



Annual Report 2022-2023

# CENTER FOR ORIENTATION & TRANSITION PROGRAMS

[orientation.ku.edu](https://orientation.ku.edu)



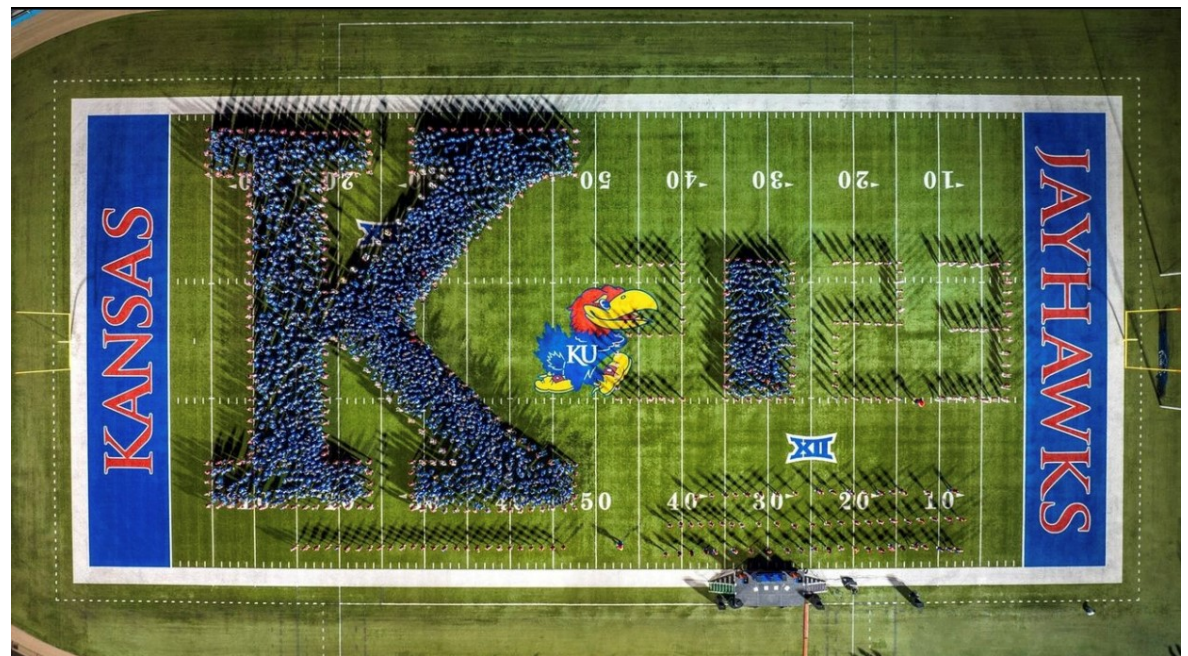
The Center for Orientation & Transition Programs (OTP) is dedicated to creating and curating experiences that promote academic discovery, community engagement, and fostering a sense of belonging.

**KU Academic Success**

[academicsuccess.ku.edu](https://academicsuccess.ku.edu)



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# OUR PURPOSE

We accomplish this with intentional programs that will support and empower students through their Jayhawk journey.

As a team, we utilize the following guiding principles:

1. Curate information so that students can take-in, make meaning, and take timely action.
2. Participation in OTP programs builds the foundation for and provides the opportunities for students to begin to build support networks to other Jayhawks.
3. OTP programs will intentionally create and develop a cohort of student leaders through the OA process.
4. OTP programs strategically reduce the melt of incoming students.

The Center for Orientation and Transition Programs provides a series of experiences that facilitate the transition of undergraduate and graduate students to the University of Kansas.

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“Orientation was amazing. KU staff, and all of the student assistants were absolutely amazing. I’m so ready to attend KU in the fall and I now feel very confident as I transition to become a Jayhawk this upcoming fall!!”

- F23 New Student

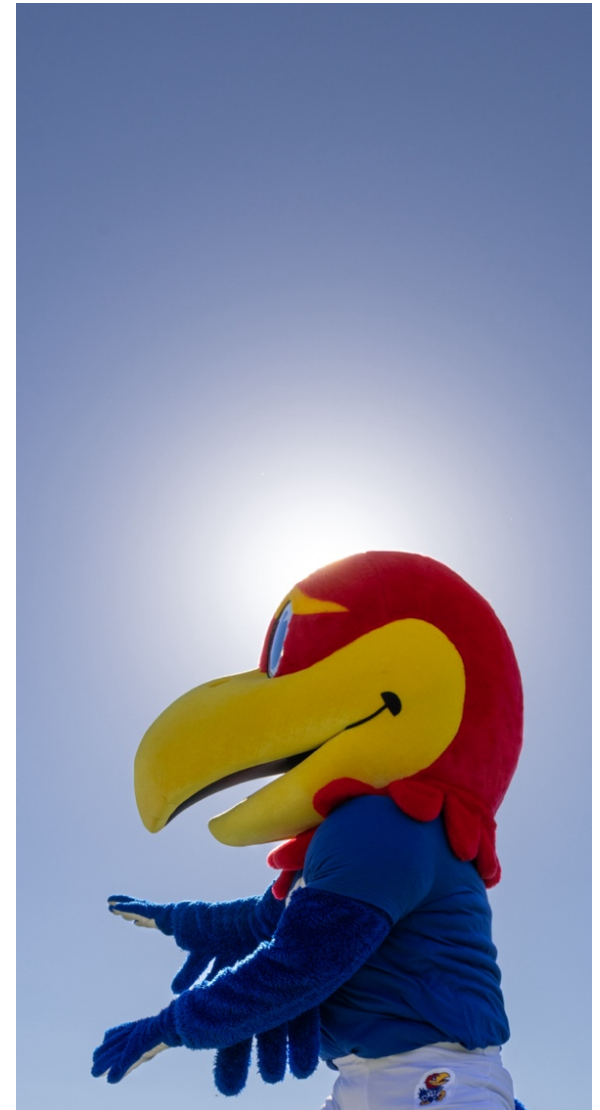
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# ELEMENTS FOR SUCCESS

## Orientation

- **Freshman Orientation** – Freshman Orientation consists of a one-day Orientation session that includes: Welcome, Student-to-Student Groups, Opportunities Fair, Paying for KU Presentation, Advising & Enrollment, and *I am KU* session. Additionally, students are required to complete a pre-orientation online course and Discover KU, a post-orientation online course.
- **Parent & Guest Orientation** – As part of our Freshman Orientation sessions, we also offer a full day Parent & Guest program. This program includes Welcome, Supporting Your Student's Academic Success, Opportunities Fair, Paying for KU Presentation, Well-Being at KU, University Academic Support Centers, and Joining the Jayhawk Family. By attending Orientation, Parents & Guests also receive access to KU Family Connection, a CampusESP online platform.
- **Transfer Onboarding** - The Transfer Onboarding experience includes A welcome call from an Academic Success Navigator, a one-on-one Tech Session, Advising & Enrollment Appointment, and the choice of Onboarding Experiences: Fully online course, synchronous online half-day Onboarding session, in-person half-day Onboarding session, or full-day Freshman Orientation.
- **Jayhawk Global Orientation** – Our Jayhawk Global Orientation is an asynchronous course that serves undergraduate and graduate students admitted into a Jayhawk Global Program.



# ELEMENTS FOR SUCCESS



## Transition Programs

- **Hawk Week** – KU starts off your bright future with big fun. Hawk Week has so many live and festive events focused on community and inclusivity we couldn't pack it in seven days and have stretched it to 10. Your path to the future is paved with learning, laughing, and a lot of free stuff.
- **Winter Welcome** – Whether newly admitted or returning to KU, every Jayhawk deserves a warm reception. We beat the cold and ring in the spring semester with a campuswide week of programs and events.
- **Rest, Relax, Recharge** – For both the Fall and Spring semester the Center for Orientation & Transition programs curated a week of events during finals week centering around wellbeing and academic preparedness. These weeks also include our marquee event, Late Night Breakfast.

### **Academic Success Priority #1: Personalize the new student experience and establish foundational campus knowledge for all incoming students.**

*Refine the multi-modal orientation model to reduce financial and travel barriers to student participation and decrease number of students participating in open enrollment.*

Orientation & Transition Programs has created a multi-modal menu of options for Transfer students to complete their Onboarding requirement. We have also created a more robust Orientation Exception process for incoming Freshman students that cannot attend an in-person session which includes the following: Welcoming meeting, meeting with a current KU student, academic advising & enrollment appointment.

### **Academic Success Priority #3: Foster student sense of belonging through coordinated peer and community-based support programs.**

*Expand second-layer engagement opportunities for students (e.g., Hawk Link, Hawk Week, SophoMORE September, course offerings).*

Orientation & Transition Programs introduced a new event series titled Rest, Relax, Recharge. This event series is meant to provide wellness and academic support for students during finals week in the Fall and Spring semesters. Late Night Breakfast, the marquee event, provides our office and campus partners with a touch point prior to students leaving for break. We also prioritized enrolment efforts at this event as a built-in retention strategy.

# ACCOMPLISHMENTS & HIGHLIGHTS

Similar to 2022, Transfer students received an early welcome and personalized tech appointment from the Navigator Team in Strategic Initiatives and advising and enrolling throughout the Spring and Summer of 2023 as well as Fall 2022. We reconfigured Transfer Onboarding to provide students with a menu of options: Fully Online Course, In-Person Half Day Onboarding session, synchronous Half Day Online Onboarding session, and the ability to attend our full-day Freshman session.

Along with our amazing colleagues across all units on campus, we moved through a record- breaking number of students through Freshman Orientation.

In collaboration with KU Public Affairs, KU Marketing, and KU Marching Band and Spirit Squad, Orientation & Transition Programs facilitated KU's first class photo during the kickoff to Hawk Week, Traditions Night.

The University of Kansas introduced a new initiative this year: Jayhawk Global. Jayhawk Global's goal is to create a robust portfolio of engaging, and accessible online programs. Orientation & Transition programs launched fully online orientation programs for all online undergraduates and the Master of Journalism - Digital and Integrated Marketing Communications with six programs currently in development.



# BY THE NUMBERS

## Freshman Orientation

In more than six weeks and 27 freshman orientation sessions, we served 5,189 incoming Jayhawks and 6,256 of their parents and guests. On the 20th day of the semester, we had 5,259 first-time freshmen enrolled at KU.

11,445

Jayhawks, parents, and  
guests welcomed

5,259

First-time Freshmen  
enrolled

## Transfer Onboarding

On the 20th day of the semester, we had 1,062 transfer students enrolled on the Lawrence and Edwards campuses. We had 588 Transfer students enroll in our fully online Onboarding course, 23 attend a synchronous online half day program, 271 attend an in-person half day program, and 13 that opted into our Freshman program.

27

Orientation Sessions

1,062

Transfer students  
enrolled

## Jayhawk Global

After our inaugural launch of Jayhawk Global Orientation, we had 55 undergraduate students and 31 graduate students enrolled in their Online Orientation modules in Canvas.

895

Students attended a  
Transfer Onboarding

86

Jayhawk Global  
students attended  
orientation



# TRANSITION PROGRAMS

## Winter Welcome

Winter Welcome 2023 took place over the first week and weekend of the Spring 2023 semester from January 17th-January 22nd. This year, we had 30 Winter Welcome events hosted by 26 departments at KU.

“I loved the opportunity to come together with the KU community and enjoy our time together before finals week at Late Night Breakfast.”

student

– KU



# TRANSITION PROGRAMS

## Hawk Week

Hawk Week 2023 began on Friday, August 18th and ended on Sunday, August 27th. New Jayhawks were required to complete three programs that were valuable to their academic, social, and personal transition to KU.

**Traditions Night:** Hawk Week kicked-off in the Kansas Memorial Stadium as students caught the Jayhawk spirit and learned KU traditions with KU Athletics, the marching band, and 7,000 members of our Jayhawk community.

**Jayhawks Give A Flock:** Students explored intervention tactics to protect themselves and the KU community against sexual assault and violence. Student found their Flock through this training program hosted by the Sexual Assault Prevention and Education Center.

**Academic Sunday:** Students attended their academic school or unit's welcome event and had opportunities to meet faculty, staff, organizations, and resources to support their academic journey before



This year, we had 58 Hawk Week events hosted by 45 departments across campus.

# OUTCOMES, METRICS, AND ASSESSMENT

Curating attainable outcomes and collecting and analyzing both quantitative and qualitative data points are central to the work that we do in the Center for Orientation & Transition programs. Below are our 2023 outcomes and relevant data points.

## Outcomes for Orientation & Transition Programs

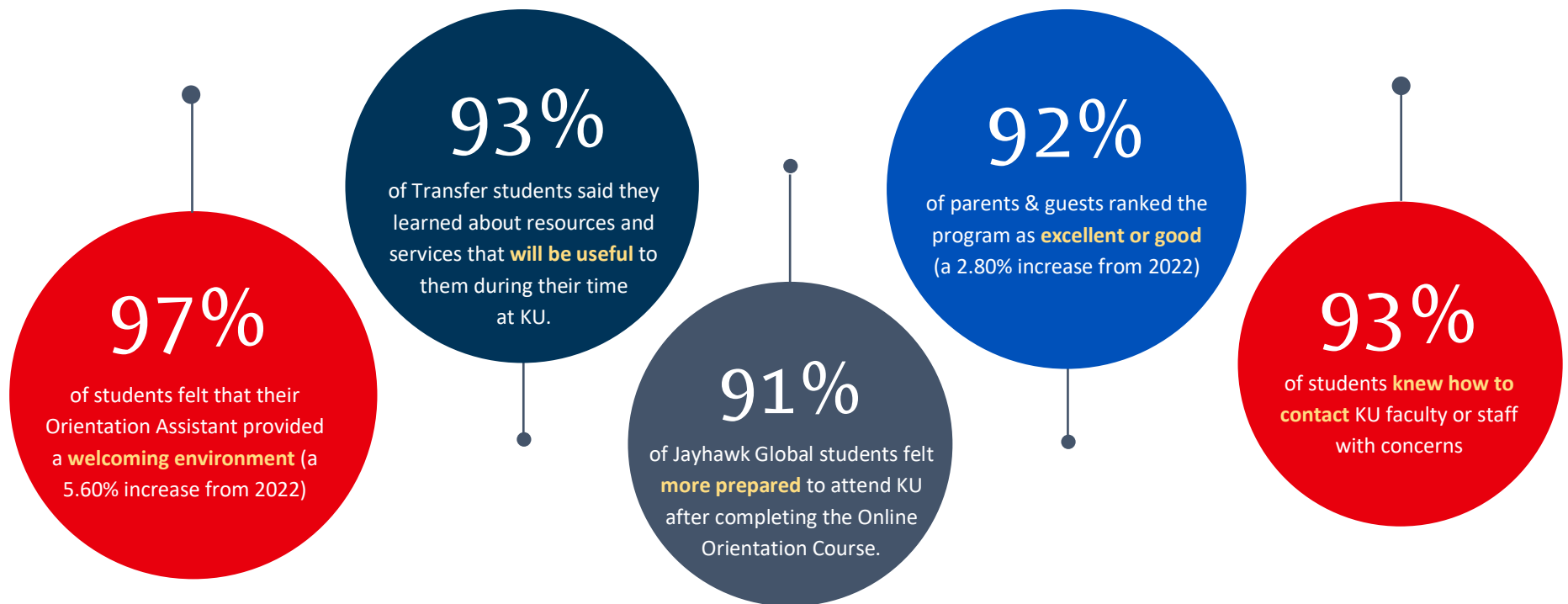
1. Increase individual student awareness of and knowledge of campus resources.
2. Provide opportunities for students to meet one another.
3. Introduce students to and invite students to experience and participate in KU traditions.
4. Provide connection to the physical spaces of KU's campus.
5. Introduce students to affinity and inclusive spaces (physical, emotional and spiritual).
6. Prepare students for academic experiences at the University.
7. Introduce students to KU systems, technology and prepare them for completing the basic day-to-day and transactional functions of student and academic life.
8. Introduce students to student leaders.
9. Introduce and re-introduce students to the Jayhawk community expectations.



“This was really well done. Took the HUGENESS of KU away and made it feel like a community. Also, I heard a lot of rhetoric about there being an expectation of how a KU person acts, and what it means to be a KU person. It sets an expectation that we all want to continue a tradition of being a great community. Nice work.”

- Orientation participant

# OUTCOMES



“They nailed it. They described personal experiences that helped the parents & students resonate and understand they are not alone with all of their feelings for this moment.”

- New Jayhawk Parent





## Center for Orientation & Transition Programs



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