

Outreach, Recruitment, and Orientation – Student Affairs

Step 1: Student Learning Outcome

Prospective students will receive quality services related to outreach, recruitment and orientation.

Step 2: Methods and Measures

Outreach, Recruitment & Orientation (ORO) provides many opportunities for prospective students to learn about CSU Fullerton including:

- Outreach visits (e.g., college fairs, workshops, individual appointments) to service area high schools and community colleges.
- On-campus events like Welcome to Cal State Fullerton Day (WTCSUFD) and Orientation to showcase the campus and its offerings.
- A Transfer Center dedicated to assisting prospective transfer students in their admission and transition to campus.
- Individual and large group campus tours that highlight our different academic colleges, student life opportunities, and resources.

ORO will collect data from various events and workshops throughout the academic year using surveys to understand the quality and impact of departmental initiatives. ORO believes that providing quality experiences goes beyond having an excellent event. The surveys conducted would measure how ORO services made prospective students feel, usefulness of the services, and students' overall satisfaction with the services.

Step 3: Criteria for Success

- 85% of prospective students felt welcomed.
- 85% of students felt a sense of community.
- Prospective student's interest in CSUF will increase by at least 25%.
- 80% of respondents will feel that the event/service attended/received was important to their overall decision to attend CSUF.
- 80% of respondents will agree to the ORO event being worth their time.
- 80% of respondents will agree to having their expectations met by the ORO event.
- 80% of respondents will rate the experience they received as good or excellent.

Step 4: Results

For the 2018-2019 academic year, data was collected from three major events hosted by ORO:

1. Welcome to CSU Fullerton Day (WTCSUFD, Spring 2019)

2. Freshman Orientation 2018
3. Transfer Orientation 2018

Spring 2019 WTCSUFD hosted over 4,500 prospective students and families. A survey was sent out to all attendees at the end of the event to determine level of agreement (strongly agree, agree, somewhat agree) on a variety of indicators. Data was collected from 1,013 respondents, representing a 22.4% response rate, a slight decrease from last year's 25%.

Of the 1,013 respondents:

- 96.65% agreed/strongly agreed to feeling welcomed at the event
- 91.61% agreed/strongly agreed to feeling a strong sense of community

There was a 38.1% increase in the number of respondents with a high interest (score of 5) in attending CSUF after participating in WTCSUFD.

- 74.57% of respondents stated to have a high interest (score of 5), 19% respondents provided a score of 4, and 4.39% of respondents provided a score of 3 (or moderate interest) in attending CSUF after attending WCSUFD.
- 79.57% of respondents provided a score of 5 or 4 (high) in the level of importance that WTCSUFD played in their overall decision to attend CSUF. 11.95% provided a score of 3, bringing the total percent of respondents that provided at least a 3 (out of a scale of 5) in the level of importance that WTCSUFD was in their overall decision to attend CSUF to 91.52%.

Freshman Orientation occurs during the summer before the start of the academic year, therefore the data is from summer 2018. Freshman Orientation surveys collected data on whether participating in Orientation helped students feel like they belong at CSUF, feel connected to CSUF and to their academic college. Of the 4,376 students who attended Freshman Orientation, 4,320 (98.72%) responded to the survey.

Transfer Orientation was held before the start of each semester, in summer 2018 for fall 2018 admits and in November 2018 and December 2018 for the spring 2019 admits. Transfer Orientation survey collected data on whether participating in Orientation helped students feel like they belong at CSUF, feel connected to CSUF and to their academic college. Of the 1,677 students who attended Summer Transfer Orientation, 1,556 (92.78%) responded to the survey. Of the 734 students who attended Transfer Orientation in November and December, 605 (82.43%) of them completed the survey.

Results are as follows:

- 96.66% strongly agreed/agreed that the orientation experience was worth their time.
 - 96.36% of respondents from Freshman Orientation.
 - 96% of respondents for summer Transfer Orientation.
 - 97.62% of respondents for winter Transfer Orientation.

- 96.05% strongly agreed/agreed that their expectations for orientation were met.
 - 96.73% of respondents from Freshman Orientation.
 - 95.33% of respondents for summer Transfer Orientation.
 - 96.09% of respondents for winter Transfer Orientation.

- 92.1% rated the experience they received as good or excellent.
 - 91.99% of respondents from Freshman Orientation.
 - 91.5% of respondents for summer Transfer Orientation.
 - 92.82% of respondents for winter Transfer Orientation.

The following measures were utilized to determine students feeling of belonging or feeling welcomed at CSUF, yielding a total of 97.89% of students in agreement/strong agreement with feeling welcomed or a sense of belonging.

- 98.82% strongly agreed/agreed that they felt like they belong at CSUF.
 - 98.29% of respondents from Freshman Orientation.
 - 99.02% of respondents for summer Transfer Orientation.
 - 99.16% of respondents for winter Transfer Orientation.

- 97.87% strongly agreed/agreed that they felt connected to CSUF.
 - 97.26% of respondents from Freshman Orientation.
 - 98.03% of respondents for summer Transfer Orientation.
 - 98.32% of respondents for winter Transfer Orientation.

- 96.99% strongly agreed/agreed that they felt connected to their academic college.
 - 95.22% of respondents from Freshman Orientation.
 - 97.77% of respondents for summer Transfer Orientation.
 - 97.98% of respondents for winter Transfer Orientation.

Step 5: Improvement Actions

Overall, WTCSUFD and Orientation were a success and both qualitative and quantitative feedback collected from the surveys were positive. All criteria of success were met and exceeded. Changes made to increase survey response rate for WTCSUFD may have proved ineffective based on the decrease of response rate from the previous year, from 25% to 22.42%. ORO will explore strategies to continue to improve response rates. ORO will also look to expand and embed data collection processes so that more programs offered through ORO may be reflected in assessment reporting. Although many experiences offered within the department collect data, unifying each areas assessment process would provide more data to best understand how the department as a whole is serving prospective students.