Division of Student Affairs Annual Report 2012-13
[New Student Orientation & First Year Programs]

Department Mission/Vision Statement
The Office of New Student Orientation and First Year Programs, in collaboration with the University community, welcomes, supports, and empowers new students during their transition to University life and beyond. By providing programs and coordinating strategic services that meet the diverse needs of incoming students, we support student success and persistence by offering educational opportunities that build community and facilitate personal growth and development within the Pillars of Success: Academic Success, Career Development, Leadership and Engagement, and Personal and Fiscal Responsibility.

2012-13 Executive Summary
New Student Orientation & First Year Programs coordinates university-wide transition programs and key retention efforts throughout the student life-cycle, with particular emphasis on students’ first-year.

Although the 2012-2013 academic year was a foundational year for the Office of New Student Orientation & First Year Programs, the department was able to accomplish significant goals and objectives. These include a rebranding of New Student Orientation as FalconSOAR, the introduction of the new Orientation Pillars of Success to incoming students, the launching of successNET for the campus community, and the establishment of several retention efforts and strategic partnerships with many campus departments.

In addition to the efforts noted above, the department was involved in the planning of several university-wide and Academic Affairs initiatives including Finish What You Started, de-registration and payment policy enforcement, the first-year seminar work group, the Linked Courses initiative, and the review of academic advising.

Key Highlights
1. Established departmental staffing structure and assigned roles and responsibilities
2. Implemented successNET academic progress reporting initiative, including marketing materials, training/documentation, and communication plan
3. Coordinated both broad and discrete retention and outreach efforts
4. Re-branded New Student Orientation as FalconSOAR (Student Orientation, Advising and Registration) and relocated related programming into academic facilities
5. Established and introduced the Orientation Pillars of Success (Academic Success, Career Development, Leadership & Engagement, and Personal & Fiscal Responsibility) to incoming students
6. Coordinated Finish What You Started degree completion program for spring semester 2013

Program Participation and Usage Data/Key Performance Indicators
1. successNET system use and adoption

<table>
<thead>
<tr>
<th>Metric</th>
<th>F12</th>
<th>SP13</th>
<th>AY Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of 1000 sections for which survey(s) were completed</td>
<td>45.7%</td>
<td>34.4%</td>
<td>75%</td>
</tr>
<tr>
<td>Percentage of 2000 sections for which survey(s) were completed</td>
<td>41.5%</td>
<td>28.2%</td>
<td>50%</td>
</tr>
<tr>
<td>Percentage of all sections for which survey(s) were completed</td>
<td>41.4%</td>
<td>30.4%</td>
<td>40%</td>
</tr>
<tr>
<td>Total Flags Raised</td>
<td>5,616</td>
<td>3,917</td>
<td>5,000</td>
</tr>
<tr>
<td>Total Kudos Issued</td>
<td>8,065</td>
<td>3,654</td>
<td>1,000</td>
</tr>
<tr>
<td>Total appointments made through online appointment feature</td>
<td>626</td>
<td>2,465</td>
<td>500</td>
</tr>
</tbody>
</table>
2. 2012 SOAR Attendance

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>4,135</td>
<td>4,317</td>
<td>4,368</td>
<td>3,005</td>
<td>3,201</td>
</tr>
<tr>
<td>Guests</td>
<td>5,456</td>
<td>5,487</td>
<td>5,530</td>
<td>3,807</td>
<td>3,921</td>
</tr>
</tbody>
</table>

3. 2012 SOAR Student Satisfaction:

92% of students reported that SOAR Exceeded or Fully Met expectations

RetentionPolicy

As a coordinating office charged to provide campus-wide leadership and support of student retention, no particular sub-population of students is tracked besides the fall cohort.

First-Time In College (FTIC)
- 2010-2011: 71.82%
- 2011-2012: 69.5%
- 2012-2013: TBD (projected at 70%)

Collaboration and Partnerships within Student Affairs

1. Provided successNET training for staff in Residence Life, Presidents Leadership Academy, Office of Multicultural Affairs, TRIO Programs, and the Dean of Students Office.
2. Redeveloped FalconSOAR presentations in collaboration with Residence Life, Dean of Students Office, Parent & Family Programs, and the Counseling Center.
3. Coordinated retention outreach and student support through collaboration with Residence Life, TRIO Programs, Dean of Students Office, Center for Leadership, and the Office of Multicultural Affairs.
4. Developed a series of “Community/Town Hall” sessions during Opening Weekend with Residence Life staff facilitating sessions for their residents.
5. Incorporated requirements of the Leadership Certificate Program into the Orientation Leader training course to better promote the LCP and provide leadership development for student staff.

Collaborations and Partnerships with other BGSU Areas and the Community

1. Developed retention-based partnership with Student Enrollment Communication Center and Registration and Records.
3. Improved Transfer student communication process with Admissions and Nontraditional and Transfer Student Services.
4. Provided leadership in coordinating International Student Orientation with support from International Student Services and University Outreach.
5. Secured the involvement of the Mayor of the City of Bowling Green with SOAR and Opening Weekend.
6. Coordinated the review of academic advising with Main Campus Colleges/Associate Deans in developing a plan for improving academic advising.
7. Supported the Division of Academic Affairs in planning for the First Year Seminar, Linked Courses, and the Common Reading Experience.

Awards and Recognitions (Departmental and/or Staff)

1. Andy Alt, Ferrari Award Nominee, 2013
2. Student Orientation Team Leaders received four Case Study “Best Overall” awards at the NODA Regional Conference in March, 2013.
Proposed 2013-2014 Priorities

1. Increase overall utilization of successNET by faculty, advisors and other student support staff for 2013.
2. Implement an 18 month online/virtual orientation experience for first-time, transfer, online and international students through multiple environments including a dynamic website, MyBGSU portal, video and social media.
3. Facilitate the implementation of a centrally coordinated (centralized/decentralized) and standardized academic advising model.
4. Standardize and routinize the “Finish What You Started” initiative as a degree-completion, recruit-back and retention initiative.