

# First-Year Assessment Plan Results: Fall 2011 Cohort

## Orientation & First-Year Programs



# Assessment Plan

- Pre-Orientation survey
- Orientation and Welcome Week evaluations
- Strengths Initiative Pre/Post surveys
- NHS & NAS Fall and Spring Check-In surveys (500 random)
- Leavers data (Undergraduate Education)
- National survey data results



# Intent of FY Assessment Plan

- The intent of this process provides data on student behavior related to:
  - the matriculation process
  - student satisfaction
  - student success both personally and academically
  - longitudinal data utilized
  - measure the impact on student retention and other programs.
- The plan helps to inform institution on the things we learn about from our students and their experiences



# Using the Tracking Database

- Use database to track matriculation of students
- Track student and parent orientation attendance
- Store Pre-Orientation survey data (both individual and aggregate)
- Track Strengths progress
- Track Welcome Week participation
- Filter by specific cohort or set of values
- Store Leavers data



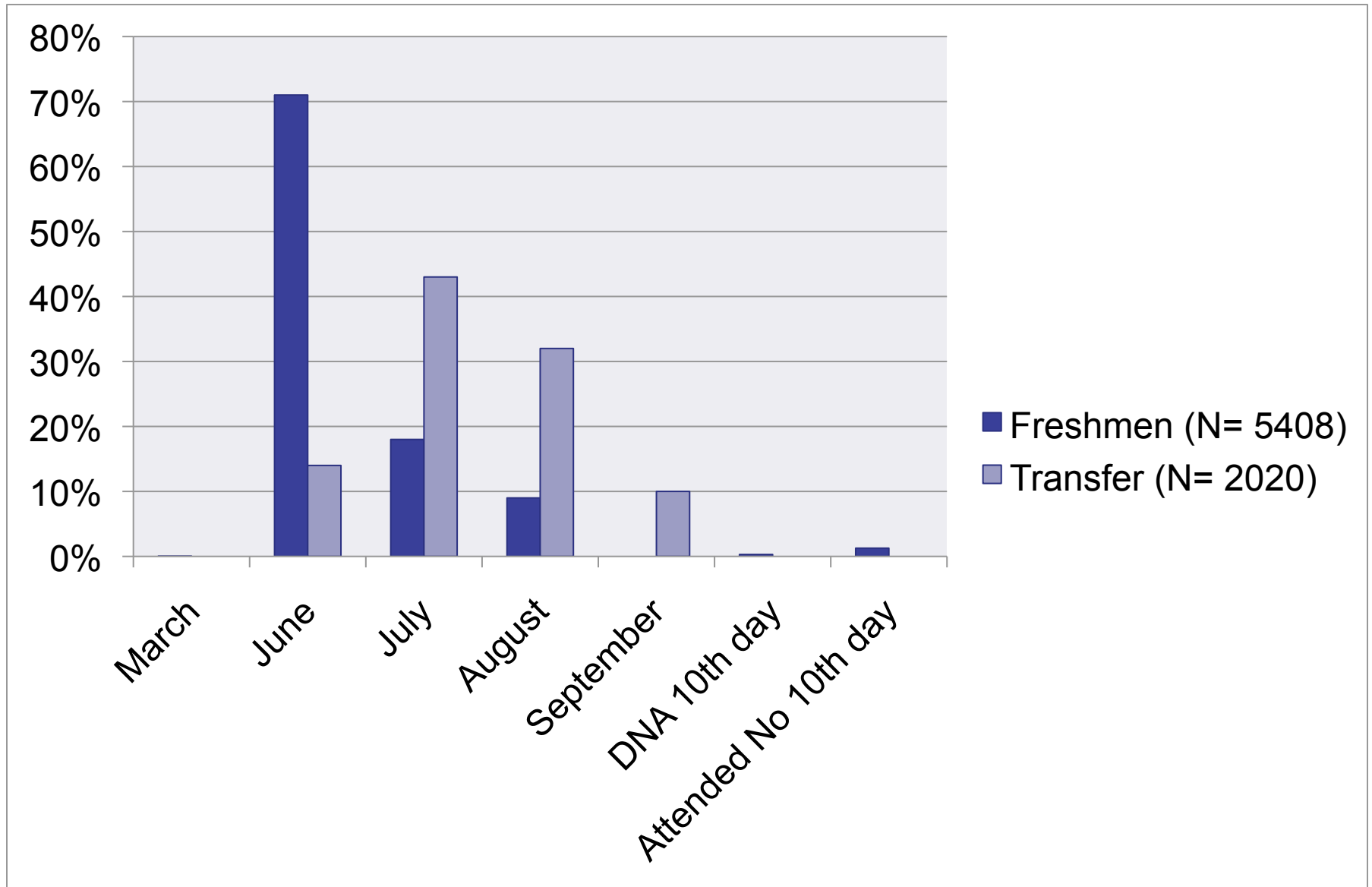
# Orientation Participation

Orientation & First-Year Programs  
Office of Undergraduate Education

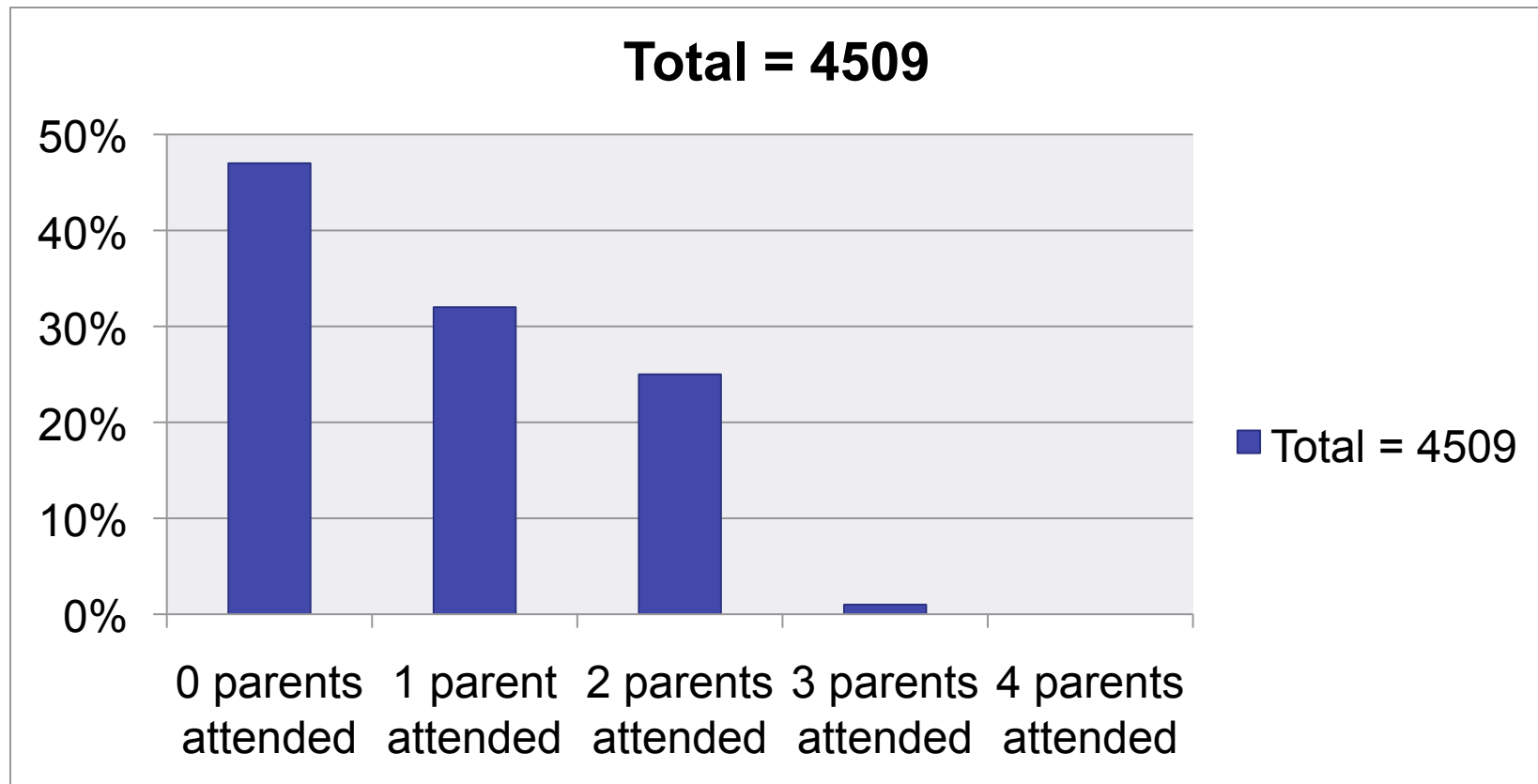


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# Orientation Attendance



# NHS Parent Orientation Trends



# NHS Parent Orientation Attendance Summary by College

	CBS	CDES	CEHD	CFANS	CLA	CSE	CSOM	Total
<b>Total Student Attend</b>	419	203	433	327	2634	921	471	5408
<b>Students with Parent Attend</b>	264	164	188	217	1466	553	323	3175
<b>% Students with Parent Attend</b>	<b>63%</b>	<b>81%</b>	<b>43%</b>	<b>66%</b>	<b>56%</b>	<b>60%</b>	<b>69%</b>	<b>59%</b>
<b>Total Parents Attend</b>	390	244	277	323	2138	820	466	4658

*Based on numbers in OFYP Database as of 10/18/11. Included "ALL" NHS who attended orientation (rather than all CONFIRMED)*



# 2011 Welcome Week

Orientation & First-Year Programs  
Office of Undergraduate Education



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# Welcome Week Participation

## Prior to WW

(N=5368)

- 93% Completed Strengths prior to WW
- 93% Completed WW Event Selection

## Wednesday – Kick Off

- 96% Checked in
- 90% attended Kick-Off meeting

## Thursday - College Day

- UHP Breakfast = 95%
- Convocation =92%
- Pride & Spirit=78%
- **99% attended one or more event!**



# Welcome Week Participation

## Friday - U of M Day

- Interest session update = 6221+
- Live Like a Student =71% \*\*
- You at the U...Woo=71% \*\*
- Jermaine Davis=74%

(N=5368)

## Saturday -Service & Engagement Day

- Engagement opportunities =65% (71% in 2010)
- Explore-U = 5116 (71% of NHS, 75% in 2010)
- MOA=47% (41% in 2010)

## Sunday - Community Exploration Day

- Community Exploration Trips/Closure Meeting = 57% (65% in 2010)



# WW College Day Participation

Average College Day = 95% across colleges

- CSOM = 91%
- CBS = 98% (N=5368)
- CDES = 95%
- CEHD = 98%
- CFANS = 97%
- CLA = 90%
- CSE = 98%

(best attendance in WW history!)



# Welcome Week Narratives

- 1583 completed WW evaluation for 29% response rate
- 93% strongly agree/ agree that WW helped them feel more prepared
- 7% strongly disagree/ disagree (24% were commuters)
- 95% expected to make friends
- 86% expected to learn way around campus
- Only 60% of commuter students expected to learn to adjust to college life vs. 86% of residential students

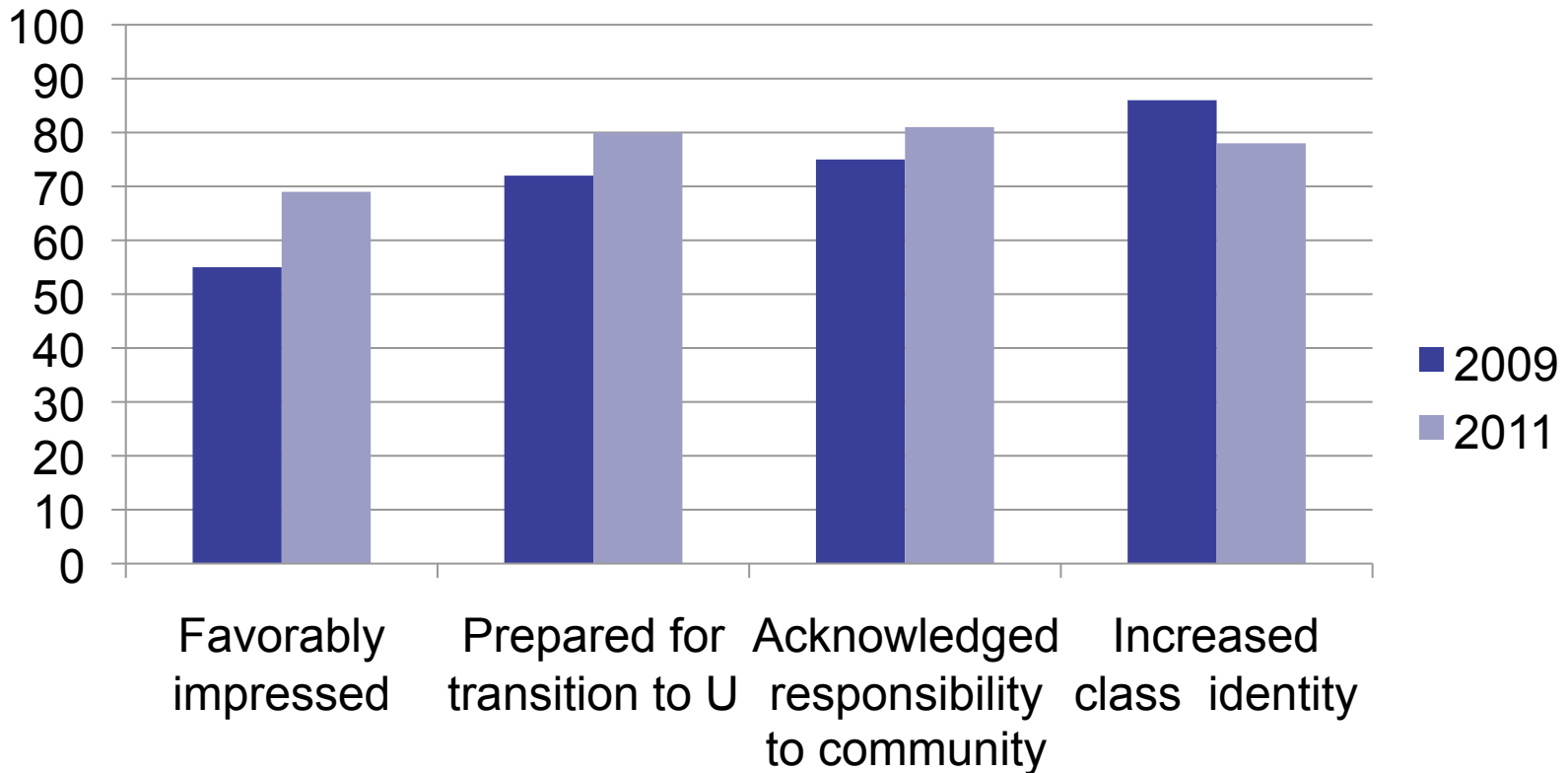


# Welcome Week Narratives

- Implementation of SCVNGR made the community exploration trips much more interactive. A total of 83% of post test respondents indicated the experience gave them the opportunity to interact with others, this was 59% in 2010.
- Commuter students spent free time:
  - 57% on MyU
  - 57% buying books
  - 55% finding classrooms
  - 42% finding study spaces
- Residential students spent free time:
  - 90% meeting their CA
  - 80% on MyU
  - 66% finding classrooms
  - 64% buying books

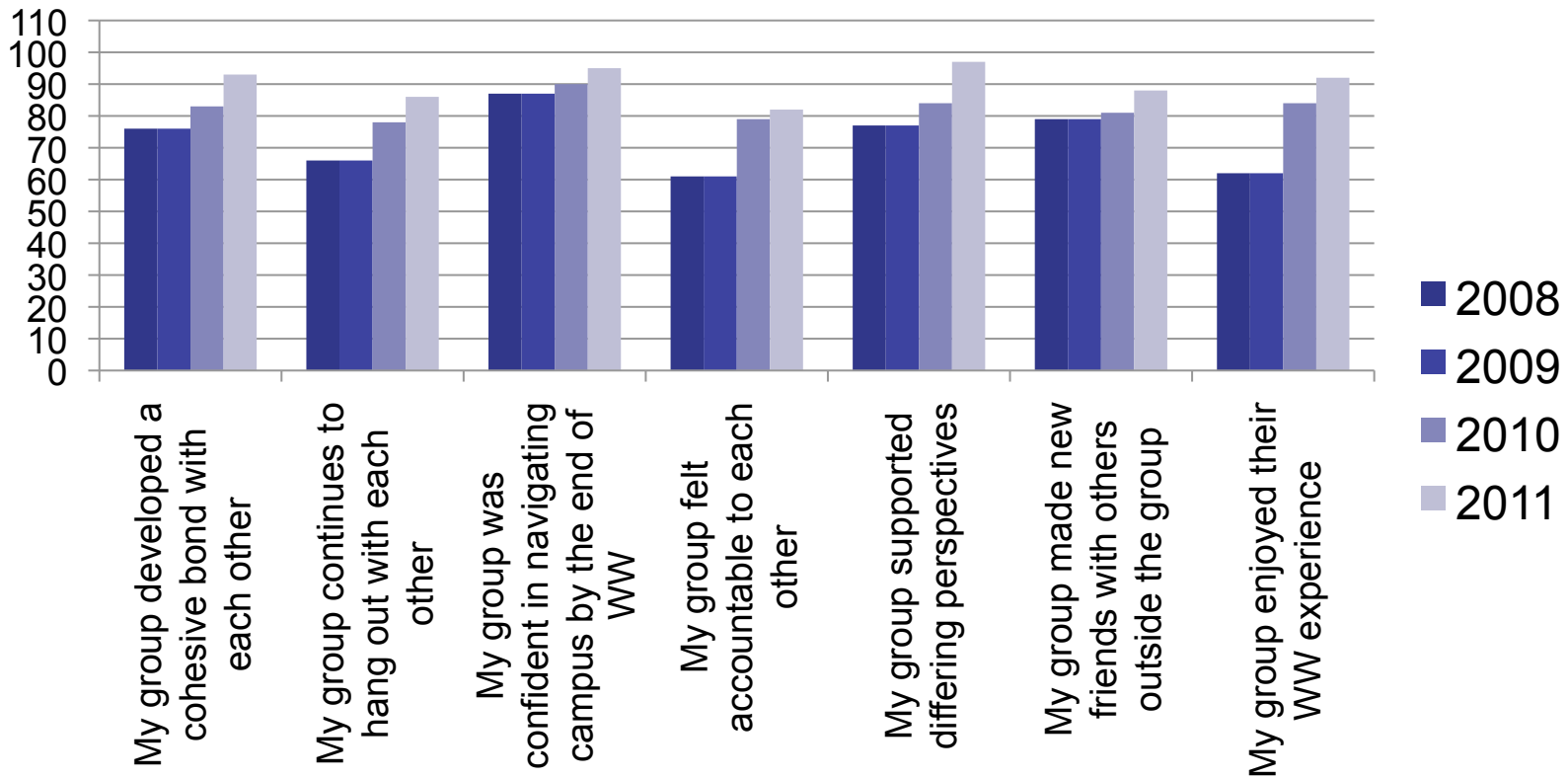


# Overall Experience with WW



# Small Group Experience

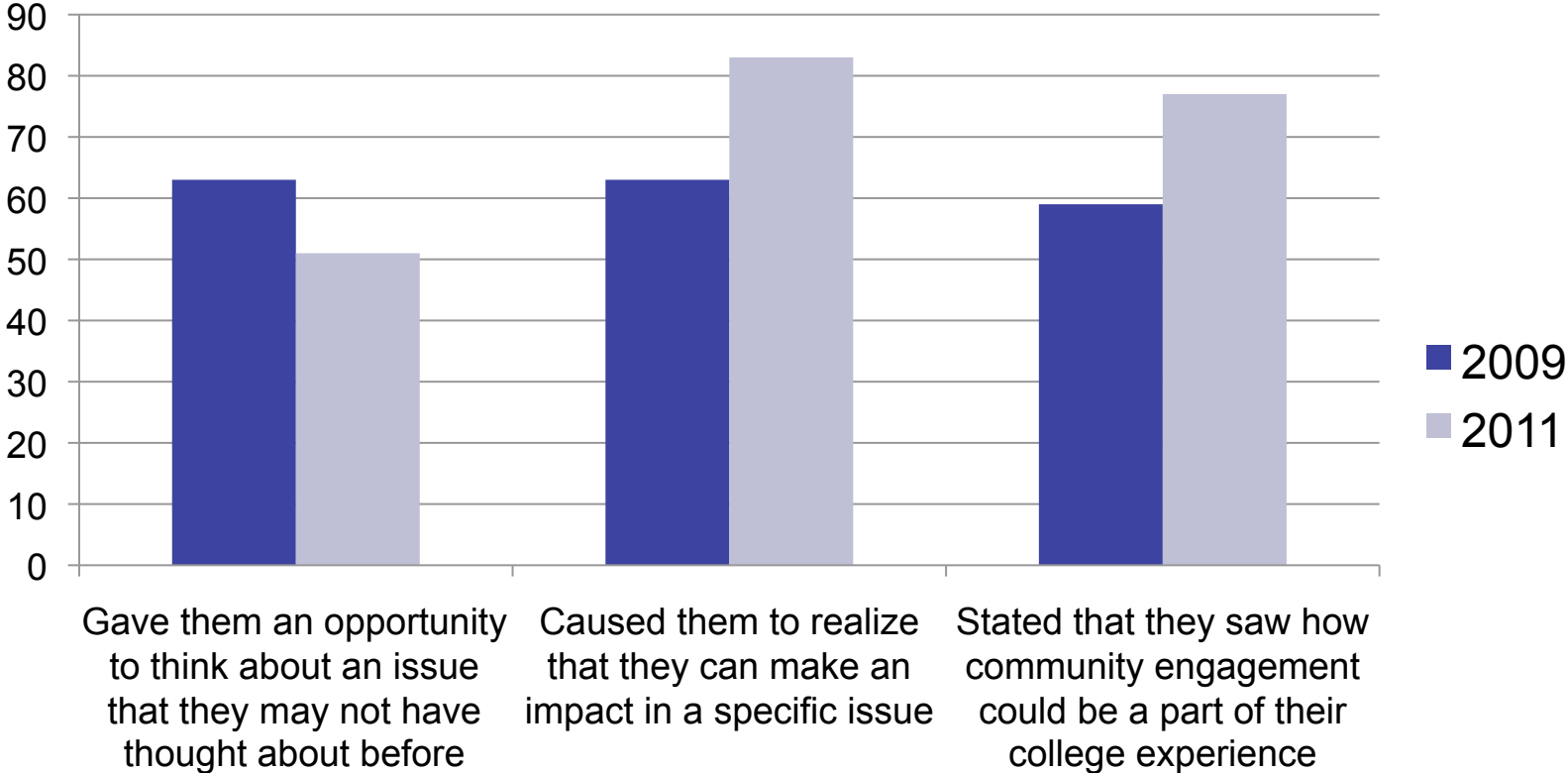
(strongly agree and agree responses shown)





# Service and Engagement Experience

(strongly agree and agree responses shown)



# Those who disagree...

- When asked if...
  - WW gave them a sense of class identity
  - WW prepared them for their transition
  - If they had a favorable impression of WW
- 153 strongly disagreed or disagreed with one of the three statements, in addition...
- 33 strongly disagreed or disagreed with all three statements

# The 33 Students who Strongly Disagreed or Disagreed ...

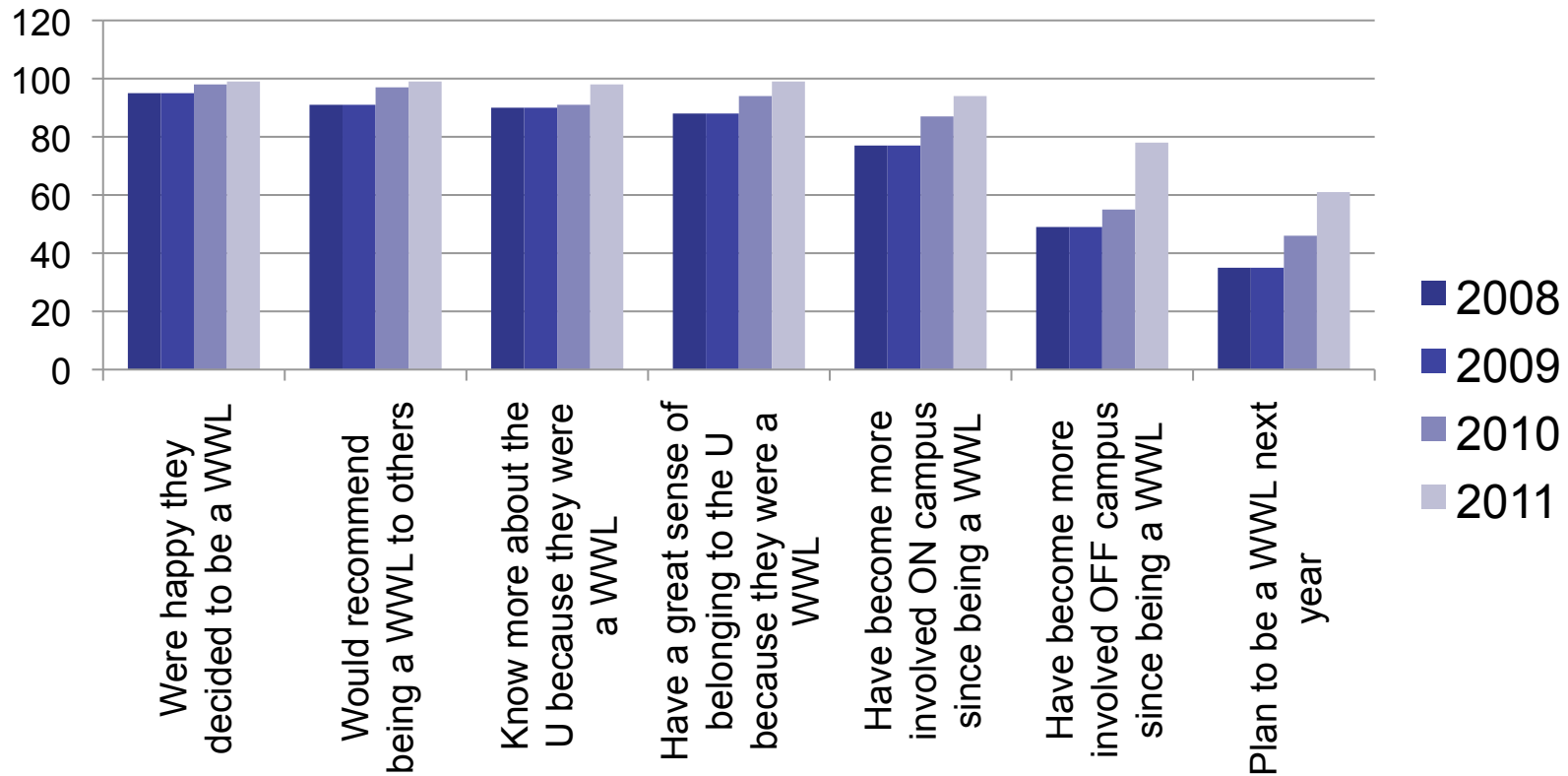
Were more likely to:

- Commute
- Attend Orientation in June
- Have 0 Parents attend Parent Orientation
- Are in CLA and CFANS
- Had lower participation in WW events

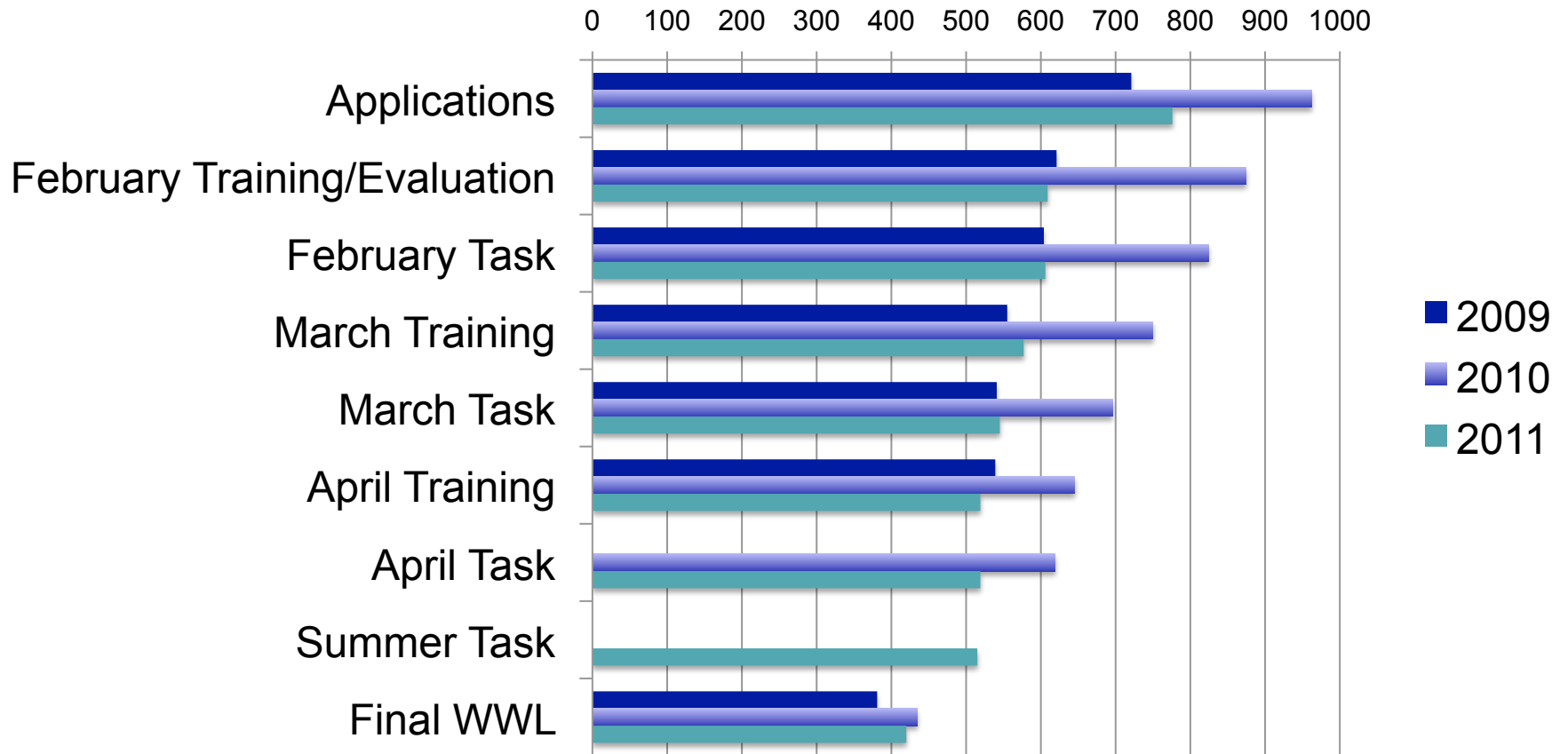
Compared to the 153 students who only strongly disagreed or disagreed with one of the statements.

# WWL Experience

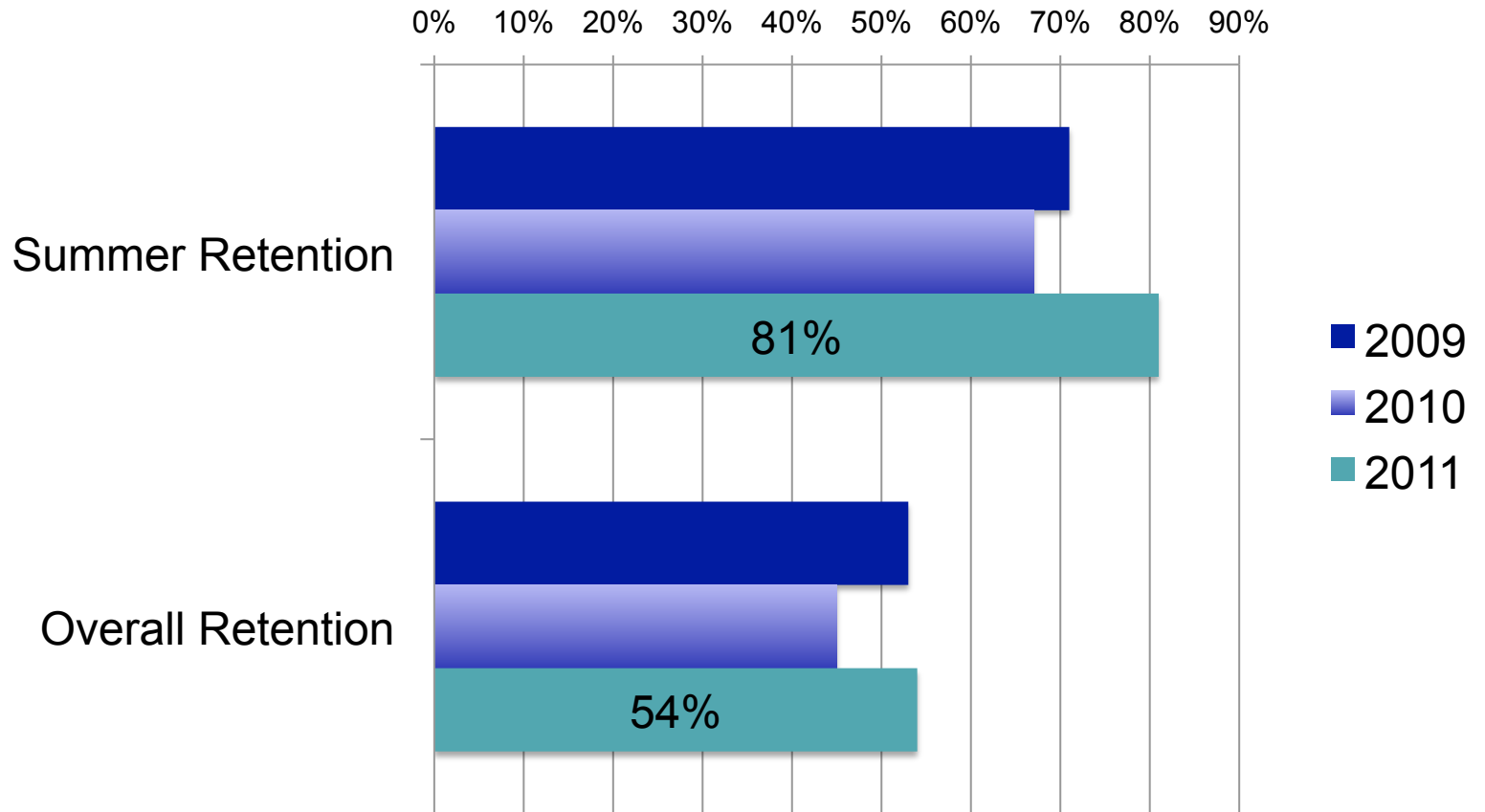
(strongly agree and agree responses shown)



# WWL Stats



# WWL Retention



# Observations about Orientation and Welcome Week participation



# NO Parent Orientation Attendance (N=2499 or 46% of attended)

- 33% students in University Honors Program
- 49% student athletes
- 72% students in Access to Success
- 75% students of color
- 78% commuter students
- 80% students previously in PSEO
- 94% International students





Parent involvement and  
orientation attendance  
remains critical to student  
retention.



# August Orientation Attendance

- 5% students previously in PSEO
- 6% in Access to Success
- 6% students in University Honors Program N=535 attended or 10%
- 9% student athletes
- 15% commuter students
- 28% students of color
- 94% are International students



Majority of students attend  
Orientation in June.

Improvements have been  
made in getting students to  
attend earlier.



# Welcome Week College Day Participation (N= 5368)

- 75% students previously in PSEO
- 78% commuter students
- 80% International students
- 84% in Access to Success
- 84% student athletes
- 86% students of color
- 93% students in University Honors Program



Increase messages to specific cohorts on the importance of attending College Day activities.



The commuter student experience is something we need to continue to focus on in order to increase commuter engagement.



# Observations about participation

## Students of Color:

- 40% first generation
- 22% are in ATS
- 28% are attending Orientation in August
- 75% had NO parents attend
- 87% completed WW event selection
- 90% took Strengths before WW
- 23% attended Multicultural Kick Off event
- 89% attended Convocation
- 86% attended College Day
- About 52% were still participating on the weekend for WW
- 97% participated in at least one WW event



# Observations about participation

## Access To Success:

- 60% first generation
- 6% are attending Orientation in August
- 72% had NO parents attend
- 87% completed WW event selection
- 87% took Strengths before WW
- 86% attended Convocation
- 84% attended College Day
- About 45% were still participating on the weekend for WW
- 98% participated in at least one WW event





# Observations about participation

## International Students:

- 20% first generation
- 94% are attending Orientation in August
- 94% had NO parents attend
- 80% completed WW event selection
- 87% took Strengths before WW
- 88% attended Convocation
- 80% attended College Day
- About 46% were still participating on the weekend for WW
- 98% participated in at least one WW event



# Observations about participation

## Students in University Honors Program:

- 12% first generation
- 6% are attending Orientation in August
- 33% had NO parents attend
- 96% completed WW event selection
- 97% took Strengths before WW
- 92% attended UHP breakfast
- 97% attended Convocation
- 93% attended College Day
- About 75% were still participating on the weekend for WW
- 99% participated in at least one WW event



# Observations about participation

## Students previously in PSEO Program:

- 32% first generation
- 5% are attending Orientation in August
- 80% had NO parents attend
- 86% completed WW event selection
- 77% took Strengths before WW
- 20% in UHP
- 83% attended Convocation
- 75% attended College Day
- About 45% were still participating on the weekend for WW
- 92% participated in at least one WW event



# Observations about participation

## Student Athletes:

- 21% first generation
- 9% are attending Orientation in August
- 49% had NO parents attend
- 94% completed WW event selection
- 91% took Strengths before WW
- 2% in UHP
- 22% in ATS
- 62% attended Convocation
- 84% attended College Day (10 were fall competing)
- About 27% were still participating on the weekend for WW
- 99% participated in at least one WW event



# Observations about participation

## Commuters:

- 45% first generation
- 24% are in ATS
- 15% are attending Orientation in August
- 78% had NO parents attend
- 81% completed WW event selection
- 77% took Strengths before WW
- 78% attended Convocation and College Day
- About 30% were still participating on the weekend for WW
- 92% participated in at least one WW event



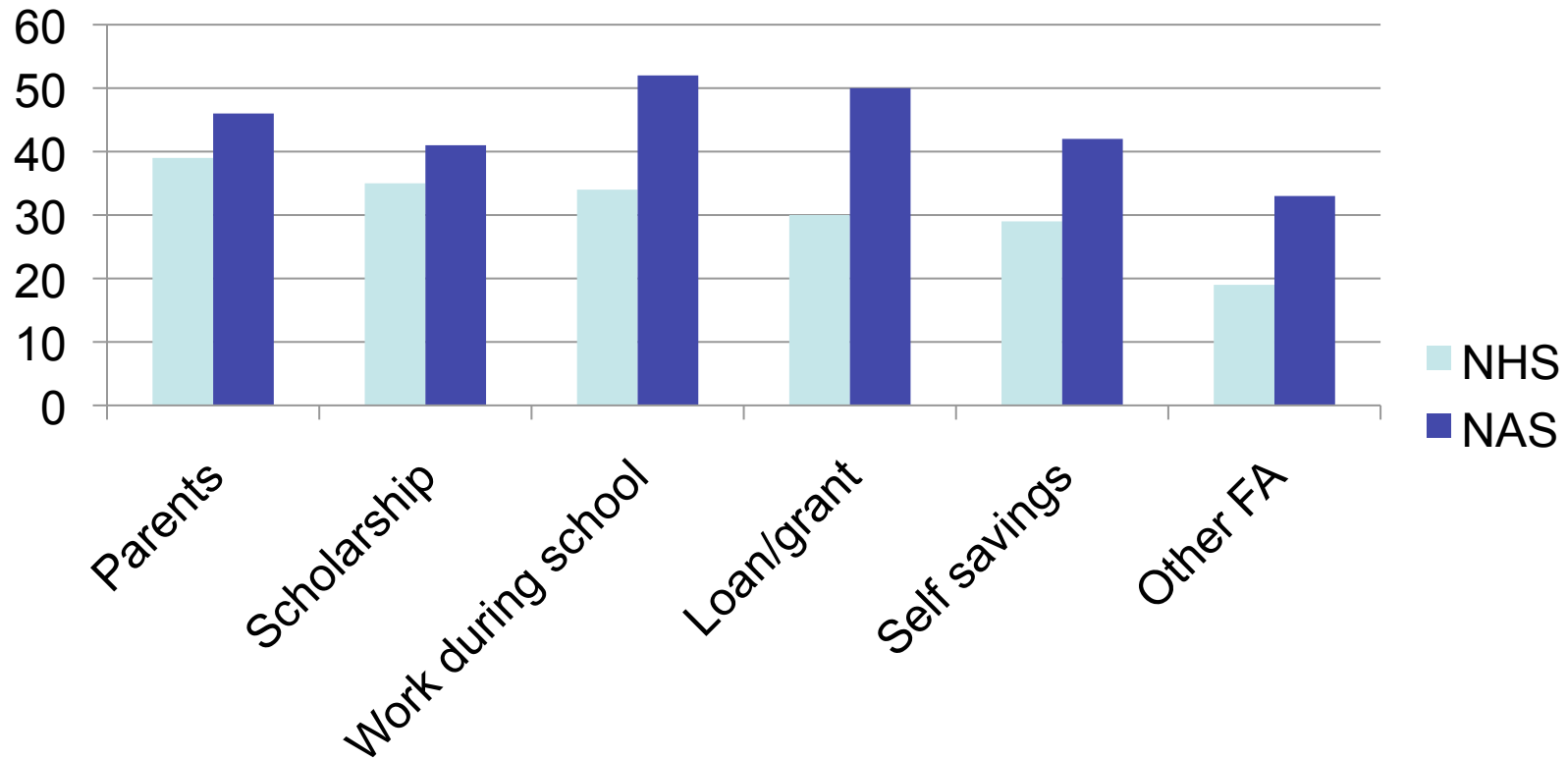
# Overall Assessment Results



Comparison between freshmen and transfer:  
**Factors for choosing the U of M (2011 Pre-OR)**

	Freshmen Responses	Transfer Responses
Top ranked programs	59%	63%
Campus life	50%	26%
Wide variety of majors	45%	33%
Big school	44%	30%
Close to home	35%	46%
Major research institution	33%	39%
Cultural opportunities of the TC area	28%	28%
Excellent academic advising and career counseling	27%	29%
Outstanding professors	22%	32%

# How do you plan to finance your education? (2011 Pre-OR)





# Levels of Decidedness

## (2011 NHS Pre-OR)

- Level of decidedness:
  - 38% “I think I know what I want to major in, but it would not surprise me if I changed my mind”
  - 23% “I know exactly what I want to major in and do not plan to change my mind”
  - 12% “I have thought about what I would like to major in, but I know the University has many majors that I do not know much about and I want to explore a bit before I decide”
  - 11% “I am seriously considering a couple or a few different majors”

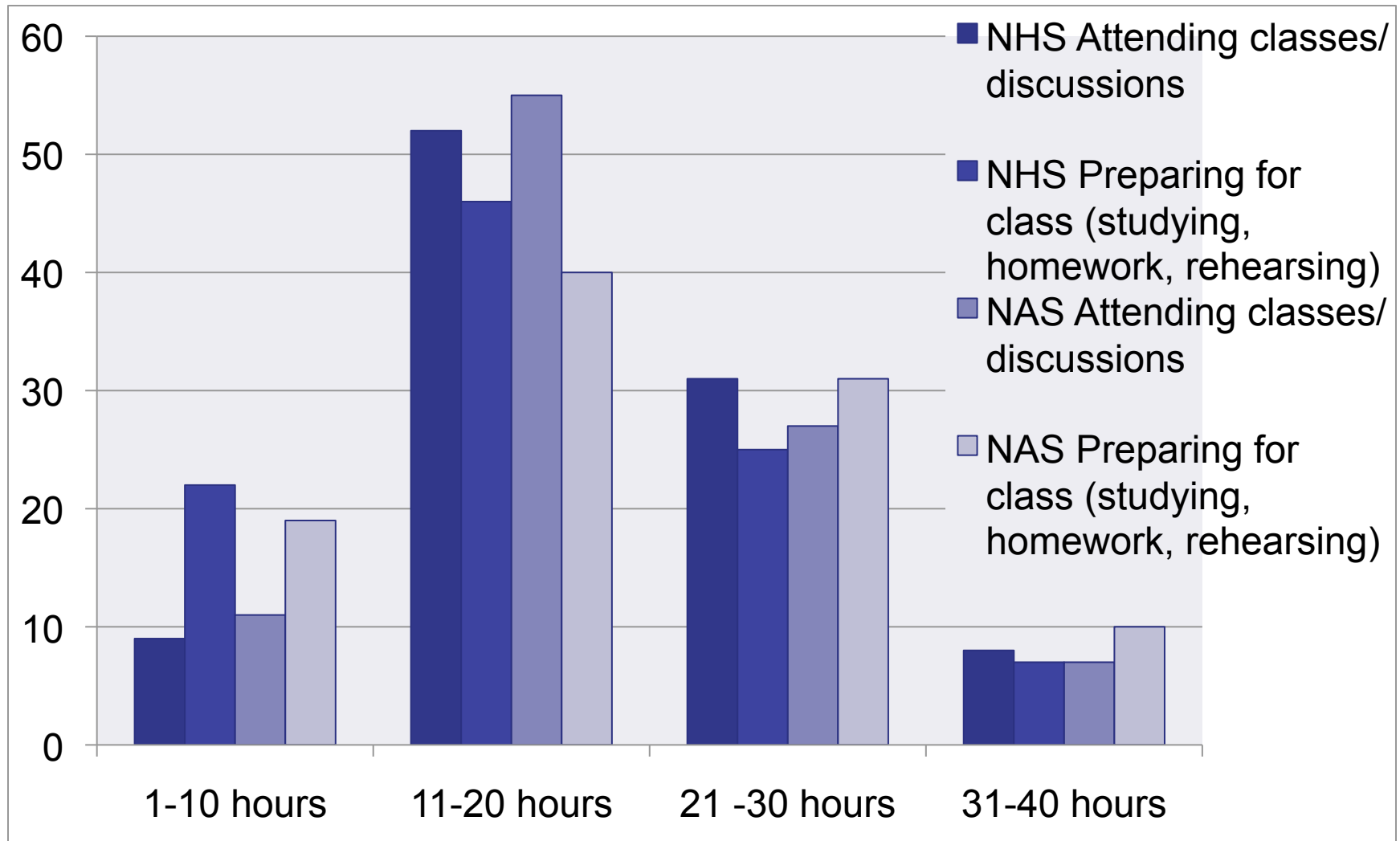
# What is your primary anxiety or concern at this point in time?

- Top six for NHS & NAS:
    - Academic Coursework
    - Financial Concerns
    - Deciding on a major/career path
    - Making friends/meeting people
    - Finding a job on campus (especially in the spring)
    - Developing skills related to note-taking, studying, time-management, stress
    - Transfer of credit (NAS only)
- \*\*order varies depending on timing of survey – fall or spring

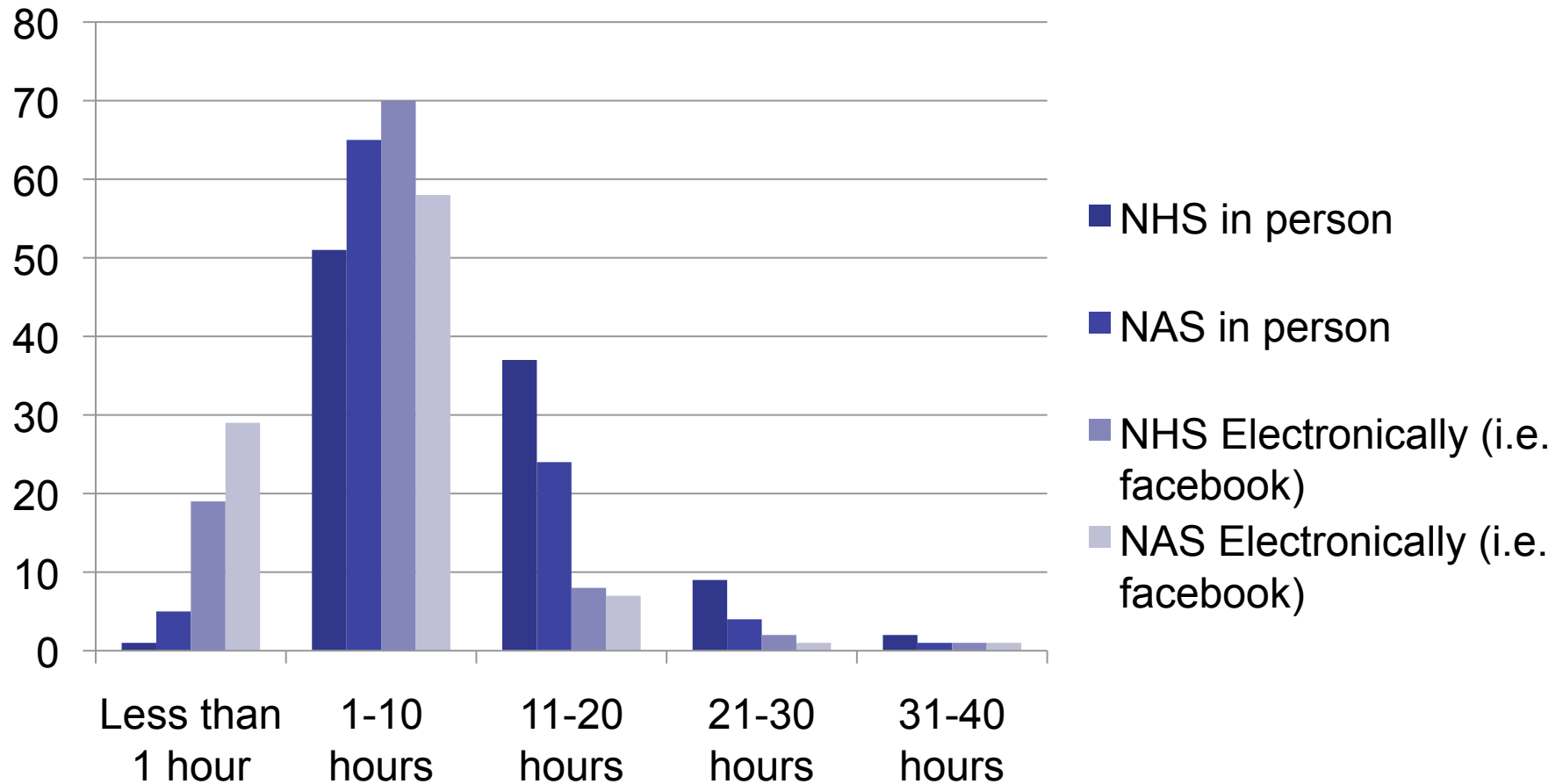
FRESHMEN/TRANSFER: Comparison between pre-orientation , orientation surveys and six-week check-in survey

Main anxiety or concern	NHS Pre-Orientation Survey responses (Very confident & confident)	NAS Pre-Orientation Survey 931 responses (Very confident & confident)	NHS Six-Week Check-In Survey 301 responses (Very successful & successful)	NAS Six-Week Check-In Survey 301 responses (Very successful & successful)
Academic coursework	<b>51% (#1)</b>	<b>59% (#1)</b>	<b>68% (#1)</b>	<b>78% (#1)</b>
Financial concerns	<b>34% (#2)</b>	<b>43% (#2)</b>	<b>36% (#2)</b>	<b>42% (#2)</b>
Making friends and meeting people	<b>25% (#3)</b>	22%	<b>35% (#3)</b>	<b>36% (#3)</b>
Deciding on a major	23%	11%	31%	17%
Finding a job	18%	<b>24% (#3)</b>	22%	15%
Health	12%	10%	28%	17%

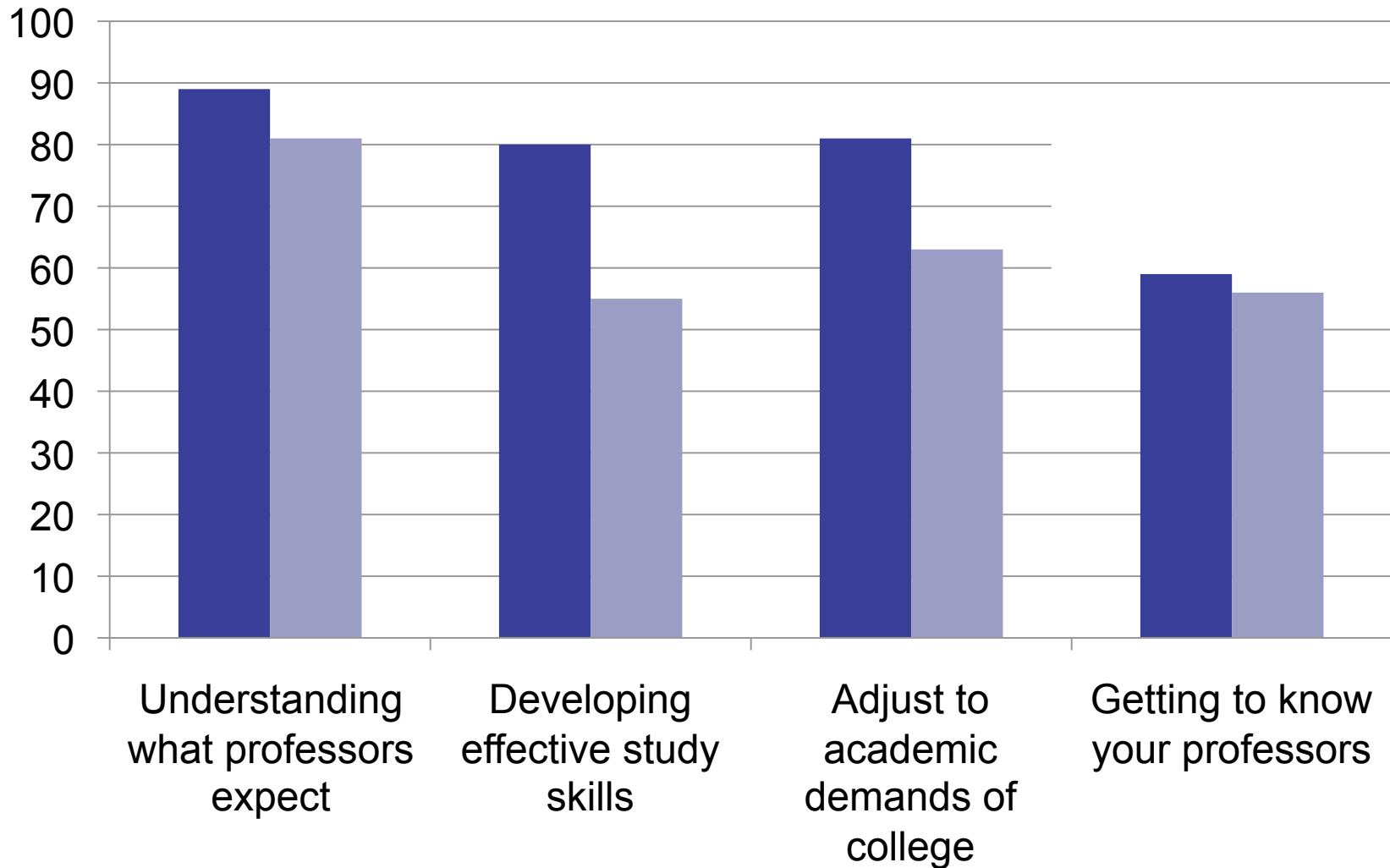
# Time Commitments: Class



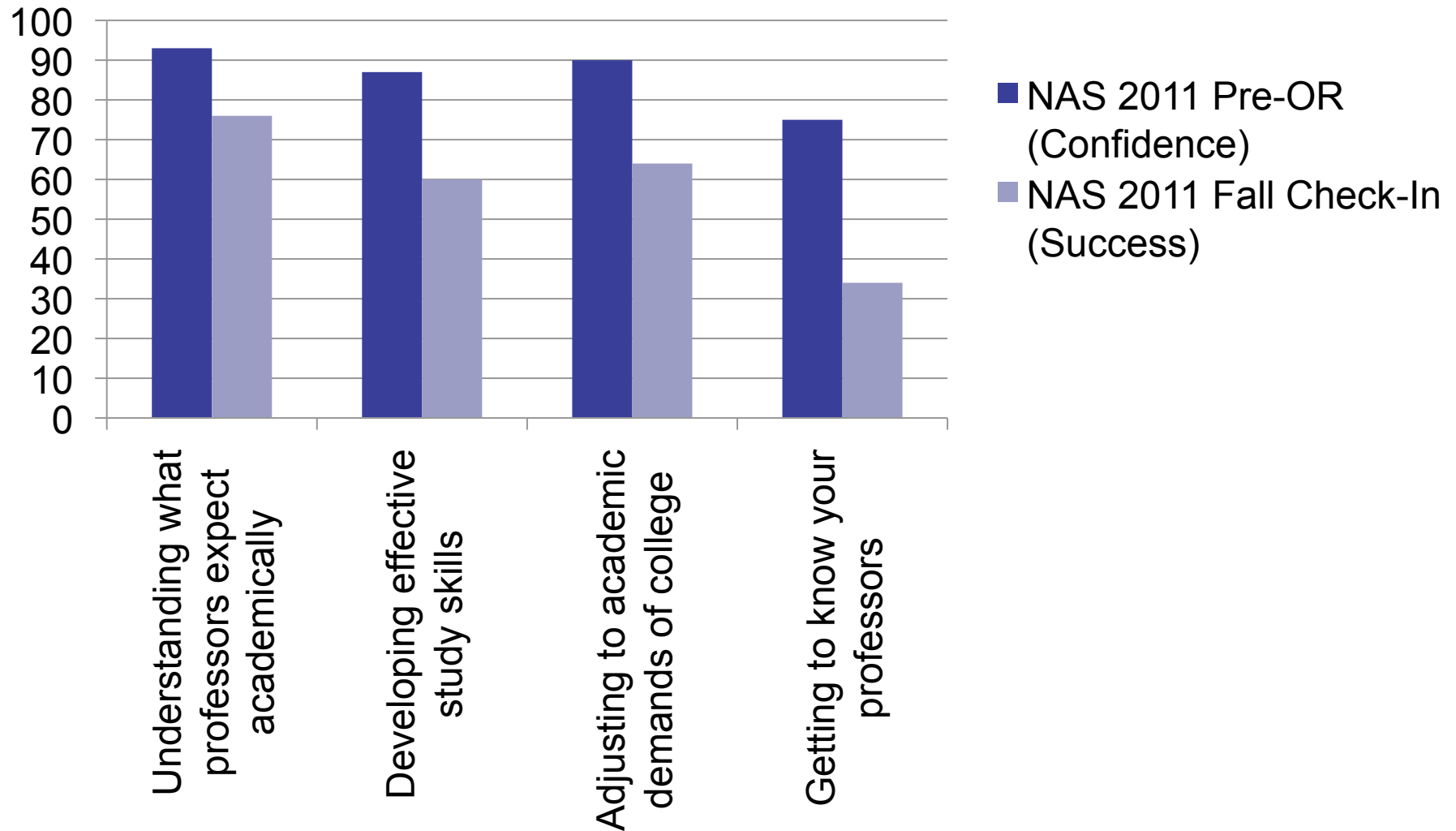
# Time Commitments: Socializing with friends



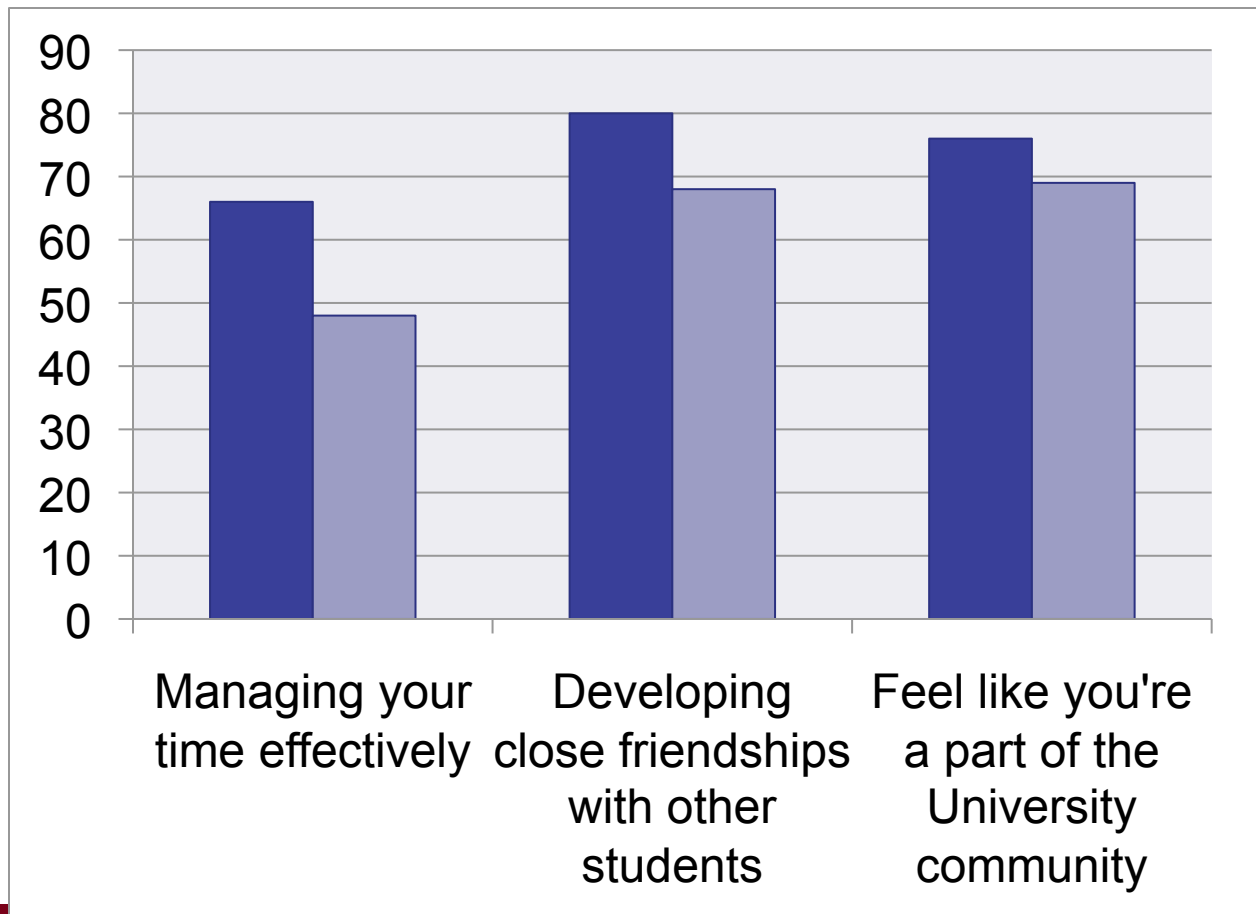
# NHS Adjusting to college...



# NAS Adjusting to college...



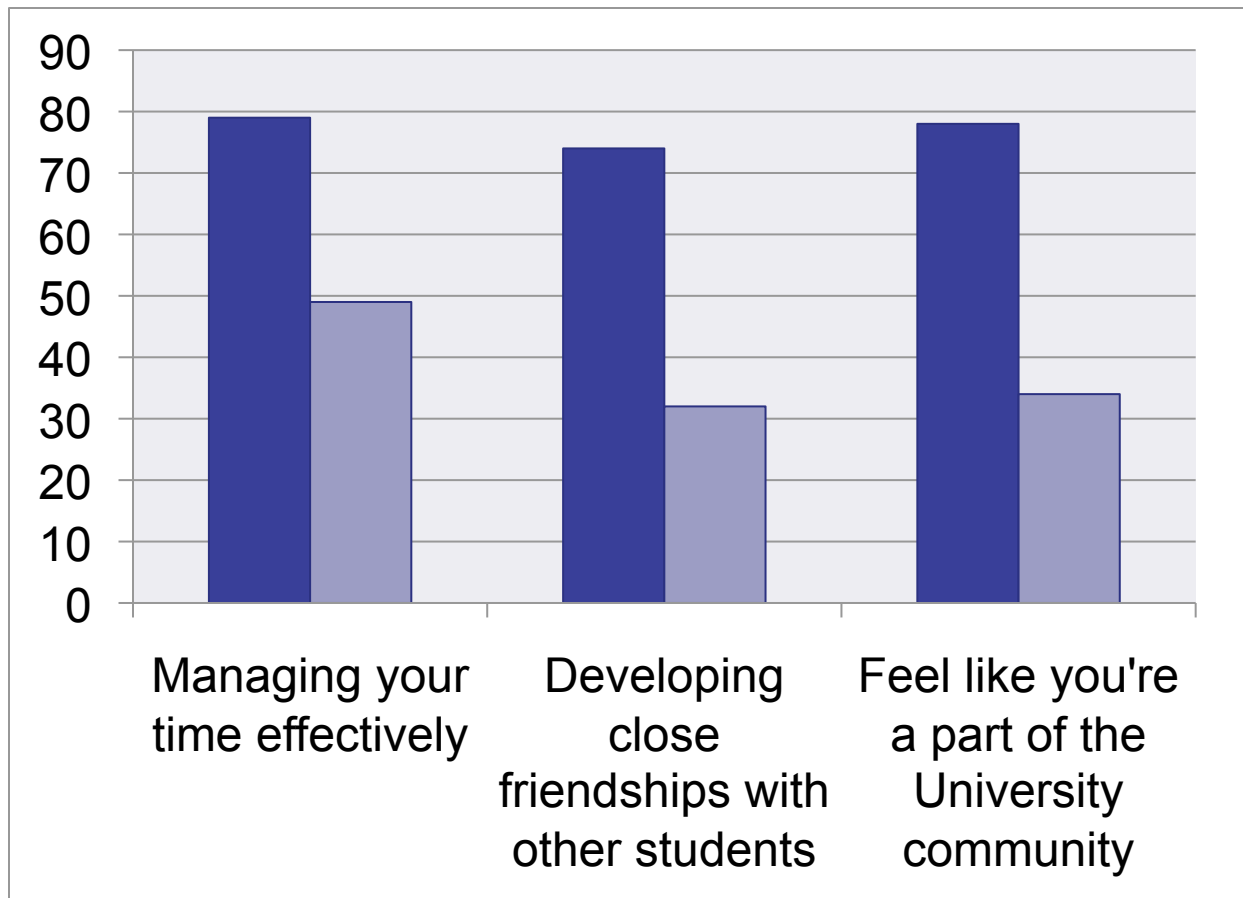
# NHS Adjusting to college...



**Pre-OR (Confidence)**  
**Fall Check-In (Success)**



# NAS Adjusting to college...



**Pre-OR (Confidence)**  
**Fall Check-In (Success)**



Disconnect between expectations and reality. Very confident before entering. Not necessarily not meeting their expectations. We need to help students be realistic with expectations.



Which of the following devices do you use?	Freshmen in Spring of 2011	Freshmen	Transfer 931 responses
Cell Phone (no internet access)	54%	25%	42%
Android capable phone	13%	8%	19%
iPhone	11%	14%	16%
Blackberry	9%	7%	8%
Other smart phone	9%	3%	8%
iPod Touch	35%	14%	19%
Netbook	7%	9%	9%
iPad or tablet	7%	2%	5%
Other type of device with internet or mobile applications	3%	11%	20%
None	1%	1%	2%

Creating a mobile web strategy and social media plan. Also need to use technology to personalize student experience even more.



Comparison between freshmen and transfer: What resources would you have liked to see available in the first few days/weeks of classes?

	Freshmen Responses	Transfer Responses
More opportunities to socialize	<b>46%</b>	<b>38%</b>
More information on campus libraries	<b>40%</b>	30%
Finding a job on campus	<b>36%</b>	<b>36%</b>
Academic and personal skills training (time management, stress management, studying, note-taking, writing papers)	36%	27%
More interactions with faculty	34%	<b>36%</b>
More interactions with academic advisers	28%	44%
Information on majors	25%	29%

<b>Please rate your satisfaction on each of the aspects of campus life: (Satisfied and Very Satisfied)</b>	<b>Freshmen (NHS) 190 Responses Fall Check-In</b>	<b>Transfer (IUT &amp; NAS) 619 Responses Fall Check-In</b>
Overall college experience	84%	81%
Overall quality of instruction	79%	77%
Overall sense of community among students	77%	57%
Opportunities for community service	53%	52%
Amount of contact with faculty	49%	57%

Consistent patterns of responses for 4 years. We will continue to dig deeper into cohort data analysis.



# Questions or discussion?

