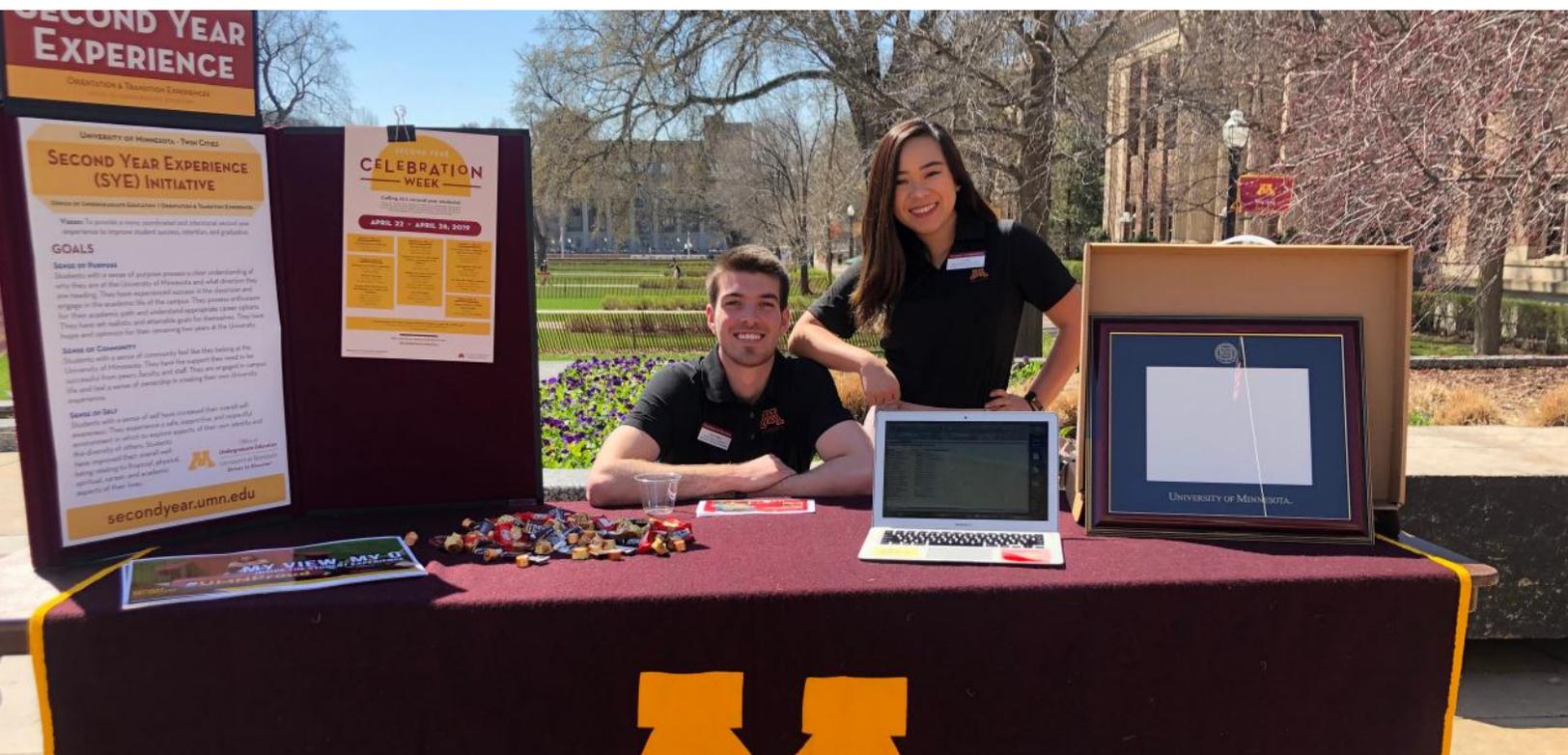
Programming for the Fall 2019 LLC Residents

- Meet Your Neighbor (during Welcome Week)
- SYE LLC Welcome Dinner
- Fall Treats & Eats
- LoFi Study Session
- Finals Care Packages

Academic Year	Number of Residents	Number of CAs
2018-2019	65	2
2019-2020	50	2

SECOND YEAR CELEBRATION WEEK

The first Second Year Celebration Week was held April 22-26, 2019, in order to celebrate the milestone of students completing year two at the U. This week of events, hosted by various offices and departments, provided educational, social, and celebratory experiences to conclude the second year. OTE sponsored the Half-Way to Graduation event on Northrop Plaza to celebrate second-year students wherever they are on their path to graduation. Students could enter to win diploma frames and visit a number of booths hosted by the University of Minnesota Alumni Association, Office of Sustainability, and Gopher Athletics; and received free treats, including maroon/gold cookies!



STE COLLABORATIONS

COMMUTER SUCCESS PROGRAM

The Commuter Success Program (CSP) began as a partnership with the Office of Undergraduate Education, President's Emerging Scholars, Off Campus Living, and Orientation & Transition Experiences. CSP provides support and community for first-year commuter students through communications and weekly shared meals in the dining halls. In Fall 2019 the program served 66 first-year students with the support of the CSP committee, a Student Program Coordinator, and 9 CSP Student Leads (who helped facilitate and host shared meals). Shared meals provided opportunities to facilitate conversations about the first-year commuter student experience, give advice and tips on how to be a successful student, and provide resources.

FIRST GEN COLLEGE STUDENT CELEBRATION WEEK

In alignment with the Center for First-Generation Student Success' "First-Generation College Celebration," Orientation & Transition Experiences participated in the University of Minnesota "First-Generation College Student Celebration Week." During this week we hosted:

- You're KIND of a Big Deal! Drop In Tabling
- First Gen Group Photo



NATIONAL TRANSFER STUDENT WEEK

In partnership with the Transfer Student Experience, Orientation & Transition Experiences participated in the National Institute for the Study of Transfer Students' "National Transfer Student Week." During this week we hosted:

- TSN Network Hangout: Bowling and Billiards in Goldy's Gameroom, Coffman Memorial Union
- Transfer Appreciation Breakfast: Doughnuts and Coffee at Coffman Memorial Union and St. Paul Student Center

OFF CAMPUS LIVING

Through partnering with Off Campus Living, Orientation & Transition Experiences had the opportunity for two collaborations focused on supporting and engaging off-campus students:

- Commuter Student Appreciation Week Breakfast
- Second Year Experience tabling at Off Campus Housing Fair
- Created an Off Campus Housing Guide for navigating the move off campus.

STUDENT EMPLOYMENT

The extension of Student Transition Experiences in OTE's office has provided the opportunity to continue Orientation and Welcome Week partnerships into the academic year. One continued collaboration has been with Student Employment, which has provided an opportunity for OTE to participate in the Job Fair for students looking for on-campus employment, and to promote Student Employment events and communications through our STE Newsletters.



ORIENTATION LEADERS



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 (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. OTE received 72 applications for the 29 available spots. The students selected for the 2019 OL team represented nearly all of the freshmen-admitting colleges 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.

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.

In 2019 a new assessment to measure Orientation Leader learning was created based on the Student Leadership Competencies Guidebook (Seemiller, 2014). The Orientation Leaders completed a pre-, mid-, and post-assessment measuring 18 different competencies. Of the 18 competencies, 11 of them showed statistically significant growth from the pre-test to post-test means. These included the competencies of problem solving, inclusion, social justice, and facilitation, among others.

Citation: Seemiller, C. (2014). The student leadership competencies guidebook: Designing intentional leadership learning and development. San Francisco, CA: John Wiley & Sons.

WHAT STUDENTS HAD TO SAY ABOUT THEIR OL...

Strongly Agree and Agree Responses:

98%

Helped me feel welcome at the University

97%

Was an effective presenter

98%

Assisted with my transition to the University

98%

Was approachable

98%

Was respectful

(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. 4,962 students completed the evaluation out of 6324 students who attended for a 78% response rate)

“They were honestly the most welcoming, realest, and wonderful orientation leaders I could’ve asked for. They made us all feel welcome and comfortable, and fostered the whole group to become close friends with each other while promoting self-care and respect! They are truly an amazing person.”

“They were very caring. They had an easy time being laid back and being able to relate with the students transitioning from high school to college. They responded to any questions with critical thought and a calm mind. They have strongly influenced how I see myself transitioning into the college life.”

“They were great and majorly impacted my view on social and student life in college. They were brilliant and brought all the students together with compassion, unity, humor, and inclusivity. I felt a connection to them that should be felt by every student with their leader. I already miss them and the friends I made!”

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 2019, OTE received 34 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 five 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 the 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 HAD TO SAY ABOUT THEIR TSL...



“They were fantastic ambassadors for the U, and made me feel very welcome and at ease.”

“The TSLs were super friendly and energetic. It made orientation a lot more fun!”

“They were all very welcoming and lovely. They answered all of my questions.”

WELCOME WEEK LEADERS



Welcome Week Leaders (WWLs) are responsible for guiding new first-year students through the Welcome Week Programs. There were 325 students who applied to be a WWL in 2019, which was a historic low. Based on these low application numbers we extended a rolling application process which yielded an additional 50 applications throughout the year. Of those 375 total students, 300 of them completed the spring training process by attending the second annual Welcome Week Leader Conference in March or a make-up version of it. These students also engaged in social opportunities with their groups throughout the Spring, with associated points to give prizes to the groups who spent the most time together. This was a retention effort to keep the volunteers engaged throughout the process. A key change to our Welcome Week Leader Conference included a focus on diversity and inclusion by incorporating a 90-minute keynote speaker session. The session was well-received and focused on respect, connecting across difference, and understanding the perspectives of others.

Similar to past years, only 59% of these students were retained to serve in the role. This meant that our total WWL group was 223 students serving 220 groups. This low number created stretch points for student leader staffing in addition to the coverage for groups. In spite of these lower numbers, our group of WWLs was outstanding and there were many training

highlights. Highlights included digital training materials that limited the number of printed binders provided, consolidating leader training from four days to three days, adding a meeting for the WWL and Community Advisor (CA), and being visited by the University's new President for the closing training ceremony. During Welcome Week, a major programmatic change was combining the first WWL meeting and the first CA meeting. This change created more time in the schedule in addition to providing a direct link between the CA and WWL to promote support of the students.

As we look to next year we are focusing on our recruitment efforts. The last two years we have focused on increasing the personalized outreach to leaders with the goal of increasing retention. These efforts have not impacted retention as much as we would like and this year we conducted a survey with students who didn't fulfill their role. Two-thirds of those students didn't fulfill the role because of work or internship commitments. The other 33% had a range of personal issues including family, housing, or illness that prevented them from serving in the role. With these issues beyond our control, we are setting a recruitment goal of 500 WWLs for Spring 2020. We also created a new Welcome Week Student Advisory Board comprised of former Welcome Week Leaders who are interested in informing the program and helping to recruit leaders for the next year.

WHAT WWLS HAD TO SAY ABOUT THEIR EXPERIENCE...

Strongly Agree and Agree Responses:

95%

Serving as a WWL helped me improve my leadership skills

91%

I feel a great sense of belonging at the U since becoming a WWL

93%

I would recommend being a WWL to others

“They encouraged our participation in WW activities while still making us feel good about taking time for ourselves and working to form friendships in an informal setting.”

WHAT STUDENTS HAD TO SAY ABOUT THEIR WWL...

“Thanks for the exceptional inclusivity and constant ability to adapt to the wants/needs of our group.”

95%

of students felt supported by their WWL

OTE STAFF



PRESENTATIONS

Garcia, C., & Glazer Hewson, Prioritizing the U in OTR. NODA Annual Conference, Houston, TX. October 2019

Garcia, C., & Glazer Hewson, S. Sparking Joy or Checking Boxes? NODA V Regional Conference, Des Moines, IA. March 2019

Gruszka, L., Aldoori, S., Cabrera, V., Pre-Arrival Communication Plans for International Students. NODA Annual Conference, Houston, TX. October 2019

Porter, J., Hackett, A., Gunzburger, J., Campo, R., Turonie, K. Just in Time: An intentional effort to support student persistence. Student Success Conference, University of Minnesota Twin Cities, Minneapolis, MN. February 2019

Porter, J., Hackett, A., Gunzburger, J., Campo, R., Turonie, K. Just in Time: An intentional effort to support student persistence (poster). Tate Conference, University of Minnesota Twin Cities, Minneapolis, MN. March 2019

Porter, J. & Gonzalez, M. Redefining Your CORE: Enhancing Student Transition Experiences. NODA V Regional Conference, Des Moines, IA. March 2019

Porter, J. & Gonzalez, M. Beyond Orientation: Launching Student Transition Experiences. NODA Annual Conference, Houston, TX. October 2019

Witt, E. & Gruszka, L. (2018). Assessing Orientation Leader Learning Outcomes. Presented at the Region V NODA Conference, Des Moines, IA. March 2019

OTE STAFF

FULL-TIME STAFF

Orientation:

Lisa Gruszka, Director of Orientation Programs
Marie Paulo Arche, Assistant Director, Orientation
 (Left June 2019)
Amy Lintner Assistant Director, Orientation (Began
 December 2019)

Welcome Week/Student Transition Experience:

Jenny Porter, Director of Student Transition
 Experiences
Sam Glazer Hewson, Assistant Director,
 Welcome Week
Michael Gonzalez, Coordinator of Student
 Transition Experience

Student Leadership Training and Development

Evan Witt, Assistant Director

Operations:

Chelsea Garcia, Associate Director for Operations
Bill O'Connor, Assistant Director, Communications
Matt Maloney, Information Technology Professional



OTE STUDENT STAFF

Orientation Leaders (OLs)

Sword Al-Zadjali
 Brenna Betts
 Matt Bluhm
 Maddie Boe
 Maddie Caldis
 Sabrina Chu
 Miguel Fernandes
 Chaya Gangsei
 Orion Grebe
 Amy Halbmaier

Erica Koina
 Yvonne Lin
 Madi McKay
 Larissa Milles
 Tucker Nowack
 Jason Nowotny
 Nathan Passe
 John Patterson
 Emily Pelke
 Elizabeth Renz
 Dan Rohde
 Pronoy Roy

Johannah Smarzinski
 Rachel Standal
 Duc Tran
 Abegail Tupuola
 Kami Ziebarth

Orientation Program Assistants (OPAs)

Michael Corda
 Nicholas Wilson
 Stephen Mohabir

Parent Coordinators (PCs)

Chad Faust
 Gabby Gonzalez

Orientation Intern

Shamus Zenk

Operations Intern

Dila Theodora

OTE STUDENT STAFF

Transfer Student Leaders

Ethan Brenna
Vanessa Chia
Meara Cline
Lauren Hallowell
Yejin Nam
Hope Norenberg
Nikki Nwokoro
Joe O'Sullivan
Grace Perrone
Jill Roth
Alex Weinberger
Lauryn Williams

Student Program Coordinators

2018-2019

Thi Bui
Devin Mays
Diah Swenson
Allie Guidish

2019-2020

John Patterson
Ethan Brenna
Nikil Badey
(September 2019-
January 2020)
Tucker Nowack

Design Interns

Abby Adamski
(January-May 2019)
Jensine Beyer
(May 2019-Present)

Marketing Interns

Genevieve Benson
(November 2018-
May 2019)
Kalie Sagan
(January 2020-Present)

Student Transition Experiences Interns

Alanalyn Pinaula-Toves
Josie Johnson
(April-December 2019)
Cara Dreifuerst
(January 2020-Present)

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Seun Abolade
Amanda Meder
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Sydney Antonsen

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Lily French

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Shae Kessler

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Grace Christensen
Camilla Guo
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Brian Van Yelp
Bruno Biazetto
Edward Jao
Eric Hendricks

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Dyani Acosta
Mia Akers
Stefanie Amundsen
Jack Balmer
McKenna Barnett
Sophie Bassat
Kate Beaudry
Grace Beck
Juston Bents
Josie Berg
Katie Bergstrom
Shelby Bergstrom
Jason Berthe
Arunima Bhattacharya
Josie Bjorklund
Heidi Boaz
Sophia Bounnakhom
McKenzie Brophrey
Garrett Caddes
Jasmine Caldero
Eileen Campbell
Amy Cao
Tiffany Cardoza
Ella Carlson
Alanna Carlson
Eunice Carrasco
Emily Casper
Morgan Cavanaugh
Parc Chamernick
Alissa Clancy
Quentin Cochran
Lucy Cohen
Michael Corda
Arla Daly
Jenni Dauer
Cassie Davis
Amy DeBoer
Emily DeChaine
Tyler Deng
Saloni Desai

Gayathri Dileepan
Matt Doberstein
Haley Domski
Ethan Dorn
Shahana Dutt
Alexander Engemann
Emma Estrella
Izzy Ettlinger
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Meghan Feshami
Hannah Finstad
Chad Fleischhacker
Leah Flodin
Emma Frantzen
Danny Fraser
Eli Freberg
Doug Gatford
Jill Gauer
Forbes Gefre
Jack Gephart
Kaylyn Gillespie
Peter Gontarski
Justin Green
Mason Grimes
Gunnar Gronski
Rachelle Hallberg
Katie Hammitt
Ashley Harvey
Sydney Heger
Bill Herdman
Justin Herrmann
Evan Herschi
Wil Hezlep
Amanda Hilmes
Sarah Hoff
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Kerry Houlihan
Jason Howard
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Andrew Jacobson
Emily Jacobson
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