

Annual Report 2006 - 2007

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 within Last Year's (2005-2006) Report

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2006-2007 goal best align?

Goal for 2006-2007

Goal 2: The Student Community

1. Assess student satisfaction of first year advising protocol
2. Automat orientation processing

What actions have you taken to achieve this goal?

1. Develop a programmatic assessment of first year advisement.
2. Meet with campus constituents to conceptualize and develop programming for a student-initiated orientation reservation process

What measures have you taken towards assessment of this goal?

1. Survey of student satisfaction was developed and administered in January 2007.
2. The Eagle View Orientation automated reservation system was developed, piloted and implemented for the 2007 summer orientation season.

Describe the progress you have made toward attaining this goal including the anticipated completion date.

1. Survey of student satisfaction was developed and administered in January 2007.
2. The Eagle View Orientation automated reservation system was developed, piloted and implemented for the 2007 summer orientation season.

Describe how the results of assessments have been used to improve student learning or your department's activities.

1. Positive results will assist students in the process of identifying major requirements, accurate course selection and timely progress to upper division
2. Positive results will increase efficiency in student orientation reservation process

Section C

Program or Service Specific Assessments

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

1. First Year Academic Advising Survey (January 2007)
2. New Student Orientation Evaluation (administered in summer 2006)
3. New Parent Survey (administered in summer 2006)
4. Survey of First Year Advising Office Front-Desk Effectiveness and Service (January 2007)

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

1. The First Year Academic Advising Survey was implemented in January 2007. A total of 174 FTIC responded to 12 items. Survey responses scored at the 93rd percentile or higher on each of the items. 99% of the respondents indicated that they would recommend their first year academic advisor to their friend. Written comments regarding individual advisors revealed overwhelming confidence in the knowledge base, concern for students, and supportive behavior of first year advisors. The item with responses in the lowest percentile (93%) "Suggests campus resources from which I can gain assistance" indicated a need to provide a concrete referral process. A campus referral sheet will be updated to include more campus offices, programs and services.
2. The New Student Orientation Evaluation indicated that 95% of the respondents (n= 894) had all of their questions during orientation answered adequately. The lowest item mean (3.5 on a 5 point scale) was "I understand how to register for classes using Gulfline". To improve understanding of how to utilize Gulfline to register, a tutorial was created to run during registration sessions. A step-by-step guide to registering via Gulfline will also be handed out during registration sessions.
3. The Parent Survey of Eagle View Orientation (n = 73) indicated that more time was needed for question and answers. A discussion panel with Student Affairs Directors was added to the 2007 agenda. The lowest item mean (3.9 on a 5 point scale) indicated that better communication to parents prior to orientation was needed. To address this need, a post card directing parents to the Parent website is now included in all admission packages. The Parent website was changed to post information about upcoming orientation sessions including the program agenda. Parents may sign up for an electronic bulletin that is published monthly. 90% of survey respondents indicated that after Eagle View Orientation, they felt confident that FGCU was the right choice for their child.
4. The Survey of First Year Advising (n = 168). 95.8% of the respondents indicated that the First Year Advising front desk staff were informative and assisted students effectively. No direct changes have been made. The office will strive to increase positive responses to 97%.

Section D

Unit Contribution or President's Performance Measures

Please review the [President's Performance Measures for 2006-2007](#). 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.)

Staff Development: All professional staff participated in at least one professional conference at the national level during the year.

Technology: An automated orientation reservation process was developed providing orientation fee payment services by credit card online.

Part 2

Section A

Unit Goals for Coming Year (2007-2008)

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2007-2008 goal best align?

Unit Goal

Goal for 2007-2008

Goal 2 - Student Community

1. Increase utilization of FASTRACK early warning system
2. Create a comprehensive and professional marketing plan for 2007-2008 Eagle View Orientation
3. Automate collection of guest fees for Eagle View Orientation
4. Enhance Family Weekend Program

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

1. Create a plan to enhance use of the FASTRACK system. Work with first year faculty to promote timely and appropriate utilization of the web-based early warning system. Create tutorials to assist in demonstrating use to faculty. Enhance follow-up to faculty regarding intervention taken. Provide data to respective colleges regarding use.
2. Work with a consultant to develop a marketing plan that will provide a theme and consistent presentation of orientation materials. Present the plan to the VP of Student Affairs for approval.
3. Work with Information Systems to develop collection of fees to support the parent orientation and Family Weekend
4. Develop a comprehensive plan to execute Family Weekend 2007. Present the plan to the VP of Student Affairs for approval. Develop a survey to determine student and parent satisfaction with the program.

By what means will you assess goal achievement?

1. Track number of "tickets" submitted by faculty.
2. Completion of the plan with at least two options for consideration
3. Completion of project design. Implementation of the automated system.
4. Administer the Family Weekend Satisfaction Survey via the parent website

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

1. Exceed by 10% "tickets" submitted in 2006. Student success will be assessed by student academic standing at the end of the term and achievement of a grade of "C" or better in the respective class.
1. Meet deadline of October 1st for approval by VP
2. 0 - low error rate in system after implementation
3. High response rate with positive responses on each item to meet or exceed 85%

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

1. Student retention will be enhanced by intervening early enough to take remedial action. Student referrals will be followed up to determine success of the intervention.
2. A professionally designed marketing package for orientation will enhance the attractiveness of FGCU and enhance yield rates from admission to orientation to enrollment.
3. Fees will be utilized to create programs to educate parents and families on how to better support their student for success at FGCU
4. Family Weekend will enhance students' connectivity to the FGCU campus and to build on their family support network.

Section B **Resources**

What additional resources have you requested and received a commitment for during 2007-2008 from your area VP or the President that is based on your analysis of assessment data for 2006-2007?

N/A

Section C **Assessment Plans**

What assessments are you planning to conduct during 2007-2008?

1. New Student Orientation Evaluation (administered June - August 2007)
2. New Parent Evaluations (administered June - August 2007)
3. Survey of Student and Parent Satisfaction of Family Weekend (New - October 2007)
4. First Year Academic Advising Survey (administered January 2008)
5. Survey of First Year Advising Office Front-Desk Effectiveness and Service (administered January 2008)

Section D

Coming Year - Strategic Plan Contributions

Enhancement of the student community by building programs to assist students and families with the transition of new students to college.