



2021-2022  
ANNUAL REPORT

# 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 (OTP) provides a series of experiences that facilitate the transition of undergraduate students to the University of Kansas.



“Although I was nervous and anxious at the start of orientation, throughout the day I started to get more excited about going to KU starting in the fall semester. Now, I feel ready to meet new people and start this next chapter of my life.”

KU Undergraduate Student

# ELEMENTS FOR SUCCESS

## Orientation

- **Freshman Orientation** – Freshman Orientation consists of a one-day Orientation session that includes the following: Welcome, Student-to-Student Groups, Opportunities Fair, Taking Care of Business 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** – A part of our Freshman Orientation sessions, we also offer a full day Parent & Guest program. This program includes the following: Welcome, Supporting Your Student's Academic Success, Opportunities Fair, Taking Care of Business Presentation, Well-Being at KU, University Academic Support Centers, Life on Campus Panel. By attending Orientation, Parents & Guests also receive access to KU Family Connection, a CampusESP online platform.
- **Transfer Onboarding** – The Transfer Onboarding experience includes the following: A welcome call from an Academic Success Navigator, a one-on-one Tech. Session, Advising & Enrollment Appointment, and a one-day Transfer Onboarding session.

## Transition Programs

- **Hawk Week** – Hawk Week features live and festive events focused on community and inclusivity. With the goal of student connection to resources and one another, these events feature information, free stuff, and big fun. This year we couldn't pack it in seven days and had stretched it to ten!
- **Sophomore September** – This month-long program is dedicated to supporting the journey of 2nd year students at KU. Programming focuses on returning Jayhawks to help them feel welcomed and connected during their 2nd year.
- **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.

### Freshman and Transfer Orientation Experiences:

Over 6 weeks and 26 freshman orientation sessions, we served 4,087 incoming Jayhawks and 6,067 of their parents & guests.

On the 20th day of the semester, we had 4,457 first-time freshmen enrolled at KU.

Throughout Spring and Summer 2022, 850 transfer students completed their tech appointment with an academic success navigator. In August, we had one transfer onboarding day attended by 410 incoming transfer students to the Lawrence campus. On the 20th day of the semester, we had 911 transfer students enrolled on the Lawrence campus.

6,067

Jayhawks, Parent, and  
Guests Welcomed

4,457

First-time Freshmen  
Enrolled

26

Orientation Sessions

850

Transfer Students  
Enrolled

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"We were thrilled to have another opportunity to be on campus. With each visit my son feels more and more excited and confident about making this big transition. I think that is due in large part to the incredible enthusiasm, friendliness and accessibility of the people of KU. From ambassadors to Directors everyone seems genuinely interested in providing a welcoming experience."

*New KU Student Parent*



# ACCOMPLISHMENTS & HIGHLIGHTS

2022 was an exciting year for our office. In the Spring, we were awarded the Q1 CampusESP MVP Award for the KU Family Connection. Through intentional partnerships across campus, we have been able to grow our contributors for the KU Family Connection in ways CampusESP had not seen at other institutions like KU.

Ideas turned into action as we reconfigured the transfer student experience at KU. Transfer students moved through Orientation like they never had before, receiving an early welcome and tableside tech appointment from Academic Success Navigators, advising and enrollment throughout the Spring and Summer of 2022 with advisors across campus, and finally, by attending Transfer Onboarding in August.

As we prepared for Orientation, we onboarded and trained a stellar team of 10 Orientation Assistants. After over 80 hours of training, supported by our office and campus partners, our Orientation Assistants assembled a toolbelt of KU knowledge alongside their own KU experiences to welcome and assist all incoming Jayhawks and their families.



At Orientation, we introduced a new and exciting component to the student schedule, “I am KU.” During “I am KU”, Orientation Assistants shared narratives about their own experiences in their first year at KU, discussing a challenge and how they overcame it. Following their narratives, Orientation Assistants had discussions with their student groups about the ways in which they can “be KU” and how that looks different for every Jayhawk. We were so excited to see student survey feedback directly naming “I am KU” as an impactful and important orientation experience.

Reminiscent of 2019 and prior, Hawk Week 2022 saw the return of large-scale and impactful events like Traditions Night, Jayhawks Give a Flock, and reworked Academic Welcomes in the structure of Academic Sunday.

# TRANSITION PROGRAMS



## Winter Welcome

Winter Welcome 2022 took place over the first week and weekend of the Spring 2022 semester, from January 18th-January 23rd. This year, we had 31 Winter Welcome events hosted by 21 departments at KU.

## Hawk Week

Hawk Week 2022 began on Friday August 19th and ended on Sunday August 28th. 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.

Students 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 classes began.

This year, we had 67 Hawk Week events hosted by 41 departments across campus. Overall attendance for Hawk Week is estimated to be around 28,643 attendees with about 14,576 unique attendees. Through assessment gathered by utilizing CORQ at many of our events, this means students who attended Hawk Week, on average, attended 2 events.

## Academic Success Strategic Priorities

### **Academic Success Priority #1:**

**Personalize the new student experience and establish foundational campus knowledge for all incoming students.** Through our pre and post Orientation courses, personalized day of Orientation schedule, and student-to-student interactions, we can provide a personal touch while still sharing the need to know with our incoming students. Our current courses, hosted in KU's current learning management system, Canvas, prepare students for the next step; advising and enrollment in the pre-course and the first day of classes in the post-course. Once students arrive at Orientation, they receive their own personalized day of Orientation schedule and later, they connect with Orientation Assistants in two student-to-student groups. Student-to-student groups allow us to share critical information with students while also allowing ample space for questions to be answered.

### **Academic Success Priority #3: Foster**

**student sense of belonging through coordinated peer and community-based support programs.** A new addition to the student Orientation schedule, "I am KU" gave our Orientation Assistants the opportunity to share their own experiences from their first-year at KU. Whether academic hiccups, mental health struggles, or just figuring out how to be away from home for the first time, Orientation Assistants were able to demystify the idea that the college experience must be perfect. Students in this session were able to then work with their student group to discuss how they may find support at KU. Additionally, through UnionFest to affinity-based programming and more, Hawk Week was able to provide spaces for students to find others with similar interests and in turn, build community and positively impact their sense of belonging.

### **Academic Success Priority #5: Support**

**the mental, physical, and financial well-being of students through personalized referrals and collaborative programming.** Offering space for our students and their families to learn about how KU holistically supports them has been central to the development of the Orientation schedule, our overall communication plan, and our Hawk Week offerings. Embedding wellness resources into the Opportunities Fair, executing a KU Wellbeing session in the parent & guest orientation program, having a financial services help room at the conclusion of the Orientation day, and offering Hawk Week events like "Jayhawks Give a Flock" have allowed our office to share resources on campus aimed at wellbeing.



# 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 2022 outcomes and relevant data points.

## Goals for Orientation Programs

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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.

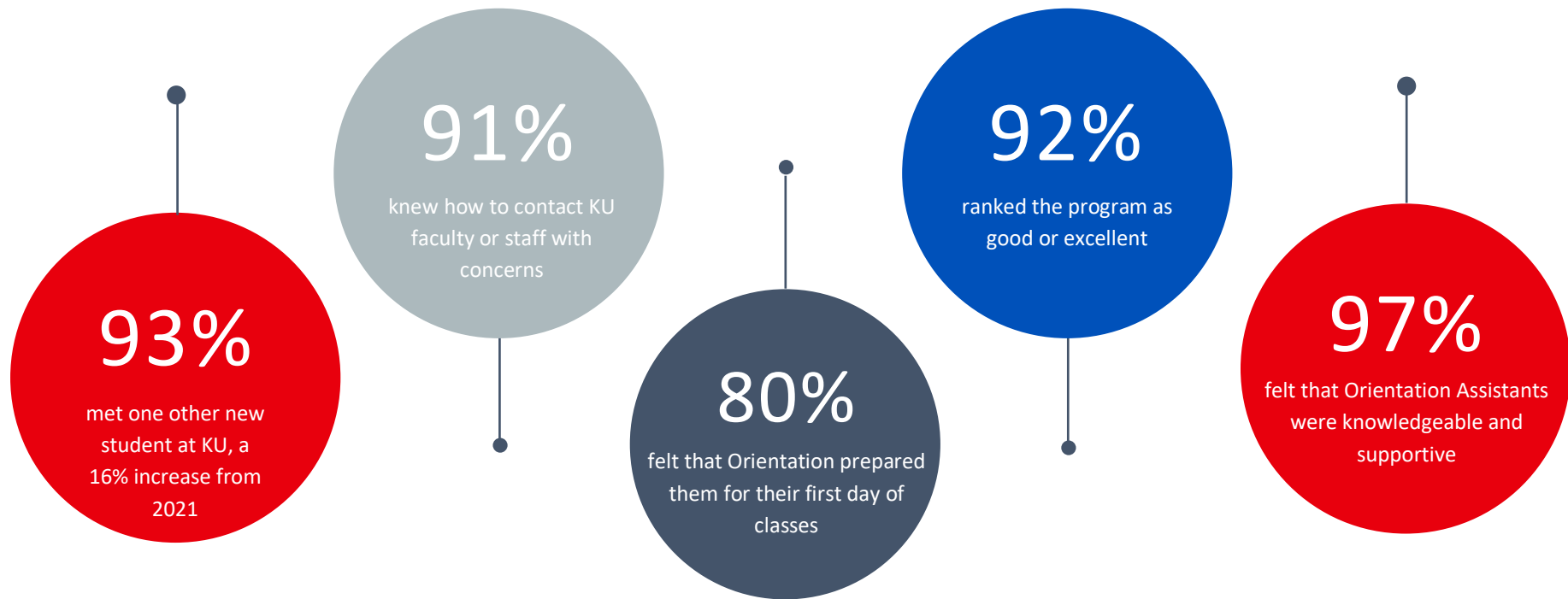
## Learning Outcomes for Orientation Programs:

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By participating in orientation students will:

- Gain familiarity and comfort in navigating KU (physically, technologically, etc.)
- Increase academic preparedness
- Enroll in 1st semester of classes
- Meet an advisor
- Meet at least 1 KU student.
- Learn about campus resources and how to connect to them
- Identify one challenge and articulate the steps to overcome
- Gain familiarity with transactional student actions

# OUTCOMES



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"My incoming freshman and I agreed 100% that everyone who spoke and everyone involved in KU Orientation was excellent. My takeaway from Orientation was: We are here to help! I hope my student continues to feel this support for the next four years."

*New Jayhawk Parent*

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# OUTCOMES

Hawk Week Is a signature event week focused on community and inclusivity. Staff from Orientation and Transition Programs coordinate a variety of programming across 10 days, providing memorable connection in the first days of the fall semester.

## Learning Outcomes for Hawk Week:

A student participating in Hawk Week will:

1. Be able to build community and connections with other Jayhawks.
2. Be able to identify resources that support their holistic wellness and transition to KU.
3. Gain familiarity and comfort navigating KU's spaces, both geographically and digitally.
4. Be able to identify at least one student organization, experiential learning opportunity and/or campus resource that interests them.
5. Understand conduct, community, and academic standards at KU.

93%

indicated being more familiar with campus and how to navigate it.

73%

indicated feeling connected with their academic college.

85%

indicated being able to easily access the Hawk Week schedule and use it.

86%

able to identify at least two campus offices or resources that they can use during college.



## Center for Orientation & Transition Programs



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