

# New Student Programs 2013-2014 Annual Report

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## I. Transition to the Division of Academic and Student Affairs

- a. As of January 1, 2014, the Office of New Student Orientation moved from the Division of Enrollment Management and Services to the Division of Academic and Student Affairs, reporting to Dr. Carrie Zelna, the Associate Vice Provost for Academic and Student Affairs.
- b. Transitioned to the Office of New Student Programs (NSP) from the Office of New Student Orientation and charged to better serve all new students as they engage with NC State.
- c. NSP broadened responsibilities to include the coordination of Wolfpack Welcome Week, the Common Reading Program, and year-long programming focusing on first-year and transfer student success in the first year at NC State, in addition to New Student Orientation.
- d. Adopted a new mission statement to better reflect the current scope and values of the office.
- e. New Student Orientation (April 2014) was the recipient of the First Year College Freshman Advocacy Award for assuring a successful transition for first year students and their families into the University.

## II. 2013-2014 New Initiatives

- a. *HOWL for Academic Success*: In collaboration with Academic Advising Services, New Student Orientation programs in 2013 introduced new students to the academic expectations of the institution, as well as the role of academic advisors through Howl for Academic Success presentation.
- b. *Pack Pride*: In 2013, New Student Orientation engaged students in dialogue around the ideas of communal expectations, inclusivity, and personal responsibility through the Pack Pride program.
- c. *The Final Countdown: Preparing for Week One*: To better prepare students to start the fall semester, The Final Countdown: Preparing for Week One was implemented to remind students of the items to complete prior to beginning classes in August. Opportunities during Wolfpack Welcome Week were also highlighted as a means to assist students in their transition after the New Student Orientation experience.
- d. *Having a Student at NC State*: Having a Student at NC State was created to allow parents and family members a formal opportunity to hear current student (Orientation Leaders') perspectives on a variety of topics. This program was coordinated with the Office of Parents and Families to introduce parents and family members to their office at NC State.
- e. *Welcome Week Programs*: Programs during Wolfpack Welcome Week were created to focus on the specific needs of special populations of incoming students, including out-of-state and commuter students.
- f. *Mobile Technology*: Continued use of the Guidebook mobile application to better engage students and meet their needs in their preferred communication medium. This initiative has also been expanded to include a division-wide mobile application to promote the work of the units with the Division of Academic and Student Affairs.
- g. *International Orientation*: New Student Programs partnered with the Office for International Services to create a comprehensive orientation experience for incoming undergraduate international students.

- h. *High Impact Practices*: New Student Programs collaborated with campus partners to increase first-year student participation in the High Impact Practices, as defined by the University, during our 2014 orientation programs.
- i. *Parent Specific Sessions*: For 2014 orientation programs, NSP has worked with Academic Advising Services and the Counseling Center to provide two new programs specifically addressing the needs of incoming parents as a means to provide more informed support for incoming students. These two sessions will address the academic environment of the institution, as well as the developmental and emotional transition of students and parents as the students transition to NC State.

### III. 2013-2014 New Student Orientation Programs

#### a. Orientation Programs Overview and Attendance

- i. New Student Orientation (NSO) coordinated twenty-three Orientation programs for incoming students during the 2013-2014 year. These programs included seventeen two-day programs for first-year students, three one-day programs for transfer students, two one-day programs that included both first-year and transfer students, and one one-day program for Summer START participants.
- ii. NSO trained and employed approximately 85 student staff members during the 2013-2014 (43 in 2013; 41 in 2014), focusing on their development as student leaders and community members. This encompassed over 100 hours of comprehensive training (including a two credit hour course, USC 223: Orientation Leader Development) culminating in their implementation of the summer orientation programs and work with incoming students and parents.
- iii. 2013 saw a 50% increase in the transfer parent headcount versus 2012. *Note: The Parents' Orientation Fee was decreased in 2013 to \$55 from \$90 in 2012.*
- iv. *2013-2014 Orientation Attendance by Participant Type*

Orientation Program	First-Year Students	First-Year Parents	Transfer Students	Transfer Parents	Attendance by Program
Summer Orientation	3790	4003	774	474	9041
Summer START	260	145	N/A	N/A	405
August Orientation	127	45	301	71	544
Spring Entry Orientation	57	20	323	142	542
<b>Total 2013-2014 Attendance</b>	<b>4234</b>	<b>4213</b>	<b>1398</b>	<b>687</b>	<b>10532</b>

#### b. Summer Program Assessment

- i. *Better Prepared*: The table below reflects respondents who indicated that they felt better prepared for themselves or their student to start their first semester at NC State after attending an Orientation program.

Summer First-Year Students	Summer First-Year Parents	Summer Transfer Students	Summer Transfer Parents	Spring Entry Students	Spring Entry Parents
88.5%	96.2%	72.6%	89.4%	62.2%	80.0%

- ii. *Satisfaction with Attention:* 75.8% of summer first-year students in non self-registration programs reported satisfaction with the attention they received during their college/department advising period.
- iii. *Satisfaction with Attention:* 73.2% of summer transfer students and 73.4% of spring entry students indicated satisfaction with attention they received from their college/department prior to attending Orientation.
- iv. *Academic Resources:* Summer transfer students (87.2%) and spring entry students (77.3%) also indicated that Orientation provided useful information on the academic resources available to all students.
- v. *Graduate in Timely Manner:* Reinforcing the University's policy on progress towards degree, 91.1% of summer first-year students, 73.5% of summer transfer students, and 82.2% of spring entry students either strongly agreed or agreed they received useful information on NC State's expectation to graduate in a timely manner.
- vi. *Civility and Respect:* 96.2% of summer first-year students, 88.3% of summer transfer students, and 84.4% of spring entry students indicated that Orientation provided useful information on the expectations that NC State community members act with civility and respect.
- vii. *Excited to Start:* The table below reflects respondents who indicated that they felt excited for themselves or their student to start their first semester at NC State after attending an Orientation program.

Summer First-Year Students	Summer First-Year Parents	Summer Transfer Students	Summer Transfer Parents	Spring Entry Students	Spring Entry Parents
90.8%	97.2%	72.5%	92.1%	64.4%	80.0%

#### IV. Supporting the Division of Academic and Student Affairs Strategic Plan

##### I. Goal #1 (Shape Your Life)

- a. Facilitated orientation programming that impacted approximately 4,200 first-year students, 1,400 transfer students, and 4,900 parents and family members in 2013-2014.
- b. Provided opportunities for 97% of first-year students and 87% of transfer students to discover pathways to co-curricular engagement, physical and emotional wellness, and academic support at NC State.

##### II. Goal #2 (Open Your Mind)

- a. Collaborated with campus partners to increase first-year student participation in the High Impact Practices, as defined by the University, during our 2014 orientation programs (including Study Abroad, Service Learning and Leadership, Career Development and Cooperative Education, and Undergraduate Research).

- III. Goal #3 (Build Your Community)
  - a. Collaborated with the Office for International Services to create a comprehensive orientation experience for incoming undergraduate international students.
  - b. Implemented programming that actively engaged students in dialogue around the ideas of communal expectations, inclusivity, and personal responsibility.
  - c. Provided primary support in coordinating the University's collective efforts during Wolfpack Welcome Week, including specific programs for the out of state, commuter and transfer student populations.
- IV. Goal #4 (Serve the University)
  - a. Instituted a pre-orientation survey to provide campus with incoming students and parents expectations for New Student Orientation and feelings about transitioning to NC State prior to the summer.
- V. Goal #5 (Ensure Sustainability)
  - a. Initiated an effort to create a division-wide mobile application presence that will promote cost sharing and communication across departments, as well as directly impact students' abilities to access information in a concentrated location.
- VI. **Professional Accomplishments and Involvement by Personnel**
  - a. Personnel Accomplishments
    - i. Lori Wilson (Administrative Support Specialist) celebrated 25 years of service to the UNC System (15 years at NC State; 10 years at East Carolina University)
  - b. Professional Involvement in the Association for Orientation, Transition and Retention in Higher Education (formerly the National Orientation Directors Association)
    - i. Executive Coordinator of the Graduate Student Network (Cameron Hill)
    - ii. Co-Chair of the Parent & Family Network (Jessica Criswell)
    - iii. Co-Chair of the Transfer Services Network (Michael Coombes)
  - c. Presentations at National Conferences by Personnel
    - i. *Foundations of Parent & Family Professionals*, National Orientation Directors Association Online Webinar Series (October 2013)
    - ii. *Creating a Future: Transfer Engagement Roundtable*, National Orientation Director's Annual Conference (November 2013)
    - iii. *Creating Successful Transitions: The Transfer Orientation Experience*, National Institute for the Study of Transfer Students Annual Conference (February 2014)