Humboldt State University

Enrollment Management and Student Affairs

Enrollment Management

Orientation and Preview Programs

Orientation and Preview Programs Mission Statement

Mission Statement
The mission of the Office of Orientation & Preview Programs is to support students in their transition to campus and assist them in exploring their educational and personal purpose. Services and programming serve to communicate what it means to be a member of the Humboldt State community, teach new students the academic requirements of obtaining a bachelor's degree, and provide social opportunities.

Related Items
1: Support students in transition

Description of Goal
To provide information, services, and programs that support new students in their transition to HSU.

1a: As a result of Orientation, students will be knowledgeable about the resources on campus.
Type of Outcome: Student learning outcome
Learning Domain: KA: Knowledge Acquisition, Construction, Integration & Application

Description of Outcome
As a result of Orientation, students will be knowledgeable about the resources on campus.

Measurement Strategy: Survey

Assessment Method

Results of Assessment
Asked students if the "HOP experience was able to answer of your questions"

49.6% (606) cited "a great deal"
34.05% (413) cited "considerably"
10.55% (128) cited "moderately"
4.86% (59) cited "slightly"
.58% (7) cited "not at all"

Also asked specific questions about the types of resources that they felt knowledgable about:

	(A) Strongly Agree	(B) Agree	(C) Neither Agree Nor Disagree	(D) Disagree	(F) Strongly Disagree	Total
I learned about the different resources on campus that could help me if I am having academic concerns	58.98% 719	38.23% 466	2.30% 28	0.33% 4	0.16% 2	1,219
I learned about the different resources on that campus that could help me if I am having troubles adjusting to life here	56.50% 687	37.17% 452	5.35% 65	0.66% 8	0.33% 4	1,216
I learned what to expect socially at HSU	41.48% 504	37.86% 460	17.20% 209	2.96% 36	0.49% 6	1,215
I learned what to expect academically at HSU	47.84% 577	40.71% 491	9.78% 118	1.24% 15	0.41% 5	1,206
I met new people that I could consider friends	54.91% 666	31.74% 385	9.98% 121	2.31% 28	1.07% 13	1,213
I was made to feel connected to HSU	52.11% 631	34.43% 417	11.23% 136	1.49% 18	0.74% 9	1,211

	(A) Strongly Agree	(B) Agree	(C) Neither Agree Nor Disagree	(D) Disagree	(F) Strongly Disagree	Total
I know where all of the important buildings are on campus	31.07% 379	47.05% 574	14.84% 181	6.23% 76	0.82% 10	1,220
I have a clear understanding of how to register for classes	46.30% 563	42.52% 517	8.39% 102	2.55% 31	0.25% 3	1,216
I know what resources are available to me if I have questions about paying for college	51.69% 628	42.06% 511	5.35% 65	0.82% 10	0.08% 1	1,215
I know at least one staff or faculty member that I can turn to if I have questions/concerns	53.00% 645	34.59% 421	8.30% 101	3.20% 39	0.90% 11	1,217
I know what resources are available to me if I have questions about housing	49.96% 607	38.85% 472	8.72% 106	2.14% 26	0.33% 4	1,215
I know what resources are available to me if I have questions about employment	51.57% 626	42.17% 512	5.11% 62	0.99% 12	0.16% 2	1,214

I received useful information on the following topics at some point in my orientation experience from June-August:

	(A) Strongly Agree	(B) Agree	(C) Neither Agree Nor Disagree	(D) Disagree	(F) Strongly Disagree	Total
Safety and security on campus	61.58% 750	33.91% 413	3.53% 43	0.82% 10	0.16% 2	1,218
Different rules, regulations, and policies at HSU	53.79% 653	39.46% 479	5.60% 68	0.91% 11	0.25% 3	1,214
Campus activities and programs	51.44% 627	41.02% 500	5.91% 72	1.56% 19	0.08% 1	1,219
Academic requirements	57.96% 703	36.60% 444	4.62% 56	0.66% 8	0.16% 2	1,213
Technology resources on campus	37.59% 456	41.88% 508	14.92% 181	5.19% 63	0.41% 5	1,213
Campus support services to keep me physically and mentally fit	56.99% 693	36.18% 440	5.18% 63	1.48% 18	0.16% 2	1,216
How to find information like the online schedule of classes	54.71% 668	36.53% 446	6.63% 81	1.97% 24	0.16% 2	1,221
How academic advising works	45.43% 552	39.75% 483	10.95% 133	3.05% 37	0.82% 10	1,215

Conclusions

Greatest variation was in response to "I learned what to expect socially at HSU." Although students responded well to feeling a sense of social belonging at HSU, we might look at how we're communicating social integration.

1b: As a result of Orientation, students will report a sense of belonging to the HSU community.

Type of Outcome: Student learning outcome
Learning Domain: IC: Interpersonal Competence

Description of Outcome

As a result of Orientation, students will report a sense of belonging to the HSU community.

Measurement Strategy: Survey

Assessment Method

- HOP survey

Results of Assessment

I met new people that I could consider friends	54.91% 666	31.74% 385	9.98% 121	2.31% 28	1.07% 13	1,213
I was made to feel connected to HSU	52.11% 631	34.43% 417	11.23% 136	1.49% 18	0.74% 9	1,211

To what extent was the Orientation & Admissions staff....

	(A) A Great Deal	(B) Considerably	(C) Moderately	(D) Slightly	(F) Not At All	Total
Available	69.81% 851	25.10% 306	4.35% 53	0.57% 7	0.16% 2	1,219
Courteous	79.75% 969	16.46% 200	3.29% 40	0.41% 5	0.08% 1	1,215
Knowledgeable	65.24% 794	26.95% 328	6.41% 78	1.15% 14	0.25% 3	1,217
Welcoming	85.31% 1,034	11.14% 135	3.05% 37	0.41% 5	0.08% 1	1,212

We asked students to provide a reason why they did not attend the HOParty social. The majority did attend. Reasons given for not attending:

Answer Choices	Responses	
I went out to dinner	12.65%	62
I hung out with my family	16.53%	81
I hung out with new (or old) friends somewhere else	30.20%	148
I was moving into my new place	4.69%	23
I didn't feel well	9.18%	45
I live in the area and had other plans	6.73%	33
It didn't sound interesting to me	21.22%	104
I was sleeping	14.69%	72
Total Respondents: 490		

Conclusions

Students express great appreciation for HOP and a strong sense of belonging. Hoping to keep HOP 2015 relatively similar to expect similar responses.

1c: First year students will be satisfied with the orientation experience.
  Type of Outcome: Student learning outcome
  Learning Domain: KA: Knowledge Acquisition, Construction, Integration & Application

  Description of Outcome
  First year students will be satisfied with the orientation experience.

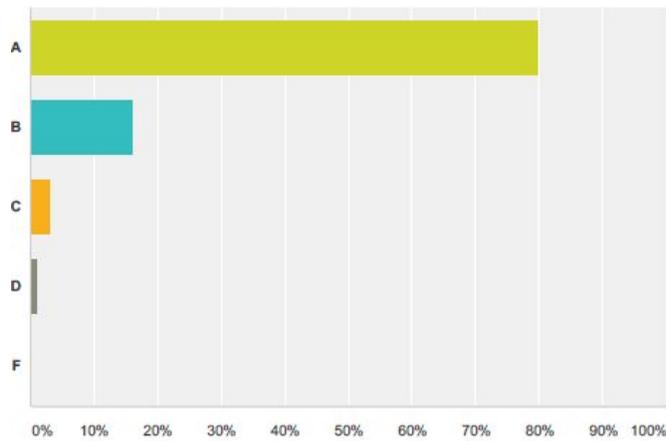 **Measurement Strategy:** Survey

  Assessment Method

  Results of Assessment

  To what extent was your HOP experience...

An Enjoyable Experience	23.52% 286	38.49% 468	27.47% 334	8.22% 100	2.30% 28	1,216

Q8 I give my peer counselor an:

Answered: 1,221   Skipped: 0

Conclusions
Students reported an overall positive experience at HOP. We might try doing a mid-point quick 1-2 question survey to identify if there are peer counselors who are consistently getting poor scores so that we have enough time to intervene. My guess is that the peer counselor is a powerful determinant of overall HOP satisfaction.

1d: The OPP staff will identify the most valuable components of the Preview Program that yield more admits.
  Type of Outcome: General Outcome
  Learning Domain:

  Description of Outcome
  The OPP staff will identify the most valuable components of the Preview Program that yield more admits.

  Measurement Strategy: Survey, Existing Data

  Assessment Method

  Results of Assessment

Page 2, Q2. What were your expectations of this event?		
20	To learn about the school and how well I would probably do there.	Apr 3, 2014 9:49 PM
21	All that I seen there in HSU were all the expectations I had	Apr 3, 2014 9:06 PM

  Asked guests to share their expectations of the event. Used coding for all of the open-ended responses collected:
  Campus life: 15
  Academic Department: 10
  Campus Tour: 5
  Housing: 3
  Meet current students: 2
  Meet staff: 1
  Spend time in residence hall room: 1

  - Spring Preview 2014

  Conclusions
  Helpful to ask open-ended question to see what responses students gave. Wanted a higher response rate overall. Might offer suggestions as checkbox in the future to see what they rank as most important out of a list of options.
  Did rearrange 2015 schedule to focus more on academics as a response to this survey and observational data. Received positive feedback and will plan to offer more academic sessions again in 2016.

2: Provide information to parents and families

  Description of Goal
  To provide information and resources to parents and family members in support of the success of their student.

2a: The Office of Orientation and Preview Programs office staff will foster strong communication by responding to parent/family members request for information in a timely manner.

Type of Outcome: General Outcome
Learning Domain:

Description of Outcome
Track communication with parents in OPP office in order to determine current interactions by length and overall traffic

Measurement Strategy: Other

Assessment Method
Using digital call logs used in the OPP office to track all incoming and outgoing calls.

Results of Assessment
Looked at peak months for phone calls as well as length of each phone call.

Length of calls averaged 0-5 minutes. Longest calls were from parents and transfer students. Peak months were April-August.

Conclusions
Did not think to add a "parent" button. Requires manual review of each call logged to know what parent phone calls were received.

For next year, we'll need to add a parent button for quick reference.

2b: Parents/family members who participate in the Orientation will be more informed about the ways in which they can support their student.

Type of Outcome: Student learning outcome
Learning Domain: KA: Knowledge Acquisition, Construction, Integration & Application, PC: Practical Competence

Description of Outcome
Parents/family members who participate in the Orientation will be more informed about the ways in which they can support their student.

Measurement Strategy: Survey, Observation

Assessment Method
Observation during Family & Guest Orientation activities and events

Survey will be half-sheet paper survey handed out during all FG workshops/presentations.

Results of Assessment

Conclusions
Not able to complete in 2014. Will look at surveying parents during their sessions for the 2015 orientation sessions.

3: To collaborate across campus

Description of Goal
To collaborate across campus to support a comprehensive transition program for new students.

3a: An orientation steering committee will be established for the 2014-15 academic year.
Type of Outcome: General Outcome
Learning Domain:

Description of Outcome
Orientation Advisory Committee to be established in the fall 2014 semester.

Measurement Strategy: Other

Assessment Method

Results of Assessment
Committee has been established and began meeting in the Spring 2015 semester.

Conclusions
Committee meets once every 2-3 weeks and subgroups meet in between this time.

Staffing and Budget Snapshot

Investments

- Budget snapshot
- Staffing

Related Items
There are no related items.

End of Year Summary

Summary and Conclusions
I have the right tool and right vehicle to deliver it re: HOP survey for students. With such a strong response rate, I am confident that we're getting the feedback that we need from the students. Because the survey is a national survey copy, I also think that we're asking the right questions. Seems that our goals for the student orientation and their expectations are quite aligned, except in terms of the length of the orientation, which stands out as a positive outcome for us, but a negative outcome for some of them. Have not had the same successes with surveys for Spring Preview and for Family Orientation. It's hard to know that we're asking the right questions and getting enough feedback from participants to make decisions guided by their feedback until we can better deliver the survey that we have already developed. Survey does seem to be the best way to go and we have plans for 2015 in how to get the survey out there.

Next Steps and Plans for Improvement
Making some small changes to our survey tool and delivery methods will help to collect stronger data.

I need much more support in reporting and collecting/sharing data. This is highlighted by our experience with Spring Preview using Cashnet to easily manage registrations & payments, but not having a system that tracks the students in PS. We're doing a lot of manual data collection and cross-referencing and it's not effective.

As Dr. Mullendore's report stated after his consulting trip in August 2014, he rarely advocates for additional staffing but he does in the case of my office. Having additional professional staff support - especially to support the increase in parent communications and record event attendee numbers - would be invaluable in meeting the goals year to year.

Related Items
There are no related items.