

Department of Student Life

New Student Orientation Assessment Report

Finishing the third year of Orientation within the Department of Student Life, the Orientation program continues to grow by exceeding its outcome measures, increasing participation of the orientation programs, and by increasing the satisfaction of the Orientation program. Still being a young program, the Orientation program made some significant changes impacting the assessment of 2005 and plans on making additional changes for the 2006 year of the Orientation program. During the past year, the Orientation Coordinator and student staff visited the Orientation programs at other public institutions in Ohio to learn ways to strengthen the Orientation program at Cleveland State and to provide justification for some of the significant changes to be made for the future. Some of these changes include the addition of placement testing into the Orientation program, the role of advising during the Orientation program, and the connection with the University's database for tracking students. These changes are all made with the intention of providing the best services possible to the incoming students of Cleveland State University. Our overall goal is to provide a one-day comprehensive Orientation program that meets the needs of our incoming students and family members. The list of goals in the assessment report provide guidance in our direction for the future as well as support for the work that is currently being provided.

Goal 1: All undergraduate students will be provided with new student orientation programming.

For the Fall 2005 semester, 102.04% of the incoming first-year students attended an Orientation program. Going above our goal of 100%, this is due to students who might attend Orientation but decide not to attend Cleveland State University for a variety of reasons. A major change for the 2005 Orientation program was offering Orientation programs beginning in March, earlier than in the years before. This change was supported by Enrollment Services and the Registrars Office to make it possible for first-year students to receive priority course registration by attending Orientation. Additionally, we focused on maintaining contact with the participants through confirmation postcards and phone calls to help improve the attendance rates for those students signed up to attend Orientation programs. When reviewing the number of students who attended Orientation but decided not to attend Cleveland State University, we discovered these students were dispersed throughout all of the Orientation programs from March – August (not specifically just the early programs). For the future, we will continue to provide earlier programs during March and at a greater frequency for first-year students intending to enroll at Cleveland State University. Finally, we will work with Information Services & Technology to improve our tracking of all participants.

Goal 2: New students will be provided with necessary enrollment services during Orientation.

For the 2005 Orientation programs, the outcome measures were increased for Advising and Registration; but decreased for the Viking ID Card Office. For the Fall 2005 program, the Orientation program was re-structured so that students received advising, registration, ID cards and tours during the second half of the day. This new model helped to ensure that students attended the full Orientation program. For the Viking ID Card outcome measure, the number of students who went to the office increased; however, not all of these students were able to get their ID card on the day of Orientation. Some students (i.e. PSEOP) might already have their ID card while other students who failed to bring a state-issued photo ID card are not able to get their ID card (despite this being included in all of the Orientation materials). For the future, we would like to include placement testing into the Orientation model to make Orientation a truly one-day comprehensive model. Also, a pre-advising overview presentation will be added to the program so academic advisors do not have to cover that information (i.e. general education requirements, the advising process) during the actual advising appointment. Finally, the web registration session will move to the Library Computer Learning Center for Fall 2006 in order to provide more privacy, a better facility and improved service to the incoming students.

Goal 3: New students will be provided with necessary information services during Orientation.

During the 2005 Orientation programs, all of the outcome measures improved from the previous year. The information sessions were re-structured to increase the participation of the students and the satisfaction of the staff presenters. With the schedule being re-structured, the program eliminated "information overload" and allowed the students to participate in the sessions while they were most alert. For the actual sessions, we strongly encouraged our presenters to enhance their presentations through the use of interaction, PowerPoint presentations and videos. For the 2006 information services, we will continue to improve the services and presentations provided. First, the presentations will be structured to allow family members and students to participate in certain sessions together. While family members are not able to be with their students during specific enrollment services, they value being able to be with their students for a portion of the day. Also, for 2006 we will add some new presentations to our schedule. These include presentations from Health Insurance, Treasury Services/ Cashiers Office, Judicial Services (focusing on student conduct), and from the Advising Center (focusing on what to expect from the academic advising during the second-half of the day and the general education requirements). This broader spectrum will hopefully allow students and family members to feel more informed and better prepared.

Goal 4: New students and family members will evaluate the programs as high quality orientation programs.

For the 2005 Orientation programs, all of the outcome measures were met and improvement was shown from the previous year. The first-half of the Orientation program was purposely moved to the College of Urban Affairs because of its attractiveness to incoming students, the flexibility and availability of its classrooms & lounges, the location and use of its parking garage, and the built-in technical equipment. Making this change proved to be beneficial to both the Orientation program and the College of Urban Affairs by exposing our incoming students and family members to both a nationally recognized college and a very attractive facility. Other changes for the 2005 Orientation programs to help support the high satisfaction ratings include the following: students eating lunch at the UpperDeck (rather than a catered meal); the Family Orientation tour (including the Bookstore and Viking Hall); the Campus Fair including departments and organizations; providing a broader range and greater frequency of Orientation programs to attend; and the Family Handbook to serve as an important resource for our students' family members. While there is still room for improvement, many changes for 2006 have already begun to take place. The major change is adding placement testing to the Orientation program. Previously, students needed to make a separate trip to Cleveland State to take their tests prior to attending Orientation. Removing this obstacle has proved to be a benefit to the students and making Orientation truly a one-day comprehensive program. Also, the creation of the Family Handbook for 2006 will hopefully serve as an important resource for our students' family members. Working more intensely with the Orientation Planning Committee, we hope to continue to provide the best services possible to new students and family members.

Conclusion

In the three years that the New Student Orientation program has been in the Department of Student Life, it has continued to show improvement each year and meet its outcome measures. Despite the frequent changes being made each year, each change has proved to be justified and intentional. With the many changes occurring at Cleveland State University in both its services and enrollment, the Orientation program strives to adapt to these changes to provide the best services possible to incoming students. With many changes already underway for the 2006 Orientation programs, the Orientation staff hopes to continue to grow and expand the program by offering programs earlier during the Spring for incoming first-year students, creating an Online Transfer Orientation for greater transfer student participation, partnering with IS&T to track students more efficiently, expanding the program post-Orientation to create a greater connection for incoming students to the University (i.e. New Student Convocation and first-year programs during Welcome Week), and increasing the staffing to respond to the increased numbers of enrollment for first-year students. All of these efforts not only help the Orientation program to be successful and meet its outcome measures, but we truly hope that our incoming students and family members will feel confident in their decision to attend Cleveland State University and will consider Cleveland State University not just an institution, but a home.

Program Assessment Report

Department: Student Life
 Program Name: New Student Orientation

Individual Completing Form: Abbey Shiban
 Date: May 3, 2006

Goal #1: **All undergraduate students will be provided with new student orientation programming.**

Outcome Measures	Research Completed	Findings	Review	Actions	Improvements
#1. 100% of Freshman Students will attend New Student Orientation	Actual attendance at 19 New Student Orientation programs (March-Aug 2005)	2005: 1101 of 1079 (102.04%) enrolled freshman students attended 19 orientation programs.	Review completed by Orientation Planning Committee, Orientation Student Leaders and Orientation Staff; DSL Assessment Team & Dean	*Offer programs earlier in March and increase frequency of programs. *Collaboration with IS&T on moving Orientation to PeopleSoft to increase data accuracy and security. *More formal confirmation letters mailed to all incoming students. *Outreach phone calls made to all admitted students.	Outcome measure exceeded goal of 100% by 2.04%; outcome measure improved by 2.55% from previous year. (Fall 2004 - 99.49%; Fall 2003 - 88.65%)
#2. 20% of Transfer Students will attend Transfer Student Orientation	Actual attendance at 2 Transfer Orientation programs (Summer 2005).	2005: 186 of 1029 (18.08%) enrolled transfer students attended 2 orientation programs (optional programs).	Review completed by Orientation Planning Committee, Orientation Student Leaders and Orientation Staff, DSL Assessment Team & Dean	*Change length and format of program to make more attractive to incoming students. *Improve brochure mailed to incoming students. *Create Online Transfer Orientation to encourage more participation from students not wanting to participate in on-campus program.	Outcome measure did not meet goal by 1.92%. Attendance increased by 30 participants from previous year. (Fall 2004 - 34.67%; Fall 2003 - 10.3%)

<p>#3. 30% of Freshman Students' Family Members will attend Family Orientation *See NOTE</p>	<p>Actual attendance at 19 concurrent Family Orientation programs.</p>	<p>2005: 521 family members (of 1101 students) = 47.32% attended Family Orientation (maximum 2 family members per students).</p>	<p>Review completed by Orientation Planning Committee, Orientation Student Leaders and Orientation Staff; DSL Assessment Team & Dean</p>	<p>*Family Handbook created and distributed to all family members during Orientation. *Family Orientation schedule allows family members to attend some sessions with students. *More formal confirmation letters mailed to incoming students. *Collaboration with IS&T on using PeopleSoft for Orientation data allows better tracking of family members.</p>	<p>Outcome measure exceeded goal of 30% by 17.32%; outcome measure improved by 10.92% from previous year. (Fall 2004 - 36.4%; Fall 2003 - 36.5 family members attended)</p>
<p>NOTE: Due to the non-traditional age of CSU students, it is less likely that New Student family members will attend Family Orientation.</p>					

Program Assessment Report

Department: Student Life
 Program Name: New Student Orientation

Individual Completing Form: Abbey Shiban
 Date: May 3, 2006

Goal #2: **New students will be provided with necessary enrollment services during Orientation.**

Outcome Measures	Research Completed	Findings	Review	Actions
#1. 100% of New Student Orientation participants will receive Advising.	All student participants were scheduled an appointment with an advisor during Orientation. The Orientation Leaders were responsible for tracking the attendance totals.	Of the 1101 students attending Orientation for Fall 2005, 99.63% were recorded as being advised.	Review completed by Orientation Planning Committee, Orientation Leaders, Orientation staff and Advising staff.	*Program restructured to ensure all students receive academic advising. *More efficient data from IS&T regarding incoming students and ability to register for Fall 2006 programs. *Students informed when signing up for a program regarding staying the whole day for registration for 2006.
#2. 100% of New Student Orientation participants will register for classes.	All student participants registered for Fall 2004 classes via web registration during the Orientation program. The Orientation Leaders were responsible for tracking the attendance totals.	Of the 1101 students attending Orientation for Fall 2005, 99.63% were recorded as registering for Fall 2005 classes.	Review completed by Orientation Planning Committee, Orientation Leaders, Orientation staff and Registrars staff.	*Program restructured to ensure all students receive web registration. *More efficient data from IS&T regarding incoming students and ability to register for Fall 2006 programs. *Students informed when signing up for a program regarding staying the whole day for registration for 2006.
#3. 100% of New Student Orientation participants will receive a Viking I.D. card.	All student participants received a Viking ID card during Orientation. The Orientation Leaders were responsible for tracking the attendance totals.	Of the 1100 students attending Orientation for Fall 2005, 87.09% were recorded as receiving their Viking I.D. card. *98.57% of those attended were taken to the VikingCard Office for Orientation.	Review completed by Viking Card I.D. staff for greater accuracy.	*All students will be taken to the VikingCard Office for Orientation and will be given their ID card application when arriving for Orientation. *Some students already have their ID card or do not bring proper identification to receive their card. *Orientation will continue to remind students to bring state-issued photo ID before attending.

Improvements

Outcome measure improved by 0.96% from previous year (Fall 2004 - 98.67%; Fall 2003 - 98%).

Ourcome measure improved by 0.85% from previous year (Fall 2004 - 98.78%; Fall 2003 - 96%).

Outcome measure decreased by 11.48% from previous year (Fall 2004 - 98.57%, Fall 2003 - 90%).

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Goal #3: **New students will be provided with necessary information services during Orientation.**

Outcome Measures	Research Completed	Findings	Review	Actions	Improvements
#1. 100% of student Orientation participants will receive Financial Aid Information.	All student participants were escorted to this session by Orientation Leaders. Orientation Leaders tracked the attendance.	Of the 1101 students attending Orientation for Fall 2005, 1094 (99.45%) students attended the Financial Aid session.	Review completed by Orientation Planning Committee, Orientation Leaders and Orientation staff.	*Financial Aid award status letters provided to students during the Orientation programs. *More accurate information given to Financial Aid prior to Orientation for 2006. *Sessions moved prior to Advising and Registration to ensure attendance.	Outcome measure improved by 3.43% from previous year (Fall 2004 - 96.02%; Fall 2003 - 92%).
#2. 100% of student Orientation participants will receive Safety information.	All student participants were escorted to this session by Orientation Leaders. Orientation Leaders tracked the attendance.	Of the 1101 students attending Orientation for Fall 2005, 1094 (99.45%) students attended the Safety session.	Review completed by Orientation Planning Committee, Orientation Leaders and Orientation staff.	*Session scheduled at beginning of program for 2006 to ensure participation.	Outcome measure improved by 2.92% from previous year (Fall 2004 - 96.53%; Fall 2003 - 92%).
#3. 100% of student Orientation participants will receive Student Involvement information.	All student participants were escorted to this session by Orientation Leaders. Orientation Leaders tracked the attendance.	Of the 1101 students attending Orientation for Fall 2005, 1094 (99.45%) students attended the Student Involvement session.	Review completed by Orientation Planning Committee, Orientation Leaders and Orientation staff; DSL Assessment Team & Dean.	*Student Involvement session moved prior to advising and registration to ensure greater attendance for 2006. *Information from the Department of Student Life will also be provided to students during the Campus Fair at the end of the program for 2006.	Outcome measure improved by 2.2% from previous year (Fall 2004 - 97.25%; Fall 2003 - 95%).

<p>#4. 100% of student Orientation participants will receive Parking information.</p>	<p>All student participants were escorted to this session by Orientation Leaders. Orientation Leaders tracked the attendance.</p>	<p>Of the 1101 students attending Orientation for Fall 2005, 1094 (99.45%) students attended the Parking session.</p>	<p>Review completed by Orientation Planning Committee, Orientation Leaders and Orientation staff; DSL Assessment Team & Dean.</p>	<p>*Session scheduled at beginning of program for 2006 to ensure participation. *Purchasing parking passes through CampusNet will be reviewed in Web Registration session for 2006.</p>	<p>Outcome measure improved by 3.83% from previous year (Fall 2004 - 95.62%; Fall 2003 - 88%).</p>
<p>#5. 100% of student Orientation participants will receive Web Access information (Web Access was part of Web Registration for New Students).</p>	<p>All student participants were escorted to this session by Orientation Leaders. Orientation Leaders tracked the attendance.</p>	<p>Of the 1101 students attending Orientation for Fall 2005, 1097 (99.63%) students attended the Web Access session.</p>	<p>Review completed by Orientation Planning Committee, Orientation Leaders, IS&T staff and Orientation staff; DSL Assessment Team & Dean.</p>	<p>*Web registration session moved to the Library Computer Learning Center for 2006 to help facilitate information without distractions; also, using the Smart Board to demonstrate to students the capability of CampusNet and Webmail.</p>	<p>Outcome measure increased by 0.85% from previous year (Fall 2004 - 98.78%; Fall 2003 - 100%).</p>

Program Assessment Report

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 Date: May 3, 2006

Goal #4: **New students and family members will evaluate the programs as high quality orientation programs.**

Outcome Measures	Research Completed	Findings	Review	Actions	Improvements
#1. New Student Orientation attendees will rate satisfaction with services received (advising, registration, etc.) as "good" or "outstanding".	Students attending New Student Orientation were given an evaluation at the start of orientation and completed it at the conclusion of the program. Results are self-reported.	Advising = 4.60 (2004 - 4.61, 2003 - 4.39) Registration = 4.42 (2004 - 4.58, 2003 - 4.44) ID Card = 4.49 (2004 - 4.54, 2003 - 4.48) Tours = 4.41 (2004 - 4.48, 2003 n/a) Lunch = 4.59 (2004 n/a, 2003 n/a)	Findings presented and feedback received from Orientation Committee, Orientation Leaders, Orientation participants and DSL assessment team.	*Program re-designed to make Orientation a truly comprehensive program. *Additional session on overview of the advising & registration process to increase the ease of those services. *Added placement tests into the Orientation program.	Outcome measure met.
#2. New Student Orientation attendees will rate satisfaction with presentations attended as "good" or "outstanding".	Students attending New Student Orientation were given an evaluation at the start of orientation and completed it at the conclusion of the program. Results are self-reported.	Safety = 4.59 (2004 - 4.56, 2003 - 4.42) Parking = 4.32 (2004 - 4.27, 2003 - 4.18) Financial Aid = 4.54 (2004 - 4.42, 2003 - 4.17) Student Involvement = 4.45 (2004 - 4.46, 2003 - n/a)	Findings presented and feedback received from Orientation Committee, Orientation Leaders, Orientation participants and DSL assessment team.	*Increased number of informational sessions to provide more thorough information to participants (i.e.health insurance, treasury services, advising overview) *Informational sessions scheduled at key times to maximize attendance for 2006 *Family members w/ students for certain sessions for greater satisfaction.	Outcome measure met. Satisfaction improved from last year's orientation for 3 of 4 presentations.

<p>#3. New Student Orientation attendees will rate satisfaction with Orientation Leaders (knowledge of CSU, helpfulness, etc.) as "good" or "outstanding".</p>	<p>Students attending New Student Orientation were given an evaluation at the start of orientation and completed it at the conclusion of the program. Results are self-reported.</p>	<p>Orientation Leaders: Knowledgeable about CSU = 4.77 (2004 - 4.85, 2003 - 4.81) Positive about CSU = 4.92 (2004 - 4.9, 2003 - 4.84) Helpful during Orientation = 4.81 (2004 - 4.88, 2003 - 4.81)</p>	<p>Findings presented and feedback received from Orientation Committee, Orientation Leaders, Orientation participants and DSL assessment team.</p>	<p>*Orientation Student Coordinators hired. *Orientation Leaders hired earlier in the year for 2006. *Orientation Leaders attended a regional orientation conference. *More time built into the 2006 schedule for Orientation Leader interaction with students (in 2005, little time for interaction)</p>	<p>Outcome measure met. Satisfaction improved from last year's orientation for 1 component of Orientation Leaders. As more sessions are added into the program and more services require more time, this reduces the amount of time that Orientation Leaders spend with the students.</p>
<p>#4. Family Orientation attendees will rate satisfaction with program as "good" or "outstanding".</p>	<p>Family members attending New Student Orientation were given an evaluation at the start of orientation and completed it at the conclusion of the program. Results are self-reported.</p>	<p>Overall rating = 4.62 (2004 - 4.53)</p>	<p>Findings presented and feedback received from Orientation Committee, Orientation Leaders, Orientation participants and DSL assessment team.</p>	<p>*Family members with students during specific parts of the Orientation program for 2006 to improve satisfaction. *Family Handbook designed for Orientation 2006 to provide family members with a resource to use throughout the academic year.</p>	<p>Outcome measure met. Satisfaction improved from last year's program.</p>
<p>NOTE: All evaluations based on a 5-point scale with 4 being good and 5 being outstanding.</p>					