Salisbury University
Office of Student Affairs
Office of Student Transitions
August 2020

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EXECUTIVE SUMMARY

The Office of Student Transitions was formed in August 2018 to focus on the transition of new students to Salisbury University as well as to provide a one-stop-shop for parents and families seeking information about Salisbury University. Entering the second year, Student Transitions was able to extend its impact and service to the SU community.

Student Transitions provides the following programs and services to the SU community:
- Expanded August Orientation session for students admitted late to SU or unable to attend in June. Serving more than 100 students in its second year, this initiative more than doubled.
- Rebranded the August orientation experience as First Flight, which provided new students a comprehensive transition to SU for more than 1800 new Sea Gulls leading up to the start of classes.
- Increased the number of family members in CampusESP, the communication portal designed to allow regular, relevant, and timely communication to families of all students, personalized to their specific demographic data. Implemented in November 2018, there are now more than 7300 family members receiving information through the portal.
- Homecoming Alumni and Family Weekend, welcoming new Gull families back to campus to enjoy all that SU has to offer with their student.
- Launched Visual Zen Orientation Registration System in time for January Orientation in collaboration with IT, Admissions, and the Academic Advising Center.
- Hosted January Orientation with 137 Transfer and 164 Freshman and their families, providing an individualized experience and was more responsive to the needs of new students and their families
- Orientation Leader Recruitment/Selection/Training and Supervision for 75 upper-class students seeking to develop their leadership skills and positively influence new Sea Gulls
- Created and executed a 1-credit course for new Orientation Leaders focused on leadership for the last seven weeks of the Spring 2020 semester. Pivoted course to online delivery due to COVID-19.
- Researched, designed, developed, and implemented a new online orientation model for students incoming Fall 2020, creating different experiences for Freshman and Transfer students.
- Implemented new advising survey and options through Visual Zen to meet the needs of the Academic Advising Center.
- Opened Visual Zen for the Fall 2020 students on April 15, 2020.
- Provided a two-part Sea Gull Start-Up Online experience for more than 1700 new students, including an opportunity via Zoom for students to connect to each other and Orientation Leaders and an asynchronous course in MyClasses for students to learn about resources and deliverables.
- Designed and developed a Parent/Family website featuring targeted presentations for parents and family members of new students.
- Implemented a July Webinar Series featuring 17 different topics for students, parents and family members who wanted in-depth information on different services and opportunities at SU.
- In collaboration with Admissions, updated and enhanced a comprehensive communication plan for all new students to maintain contact during key yield season and provide needed, timely information to new students and families.

Vision
Student Transitions at Salisbury University provides tools that foster a successful educational, social and personal transition for new undergraduate students and their families in order to foster a sense of belonging, affinity and connection with the University.

Mission

The mission of Student Transitions is to provide a comprehensive program that will engage and retain new students. This will be done by:

1. Aiding students in their transition to Salisbury University
2. Empowering new students by providing tools for the beginning of their college experience through their introduction to curricular, social and cultural resources
3. Engaging students and their families in the fabric of the Salisbury University community by building strong connections
4. Developing healthy and strong relationships to support a positive experience and transition to Salisbury University

Goals

- To provide excellent transition programs for students and their families as they become members of the SU family
- Provide a strong outreach program to families of SU students
- Provide programs that support student success inside and outside the classroom, and whether students are on-campus or virtual.

Scope of Practice – Services Provided

Student Transitions provides the following services:
- Orientation in January, June (Sea Gull Start-Up) and August (First Flight)
- Communication to new students, parents, and families
- Student leadership development through Orientation Leader positions
- Marketing and publications targeted to new students and families

Student Learning Outcomes
- Students will be introduced to Salisbury University's academic and community expectations
- Students will connect with other new students, peer leaders and upper-classmen, faculty and staff
- Students will be introduced to how to get involved and why involvement at SU is important
- Students will identify resources and services they may need for their success in college
- Students will learn how to access and use SU technologies including GullNet, Zoom, MyClasses and Navigate

Section II: Service Delivery

Students Served (July 1 – June 30 time period)
Enter "N/A" if data are not available for this reporting period.

Undergraduates	Outcomes
Total unique number served (do not include repeat visits)	3296
Total number of "visits" (includes repeat visits)	N/A
Total number of service contact hours across all service types	N/A
Graduates	**Outcomes**
Total unique number served (do not include repeat visits)	N/A
Total number of "visits" (includes repeat visits)	N/A
Total number of service contact hours across all service types	N/A
Overall	**Outcome**
Total unique number of undergraduates and graduate students served	3296

Comments: This is a challenging question for my area since we don't count "visits" or "students served" we provide programs and services for all new deposited students, and that is not a fixed number during the summer. Admissions continues to admit – students change their plans – some we see one time, some we see at all of our events but a lot of our programming is spread out around campus and so accurate counts are not always possible. Also, this number bridges two incoming classes – so the Fall 2019 cohort and Fall 2020 cohort plus two orientation staffs.

Examples of Major Events, Services, Activities, and Initiatives[1]

Examples of Major Events, Services, Activities, Initiatives	Target Audience	Number(s) Served	Cost Per Participant[2]
Example: Annual First-Generation Conference.	*First generation students and their faculty mentors*	▪ *75 students* ▪ *60 faculty mentors* ▪ *12 guests[3]*	▪ *$22.72*
First Flight Orientation Leader Training (August 18-21, 2019)	Current Students	• 60 Orientation Leaders • 2 Graduate Assistants	$371.65
First Flight (August 2019)	All New Students	1500 students	$44.37
Family Weekend	Families	300 family members	$ 4.24
January Orientation Leader Training (January 21-23, 2020)	Current Students	• 24 Orientation Leaders • 2 Graduate Assistants	$294.29
January Orientation (January 24-26, 2020)	All New Students and Families starting Spring 2020	• 300 Students • 150 family members	$69.75 per student
CampusESP Salisbury University Family Experience Portal	All SU Family Members	7301 Family Members	$1.30
Orientation Leader Recruitment	Current Students	77 Students	$0

[1] Contact the Associate Vice President for assistance in completing this section if needed.
[2] Use this formula to determine cost per participant (CPP) for every person attending: Cost of Event / Attendees.
[3] This could include family, friends, faculty, and staff.

Orientation Leader Leadership Course	Current Students	25 students	$0
Zoom Virtual Office	New Students/Family Members	100 people	$0
Parent and Family Guide	New Parents and Family Members	2300 Family Members	$0
New Student Guide 2020-2021	New Students	1711 New Students	$0
Sea Gull Start-Up Orientation Leader Training (June 2-4, 2020)	Current Students	• 6 Orientation Leaders • 2 Graduate Assistants	$90.75
Sea Gull Start-Up Online (June/July/August 2020)	New Students	• 1711 new students	$1.24
600-Level Communication Plan	Matriculated New Students and Family Members	• 1711 new students	$0.00

Section III: Budget Allocations, Expenditures, and Revenue Generation

July 1, 2019 – June 30, 2020 Allocations

Budget Category	Allocation – Freshman Orientation (330010)
01	$181,135
02	$157,401
03	$150,817
Total	$489,353
Budget Category	Allocation – Parent and Family (360232)
01	0
02	0
03	$13,000
Total	$13,000

July 1, 2019 – June 30, 2020 Expenditures

Budget Category	Expenditures Freshman Orientation (330010)
01	$179,025.78
02	$145,406.47
03	$83,046.85
Total	$407,479.10
Budget Category	Expenditures Parent and Family (360232)
01	0
02	0
03	10,773
Total	$10,773

July 1, 2019 – June 30, 2020 Revenue Generated

Initiatives or Purposes – Orientation	Revenue Generated
Example: Student Success Grant from Foundation to purchase new laptops as loaners to low-income freshmen.	$12,250.00
New Student Orientation Fee - $150	$354,000
Total	$354,000
Initiatives or Purposes – Parent and Family	Revenue Generated
Example: Student Success Grant from Foundation to purchase new laptops as loaners to low-income freshmen.	$12,250.00
	0
Total	

Comments related to budget decisions, concerns, cuts, reallocations, etc.: Due to the timing of Sea Gull Start-Up during a non-COVID19 summer, it occurs right up against the end of the fiscal year. This accounts for almost 1/3 of the orientation budget, which is why there is a high amount of unspent funds. These expenses will return in future years.

Examples of Collaborations and Partnerships	Outcomes and Impact
Example: County Public Schools Guidance Counselors	Resource materials for helping high school students and families discuss mental health before college.
City of Salisbury and Mayor's Office	**Plan an event to include in First Flight to introduce new students to all that Salisbury has to offer.**
Office of Admissions	**Developed a communication plan for deposited students and families, including Parent and Family Guide and timely and relevant emails to new students**
Center for Student Involvement and Leadership	**Invited CSIL to participate in leadership development training of Orientation Leaders; collaborated on social and late-night programs at Orientation; supported Homecoming and Family Weekend initiatives**
PNC Bank	**Leveraged existing relationship between PNC and SU for additional sponsorship opportunities**
First Year Advising Center	**Collaborated to design and develop Visual Zen Orientation Registration System for a better customer experience and data tracking.**
Alumni Relations	**Collaborated on events during Alumni Homecoming and Family Weekend, created joint marketing opportunities and co-sponsored events**
Housing and Residence Life	**In an on-going effort to improve the relationships between Resident Assistants and Orientation Leaders, joint sessions have been added to the training schedule to enhance the experience of both populations**
Academic Affairs	**Promote the Navigate App to new students**
Office of Institutional Equity	**Partnered to deliver Orientation Leader training around the topics of diversity and inclusion, social justice and leadership**
Instructional Design and Development	**In response to COVID-19, designed, developed, and implemented extensive online orientation course for both transfers and freshmen with guidance from ID&D**
Guerrieri Student Union	**Partnered to provide a Parent/Family Farewell at First Flight as well as programs in the GSU for connection and evening entertainment**
Publications	**Collaborated to execute first ever "Class of" photo at Sea Gull Stadium - a new tradition!**
Athletics	**Collaborated to execute first ever "Class of" photo at Sea Gull Stadium – a new tradition!**

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[4] Contact the Associate Vice President for assistance in completing this section if needed.

Section V: A Summary of Achievements Related to Student Affairs Strategic Plan

*The following are examples of ways in which the Unit is assisting Student Affairs achieve its goals. Please use bullet or numerical formatting to provide examples of **significant** outcomes.*

Goal 1: Student Affairs aims to foster safe, accessible, and inclusive communities for undergraduate and graduate students.

- Orientation programs provided training and education on bystander intervention, Title IX, diversity, and identity.
- Orientation programs put focus on helping students develop relationships, with other new students and with Orientation Leaders.
- Distributed information to new students and families, focusing campus partners and communications on getting the right information to the right students at the right time rather than all at once.

Goal 2: Student Affairs aims to educate students for campus, career, and life.

- January Orientation, Sea Gull Start-Up and First Flight introduced students to information needed for attendance at SU, including Health Services, Academic Support, Academic Advising, Financial Aid, Cashier's Office, Counseling and Health Services, Center for Student Involvement and Leadership, etc.
- Produced and distributed PDF of New Student Guide and Parent and Family Guide to more than 2000 students and family members with important information about academics, emotional, mental and physical health and key deliverables (ie, health forms, housing contracts, meal plans, etc.).
- Provided programming to develop affinity, belonging and connection to more than 2000 new students attending First Flight and January Orientation.
- Implemented Orientation Leader 1-credit course to education and challenge upper-class students on leadership skills and values.

Goal 3: Student Affairs aims to embrace innovation.

- Implemented Visual Zen Orientation Registration System to improve the student/customer experience and provide a more effective means of tracking new students.
- Designed, developed, and implemented a fully online orientation for the Fall 2020 cohort utilizing new technologies and preparing students for a more virtual Fall 2020 educational experience.
- Fully utilized CampusESP, the Salisbury University Family Experience portal, to provide a new way of providing information to parents and family members, with more than 7300 family members.

Goal 4: Student Affairs aims to motivate student affairs professionals to increase effectiveness and efficiency.

- Orientation staff was located at each residence hall to check students in to Orientation and verify students had arrived at SU.
- Developed and designed a new Parent/Family Farewell program at First Flight to encourage family/student separation after move-in.
- Visual Zen Orientation Registration System allows for efficiencies in supporting students needs relating to selecting/changing/attending orientation and automates email communication.

Section VI: A Summary of Achievements Related to University Strategic Plan

*The following are examples of ways in which the Unit is assisting the University achieve its goals. Please use bullet or numerical formatting to provide examples of **significant** outcomes. Units may cut-and-paste as appropriate from above Section. Do not say, "See above."*

Goal 1: EDUCATE Students for Campus, Career and Life

- January Orientation, Sea Gull Start-Up and First Flight introduced students to information needed for attendance at SU, including Health Services, Academic Support, Academic Advising, Financial Aid, Cashier's Office, Counseling and Health Services, Center for Student Involvement and Leadership, etc.
- Produced and distributed PDF of New Student Guide and Parent and Family Guide to more than 2000 students and family members with important information about academics, emotional, mental and physical health and key deliverables (ie, health forms, housing contracts, meal plans, etc.).
- Provided programming to develop affinity, belonging and connection to more than 2000 new students attending First Flight and January Orientation.
- Implemented Orientation Leader 1-credit course to education and challenge upper-class students on leadership skills and values.

Goal 2: EMBRACE Innovation of the Salisbury University Experience

- Implemented Visual Zen Orientation Registration System to improve the student/customer experience and provide a more effective means of tracking new students.
- Designed, developed, and implemented a fully online orientation for the Fall 2020 cohort utilizing new technologies and preparing students for a more virtual Fall 2020 educational experience.
- Fully utilized CampusESP, the Salisbury University Family Experience portal, to provide a new way of providing information to parents and family members, with more than 7300 family members.

Goal 3: FOSTER Community

- Orientation programs provided training and education on bystander intervention, Title IX, diversity, and identity.
- Orientation programs put focus on helping students develop relationships, with other new students and with Orientation Leaders.
- Distributed information to new students and families, focusing campus partners and communications on getting the right information to the right students at the right time rather than all at once.
- Utilized Zoom technology to provide a virtual office all summer for students and family members to get face-to-face support and interaction when they needed it.

Goal 4: PROVIDE Appropriate Programs, Spaces, and Resources for All Members of the Campus Community

- Provide training to Orientation Leaders for all Orientation programs (January, Sea Gull Start-Up and First Flight).
- Provide resources and information about the SU community for parents and family members through CampusESP, Parent and Family Guide, Facebook Page and enhanced website resources and organization.

Section VII: Measuring Up – Research, Assessment, and Evaluation[5]

2019-2020 Goals and Outcomes
July 1, 2019-June 30, 2020

Department Goals	Summative Outcomes
Example: Promote student success through health and wellness initiatives.	▪ *5 health and wellness workshops were offered in partnership with Center for Student Achievement* ▪ *1,257 unique students attended 5 health and wellness workshops* ▪ *83% of students who attended the 5 health and wellness workshops indicated the sessions contributed to their academic success*
Provide excellent transition programs for students and their families as they become members of the SU family	• 1710 incoming students (transfer, freshman, SUBridges, USB) completed Sea Gull Start-Up Online for Fall 2020 • Welcomed more than 2000 students to First Flight – Fall 2019 • More than 1000 students participated in the Class Photo at Sea Gull Stadium in collaboration with Publications and Athletics • 80% of new students reported making connections with other new students at First Flight;
Provide a strong outreach program to families of SU students	• In its second year, CampusESP has more than tripled in size with over 7300 family members included. • More than 30,000 targeted announcements were sent to family members • The open rate for family members of the Fall 2020 cohort is over 62%

Provide programs that support student success inside and outside the classroom, and whether students are on-campus or virtual.	• Of students who attended First Flight 2019:
	   o 70% reported that they felt prepared to start classes
	   o 73% reported they were comfortable with MyClasses and GullNet
	   o 86% said they learned their way around campus
	• Of students who attended Sea Gull Start-Up Online 2020:
	   o 68% said their questions were answered effectively
	   o 88% said the Orientation Leaders made them feel welcome
	   o 81% said the program was well organized

Examples of Other Research, Assessment, or Evaluation Projects (if applicable)
July 1, 2019-June 30, 2020

Project	Key Result(s) or Outcomes	Organizational Changes
Example: Three-Year Student Satisfaction Survey with new math instructional software.	*80% of student users indicated new software was helpful to understanding math concepts.*	*Two additional math sessions using the new software will be added.*
N/A		

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[5] Contact the Associate Vice President for assistance in completing this section if needed.

Student Learning Outcomes
July 1, 2019 – June 30, 2020

Student Learning Outcomes	Mapped to University SLOs	Mapped to Division's SLOs	Evidence of Learning
Example: Sophomores participating in the Sophomore Year seminar will be able to explain University policy for changing a major.			▪ *75% of participants were able to explain policy for changing a major as evident on post-evaluation compared to pre-test results.*
Example: 70% of seniors participating in the résumé development series will be able to identify at least four strategies for writing a successful résumé.			▪ *80% of participants were able to identify four strategies for writing a successful résumé as evident on written exit interview.*
Students will be introduced to Salisbury University's academic and community expectations			• 385 first-time SU students went through the process with alleged violations of the Code of Conduct, which is %55.72 of the total caseload.
Students will connect with other new students, peer leaders and upper-classman, faculty and staff			• 72% of participants in First Flight reported making friends
Students will be introduced to how to get involved and why involvement at SU is important			• 415 Freshman joined a club or organization in Fall 2019
Students will identify resources and services they may need for their success in college.			• 82 % of Fall 2020 cohort completed all the modules in MyClasses SGSU Online course • 40% of freshman utilized the CSA fall 2019 • 81.7% of new students utilized the Navigate app fall 2019 (new students includes

		incoming freshman and transfers)
		•

The following goals are intended to be ambitious but attainable. Each goal should be linked to measurable outcomes and is consistent with strategic priorities, Student Affairs' goals and expectations, and the University's strategic plan. **Three to five goals are recommended. Please use new University Strategic Plan 2020-2025 goals for this section.**

Department Goal or Objective	Map to University Strategic Plan 2020-2025 Goals	Map to SA Strategic Goals (TBD)	Examples of Assessment Metrics that will be Used
Example: Implement new living-learning communities focused on diversity and inclusion.	*Goal 1* *Initiative 2*		▪ *Number of living-learning communities created.* ▪ *Number of students completing housing contracts for the new LLCs.*
Example: Ensure that 70% of academic probation students participate in at least two sessions on successful study habits.	*Goal 4* *Initiative 2*		▪ *Number and percent of academic probation students participating in at least two academic sessions.*
Deliver a hybrid model of First Flight during a global pandemic	Goal 1 Objective 2 Strategy 4		• Number of students participating in at least one aspect of First Flight on-campus • Number of students participating in at least one aspect of First Flight remotely
Develop online offerings for parents/families during the academic year	Goal 4 Objective 2 Strategy 2		• Number of additional programs offered for parents/family members • Growth in parents/family members in CampusESP
Enhance online offerings for new students so we are better prepared should the	Goal 3 Objective 1 Strategy 1		• Number of new programs offered virtually for new students

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[6] Contact the Associate Vice President for assistance in completing this section if needed.

pandemic impact future new classes of students			