

## **Orientation and New Student Programs - SFAC HIGHLIGHT SUMMARY** **Budget Cycle FV25**

### **1. Did you receive any new funding for this year? If so, how is it being used?**

#### **Present your budget worksheet.**

No new funding was received for this year.

### **2. Summarize the usage of your services. What areas/programs saw increases or decreases?**

#### **Orientation Programs**

In 2023 the UHCL approach to orientation shifted models to better align the enrollment, advising, and orientation process for incoming students. Specifically, this impacted the process for new incoming first-year freshman students; however, each orientation program had an increase in sessions offered and student participants from last year.

#### **First-Year Freshman Orientation Program - Student Orientation and Registration**

2023 saw the change from a Welcome-Week Orientation model back to a traditional Summer Orientation model. The traditional Summer Orientation model allowed for new students to attend one two-day orientation program offered in January and May-August. Day 1 focused on an introduction to UHCL resources, addressing the critical basic needs of students; including their advising and registration session. Day 2 focused on breaking down large student topics such as Career Services and Mental Health and Wellness while also creating

- This model change resulted in an [increase in the number of orientation programs for first-year freshmen](#) from one large program in 2022 to 9 smaller programs in 2023.
- Student participation in 2022 was 268 students, [increasing to 517 students participating in 2023.](#)

#### **Transfer, Graduate and Post-Baccalaureate Orientation Program - Transfer Student Orientation {TSO}**

2023 did not see an orientation model change for transfer, graduate, or post-baccalaureate students. This orientation model allowed for new students to attend one five-hour orientation program offered in January and May-August. This compact program highlights the orientation requirements for all students including Mental Health and Wellness and Academic Honesty. The session also allows students to self-select Hawk Talk Breakout Sessions based on their interests and a Meet Your College session hosted by their academic Deans.

- Although there was no model change, there was [an increase in the number of orientation programs for transfer, graduate, and post-baccalaureate students](#) from 4 programs in 2022 to 7 programs in 2023.
- Student participation in 2022 was 708 students, [increasing to 834 students participating in 2023.](#)

Submitted 10/27/23 SFAC Hearings - University of Houston-Clear Lake

Revised 8/8/23

Orientation and New Student Programs - SFAC HIGHLIGHT SUMMARY Budget Cycle FY25

**Undergraduate and F-1 & J-1 Graduate International Student Orientation Program - New International Student Orientation**

2023 did not see an orientation model change for undergraduate and F-1 and J-1 international students. This orientation model allowed new students to attend one three-day orientation program offered in January, May, and August. These three days were intentionally all half-day programs to better meet the specific needs of our new international students.

- Although there was no model change, there was an **increase in the number of days in the NISO program, going from a 2-day program to a 3-day program.**
- Student participation in 2022 was 55 students, **increasing to 175 students participating in 2023.**

**Family & Guest Orientation Programs**

2023 saw the introduction of our Clover Flex device to streamline and improve the user experience for family members and guests to participate in our orientation programs. For TSO family members and guests are welcome to participate alongside their student in the program, while for SOAR there is a separate family and guest program track. Supporting the families and guests of our incoming students is instrumental in the ongoing support and success of our new students.

- Family & guest participation in 2022 was 102 participants, **increasing to 315 family and guest participants in 2023.**

**New Student Programs**

2023 continued the period of transition and change for Orientation and New Student Programs. This transition period included the vacancy of the office Director and Coordinator positions. During this period new initiatives and programs were put on hold to maintain the core responsibility of the required orientation programs.

**3. Describe the student satisfaction with your services.**

The following information comes directly from our orientation program evaluation and assessment reports.

**Orientation Programs**

**First-Year Freshman Orientation Program - SOAR**

The following data is based on the SOAR program evaluation. In 2023 we had a total of 517 SOAR participants with 195 participants completing the program evaluation. The percentage that agrees by attending SOAR...

- 91% - Helped them learn their way around campus. **An 8% increase from 2022.**
- 90% - Helped them to feel more comfortable about starting school at UHCL. **A 5% increase from 2022.**
- 93% - Gave them an appreciation of the welcoming atmosphere at UHCL. **An 11% increase from 2022.**
- 92% - Helped them become more aware of opportunities for out-of-classroom involvement at UHCL. **A 4% increase from 2022.**

- 82% - Responded that attending orientation addressed their fears and concerns and made them feel less unsure, anxious, or nervous about attending UHCL in the Fall. Datapoint not collected in 2022.

SOAR students also selected the following as their top 3 SOAR program components: Small Group Time & Campus Tour, Meet Your College & Course Registration, and College Finances 101. Students highlighted these sessions helped them feel welcome and supported while also being engaging. The helpfulness of the information and focus on major student concerns alleviated much of their stress transitioning to UHCL.

SOAR Program Testimonials:

- "I enjoyed the experience. I feel like the staff and the upperclassmen were very nice and helped welcome newcomers to UHCL. We received a lot of information to take in but we also had a great time and got a feel of how it is to spend time at UHCL. It was great for connecting with other people or reuniting with high school friends, and sharing experiences with new people. I had fun and it was nice."
- "All of the orientation leaders that were at orientation the days that I went were very energetic and seemed like they did want to be there. They made it interesting to see how their school lives were and gave me insight into how mine could be."
- "I really enjoyed orientation, I was very nervous about attending orientation but my leader helped with ice breakers and being social with us which really made it an enjoyable scenario. It helped me really feel more comfortable with attending school this upcoming fall."

#### **Transfer, Graduate and Post-Baccalaureate Orientation Program - TSO**

The following data is based on the TSO program evaluation. In 2023 we had a total of 834 TSO participants with 182 participants completing the program evaluation. The percentage that agrees by attending TSO...

- 96% - Were able to learn about and understand campus resources and student services. **A 10% increase from 2022.**
- 86% - Helped them understand how to be academically successful at UHCL. **A 5% increase from 2022.**
- 90% - Helped them become more aware of opportunities for out-of-classroom involvement at UHCL. **A 5% increase from 2022.**

TSO students also selected the following as their top 3 TSO program components: Meet Your College, Resource Fair Visit, and College Finances 101. Students highlighted these sessions allowed them to connect with their academic program, college Deans, and other students in their program. They also highlighted the Resource Fair and College Finances 101 giving them the hawk's-eye view of all UHCL services and support programs while also diving into the specifics of the payment deadlines, expectations, and scholarship options.

TSO Program Testimonials:

- "I was afraid of not having questions answered during TSO but all my questions were answered before I even had the chance to ask them. I was also afraid that I

would be looked at differently because I was a little older than a lot of the transfer students there. But everyone was so friendly and welcoming!"

- "Adjusting to life out of home, being independent. The TSO definitely made me a lot more confident by having me interact with the staff and other students. It was like a reminder, telling me that I got this and not to worry over every little thing."
- "I think making friends, managing your time, and connecting with your professors might be the hardest challenges I'll be facing in the future. However, when meeting the assistant dean to the HSH college, I feel that she helped very much when addressing many of these concerns I was having. "

### **Undergraduate and F-1 & J-1 Graduate International Student Orientation Program - NISO**

The following data is based on the NISO program evaluation. In 2023 we had a total of 175 NISO participants with 55 participants completing the program evaluation. The percentage that agrees by attending NISO...

- 98% - Helped them to feel more comfortable about starting school at UHCL. Datapoint not collected in 2022.
- 98% - Were able to learn about and understand campus resources and student services. Datapoint not collected in 2022. Datapoint not collected in 2022.
- 81% - Were engaged and connected with domestic students and students from other cultures. Datapoint not collected in 2022.
- 98% - Allowed them to know where to go for help with personal problems and questions. Datapoint not collected in 2022.

NISO students also selected the following as their top 3 NISO program components: Complementary Hawk Express Shuttle Service, Understanding Your Visa Status and Career Services for International Students. These top sessions all highlight the specific concerns of our new international students and how the program directly addresses those concerns. Travel to and from campus is a major barrier for our new international students and providing an orientation shuttle greatly assisted their participation in our program. Additionally, Understanding Your Visa Status and Career Services for International Students sessions overview their visa status and expectations work guidelines, and career readiness.

#### **NISO Program Testimonials:**

- "My challenges as an international student are being alone in a place and starting a new way of academic life. In the orientation, I made friends and some programs in orientation made me feel that we have many organizations that can address my concerns and there are many like me. NISO addressed my concerns well and perfectly."

**4. What has your department done to increase or improve services? Specifically, what did you learn in your assessment that is impacting your services now?**

2022 included the full transition back to 100% in-person orientation programs after the COVID-19 program changes. 2023 allowed us to implement a new orientation model for first-year freshman students as well as the opportunity to continue to innovate and enhance our remaining programs and services. Ensuring we collect ongoing evaluation data and analyzing the data and assessment plan allows us to continuously enhance our programs. The following are key changes made in 2023 based on our assessment analysis.

- **Transition To 2-Day Summer Orientation Model For First-Year Freshman Students:** In 2022 we piloted a Welcome Week model of orientation. This allowed students to meet with their advisor directly after being accepted and participating in orientation with the full first-year cohort just before the semester began. In 2023 this model changed to a summer approach, combining again with advising and registration. This change was directly made to create a seamless transition from acceptance to beginning classes. Students expect an advising and class registration component at orientation and orientation allows for students to begin to discover their hawk pride.
- **Increase In Number of SOAR & TSO Program Offerings:** As our enrollment continues to grow, physical space limitations have begun to impact the orientation experience. In the past, we received feedback that some sessions were too packed. Recognizing this we added additional SOAR & TSO sessions to ensure our programs are not over-crowded and students can fully enjoy the experience.
- **Flexible Schedule Approach of SOAR, TSO, and NISO Programs:** Through program evaluation and student feedback, it has been suggested to create orientation programs that allow students to have more control over the sessions and program experience. All our orientation programs included various components allowing students to customize their orientation experience; these included Hawk Talk Breakout sessions and more.
- **Introduction of Advantage Design Group UHCL Online Orientation:** After returning to in-person operations after COVID-19, students have consistently wished for an online orientation program. We understand the value of an in-person program greatly outweighs that of a fully virtual program. We also understand we need to have some orientation content delivered online and available to students before and after orientation. We are thrilled to introduce Advantage Design Group's UHCL Online Orientation in 2023-2024 to address these ongoing needs of our new students.

**5. Describe any new initiatives for the current year.**

**Orientation and New Student Programs received university-wide support to move forward with a contract for the Advantage Design Group Online Orientation Platform to reimagine and innovate UHCL's holistic approach to orientation.** The contract process is close to completion and will soon begin training and building of the Online Orientation Platform. Investing in this platform will allow for the following:

- Provide an eye-catching, user-friendly, and UHCL pride-building online orientation experience. This will not fully replace the in-person orientation experience but will supplement and streamline the orientation delivery method.
- **Rollout Support:** Consultation and Creative Direction, On-Location Filming, Recorded Walking Tour Production
- **Online Platform Features:** UHCL-Branded Custom Interface Design, Trackable Quizzes, Closed Captioning, Glossary List of UHCL Terms, Frequently Asked Questions, Smartphone And Tablet Adaptation, Check-Lists and Announcements,

ADA Compliance, Guest Access, High-Impact Student Videos, Automated Email Reminders

- **Additional Highlights:** Student Groups (First-Year, Graduate, Transfer, International, Veterans), Advantage OnDemand Student Success Video Library, Bilingual Spanish Orientation Content with ADG Translator.

6. **What challenges or opportunities do you foresee for the current year and next year?**

**Orientation Leaders Staffing**

The Orientation and New Student Programs Orientation Leaders play a key role in implementing all our office programs and sessions. This paid leadership position welcomes students at all leadership levels. With ongoing training, support and experience these orientation leaders continue to lead in other ONSP office positions and across campus. **The staffing goal for Orientation Leaders is 25 student employees. The Orientation Leader team consisted of 18 Orientation Leaders in 2022, decreasing to 17 Orientation Leaders in 2023.** This decrease is based on the recruitment efforts and student interest in the Orientation Leader position. Limited professional staff impacted the ability to successfully recruit a full team of 25 Orientation Leaders in 2023; however, the smaller team was able to successfully lead more orientation programs than ever before. It is critical to ensure we invest the time and resources to recruit a large strong team of Orientation Leaders for 2024.

**Full-Time Staffing**

The Orientation The Orientation and New Student Programs Office professional staff make-up includes the office Director, Assistant Director, Department Assistant, and Coordinator. **For all of 2023, the Director and Coordinator positions remained vacant.** Limited professional staff did impact office operations. These vacant positions are actively moving towards being filled, which will open up many office possibilities.

**New Student Programs**

The Orientation and New Student Programs office needed to put the implementation and creation of new initiatives and programs were required to be put on hold to maintain the core responsibility of the required orientation programs. It is critical to support our new students well beyond orientation into their first year. **The office will need to research, build, and implement ongoing student success programs for new students with limited staffing.** Even with current staffing, this is already being addressed through intentional collaborative partnerships with other groups, the creation of UHCL's online orientation, and proactive early planning.

**Advantage Design Group Online Orientation**

The Orientation The Orientation and New Student Programs Office is excited to be in the process of introducing a new orientation delivery tool and program. It is long overdue to offer virtual orientation content to support our in-person programs and be a tool for students before and after orientation. **The creation and introduction of an online orientation program component on an aggressive implementation timeline** will be challenging; however, once established it will greatly improve internal office processes and the overall student experience and satisfaction with our orientation programs.

**7. Did you have funds swept at the end of FY23? If so, how much and why?**

Orientation and New Student Programs did have student service fee funds swept at the end of FY23.

- Total Swept: \$78,177
- \$66,218 being swept is due to the fact that our office was short-staffed. Both the Director of ONSP and the Orientation Coordinator positions were unfilled during this period. This funding does support these two full-time staff positions.
- \$11,959 is being swept due to these staff vacancies. This funding is dedicated to maintenance, operations, travel, and professional development for these positions.

**8. Are you requesting new funding? One-time or Base? Present your budget request for next year and rationale.**

Orientation and New Student Programs is requesting one-time funding of \$37,000 for 2023-2024 to implement the extended orientation program Hawk Launch. Specifically, this would allow our budget to do the following:

- **Reimplement the Hawk Launch program.**
- **Offer 2 Hawk Launch sessions during the summer of 2024.** This includes program supplies, meals, housing, transportation, unique and memorable UHCL/Hawk Launch attire, and materials.
- **Launch a marketing post-card campaign** to market Hawk Launch and drive excitement and registrations.
- **Offer the program at no or minimal student participant cost for 40 incoming new first-year students** to further strengthen their preparedness and excitement for their UHCL journey. To be determined at a later time. participant cost will not fully cover program experience and is intended as a participant deposit and commitment to attend.
- **Pay 8 Orientation Leaders** for this new leadership opportunity as well as stipends for up to **4 Friends of Hawk Launch Faculty and Staff Mentors** to actively engage in the program with our new students.

With the various student types with specific needs that go through our orientation programs, we understand the difficulty in finding the balance between creating a short program that still meets the needs of our students while also understanding a longer orientation program allows us to create more meaningful new student connections and skills. Extended orientation programs allow students to continue to build upon the foundation created at orientation, in a more unique and memorable experience.

The current cost of our orientation program is \$50 for the TSO and NISO programs and \$60 for the SOAR program. This cost does not fully cover the orientation and transition experience for our new students, but our budget does allow us to build meaningful programs. We do however not have the financial ability to reintroduce the UHCL extended orientation program Hawk Launch.

Prior to 2022, Orientation and New Student Programs did offer the Hawk Launch extended orientation program from 2014 - 2021 for a student-paid program cost of \$35 per student.

Annually, Hawk Launch allowed a small cohort of 20 incoming first-year students to kick-start

their UHCL experience, discover what it means to be a Hawk, and develop a sense of Hawk pride. Students participated in team competitions, team building activities, leadership and personality development workshops, and created their first-year plan of action all while engaging with Orientation Leaders and Friends of Hawk Launch Faculty and Staff Mentors.

The student impact of participating in the Hawk Launch program has been seen across campus. We frequently found that new students who participate in Hawk Launch become more engaged in their Hawk experience. These students continued to engage on campus after Hawk Launch by becoming Orientation Leaders, and residents of Hunter Hall, and led in various other roles across campus. The following data is based on a previous program evaluation of Hawk Launch that included a cohort of 16 students. The percentage that agrees by participating in Hawk Launch...

- 100% - Built connections with UHCL faculty and staff.
- 100% - Understand how my personality characteristics impact their studies, career and relationships with their peers and faculty.
- 94% - Can articulate two personal, professional, career or educational goals for the next year.
- 100% - Have a stronger sense of pride in attending UHCL.

Program testimonials include:

- "Hawk Launch helped me know that other incoming students are just as worried as me. I met some people I clicked with and got some good advice on ways that worked for my leaders."
- "My Hawk Launch Guides (Orientation Leaders) were amazing! I loved everything because it gave us a chance to challenge each other and also work together."
- "The [blue & green] color war [was my favorite part of Hawk Launch] because that's when everyone was ultimately having fun. That showed me that we all belong."

Budget Request Breakdown - \$37,000 Total

- \$6,200 - Salaries and Wages Total (Pay Orientation Leaders \$10/Hour)
- \$650 - Office/General Supplies (Pay for general office/program supplies)
- \$950- Printing/Postal (Postcard mail campaign and additional print needs)
- \$2,800 - Programs/Events (Pay for program materials unique to experience)
- \$8,000 - Rental/Lease (Pay for overnight experience on or off campus)
- \$8,100- Teaching Food (Pay for all staff & participant meals during program)
- \$8,200 - Travel (Pay for flexibility to travel off-site)
- \$2,100 - Uniform (Pay for staff and student program shirt and unique promotional items & materials)

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SFAC FY24 Funding Review Student Services Fees Fund 3049			Dept Name-->	Orientation and New Student Programs		Dept ID No-->	C0159
Expenses	Base Budget 2022-2023	Actuals 2022-2023	Base Budget 2023-2024	Projected Actuals for 2023-2024	One-Time Funding Requests for 2023-2024	One-Time Funding Requests for 2024-2025	BASE Budget Requestfor 2024-2025
<b>Salaries and WaQes</b>							
Exemot Category Emolovee Salaries	154,061	56,539	155,011	155,011			
Non-Exemot Emolovee Waaes							
Student Workers Waaes (NCWS)	35,000	-19,073	35,000	35,000			
Student Workers Wages (Graduate Students)							
Other Temoorarv Workers Wages							
Lonaevltv, Termination Pavout	2,060	3,926	800	800			
Overtime Waaes							
<b>Salaries and WaQes Total</b>	<b>191,121</b>	<b>109,533</b>	<b>190,811</b>	<b>190,811</b>	<b>6,200</b>		
Frinae Benefits	35,000	20,363	35,000	35,000			
<b>Salaries Waaes &amp; Frinae Benefits</b>	<b>226,121</b>	<b>129,903</b>	<b>225,811</b>	<b>225,811</b>	<b>-</b>		<b>-</b>
<b>Other Expenses</b>	<b>3,-124</b>		<b>35,000</b>	<b>3,424</b>			
<b>Advertisina</b>							
<b>Awards</b>		900					
Business Meals							
<b>Clinic/lab Supplies</b>							
<b>Computer/Hw/Sw Suoolies/Reoairs</b>							
Construction/Renovation							
Consultina Services							
Cost Of Goods Sold							
Facilities Work Orders							
Financial/Leaal							
<b>Office/General Supplies</b>					650		
Other EI<oense							
Parts/Furniture							
<b>Printing/Postal</b>					950		
Professional Deveolment							
Programs/Events		19,855			2,800		
<b>roective/New Emolovee</b>							
<b>tal/Lease</b>					8,000		
<b>Repairs/Maintenance</b>							
Scholarshios/Stioends							
Security Services							
Services (laundry)		710					
Student leadership Stioend							
Teaching Food					8,100		
Teachina Supplies							
<b>Telecom Services/Supplies</b>							
Temoorarv Staffina							
Travel					8,200		
Travel/Guest							
Travel/Student							
Uniforms					2,100		
Utilities							
<b>Other Itemized</b>							
Proiects-Fumlture & Eaaupment CAPITAL							
Proiects-construction Ceauity transfer)							
Admin Charae (8% of Total Exoensel							
<b>Bad Debt Exoense</b>							
All other cxriense (M&OI							
<b>TOTAL EXPENSE</b>	<b>3,424</b>	<b>21,465</b>	<b>35,000</b>	<b>3,-12</b>	<b>37,000</b>		
<b>Grand Total Salaries, Fringe, Operations</b>	<b>229,545</b>	<b>151,368</b>	<b>260,811</b>	<b>229,235</b>	<b>37,000</b>		

SFAC - FY2023 Recap

Orientation and New Student

C0159

	FY 2023	FY2023	FYZ023	FY2023 to FY2024	FY2023 to FY2024
	Base Budget	Adjusted Budget during year	Actual Expenses + Commitments	Approved Equity Carryforward to FY2023	Funds to be Returned to Reserve
Salary/Wage	191,121	161,121	109,538	-	51,583
Fringe	35,000	35,000	20,365	-	14,635
Maintenance&Ooperations/Travel	3,424	33,434	21,465	.	11,969
<b>SFAC Totals</b>	<b>229,545</b>	<b>229,555</b>	<b>151,368</b>	.	<b>78,187</b>

Funds to be Returned to Reserve **78,187!**

**APPROVALS:**

To the best of my knowldege this report is accurate and reflects the department's priorities. The values provided have been checked and verified. (print names & titles next to all signatures.)

Signature of Department Head

f.:) **W**

Name, Title Dr. Andrew D. Wiemer, Assistant VP, Student Engagement

Date 10/11/23

Form Completed by:

Tyler Hall, Assistant Director, ONSP/Kimberly Duren, DAII, ONSP

Certifying Signature & Date

Kimberly Duren 10/11/23

UNIT/DEPARTMENT	WHAT? Short Description of Fund Request	Related DSA Tier 2 Strategic Outcome	WHY/REASON? (Data to Justify)	RESULTS: Describe expected outcome if funding request is fulfilled.	FY 25 Onetime Request
Orientation and New Student Programs	Orientation and New Student Programs is requesting one-time funding of \$37,000 for 2023-2024 to implement the extended Orientation program Hawk Launch. See "Results" for specific use of funds to support the Hawk launch program.	<p>Increase Innovation - Extended Orientation programs have been found to be a best practice in orientation, transition, and retention initiatives. Hawk Launch's unique overnight experience, focus on development workshops and connection to peer leaders and faculty would elevate the Division of Student Affairs' innovative program offerings paving a stronger foundation for student success.</p> <p>Improve UHCL Experience - At the core of the Hawk Launch program are new students engaging in interactive student success workshops and teambuilding activities. Through these activities, new students, alongside peer leaders and faculty, are encouraged and supported to continue their own self-discovery and engage in their own academic success plan.</p> <p>Increase Division Recognition -The across-campus collaborative approach to the Hawk launch program will allow other offices and faculty to engage with the Division of Student Affairs in a unique and innovative way. Upon completion of the Hawk Launch program, student learning successes and program highlights will be shared on UHCL websites, office marketing materials, and throughout campus. These all enhance the recognition that the Division of Student Affairs offers high impactful co-curricular and student success experiences.</p>	<p>With the various student types with specific needs that go through our orientation program, we understand the difficulty in finding the balance between creating a short program that still meets the needs of our students while also understanding a long orientation program allows us to create more meaningful new student connections and skills. Extended orientation programs allow students to continue to build upon the foundation created at orientation, in a more unique and memorable experience.</p> <p>The student impact of participating in the Hawk Launch program has been seen across-campus. We frequently found that new students who participate in Hawk Launch become more engaged in their Hawk experience. These students continued to engage on campus after Hawk Launch by becoming Orientation leaders, and residents of Hunter Hall, and led in various other roles across campus.</p> <p>The following data is based on a previous program evaluation of Hawk Launch that included a cohort of 16 students. The percentage that agrees by participating in Hawk Launch is:</p> <ul style="list-style-type: none"> <li>• 100% - Built connections with UHCL faculty and staff.</li> <li>• 100% - Understand how my personality characteristics impact their studies, career, and relationships with their peers and faculty.</li> <li>• 94% - Can articulate two personal, professional, career or educational goals for the next year.</li> <li>• 100% - Have a stronger sense of pride in attending UHCL.</li> </ul>	<ul style="list-style-type: none"> <li>• Reimplement the Hawk Launch program.</li> <li>• Offer 2 Hawk Launch sessions during the summer of 2024. This includes program supplies, meals, housing, transportation, unique and memorable UHCL/Hawk Launch attire, and materials.</li> <li>• Launch a marketing post-card campaign to market Hawk Launch and drive excitement and registrations.</li> <li>• Offer the program at no or minimal student participant cost for 40 incoming new first-year students to further strengthen their preparedness and excitement for their UHCL journey. To be determined at a later time, participant cost will not fully cover program experience and is intended as a participant deposit and commitment to attend.</li> <li>• Pay 8 Orientation Leaders for this new leadership opportunity as well as stipends for up to 4 Friends of Hawk Launch Faculty and Staff Mentors to actively engage in the program with our new students.</li> </ul>	\$ 31,000
<b>SUBTOTALS</b>				37,000	
<b>TOTAL</b>				\$ 37,000	

**Orientation and New Student Programs - SFAC HIGHLIGHT SUMMARY****Budget Cycle FY25**

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**Present your budget worksheet.**

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The following information comes directly from our orientation program evaluation and assessment reports.

**Orientation Programs**

**First-Year Freshman Orientation Program - SOAR**

The following data is based on the SOAR program evaluation. In 2023 we had a total of 517 SOAR participants with 195 participants completing the program evaluation. The percentage that agrees by attending SOAR...

- 91% - Helped them learn their way around campus. **An 8% increase from 2022.**
- 90% - Helped them to feel more comfortable about starting school at UHCL. **A 5% increase from 2022.**
- 93%- Gave them an appreciation of the welcoming atmosphere at UHCL. **An 11% increase from 2022.**
- 92% - Helped them become more aware of opportunities for out-of-classroom involvement at UHCL. **A 4% increase from 2022.**
- 82% - Responded that attending orientation addressed their fears and concerns and made them feel less unsure, anxious, or nervous about attending UHCL in the Fall. Datapoint not collected in 2022.

SOAR students also selected the following as their top 3 SOAR program components: Small Group Time & Campus Tour, Meet Your College & Course Registration, and College Finances 101. Students highlighted these sessions helped them feel welcome and supported while also being engaging. The helpfulness of the information and focus on major student concerns alleviated much of their stress transitioning to UHCL.

SOAR Program Testimonials:

- "I enjoyed the experience. I feel like the staff and the upperclassmen were very nice and helped welcome newcomers to UHCL. We received a lot of information to take in but we also had a great time and got a feel of how it is to spend time at UHCL. It was great for connecting with other people or reuniting with high school friends, and sharing experiences with new people. I had fun and it was nice."
- "All of the orientation leaders that were at orientation the days that I went were very energetic and seemed like they did want to be there. They made it interesting to see how their school lives were and gave me insight into how mine could be."
- "I really enjoyed orientation, I was very nervous about attending orientation but my leader helped with ice breakers and being social with us which really made it an enjoyable scenario. It helped me really feel more comfortable with attending school this upcoming fall."

#### **Transfer, Graduate and Post-Baccalaureate Orientation Program - TSO**

The following data is based on the TSO program evaluation. In 2023 we had a total of 834 TSO participants with 182 participants completing the program evaluation. The percentage that agrees by attending TSO...

- 96% - Were able to learn about and understand campus resources and student services. [A 10% increase from 2022.](#)
- 86% - Helped them understand how to be academically successful at UHCL. [A 5% increase from 2022.](#)
- 90% - Helped them become more aware of opportunities for out-of-classroom involvement at UHCL. [A 5% increase from 2022.](#)

TSO students also selected the following as their top 3 TSO program components: Meet Your College, Resource Fair Visit, and College Finances 101. Students highlighted these sessions allowed them to connect with their academic program, college Deans, and other students in their program. They also highlighted the Resource Fair and College Finances 101 giving them the hawks-eye view of all UHCL services and support programs while also diving into the specifics of the payment deadlines, expectations, and scholarship options.

TSO Program Testimonials:

- "I was afraid of not having questions answered during TSO but all my questions were answered before I even had the chance to ask them. I was also afraid that I would be looked at differently because I was a little older than a lot of the transfer students there. But everyone was so friendly and welcoming!"

- "Adjusting to life out of home, being independent. The TSO definitely made me a lot more confident by having me interact with the staff and other students. It was like a reminder, telling me that I got this and not to worry over every little thing. "
- "I think making friends, managing your time, and connecting with your professors might be the hardest challenges I'll be facing in the future. However, when meeting the assistant dean to the HSH college, I feel that she helped very much when addressing many of these concerns I was having. "

#### **Undergraduate and F-1 & J-1 Graduate International Student Orientation Program - NISO**

The following data is based on the NISO program evaluation. In 2023 we had a total of 175 NISO participants with 55 participants completing the program evaluation. The percentage that agrees by attending NISO...

- 98% - Helped them to feel more comfortable about starting school at UHCL. Datapoint not collected in 2022.
- 98% - Were able to learn about and understand campus resources and student services. Datapoint not collected in 2022. Datapoint not collected in 2022.
- 81% - Were engaged and connected with domestic students and students from other cultures. Datapoint not collected in 2022.
- 98% - Allowed them to know where to go for help with personal problems and questions. Datapoint not collected in 2022.

NISO students also selected the following as their top 3 NISO program components: Complementary Hawk Express Shuttle Service, Understanding Your Visa Status and Career Services for International Students. These top sessions all highlight the specific concerns of our new international students and how the program directly addresses those concerns. Travel to and from campus is a major barrier for our new international students and providing an orientation shuttle greatly assisted their participation in our program. Additionally, Understanding Your Visa Status and Career Services for International Students sessions overview their visa status and expectations work guidelines, and career readiness.

NISO Program Testimonials:

- My challenges as an international student are being alone in a place and starting a new way of academic life. In the orientation, I made friends and some programs in orientation made me feel that we have many organizations that can address my concerns and there are many like me. NISO addressed my concerns well and perfectly."

#### **4. What has your department done to increase or improve services? Specifically, what did you learn in your assessment that is impacting your services now?**

2022 included the full transition back to 100% in-person orientation programs after the COVID-19 program changes. 2023 allowed us to implement a new orientation model for first-year freshman students as well as the opportunity to continue to innovate and enhance our remaining programs and services. Ensuring we collect ongoing evaluation data and analyzing the data and assessment plan allows us to continuously enhance our programs. The following are key changes made in 2023 based on our assessment analysis.

- [Transition To 2-Day Summer Orientation Model For First-Year Freshman Students](#): In 2022 we piloted a Welcome Week model of orientation. This allowed students to meet with their

advisor directly after being accepted and participating in orientation with the full first-year cohort just before the semester began. In 2023 this model changed to a summer approach, combining again with advising and registration. This change was directly made to create a seamless transition from acceptance to beginning classes. Students expect an advising and class registration component at orientation and orientation allows for students to begin to discover their hawk pride.

- **Increase In Number of SOAR & TSO Program Offerings:** As our enrollment continues to grow, physical space limitations have begun to impact the orientation experience. In the past, we received feedback that some sessions were too packed. Recognizing this we added additional SOAR & TSO sessions to ensure our programs are not over-crowded and students can fully enjoy the experience.
- **Flexible Schedule Approach of SOAR, TSO, and NISO Programs:** Through program evaluation and student feedback, it has been suggested to create orientation programs that allow students to have more control over the sessions and program experience. All our orientation programs included various components allowing students to customize their orientation experience; these included Hawk Talk Breakout sessions and more.
- **Introduction of Advantage Design Group UHCL Online Orientation:** After returning to in-person operations after COVID-19, students have consistently wished for an online orientation program. We understand the value of an in-person program greatly outweighs that of a fully virtual program. We also understand we need to have some orientation content delivered online and available to students before and after orientation. We are thrilled to introduce Advantage Design Group's UHCL Online Orientation in 2023-2024 to address these ongoing needs of our new students.

#### 5. Describe any new initiatives for the current year.

**Orientation and New Student Programs received university-wide support to move forward with a contract for the Advantage Design Group Online Orientation Platform to reimagine and innovate UHCL's holistic approach to orientation.** The contract process is close to completion and will soon begin training and building of the Online Orientation Platform. Investing in this platform will allow for the following:

- Provide an eye-catching, user-friendly, and UHCL pride-building online orientation experience. This will not fully replace the in-person orientation experience but will supplement and streamline the orientation delivery method.
- **Rollout Support:** Consultation and Creative Direction, On-Location Filming, Recorded Walking Tour Production
- **Online Platform Features:** UHCL-Branded Custom Interface Design, Trackable Quizzes, Closed Captioning, Glossary List of UHCL Terms, Frequently Asked Questions, Smartphone And Tablet Adaptation, Check-Lists and Announcements, ADA Compliance, Guest Access, High-Impact Student Videos, Automated Email Reminders
- **Additional Highlights:** Student Groups (First-Year, Graduate, Transfer, International, Veterans), Advantage OnDemand Student Success Video Library, Bilingual Spanish Orientation Content with ADG Translator.

#### 6. What challenges or opportunities do you foresee for the current year and next year?

##### Orientation Leaders Staffing

The Orientation and New Student Programs Orientation Leaders play a key role in implementing all our office programs and sessions. This paid leadership position welcomes students at all leadership levels. With ongoing training, support and experience these orientation leaders

continue to lead in other ONSP office positions and across campus. **The staffing goal for Orientation Leaders is 25 student employees. The Orientation Leader team consisted of 18 Orientation Leaders in 2022, decreasing to 17 Orientation Leaders in 2023.** This decrease is based on the recruitment efforts and student interest in the Orientation Leader position. Limited professional staff impacted the ability to successfully recruit a full team of 25 Orientation Leaders in 2023; however, the smaller team was able to successfully lead more orientation programs than ever before. It is critical to ensure we invest the time and resources to recruit a large strong team of Orientation Leaders for 2024.

#### **Full-Time Staffing**

The Orientation The Orientation and New Student Programs Office professional staff make-up includes the office Director, Assistant Director, Department Assistant, and Coordinator. **For all of 2023, the Director and Coordinator positions remained vacant.** Limited professional staff did impact office operations. These vacant positions are actively moving towards being filled, which will open up many office possibilities.

#### **New Student Programs**

The Orientation and New Student Programs office needed to put the implementation and creation of new initiatives and programs were required to be put on hold to maintain the core responsibility of the required orientation programs. It is critical to support our new students well beyond orientation into their first year. **The office will need to research, build, and implement ongoing student success programs for new students with limited staffing.** Even with current staffing, this is already being addressed through intentional collaborative partnerships with other groups, the creation of UHCL's online orientation, and proactive early planning.

#### **Advantage Design Group Online Orientation**

The Orientation The Orientation and New Student Programs Office is excited to be in the process of introducing a new orientation delivery tool and program. It is long overdue to offer virtual orientation content to support our in-person programs and be a tool for students before and after orientation. **The creation and introduction of an online orientation program component on an aggressive implementation timeline** will be challenging; however, once established it will greatly improve internal office processes and the overall student experience and satisfaction with our orientation programs.

#### **7. Did you have funds swept at the end of FV23? If so, how much and why?**

Orientation and New Student Programs did have student service fee funds swept at the end of FY23.

- Total Swept: \$78,177
- \$66,218 being swept is due to the fact that our office was short-staffed. Both the Director of ONSP and the Orientation Coordinator positions were unfilled during this period. This funding does support these two full-time staff positions.
- \$11,959 is being swept due to these staff vacancies. This funding is dedicated to maintenance, operations, travel, and professional development for these positions.

**8. Are you requesting new funding? One-time or Base? Present your budget request for next year and rationale.**

Orientation and New Student Programs is requesting one-time funding of \$13,000 for 2023-2024 to implement the extended orientation program Hawk launch. Specifically, this would allow our budget to do the following:

- Reimplement the Hawk Launch program.
- Offer 2 Hawk Launch sessions during the summer of 2024. This includes program supplies, meals, housing in Hunter Hall, and more.
- Offer the program at no additional student participant cost for 40 incoming new first-year students to further strengthen their preparedness and excitement for their UHCL journey.
- Pay 8 Orientation Leaders for this new leadership opportunity as well as stipends for up to 4 Friends of Hawk Launch Faculty and Staff Mentors to actively engage in the program with our new students.

With the various student types with specific needs that go through our orientation programs, we understand the difficulty in finding the balance between creating a short program that still meets the needs of our students while also understanding a longer orientation program allows us to create more meaningful new student connections and skills. Extended orientation programs allow students to continue to build upon the foundation created at orientation, in a more unique and memorable experience.

The current cost of our orientation program is \$50 for the TSO and NISO programs and \$60 for the SOAR program. This cost does not fully cover the orientation and transition experience for our new students, but our budget does allow us to build meaningful programs. We do however not have the financial ability to reintroduce the UHCL extended orientation program Hawk launch.

Prior to 2022, Orientation and New Student Programs did offer the Hawk launch extended orientation program from 2014 - 2021 for a student-paid program cost of \$35 per student. Annually, Hawk Launch allowed a small cohort of 20 incoming first-year students to kick-start their UHCL experience, discover what it means to be a Hawk, and develop a sense of Hawk pride. Students participated in team competitions, team building activities, leadership and personality development workshops, created their first-year plan of action all while engaging with Orientation leaders and Friends of Hawk launch Faculty and Staff Mentors.

The student impact of participating in the Hawk Launch program has been seen across campus. We frequently found that new students who participate in Hawk launch become more engaged in their Hawk experience. These students continued to engage on campus after Hawk Launch by becoming Orientation Leaders, and residents of Hunter Hall, and led in various other roles across campus. The following data is based on a previous program evaluation of Hawk Launch that included a cohort of 16 students. The percentage that agrees by participating in Hawk Launch...

- 100% - Built connections with UHCL faculty and staff.
- 100% - Understand how my personality characteristics impact their studies, career and relationships with their peers and faculty.

- 94% - Can articulate two personal, professional, career or educational goals for the next year.
- 100% - Have a stronger sense of pride in attending UHCL.

Program testimonials include:

- "Hawk Launch helped me know that other incoming students are just as worried as me. I met some people I clicked with and got some good advice on ways that worked for my leaders."
- "My Hawk Launch Guides (Orientation Leaders) were amazing! I loved everything because it gave us a chance to challenge each other and also work together."
- "The [blue & green] color war [was my favorite part of Hawk Launch] because that's when everyone was ultimately having fun. That showed me that we all belong."