

# Annual Report

## Part 1

### Section A

#### Unit Information

**Unit:**First Year Advising and Orientation Services

**Mission Statement:**

The mission of the Office of First Year Advising and Orientation Services is to provide accurate, useful and timely information and transition services to new students and their parents through state-of-the art academic counseling, undergraduate orientation, and parent outreach. Based on developmental theory, services are education-based, technologically enhanced, family centered, and provided with courteous interaction and respect for all.

### Section B

#### Unit goals set within last year's (2003-2004) Annual Report

<u>Strategic Plan Goal</u>	Unit Goal
With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?	What were your unit level goals for 2004-2005 as contained in your <a href="#">2003-2004 annual report?</a>
	<b>Goal - Enhancement of New Student Orientation Services (1)</b>
Strategic Plan Goal 2- The Student Community	Developing orientation services that provide a welcoming environment to new students and that are effective in satisfying their informational and emotional needs while imparting university expectations and promoting specific university programs, units and services.
<b>What action did you undertake to achieve this goal?</b>	
During the 2004-05 year, the orientation website was reformatted which increased efficiency for the end user. Online orientation registration was added along with online confirmation of orientation date and generation of a parking pass. An Eagle View Orientation logo was developed and orientation signage was improved. A NODA (National Orientation Directors' Association) intern was hired to assist with evening programming, and the student orientation leader recruitment and training was enhanced. The number of university units participating in the orientation program was increased (including faculty). Presentation workshops were provided for university staff to improve	

presentation delivery and format. Handouts were improved through: 1) development of a student orientation handbook which provided information specific to new student transition, 2) purchase of Off to College, a compendium of essays on the transition to college, and 3) distribution of note taking software. Professional elements were added to the program which included a motivational speaker from Making College Count.

**By what means did you assess goal achievement?**

Student satisfaction of orientation services and programming as determined by responses from the Eagle View Orientation Student Survey. The survey utilizes a Likert scale and is administered at each new student orientation. Students indicate %strongly agree/agree/disagree/strongly disagree on 18 items that cover attitude toward the institution, information gained, and service provided. A comment section is a provided for qualitative responses. Data is analyzed in the Office of Planning and Institutional Performance and reviewed by the Director.

**Describe the assessment results and the conclusions about goal attainment you inferred from them.**

Responses from the survey indicated that the registration process for orientation was somewhat confusing. Directions to the campus and check-in site were not clear. Many student comments referred to presentations as "long lectures".

**What continuous improvement resulted from the use of the assessment data?**

The orientation website was reformatted. Online orientation registration was added along with online confirmation of orientation date and generation of a parking pass. An Eagle View Orientation logo was developed and orientation signage was improved. A NODA (National Orientation Directors' Association) intern was hired to assist with evening programming, and the student orientation leader recruitment and training was enhanced. The number of university units participating in the orientation program was increased (including faculty). Presentation workshops were provided for university staff to improve presentation delivery and format. Handouts were improved through: 1) development of a student orientation handbook which provided information specific to new student transition, 2) purchase of Off to College, a compendium of essays on the transition to college, and 3) distribution of note taking software. Professional elements were added to the program which included a motivational speaker from Making College Count.

**Strategic Plan Goal**

**Unit Goal**

**With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?**

**What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?**

Strategic Plan Goal 2- The Student Community

Develop accurate and courteous academic counseling and developmental assistance for first-year students utilizing state-of-the-art

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mechanisms.

**What action did you undertake to achieve this goal?**

2004-2005 academic advising for first year students was initiated at summer orientation. Enhancements to this year's advising session included an increased number of student peer advisors from 10 to 20. Recruitment and training of the student peers was expanded to one week. The First Year Advising website was updated and new features included: chat room and capability to Instant Message (IM) advisors; new informational links on the career development page; ability to check general education status through an online checklist; links to assist first year students in the transition to college academic advising; and updating and formatting of major tracks for lower division students.

The remedial student program was overhauled by redesign of print material, creation of a web site, and consultation with the Center for Academic Assistance regarding creation of remedial workshops. Financial options were added for students who needed assistance in paying for required remedial classwork. An academic advisor was placed on the Admission Committee.

First year academic counselors presented at 2 NACADA (National Academic Advising Association) conferences during 2004-05.

First Year Advising co-sponsored the Majors Fair in which over 500 undecided students attended. Staff facilitated workshops at Eagle Expo, and participated in Convocation planning, and implementation of the First Year Reading Project.

A proposal was developed and submitted to the Student Data Group that outlined future conversion to AdvisorTrac, an electronic advising software.

**By what means did you assess goal achievement?**

Responses from the First Year Advising Student Satisfaction survey were used in formative changes for academic advising on an individual advisor level. The survey is administered after advising sessions at freshman orientation.

Webtrends data was provided by Instructional Technology. A baseline volume of traffic on the First Year Advising site during 2004-05 was logged at 4,948. This number will be compared with site traffic for 2005-06.

**Describe the assessment results and the conclusions about goal attainment you inferred from them.**

Responses were utilized for program changes and formative improvement by individual academic advisors. Assessment results were given to counselors for feedback on the effectiveness of their respective academic advising sessions. Student comments regarding academic advising indicated that more personnel were needed in group advising rooms. Comments from students who required remediation indicated some confusion over the process.

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**What continuous improvement resulted from the use of the assessment data?**

Student peer advisors were increased from 10 to 20. Recruitment and training of the student peers was expanded to one week. The First Year Advising website was updated and new features included.

The remedial student program was overhauled by redesign of print material, creation of a web site, and consultation with the Center for Academic Assistance regarding creation of remedial workshops. Financial options were added for students who needed assistance in paying for required remedial classwork. An academic advisor was placed on the Admission Committee.

Strategic Plan Goal

**Unit Goal**

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

What were your unit level goals for 2004-2005 as contained in your [2003-2004 annual report?](#)

Strategic Plan Goal 2- The Student Community

Development of outreach, referral and orientation services to parents of new and continuing students.

**What action did you undertake to achieve this goal?**

An FGCU Parent Office was established with a Coordinator for Parent Outreach and Relations. A parent website was developed. A new parent email distribution list was developed and an automated electronic parent newsletter was created. Parent bumper stickers were designed. Parent orientation programming was enhanced and extended to two days. A wine and cheese reception was added to bring together parents of new students and university faculty and staff and administrators.

A parent information card was created and inserted into every student admission package.

A audio conference for the FGCU community on *Parents in the Age of the Millennial Student* was sponsored.

A workshop on *Parents and the Millennial Student* was presented to the College of Health Professions.

**By what means did you assess goal achievement?**

Action will be assessed by survey responses from the Parent Survey which will be administered in future orientation parent sessions. Data will be analyzed by the Office of Planning and Institutional Performance and reviewed by the Director and Coordinator of Parent Outreach.

Action will be assessed by a web-based survey to determine effectiveness of the FGCU Parent Website. Criteria and baselines to be determined.

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**Describe the assessment results and the conclusions about goal attainment you inferred from them.**

Ongoing

**What continuous improvement resulted from the use of the assessment data?**

Ongoing

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### Section C

## Program or Service Specific Assessments

**What program or service specific assessment occurred in the current academic year?**

Student satisfaction of orientation as determined by open ended responses from the Eagle View Orientation Student Survey was gathered during orientation. Data was analyzed in the Office of Planning and Institutional Performance and reviewed by the Director.

**How were the results of the assessment used to improve programs or services?**

Responses from the survey indicated a negative evaluation of program "lecture style" presentations. Results were used to change presentation format to multimedia. The Orientation Coordinator is in the process of working with Instructional Technology to create video presentations that utilize FLASH and other medium to enhance the attractiveness of new student and parent orientation.

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### Section D

## Unit Contribution to President's Performance Measures

**Please review the President's Performance Measures for 2004-2005. Did your unit contribute to any specific performance goals for the President? (If so, please indicate whether the measure set was attained and to what degree.)**

The President's performance measures speak to growing student enrollment (1), and (4), Improving freshman to sophomore retention rates. Our actions address these goals of the president for 2004-2005.

## Section A

### Unit Goals for Coming Year (2005-2006)

<u>Strategic Plan Goal</u>	Unit Goal
With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?	Goal for 2005-2006

Strategic Plan Goal 2- The Student Community

Enhance 2005-2006 Orientation Services to New Students and Parents.

#### What action(s) will you undertake to achieve the goal?

1. Increase student/parent orientation participation in Charlotte County. The Office of Eagle View Orientation, in consultation with the Director of the Charlotte Center, will develop an orientation plan for students and parents in that service area.
2. Complete conversion of programming to multimedia presentations.
3. Develop a program addressing the online orientation of distance learning students

#### By what means will you assess goal achievement?

1. The office will track the number of events and targeted orientation sessions in Charlotte County. A satisfaction survey will be administered at all orientations.
2. Review results from Eagle View Orientation Student Survey
3. Review retention numbers of distance students. Survey effectiveness of online orientation via online student survey.

#### How will you know if you have successfully attained each goal?

1. Student enrollment in courses at the Charlotte County Center will increase. Charlotte County student retention will increase.
2. The number of positive student comments of orientation presentations will increase
3. Retention of distance students will increase. Positive comments on the online student survey will exceed 85%tile.

#### How will the results of the above assessments be used to improve student learning or services?

1. Increased orientation services to the Charlotte County area will help address parent and

- student satisfaction and increase student retention.
2. Students will have increased retention of material presented at orientation.
  3. Distance students will persist to graduation.

**Strategic Plan Goal**  
**With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?**

**Unit Goal**  
**Goal for 2005-2006**

Strategic Plan Goal 2- The Student Community

Enhance academic advising services provided for first-year students

**What action(s) will you undertake to achieve the goal?**

Implement technological services such as AdvisorTrack to provide greater access to advisors and to increase communication with student advisees.

**By what means will you assess goal achievement?**

By online survey of student-end users.

**How will you know if you have successfully attained each goal?**

Positive responses to surveys will be in the 85%tile.

**How will the results of the above assessments be used to improve student learning or services?**

Students will be better able to better and more efficiently devise a quality plan to achieve academic goals at FGCU.

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## **Section B**

### **Resources**

**What additional resources have you requested and received a commitment for during 2005-2006 from your area VP or the President that is based on your analysis of assessment data for 2004-2005?**

Under review

**What additional resource needs do you have for fulfillment of your goals that you wish for consideration from your area VP or the President that is based on your analysis of assessment data for 2004-2005?**

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Increased support for technological enhancements is needed. In order to reach our goal, Eagle View Orientation is seeking a program assistant (1.0 FTE) for the 2005-2006 year and beyond who will assist the Director in developing multimedia, online orientation services and webmaster services for new students.

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### Section C

## Assessment Plans

### What assessments are you planning to conduct during 2005-2006?

The Eagle View Orientation Student Survey will be administered again for the 2005-06 program year. The Parent survey will be administered for the first time during the 2005-06 orientations. WebTrends data will continue to be monitored.

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### Section D

## Coming Year - Strategic Plan Contributions

1.2.4,2.1,2.2,2.3,4.1,4.2,5.4

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