

Annual Report 2007 - 2008

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 (2006-2007) Report

Strategic Plan Goal

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

Goal 2 - Student Community

Unit Goal

Goal for 2007-2008

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

What actions have you taken to achieve this goal?

1.
 - Increased outreach to faculty regarding use of FASTRACK
 - Development of streaming tutorials on use of FASTRACK
 - Increased response time and feedback to faculty regarding FASTRACK
 - Instituted better tracking of FASTRACK submissions
2.
 - Worked with graphic designer to develop orientation print theme and layout
 - Restructured Eagle View Orientation staffing to include Assistant Director and Program Assistant to assist with marketing development. Developed PDs for new positions.
3.
 - Consulted with Administrative Computing and Financial Services regarding use of e-commerce functions.
 - Submitted proposal to Student Data Group for approval.
4.
 - Hosted Family Weekend 2007 in conjunction with FGCU 10th Anniversary Community Day

What measures have you taken towards assessment of this goal?

1. The number of FASTRACK submissions were documented.
2. Survey of Eagle View Orientation was administered
3. Indicator of success would be implementation of e-commerce function to collect fees.
4. Indicator of success for Family Weekend 2007 was increased family participation.

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

1. Excellent progress made. Goal was to exceed FASTRACK submissions by 10%. Results indicated that submissions were up by over 100% from 2006.
2. Completed. A professional marketing theme was developed by October deadline. The theme was carried through all marketing materials for Eagle View Orientation.
3. Goal not Completed. Automation of Family Weekend fees was not implemented due to lack of university infrastructure for e-commerce functions of this type.
4. Completed. The number of family participants rose by 51% from 2006.

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

1. Increased use of FASTRACK has resulted in earlier interventions by advisors to assist students who are having academic difficulty. Over 413 submissions were processed during the 2007/2008 year.
2. A clear, well designed marketing print campaign has resulted in less inquiries regarding orientation. A seamless reservation process was clearly defined in print materials which served to better serve students and families.
3. Result was not achieved.
4. Greater family participation helps to build the Family Fund and establishes good partnerships with parents.

Section C

Program or Service Specific Assessments

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

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) Not administered.
4. First Year Academic Advising Survey (administered January 2008)
5. Survey of First Year Advising Office Front-Desk Effectiveness and Service (administered January 2008)

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

1. Increase utilization of multimedia format at new student orientation. 97% indicated that all questions were answered at orientation, but students did not like "lecture" format.
2. Continue to provide comprehensive information to parents. Excellent ratings. (> 85% positive response).
3. Evaluation not administered.
4. Demonstrated highly successful advising program. 99% of respondents indicated that they would recommend their FYA advisor to a friend.
5. Survey indicated highly effective front desk services (>85% positive response).

Section D

Unit Contribution or President's Performance Measures

Please review the [President's Performance Measures for 2007-2008](#). 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.)

Part 2

Section A

Unit Goals for Coming Year (2008-2009)

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 2008-2009

1. Explore use of e-advising programs for academic advising and data collection
2. Transfer FYA and EVO websites to Red Dot format
3. Rejuvenate Parent outreach and communication
4. Support First Year Initiatives
5. Enhance data collection to provide profile of student population that are directly served

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

1. Collect information regarding available e-advising programs; Discuss with Student Data Group feasibility of implementation;
2. Consult with Instructional Technology; Create timeline for completion; Create outline of website;
3. Research parent programs at other schools; Re-create parent e-bulletins;
4. Work with the FYRE program to develop outreach to freshmen in housing. Have representation on the First Year Council;
5. Include demographic information on all surveys

By what means will you assess goal achievement?

1. E-advising program implementation approved by Student Data Group
2. Completion of red-dot conversion of both FYA and EVO websites
3. Administrative of a parent satisfaction survey
4. Number of FY initiatives developed and/or maintained; Number of FY conferences attended; First to second year retention rate.
5. Collection and reporting of demographic data

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

1. E-advising program implementation approved by Student Data Group
2. Completion of red-dot conversion of both FYA and EVO websites
3. Increase number of parent contacts; Increased funds raised through Family Fund campaign; Continued high ratings on parent orientation satisfaction survey.
4. Increased participation in First Year initiatives; Improved first-to-second year retention; Increased knowledge of first year issues through professional development
5. Analysis of survey data; volume of demographic data collected.

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

1. Will enhance academic advising services to freshmen
2. Will establish attractive and accessible information for individuals seeking online information regarding orientation services and/or first year academic advising.
3. Will increase parent engagement and affinity for the University
4. Analysis will establish a profile of students serviced. Further, it will be determined whether all student sub-populations are being adequately serviced.

Section B

Resources

What additional resources have you requested and received a commitment for during 2008-2009 from your area VP or the President that is based on your analysis of assessment data for 2007-2008?

Personnel and budget to support unit goals.

Section C

Assessment Plans

What assessments are you planning to conduct during 2008-2009?

Eagle View Orientation student satisfaction survey
Eagle View Orientation parent/family satisfaction survey
Family weekend satisfaction survey
Advising services walk-in survey

Section D

Coming Year - Strategic Plan Contributions

1.2; 1.4; 2.1; 2.2; 3.1; 3.3