

Student Services Annual Highlights 2011 - 12

Department Name: New Student Orientation

Dash Board Indicators:

Student attendance at Orientation by program and term

Program Type	Summer 2011	Fall 2011	Spring 2012	Total 2011 - 12	% by Program
QuickConnect	885	2152	1159	4196	29%
NetConnect	2153	4651	3143	9947	68%
CampusConnect	n/a	429	n/a	429	3%
Total	3038	7232	4302	14572	100%

Attendance at Orientation by Program and Year

Program Type	2009 - 10	2010 - 11	2011 - 12	% Change
QuickConnect	2883	3207	4196	30.8%
NetConnect	6264	5653	9947	76.5%
CampusConnect	289	363	429	18%
Total	9436	9206	14572	58%

Student Attendance at Orientation Compared to Applicants

Term	Applicants	Attended Orientation	% Attended Orientation
Fall 2011	14283	7232	51%
Spring 2012	7873	4302	55%

Enrollment and Retention of Fall 2011 students who Completed Orientation Compared to Students who do not Complete Orientation

	Applicants	Enrolled 1 st Term	Enrolled %	Persisted to 2 nd Term	% Persisted
Completed Orientation	7232	5049	70%	3562	71%
Did Not Complete an Orientation	7082	1758	25%	1148	65%

Programming or Service Highlights:

- Overall attendance at Orientation increased in 2011 – 12 by 58%, in large part due to the mandatory orientation requirement.
- Orientation Leader program was implemented in October 2011. Training materials were developed, and Orientation Leaders present most of the QuickConnect session.

Assessment Highlights:

- Conversion to registrants is highest with students who attended a CampusConnect (84%) as compared to QuickConnect (70%) and NetConnect (68%) for Fall 2011.

- Fall 2011 to Spring 2012 persistence rates for students who participated in orientation are 77% for those who participated in CampusConnect, 74% for those who participated in QuickConnect, and 68% for those who participated in NetConnect.
- Over the past three years, the registration rate of students who participated in CampusConnect has dropped from 90% to 84%, and the persistence rate from fall to spring semesters has also dropped from 83% to 77%.