# TABLE OF CONTENTS

Mission and Outcomes .................................................................................................................. 3

Programs and Services .................................................................................................................. 4

New Initiatives in 2014-2015 ....................................................................................................... 5

Diversity Initiatives and Programs ............................................................................................... 7

Staff Professional Leadership and Recognition ............................................................................ 7

Recommendations and Concerns for the Future ......................................................................... 8

NC State Strategic Plan ............................................................................................................... 10

DASA Strategic Plan .................................................................................................................... 12

Addendum A: Overview of New Student Orientation Assessment .............................................. 17

Addendum B: Additional New Student Programs Assessment ..................................................... 19
MISSION AND OUTCOMES

New Student Programs addresses the holistic needs of each new NC State student to create a foundation of success.

Based on the core value that people matter, we achieve this through:

- Cultivating strategic partnerships across the University
- Promoting an environment of personal responsibility
- Fostering inclusivity through a shared campus identity
- Partnering with parents and families
- Preparing and empowering student leaders to serve the campus
- Striving to be innovative in meeting the needs of our community

By participating in our programs, students should achieve the outcomes identified below.

Objective 1: Academic Success
- Outcome 1a: Identify skills, university and college resources, and policies that promote academic success and engagement in co-curricular learning experiences

Objective 2: Connection to Campus
- Outcome 2a: Develop a sense of community with fellow students, faculty and staff by engaging in shared experiences
- Outcome 2b: Recognize the value of the different experiences of individuals within the campus community

Objective 3: Community Expectations
- Outcome 3a: Examine the role of personal responsibility as it applies to the University's academic and behavioral expectations and policies
- Outcomes 3b: Identify behaviors and resources that promote personal and community well-being and safety

Objective 4: Transition to the University Environment
- Outcome 4a: Demonstrate the ability to navigate the day-to-day functions of collegiate life by utilizing the available resources

Objective 5: Student Leader Development
- Outcome 5a: Apply effective leadership skills in interactions with students, families, New Student Programs staff, and campus partners
- Outcome 5b: Utilize knowledge of campus to address the transitional needs of new students and families
PROGRAMS AND SERVICES

The following programs and services were coordinated by New Student Programs during 2014-2015.

- **New Student Orientation (NSO):** New Student Orientation aims to assist students in their cultural, intellectual, and social transitions to the NC State community. NSO assists these transitions by familiarizing students with the academic information and expectations of the university, identifying the resources and support services available to aid in a student’s success, connecting students to their peers, faculty, staff and NC State history and traditions to create a sense of community, and presenting the cultural expectations of membership in our community. To this end, New Student Orientation hosted over 11,500 new students and parents during 2014-2015, 4,469 of which were first-year students and 1,496 of whom were transfer students. *Please see Addendum A for an overview of assessment data from New Student Orientation.*

- **Parents’ Orientation (PO):** Based upon the premise that students benefit when parents and families are informed, Parents’ Orientation, which runs concurrently with New Student Orientation, is offered to all parents and family members of incoming students. This program aims to provide the parents, families, and supporters of incoming students with the opportunity to get better acquainted with the academic programs and campus services offered to their student, gain insights into the potential adjustments of their new student and family, and connect with staff and current students. *Through the Parents’ Orientation sessions offered in 2014-2015, New Student Programs welcomed 4,800 parents of first-year students and 847 parents of transfer students into the NC State community. Please see Addendum A for an overview of assessment data from Parents’ Orientation.*

- **Wolfpack Welcome Week (WWW):** Wolfpack Welcome Week is the university’s coordinated programming efforts from the point of move-in to the Saturday after classes begin. With approximately 100 separate events taking place during the ten-day period, WWW promotes the various opportunities for students to connect with campus, including the Arts, academic programs and resources, student organizations, and health and wellness programs. Through WWW, students will develop a sense of community with NC State, student organizations, and smaller peer networks, develop the skills needed to thrive in the classroom, and identify university expectations. Signature events hosted during WWW include: Convocation, Campus Connections, College Connections, RecFest, Silent Disco and Packpalooza. Events coordinated specifically by New Student Programs (with attendance in parenthesis if available) include: Orientation Small Group Reunion (175 students), Wolfpack Wandering: Find Your Classes!, Out-of-State Student Welcome (approx. 150 students), Wolfpack Ways: Commuter Student Welcome (25 students), and NC State Hearts Transfers (approx. 100 students). *Please see Addendum B for assessment data specific to Wolfpack Welcome Week.*

- **Common Reading Program (CRP):** The Common Reading Program is a university-wide shared intellectual experience that strives to develop an environment of intellectual engagement, inside and outside of the traditional classroom, and promote academic discourse and critical and creative thinking. While the CRP encompasses the entire NC State community, new first-year students entering in the fall semester are targeted for engagement in the program to provide them with an introduction to the expectations of higher education upon their immediate entry to NC State. In 2015, the Common Reading Selection Committee chose *Stand Up That Mountain: The Battle to Save One Small Community in the Wilderness Along the Appalachian Trail* by Jay
Erskine Leutze as the 2015 Common Reading text. Also in 2015, in response to assessment results, a Common Reading Engagement Committee was formed with the charge to create additional opportunities for campus to engage with the text and author post-Wolfpack Welcome Week. The 2014 selection, Tomorrow’s Table, was distributed to approximately 4,200 new first-year students prior to the fall semester. Please see Addendum B for assessment data specific to the Common Reading Program.

- **Student Staff Employment:** To fulfill the mission and outcomes of New Student Programs, student staff members are recruited, trained, employed, and evaluated each academic year. In 2014-2015, NSP employed approximately 80 student staff members (approximately 73 first-time staff members and 7 returning staff members). Focusing on their development as student leaders and professionals, this process 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. For the Spring 2015 USC 223 course, 87% of respondents either strongly agreed or agreed the course improved their knowledge of the subject [the university and transition] and the course, overall, was excellent.

- **New Student Checklist:** The New Student Checklist is a service provided by New Student Programs to present incoming first-year and transfer students with a “roadmap to August”. Upon entering the university, there are a variety of items that must be completed prior to the start of classes. In order to mitigate the confusion for new students and parents, NSP compiles (in conjunction with campus partners) these items into the New Student Checklist to smooth the transition process and lessen potential barriers for students beginning their NC State careers. From July 2014 to June 2015, the New Student Checklist webpage was viewed more than 68,000 times.

- **I am #NCState18:** Launched as a collaborative photo project via Instagram, I am #NCState18 showcased the unique experiences of students in their first year at NC State. This project chronicled students’ transitions to the University, celebrated the innovation and creativity of our students and allowed students to tell their NC State story. In the 2014-2015 academic year, 35 first-year students told their own story of the transition to NC State through participation in the I am #NCState18 campaign. Please see Addendum B for assessment data specific to the I am #NCState18 campaign.

- **New Student Guide:** Created by New Student Programs with contributions from university departments and organizations, the New Student Guide serves as a resource for NC State students. The New Student Guide strives to contribute to the success of students by presenting information on succeeding academically, NC State history and traditions, getting involved in the campus community, community expectations, diversity and inclusion, and the day-to-day functions of collegiate life. The New Student Guide is available via the NSP website (over 16,000 page views in 2014-2015) and the NC State Guides mobile application (3,211 downloads in 2014-2015).
NEW INITIATIVES IN 2014-2015

The following initiatives were implemented in 2014-2015 during the New Student Orientation and Parents' Orientation programs and Wolfpack Welcome Week.

- **Combined Student and Parent Orientation Fees**: In an effort to provide access to all parents and family members of incoming first-year and transfer students, New Student Programs integrated the previous Parents' Orientation fees into the First-Year Student Fee (fall first-years) and New Student Fee (fall transfers and all spring entry students) paid by incoming students. The fees being implemented in 2015-2016 (the first year of the combined fee) are $196.75 for first-year students and $52.00 for transfer students.

- **Helping Your Wolf Howl**: To better inform and prepare parents for the possible transitional experiences faced by students during their first year, New Student Programs collaborated with the Counseling Center to deliver this session. Also discussed were the various ways parents can support their student through these moments while sharing resources available to students at NC State.

- **HOWL for Academic Success**: In partnership with Academic Advising Services, this presentation was delivered to each incoming transfer student and Parents' Orientation participant (first-year and transfer) to provide general academic information, introduce the academic expectations of the institution, and connect participants with current academic advisors and students.

- **High-Impact Student Engagement Sessions**: To better represent NC State’s focus on high impact student engagement programs, NSO implemented informational sessions for first-year students and parents. These sessions encouraged students to understand the impact the activities can have on their undergraduate and post-undergraduate careers while also promoting engagement within a student’s first year. To align with the University’s focus, the four focus areas were career development, study abroad, undergraduate research, and service learning. The attendance for these sessions are as follows: Career Development Center (2800 students and parents), Service Learning and Leadership (1400 students and parents), Study Abroad (1900 students and parents), and Undergraduate Research (2100 students and parents).

- **Respect the Pack**: In collaboration with the Title IX Committee, this presentation was incorporated into all New Student Orientation programs to provide education and awareness to incoming first-year and transfer students around sexual assault and sexual violence. Respect the Pack empowered students to create an environment free of sexual assault and violence by intervening and supporting survivors. Respondents of the Incoming Student Surveys (administered by OIRP) indicated NSO provided useful information on the prohibition of sexual violence, relationship violence and stalking at NC State (99% for first-year students; 99% for transfer students) and the resources available if a student needs help preventing or reporting sexual violence (98% for first-year students; 88% for transfer students).

- **Orientation Small Group Reunion**: Hosted by New Student Programs during Wolfpack Welcome Week, the Orientation Small Group Reunion provided new first-year students with the opportunity to reconnect with the Orientation Leader from their New Student Orientation experience. This program strives to promote a sense of community among first-year student,
allow students to reconnect with familiar faces, and get questions answered from an upperclass student prior to the start of the classes. In 2014, 175 first-year students participated in the Orientation Small Group Reunion.

DIVERSITY INITIATIVES AND PROGRAMS

The following diversity initiatives were implemented during 2014-2015 New Student Orientation programs.

- **Integrated International Orientation Experience:** An orientation experience was coordinated for international students, in conjunction with the Office for International Services, in which international students attended an orientation session with domestic students during August Orientation and Spring Orientation sessions to provide an experience integrating international students to the NC State community. New Student Orientation hosted 85 international first-year students, 31 international transfer students, and 21 international parents during 2014-2015.

- **Pack Pride:** The Pack Pride program encouraged diversity and inclusion through a focus on creating a culture of inclusivity and the impact students can have on one another and their community. This was the second year in which the Pack Pride program has been implemented at New Student Orientation. Respondents of the Incoming Student Surveys (administered by OIRP) indicated NSO provided useful information on expectations for NC State community members to act with civility and respect (98% for first-year students; 97% for transfer students) and the impact NC State community members can have on one another (96% for first-year students).

- **Respect the Pack:** Respect the Pack, presented by the Title IX Committee, was incorporated into all New Student Orientation programs to provide education and awareness to incoming first-year and transfer students around sexual assault and sexual violence. Respect the Pack empowered students to create an environment free of sexual assault and violence by intervening and supporting survivors. Respondents of the Incoming Student Surveys (administered by OIRP) indicated NSO provided useful information on the prohibition of sexual violence, relationship violence and stalking at NC State (99% for first-year students; 99% for transfer students) and the resources available if a student needs help preventing or reporting sexual violence (98% for first-year students; 88% for transfer students).

- **Non-Traditional Student Meet Up:** A Non-Traditional Student Meet Up was held at Transfer Orientation sessions to facilitate peer interactions between self-identified non-traditional students. Total attendance across four Transfer Orientation sessions was approximately 75 non-traditional students.

STAFF PROFESSIONAL LEADERSHIP AND RECOGNITION

- **New Staff Appointments:**
  - Director of New Student Programs (Michael Coombes) named on October 1, 2014
  - Associate Director of New Student Programs (Cameron Hill) named on January 1, 2015
  - Coordinator of New Student Programs (Genna Martella) named on June 1, 2015
● Professional Leadership Positions in the Association for Orientation, Transition and Retention in Higher Education (NODA):
  ○ Co-Chair of the Graduate Student Network (Cameron Hill, Associate Director)
  ○ Co-Chair of the Parent & Family Network (Jessica Criswell, Assistant Director)
  ○ Co-Chair of the Transfer Services Network (Michael Coombes, Director)

● Presentations at National Conferences by Personnel:
  ○ Graduate Student Symposium Facilitator, Association for Orientation, Transition and Retention in Higher Education Annual Conference (November 2014). Facilitated by Cameron Hill, Associate Director.
  ○ Transition Programs for Parents and Families, Association for Orientation, Transition and Retention in Higher Education Annual Conference (November 2014). Presented by Jessica Criswell, Assistant Director.

● Personnel Recognition:
  ○ Lori Wilson (Administrative Support Specialist) received the Division of Academic and Student Affairs Pride of the Wolfpack (May 2015).

RECOMMENDATIONS AND CONCERNS FOR THE FUTURE

● Recommendations for the Future
  ○ Increase in Programming for Students in their First Year at NC State: To better fulfill the mission of New Student Programs (NSP) and support the transition of first-year and transfer students, a goal for 2015-2016 is to increase extended transitional programming for students in their first year at NC State. For 2015-2016, NSP has allocated $10,000 in funding to support these efforts, as well hiring a Coordinator of New Student Programs with specific responsibility for program implementation.

  ○ Focusing of Additional Wolfpack Welcome Week Programming: In an effort to align programming with Wolfpack Welcome Week outcomes, an increase in programming focused in the areas of academic success and intercultural awareness. While WWW implemented academic success workshops in 2014-2015, additional programming around academic success skills and resources prior to classes starting will provide more opportunities for students to better prepare themselves for the academic rigor of the institution. Additionally, programs focusing on the culture of
institution and support students intercultural growth will assist students in understanding the university expectations surrounding diversity and inclusion. These efforts should be in collaboration with other units with the Division of Academic and Student Affairs and the Office of Institutional Equity and Diversity.

- **Increase Sponsorship Opportunities:** As New Student Programs initiates extended transitional programming to students, additional funding sources need to be investigated to assist NSP in fulfilling it’s mission of serving new first-year and transfer students, as well current students through development leadership opportunities. While current funding covers the programs and opportunities currently provided by New Student Programs, expansion of offerings may require additional financial resources that NSP will need to find outside of the current fee structure.

- **Concerns for the Future**
  - **Significant Increases in Parental Attendance:** One area that New Student Programs will need to watch for 2015-2016 is the potential increase in parental attendance in the Parents’ Orientation program. While initial increases have been thus far in the registration of parents for 2015 orientation programs, the combined fee and outreach efforts by NSP may results in additional increases in future years. Increased parental access and involvement should be encouraged; however, this may impact the number of orientation sessions provided or the structure of the orientation programs due to limited facility options that will accommodate such large numbers of participants. While a positive issues for New Student Orientation programs, increased attendance at Parents’ Orientation must be monitored to ensure a positive first experience for our community’s newest members.

  - **Wolfpack Welcome Week Funding:** As Wolfpack Welcome Week continues to develop and grow, additional funding may be needed outside of the current allocations from campus partners. The annually contributing campus partners have created a strong foundation of support from which WWW needs to continue developing. Whether through new campus sponsors, or external sponsors, either an increase in significant programs or a significant increase in programs may require a closer examination of WWW funding. New Student Programs will continue looking to collaborate with campus partners for ways to deliver intentional and impactful programming for campus during Wolfpack Welcome Week.

  - **Increases in Costs of Materials and Services:** Whether it is the cost of facilities, materials, or services, increases impact the ability of New Student Programs to provide quality customer experiences and services to new students entering NC State. To that end, new agreements may be needed with campus partners to ensure the financial viability of New Student Orientation and related transitional programs without student incurring the brunt of significant increases in their fees. Realizing that costs continue to climb for all campus partners, solutions may require reexamining how materials are procured and services rendered in future years.
GOAL 1: Enhance the success of our students through educational innovation

Strategy: Enroll a greater percentage of external undergraduate transfer students

- **New Student Orientation Programs**: NSO assisted in the transition of approximately 1,500 external undergraduate transfer students during the 2014-2015 academic year through Transfer Orientation programs. With a focus on introducing students to the campus culture while providing vital information on academic and co-curricular resources that aid in student success, Transfer Orientation provides incoming transfer students with a foundation for success as they transition to NC State. Upon completing their orientation experience, 81% of fall transfers and 89% of spring transfers indicated they felt better prepared for the start their first semester at NC State.

- **NC State Hearts Transfers**: NC State Hearts Transfers, held during Wolfpack Welcome Week prior to classes, aids transfer students in creating a sense of community through peer connections and identifying available resources that support their collegiate success. Approximately 100 transfer students attended NC State Hearts Transfers in 2014.

Strategy: Increase geographical diversity by enrolling more out-of-state and international students

- **International Orientation**: International Orientation for international first-year and transfer undergraduate students, in collaboration with the Office for International Services, was integrated into the traditional orientation sessions for domestic undergraduate students to better align domestic and international student transitions and promote cross-cultural exchanges. 2014-2015 an orientation experience was provided for 85 first-year and 31 transfer undergraduate international students.

- **Out-of-State Student Welcome**: The Out-of-State Student Welcome, hosted during Wolfpack Welcome Week prior to classes, promoted the successful cultural and social transition of new out-of-state undergraduate students. This session provided opportunities to engage with an out-of-state peer network, learning about available campus resources, and learn about the culture of North Carolina. 150 new out-of-state students attended the Out-of-State Student Welcome in 2014.

Strategy: Provide high-impact educational experiences for undergraduates

- **High-Impact Student Engagement Sessions**: Held during first-year student orientation sessions, the High-Impact Student Engagement Sessions promoted first-year student engagement in the four areas of high-impact experiences, as identified by the university. These sessions, focused on career development, service learning, study abroad, and undergraduate research, encouraged students to participate in these high-impact educational experiences from the beginning of the career at NC State and provided information on the pathways to do so. The High-Impact Student Engagement Sessions drew 8,200 attendees in 2014 between students and parents participating in orientation programs. Note:
students had the opportunity to attend two sessions and parents were offered one opportunity to attend these sessions.

- GOAL 2: Enhance scholarship and research by investing in faculty and infrastructure
- GOAL 3: Enhance interdisciplinary scholarship to address the grand challenges of society
- GOAL 4: Enhance organizational excellence by creating a culture of constant improvement
  - Strategy: Enhance institutional pride among all staff, faculty, and students
    - In 2014-2015, New Student Programs participated in the implementation of the #NCState19 campaign in collaboration with university partners, including Undergraduate Admissions and the Division of Academic and Student Affairs. Used as a means to connect students to the institution and their cohort of first-year students, the campaign also aims to build community among incoming students via Social Media platforms.
  - Strategy: Encourage diversity and inclusion
    - Integrated International Orientation Experience: An orientation experience was coordinated for international students, in conjunction with the Office for International Services, in which international students attended an orientation session with domestic students during August Orientation and Spring Orientation sessions to provide an experience integrating international students to the NC State community. New Student Orientation hosted 85 international first-year students, 31 international transfer students, and 21 international parents during 2014-2015.
    - Pack Pride: The Pack Pride program encouraged diversity and inclusion through a focus on creating a culture of inclusivity and the impact students can have on one another and their community. This was the second year in which the Pack Pride program has been implemented at New Student Orientation. Respondents of the Incoming Student Surveys (administered by OIRP) indicated NSO provided useful information on expectations for NC State community members to act with civility and respect (98% for first-year students; 97% for transfer students) and the impact NC State community members can have on one another (96% for first-year students).
    - Respect the Pack: Respect the Pack, presented by the Title IX Committee, was incorporated into all New Student Orientation programs to provide education and awareness to incoming first-year and transfer students around sexual assault and sexual violence. Respect the Pack empowered students to create an environment free of sexual assault and violence by intervening and supporting survivors. Respondents of the Incoming Student Surveys (administered by OIRP) indicated NSO provided useful information on the prohibition of sexual violence, relationship violence and stalking at NC State (99% for first-year students; 99% for transfer students) and the resources available if a student needs help preventing or reporting sexual violence (98% for first-year students; 88% for transfer students).
- **Non-Traditional Student Meet Up:** A Non-Traditional Student Meet Up was held at Transfer Orientation sessions to facilitate peer interactions between self-identified non-traditional students. Total attendance across four Transfer Orientation sessions was approximately 75 non-traditional students.

- **Strategy: Diversify financial resources**
  - **Sponsorship Programs:** New Student Programs initiated sponsorship opportunities, newly created in 2014-2015, for on-campus and off-campus entities to diversify financial resources in a manner that aligns with office and program values and needs and to better utilize financial and personnel resources in support of expanding programming opportunities for current (student employees) and new students. Areas of focus for sponsorships included on-campus and local overnight accommodations for Parents’ Orientation participants, as well as on-campus and off-campus housing options for incoming transfers who have yet to secure housing arrangements for the fall semester. In 2014-2015, $1500.00 was generated by the Parents’ Orientation Accommodations Sponsorship and $1500.00 was generated by the Transfer Orientation Housing Fair sponsorship program.

- **GOAL 5: Enhance local and global engagement through focused strategic partnerships**

### DASA STRATEGIC PLAN

- **GOAL 1: SHAPE YOUR LIFE**
  - **Strategy 1.2: Expand and Enhance the First Year Experience**
    - **I am #NCState18:** Launched as a collaborative photo project via Instagram, I am #NCState18 showcased the unique experiences of students in their first year at NC State. This project chronicled students’ transitions to the University, celebrated the innovation and creativity of our students and allowed students to tell their NC State story. In the 2014-2015 academic year, 35 first-year students told their own story of the transition to NC State through participation in the I am #NCState18 campaign. Please see Addendum B for assessment data specific to the I am #NCState18 campaign.

  - **Orientation Small Group Reunion:** Hosted by New Student Programs during Wolfpack Welcome Week, the Orientation Small Group Reunion provided new first-year students with the opportunity to reconnect with the Orientation Leader from their New Student Orientation experience. This program strives to promote a sense of community among first-year student, allow students to reconnect with familiar faces, and get questions answered from an upperclass student prior to the start of the classes. In 2014, 175 first-year students participated in the Orientation Small Group Reunion.

  - **First Year Experiences:** Created a specific First Year Experiences webpage, hosted on the New Student Programs website and NC State
Guides mobile application, in an effort to better coordinate communication of transitional experiences offered by institutional partners to incoming first-year students. In 2014-2015, the First Year Experiences webpage received 2,374 pageviews (via Google Analytics).

- **New Student Guide:** Created by New Student Programs with contributions from university departments and organizations, the New Student Guide serves as a resource for NC State students. The New Student Guide strives to contribute to the success of students by presenting information on succeeding academically, NC State history and traditions, getting involved in the campus community, community expectations, diversity and inclusion, and the day-to-day functions of collegiate life. The New Student Guide is available via the NSP website (over 16,000 page views in 2014-2015) and the NC State Guides mobile application (3,211 downloads in 2014-2015).

  - *Strategy 1.3: Develop transfer student experiences*

- **Transfer Year Experiences:** Created a specific Transfer Year Experiences webpage, hosted on the New Student Programs website and NC State Guides mobile application, in an effort to better coordinate communication of transitional experiences offered by institutional partners offered to incoming transfer students. In 2014-2015, the Transfer Year Experiences webpage received 996 unique pageviews (via Google Analytics).

- **GOAL 2: OPEN YOUR MIND**
  - *Strategy 2.2: Expand access to high impact practices*

- **High-Impact Student Engagement Sessions:** Held during first-year student orientation sessions, the High-Impact Student Engagement Sessions promoted first-year student engagement in the four areas of high-impact experiences, as identified by the university. These sessions, focused on career development, service learning, study abroad, and undergraduate research, encouraged students to participate in these high-impact educational experiences from the beginning of the career at NC State and provided information on the pathways to do so. The High-Impact Student Engagement Sessions drew 8,200 attendees in 2014 between students and parents participating in orientation programs. Note: students had the opportunity to attend two sessions and parents were offered one opportunity to attend these sessions.

- **Common Reading Program:** The Common Reading Program is a university-wide shared intellectual experience that strives to develop an environment of intellectual engagement, inside and outside of the traditional classroom, and promote academic discourse and critical and creative thinking. While the CRP encompasses the entire NC State community, new first-year students entering in the fall semester are targeted for engagement in the program to provide them with an introduction to the expectations of higher education upon their immediate entry to NC State. The 2014 selection, Tomorrow’s Table, was
distributed to approximately 4,200 new first-year students prior to the fall semester.

- **GOAL 3: BUILD YOUR COMMUNITY**
  - Strategy 3.1: Promote success of non-traditional students by enhancing existing support structures and creating new ones where needed
    - **Integrated International Orientation Experience**: An orientation experience was coordinated for international students, in conjunction with the Office for International Services, in which international students attended an orientation session with domestic students during August Orientation and Spring Orientation sessions to provide an experience integrating international students to the NC State community. *New Student Orientation hosted 85 international first-year students, 31 international transfer students, and 21 international parents during 2014-2015.*

  - **Non-Traditional Student Meet Up**: A Non-Traditional Student Meet Up was held at Transfer Orientation sessions to facilitate peer interactions between self-identified non-traditional students. *Total attendance across four Transfer Orientation sessions was approximately 75 non-traditional students.*

  - **Wolfpack Ways: Commuter Student Welcome**: The Commuter Student Welcome was held during Wolfpack Welcome Week as a means to engage a traditionally underserved student population. This program aimed to provide students with a peer network of commuters with whom to connect while fostering engagement in the campus community by presenting pathways in which students could become involved. Held prior to Convocation, students were also encouraged to attend Convocation with fellow commuter students. *25 first-year students attended Wolfpack Ways: Commuter Student Welcome in 2014.*

  - Strategy 3.2: Develop student pride through traditions, the celebration of achievement and excellence, and other support activities
    - **Convocation**: Held during Wolfpack Welcome Week and coordinated in conjunction with the Associate Vice Provost for Academic and Student Affairs, Convocation serves as the welcome of first-year students into the intellectual and cultural environment of NC State. Aimed at developing institutional pride and introducing first-year students to institutional expectations, Convocation also provides a venue in which first-year students hear from the Chancellor and Common Reading Program author. *In 2014, Convocation was attended by approximately 3,000 first-year and returning students.*

    - **The Brick**: *The Brick*, NC State’s book of history and traditions published by NC State’s Student Government, was distributed to all new first-year and transfer students at New Student Orientation programs to facilitate the introduction and integration of new students into the culture of NC
State. The Brick was distributed to approximately 6,000 incoming first-year and transfer students during 2014-2015.

■ **NC State History Tour:** As a portion of first-year student orientation programs, the nighttime NC State History Tour to assist students in learning about and connecting with NC State’s most beloved traditions. This tour also teaches incoming first-year students about the history of the institution to instill pride in first-year students new home. *Approximately 250 students participated in the NC State History Tour in 2014.*

- **Strategy 3.3: Strengthen campus commitment to diversity and inclusion**
  
  ■ **Pack Pride:** The Pack Pride program encouraged diversity and inclusion through a focus on creating a culture of inclusivity and the impact students can have on one another and their community. This was the second year in which the Pack Pride program has been implemented at New Student Orientation. *Respondents of the Incoming Student Surveys (administered by OIRP) indicated NSO provided useful information on expectations for NC State community members to act with civility and respect (98% for first-year students; 97% for transfer students) and the impact NC State community members can have on one another (96% for first-year students).*

  ■ **Respect the Pack:** Respect the Pack, presented by the Title IX Committee, was incorporated into all New Student Orientation programs to provide education and awareness to incoming first-year and transfer students around sexual assault and sexual violence. Respect the Pack empowered students to create an environment free of sexual assault and violence by intervening and supporting survivors. *Respondents of the Incoming Student Surveys (administered by OIRP) indicated NSO provided useful information on the prohibition of sexual violence, relationship violence and stalking at NC State (99% for first-year students; 99% for transfer students) and the resources available if a student needs help preventing or reporting sexual violence (98% for first-year students; 88% for transfer students).*

- **SERVE YOUR UNIVERSITY:** Providing leadership for student success

- **ENSURE SUSTAINABILITY:** Developing and stewarding resources for organizational excellence

  - **Strategy 5.1: Establish a DASA Development Office and a culture of development in DASA**

  ■ **Sponsorship Programs:** New Student Programs initiated sponsorship opportunities, newly created in 2014-2015, for on-campus and off-campus entities to diversify financial resources in a manner that aligns with office and program values and needs and to better utilize financial and personnel resources in support of expanding programming opportunities for current (student employees) and new students. Areas of
focus for sponsorships included on-campus and local overnight accommodations for Parents’ Orientation participants, as well as on-campus and off-campus housing options for incoming transfers who have yet to secure housing arrangements for the fall semester. In 2014-2015, $1500.00 was generated by the Parents’ Orientation Accommodations Sponsorship and $1500.00 was generated by the Transfer Orientation Housing Fair sponsorship program.
ADDENDUM A: OVERVIEW OF NEW STUDENT ORIENTATION ASSESSMENT

*New Student Orientation Overview*

- In 2014-2015, New Student Programs coordinated twenty-five New Student Orientation programs for incoming students. These programs included nineteen two-day programs for first-year students and parents, five one-day programs for transfer students and parents, and one one-day program that included both first-year and transfer students and parents. This represents an increase from twenty-three sessions in 2013-2014.

*2014-2015 Orientation Attendance by Participant Type:*

<table>
<thead>
<tr>
<th>Orientation Program</th>
<th>First-Year Students</th>
<th>First-Year Parents</th>
<th>Transfer Students</th>
<th>Transfer Parents</th>
<th>Attendance by Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer Orientation</td>
<td>4,152</td>
<td>4,529</td>
<td>1,043</td>
<td>667</td>
<td>10,052</td>
</tr>
<tr>
<td>August Orientation</td>
<td>187</td>
<td>219</td>
<td>83</td>
<td>15</td>
<td>504</td>
</tr>
<tr>
<td>International</td>
<td>85</td>
<td>19</td>
<td>31</td>
<td>2</td>
<td>137</td>
</tr>
<tr>
<td>Spring Orientation</td>
<td>45</td>
<td>33</td>
<td>339</td>
<td>3</td>
<td>580</td>
</tr>
<tr>
<td>Total 2014-2015</td>
<td>4,469</td>
<td>4,800</td>
<td>1,496</td>
<td>847</td>
<td>11,612</td>
</tr>
</tbody>
</table>

- **Attendance Items of Note:**
  - Overall attendance (students and parents) increased by 10% for all New Student Orientation and Parents’ Orientation programs from 2013-2014 to 2014-2015.
  - New Student Orientation summer sessions saw an increase of 279 first-year students attending.
  - 116 international students attended New Student Programs coordinated orientation sessions for the first time.
  - 21 international parents were provided a Parents’ Orientation program for the first time.
  - Parents’ Orientation saw an increase of 542 first year parents attending from 2013-2014.
  - There were increases from 2013-2014 in the percentage of first-year and transfer students bringing at least one parent to Parents’ Orientation.
  - Transfer parent attendance increased 25% from 2013-2014.
  - Parents’ Orientation saw an 13% increase from 2013-2014 in first year parent attendance.
**Orientation Related Assessment Items of Note:**

- **Incoming Student Surveys:** Assessment related to New Student Orientation was collected as part of the Incoming Student Surveys administered to first-year and transfer students by the Office of Institutional Research and Planning. The number of student respondents was 1,933 first-year students and 422 transfer students.

- **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.

<table>
<thead>
<tr>
<th></th>
<th>Summer First-Year Students</th>
<th>Summer First-Year Parents</th>
<th>Summer Transfer Students</th>
<th>Summer Transfer Parents</th>
<th>Spring Students</th>
<th>Spring Parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer First-Year Students</td>
<td>88.5%</td>
<td>96.2%</td>
<td>81.0%</td>
<td>89.4%</td>
<td>89.0%</td>
<td>94.0%</td>
</tr>
</tbody>
</table>

- **Graduate in Timely Manner:** Reinforcing the University’s policy on progress towards degree, 95.6% of summer first-year students (an increase of 4% from 2014) and 92.1% of summer transfer students (an increase of 15% from 2014) either strongly agreed or agreed they received useful information on NC State’s expectation to graduate in a timely manner.

- **Prohibition of Sexual Violence:** 98.8% of summer first-year students and 99.1% of summer transfer students indicated that Orientation provided useful information on the prohibition of sexual violence, relationship violence, and stalking at NC State.

- **Resources Available for Preventing or Reporting:** 97.8% of summer first-year students and 88.3% of summer transfer students, and 97.4% of spring entry students indicated that Orientation provided useful information on the resources available if a student needs help preventing or reporting sexual violence.

- **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.

<table>
<thead>
<tr>
<th></th>
<th>Summer First-Year Students</th>
<th>Summer First-Year Parents</th>
<th>Summer Transfer Students</th>
<th>Summer Transfer Parents</th>
<th>Spring Students</th>
<th>Spring Parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer First-Year Students</td>
<td>90.3%</td>
<td>95.9%</td>
<td>84.3%</td>
<td>91.9%</td>
<td>89.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
ADDENDUM B: ADDITIONAL NEW STUDENT PROGRAMS ASSESSMENT

- Wolfpack Welcome Week
  - Wolfpack Welcome Week was held from Wednesday, August 13, 2014 to Saturday, August 23, 2015 and encompassed approximately 100 events.

  - Learning Outcomes: By engaging in Wolfpack Welcome Week events and activities, we hope students will:
    - Develop a Sense of Community with NC State University
    - Develop a Sense of Community with student organizations and small social groups
    - Develop the skills needed to thrive in the classroom
    - Identify university expectations

  - First Term Surveys: Assessment related to Wolfpack Welcome Week was collected as part of the First Term Surveys (FYS) administered to first-year and transfer students by DASA Assessment. The number of student respondents was 1,840 first-year students and 474 transfer students.

  - Attending Wolfpack Welcome Week: According to FTS respondents, 88.8% of first-year respondents and 49.6% of transfer respondents attended at least one event during Wolfpack Welcome Week.

  - Positive Experiences: Students overwhelmingly responded that their experience with Wolfpack Welcome Week was either “excellent” or “good” (90.7% of first-year students; 85.9% of transfer students)

  - Hoped to Gain and Did Actually Gain: Students were asked what they hoped to gain and what they actually did gain from Wolfpack Welcome Week. Consistent across first-year and transfer students, the top two responses for what students hoped to gain were “Fun/Entertainment” and “Get connected to student organizations and activities on campus”. The complete table of responses is below separated by what students hoped to gain, what students actually did gain, and student entry type.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Hoped to Gain</th>
<th>Actually Gained</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>First-Year</td>
<td>Transfer</td>
</tr>
<tr>
<td>Fun/Entertainment</td>
<td>90.9%</td>
<td>77.4%</td>
</tr>
<tr>
<td>Make new friends</td>
<td>83.3%</td>
<td>70.6%</td>
</tr>
<tr>
<td>Get connected to student organizations and activities on campus</td>
<td>80.4%</td>
<td>76.6%</td>
</tr>
<tr>
<td>Feel more a part of the NC State community</td>
<td>76.2%</td>
<td>69.8%</td>
</tr>
<tr>
<td>Understand more about life at NC State</td>
<td>64.5%</td>
<td>58.7%</td>
</tr>
<tr>
<td>Learn my way around campus</td>
<td>72.0%</td>
<td>63.4%</td>
</tr>
<tr>
<td>Meet university faculty and staff</td>
<td>27.4%</td>
<td>29.4%</td>
</tr>
<tr>
<td>Interact with others who are different from me</td>
<td>40.2%</td>
<td>32.8%</td>
</tr>
<tr>
<td>Learn the skills necessary to thrive in the classroom</td>
<td>31.2%</td>
<td>23.0%</td>
</tr>
<tr>
<td>Other</td>
<td>1.9%</td>
<td>1.3%</td>
</tr>
</tbody>
</table>
Follow Up from Hoped to Gain: A follow up question was also asked of students: Of only those who hoped to gain, how many actually did gain. The results are related below.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Hoped to Gain</th>
<th>Actually Gained</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fun/Entertainment</td>
<td>90.9%</td>
<td>89.6%</td>
</tr>
<tr>
<td>Make new friends</td>
<td>83.3%</td>
<td>69.7%</td>
</tr>
<tr>
<td>Get connected to student organizations and activities on campus</td>
<td>80.4%</td>
<td>73.7%</td>
</tr>
<tr>
<td>Feel more a part of the NC State community</td>
<td>76.2%</td>
<td>72.8%</td>
</tr>
<tr>
<td>Understand more about life at NC State</td>
<td>64.5%</td>
<td>69.9%</td>
</tr>
<tr>
<td>Learn my way around campus</td>
<td>72.0%</td>
<td>78.3%</td>
</tr>
<tr>
<td>Meet university faculty and staff</td>
<td>27.4%</td>
<td>38.4%</td>
</tr>
<tr>
<td>Interact with others who are different from me</td>
<td>40.2%</td>
<td>61.1%</td>
</tr>
<tr>
<td>Learn the skills necessary to thrive in the classroom</td>
<td>31.2%</td>
<td>36.1%</td>
</tr>
</tbody>
</table>

Convocation Experiences: As a signature event during Wolfpack Welcome Week, Convocation was held on Monday, August 18, 2014. 67.3% of respondents indicated they attended Convocation with 72.5% of those respondents who attended indicating they “probably would” or “definitely would” recommend attending Convocation to first-year students next year.

Common Reading Program
- The 2014 Common Reading Selection was Tomorrow’s Table: Organic Farming, Genetics, and the Future of Food by Pamela Ronald and Raoul Adamchak.

Learning Outcomes: The NC State University Common Reading Program strives to:
- Provide a shared intellectual experience that will contribute to a sense of community by increasing student-to-student and student-to-instructor interactions
- Develop an environment of intellectual engagement, both inside and outside the traditional classroom
- Create a foundation for students to explore values and ethics
- Raise awareness and tolerance of intergenerational and cultural likenesses and differences
- Promote academic discourse, critical thinking, and an exchange of ideas
- Provide an introduction to the expectations of higher education

First Term Survey: Assessment related to the Common Reading Program was collected as part of the First Term Surveys (FTS) administered to first-year students by DASA Assessment. The number of first-year student respondents was 1,840.

Reading the Text: Approximately 86% of first-year student respondents indicated they either read the entire text or a portion thereof. These numbers remained fairly consistent (within 3%-5%) from the five previous years.
Involvement in Discussions: In 2014, 43% of respondents reported involvement in discussions around the Common Reading book in the first two weeks of the semester. By October (when the survey was administered), only 16% of respondents reported involvement in discussions around the Common Reading book.

Classes and Casual Settings: Respondents also indicated discussions of the text were most often to occur with fellow first-year students (34%) and NC State faculty (19%) in classes (19%) and casual settings (19%).

Convocation Including the CRP Author: When asked their level of agreement with the following statement: Convocation should continue to include the author of the Common Reading text; less than half (43.2%) of the first-year respondents either agreed or strongly agreed.

I am #NCState18

The I am #NCState18 campaign launched on August 19, 2014 at Campus Connections during Wolfpack Welcome Week and ran for 37 weeks during the 2014-2015 academic year finishing in May 2015. 35 students participated in the campaign by posting 278 unique Instagram pictures.

Learning Outcomes: By participating in I am #NCState18, we hope students will:
- See NC State through a different lens
- Enjoy using social media in a creative way
- Connect with other NC State students
- Connect with faculty/staff
- Think about your involvement interests and academic goals
- Feel like a valued member of the campus community

Follow Up Surveys: I am #NCState18 photographers were surveyed about their experience with the campaign. Participants provided insight into the structure of the program, their experiences, and the extent to which they achieved the programmatic outcomes.

A Different Lens: To measure the extent to which participants feel they have achieved the outcomes, participants were asked “through your participation [in I am #NCState18], to what extent did you …” Percentages of responses are detailed below.

<table>
<thead>
<tr>
<th>Through your participation [in I am #NCState18], to what extent did you…</th>
<th>A great extent</th>
<th>Some</th>
<th>A little</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>See NC State through a different lens</td>
<td>48.6%</td>
<td>45.7%</td>
<td>5.7%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Enjoy using social media in a creative way</td>
<td>82.9%</td>
<td>17.1%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Connect with other NC State students</td>
<td>48.6%</td>
<td>37.1%</td>
<td>14.3%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Connect with faculty/staff</td>
<td>14.3%</td>
<td>20.0%</td>
<td>25.7%</td>
<td>40.0%</td>
</tr>
<tr>
<td>Think about your involvement interests and academic goals</td>
<td>57.1%</td>
<td>34.3%</td>
<td>5.7%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Feel like a valued member of the campus community</td>
<td>62.9%</td>
<td>34.3%</td>
<td>2.9%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>