

## Annual Assessment Report

Assessment Cycle	<b>2020-2021</b>
Name of Office	<b>Student Development – Welcome Week/Orientation</b>
Date of Office Approval	<b>September 2021</b>
Name of Submitter	<b>Melody Scott</b>

**Date of data distribution:** 8/31/20 (Survey Distribution Date); 9/14/20 – Outcome data distribution

*Outcome data from 2020-2021 (and existing data from the two previous academic years) for the office was distributed to staff members on the date above*

**Date of meeting:** 09/21/20 (review of data with Res Life/Student Dev. Staff)  
09/28/20 (review of data with Gen 100 Director & Director of Admissions/Collegium)

*The office met on the date above to discuss the data, identify the key strength and challenge, and to formulate action steps for responding to the challenges (i.e., for closing the loop over time).*

**The participants in the meeting were:**

9/21/20: Melody Scott, Tony Schnyders, Pattie Anderson, Emily Deinert, Micah Czirr, Sarah Shafer, Emelia Kublin, Michelle Alessandro, Logan Hansen

9/28/20 – Melody Scott, Dr. Marcia Everett, Linda Hoffman.

**Office Mission Statement:** In conjunction with Malone University's mission and strategic goals, the Office of Student Development exists to:

- (1) invite and involve students into a vibrant student-centered community which represents a wide range of backgrounds, experiences and viewpoints.
- (2) enhance students' educational experience and inform their worldview as they transition to and from the University by providing essential resources, services, programs and activities necessary for their holistic development.

**Office Goals** (these are broad goals rather than specific, measurable outcomes)

- (1) Hospitality: offer welcome to students and create space for belonging in a safe environment;
- (2) Integrated Learning to Improve Student Retention: Foster space for faculty/staff to engage with students outside the classroom;
- (3) Holistic Development: Promote positive social interactions and personal growth;
- (4) Mentoring: create and communicate opportunities for mentoring and serving.

### Key Strength

**1.The exact wording of the specific outcome identified as a strength:**

During Welcome Week Orientation, students will be offered a range of events which promote social and intellectual development in order to cultivate a sense of welcome and connection to campus. A better sense of belonging among students leads to higher rates of personal and academic successes later in their college experiences. These components are crucial to meeting our goal of hospitality.

91% (131 responses of 168 surveyed) of residential students stated that they agree or strongly agree that they felt connected or a sense of belonging on campus (Fall 2019: 91%; Fall 2018: 94%).

## **2. A brief summary of the evidence used to identify the outcome as a strength:**

Incoming, residential students rated their experiences on campus in an annual survey using a five point Likert scale. One question reflects a "belonging scale" of one to five. Four and five represent agree and strongly agree that they feel a sense of belonging. Another question reflects a "welcome scale" of one to five also. Data suggests a high percentage of students feel a sense of belonging and welcome on campus, a key strength.

## **Responding to the Key Challenge: Closing the Loop**

### **1. The exact wording of the specific outcome identified as a challenge:**

During Welcome Week, two initial communications happen with incoming students in order to prepare them for campus arrival, the program "Countdown" and a webpage communication that new students are driven toward. These two areas presented a challenge for communication leading up to new students arrival according to survey results.

### **2. A brief summary of the evidence used to identify the outcome as a challenge**

Incoming, residential students rated their experiences on campus in an annual survey using a five point Likert scale. Questions were asked about communication, website content, and printed schedules using a one to five scale. Four and five represent agree and strongly agree. Only 63% ranked four and five in their responses that the orientation webpage was simple to navigate, and 71% reported that the program "countdown" was helpful in their orientation process.

### **3. The action steps your office has already taken to address the challenge, including an evaluation of whether or not the action has resulted in improvement in the outcome:**

Student Development and the Gen 100 Director of Welcome Week will consult with University Relations on website management, and the Admissions Office in order to improve communication to incoming students for their arrival on campus. The 2021 survey will demonstrate at least a 1% increase in improvement for the orientation website. Further, Student Development, Gen 100 Director and Admissions will engage in regular meetings regarding Countdown in order to ensure the events of that day will provide helpful information to students in preparation for orientation welcome week.

### **4. Planned Action Steps:**

(1) Provide information to University Relations on Welcome Week schedule by September 2021. (2) Meet at least once per semester with Admissions Director in order to disseminate information to Admissions Counselors regarding Welcome Week. (3) Use other social media platforms and mailings to increase awareness about the webpage to families. (4) Continue to administer annual survey to incoming residential students. (5) Find a more strategic system to survey commuter students.