1.A.

**Description of Program Services**

Brief description of services/activities provided by department, including department’s mission statement.

**Judgment**

☐ Compliant  ☐ Non-Compliant  ☐ Not Applicable

**Narrative**

- Humboldt Orientation Program (HOP)—annual—for incoming freshmen. HOP is a three-day, on-campus, comprehensive orientation devoted to providing an introduction to HSU that covers a multitude of issues in order to respond to our increasingly diverse student body. Program focus is on the successful transition of first-time freshmen to the academic and social communities at HSU.
  - Student leader training & supervision—full academic year—for student staff of up to 45 HOP Peer Counselors.
- Family & Guest (FG) orientation—annual—for families and guests of incoming freshmen. FG runs concurrently with HOP and is devoted to providing an introduction to HSU that covers a multitude of issues in order to respond to our increasingly diverse needs of families. Program focus is on the successful development of family partnerships with the HSU community.
- Humboldt Online Orientation Program (HOOP)—biannual—for incoming transfers. HOOP is offered throughout the summer and just before the spring semester as an online course hosted in Moodle. It provides essential information about academic regulations and requirements as well as advising and registration support. HOOP students are connected with a faculty advisor within their department as part of the course.
- Humboldt Ambassadors student leader training & supervision—full academic year—for team of up to 75 students. Ambassadors are students at any class standing who are interested in representing HSU on behalf of the Office of Admissions. Ambassadors attend bi-monthly trainings throughout the academic year in order to prepare them to be outstanding student leaders. Many of them transition into the role of HOP Peer Counselor. Ambassadors are often requested for event support outside of Admissions, including Advancement and Athletics events.
- Fall Application Review (FAR)—annual—for prospective freshmen and transfers. Depending upon application requirements from the CSU Chancellor’s Office, prospective students who attend in-person for in-state or online for out-of-state students will receive a one-on-one review of their application and/or an admissions decision on-the-spot.
- Spring Preview—annual—for prospective freshmen and transfers. Our largest yield event within the Office of Admissions. With an attendance of nearly 2,000, students and their families travel to campus in order to participate in a number of campus activities, which included campus & housing tours, in-depth visits & tours with academic colleges, a reception with local restaurants, and the opportunity to sit in on an academic class.
- HOP Neighborhood Fair—annual—for all new and returning students. Just following HOP in August, up to 55 local businesses and organizations are invited to campus in order to build connections among new & returning students and the local community by tabling and sharing information & products in the University Quad.

Mission Statement: The mission of HSU Orientation & Preview programs is to communicate what it means to be a member of the Humboldt State community consistent with the university’s mission to maintain academic excellence, prepare students to be socially responsible members of diverse societies, and teach students to use their education to make a positive difference in the world.

**Sources**

- HOP 2012-Annual Assessment
1.B.

Description of Program Goals for Year Under Review

Judgment
☐ Compliant ☐ Non-Compliant ☐ Not Applicable

Narrative

1. HOP to offer greater equity in access to HSU and the class registration process by creating a new process for class registration at-a-distance. Over 1,000 incoming freshmen to register for up to 17 units at a distance before traveling to HOP in August 2012.
   1. Collaborate extensively with Academic Affairs in order to create original first-year MAPs and advising videos for all academic departments and their emphases/concentrations/options.
   2. Establish and chair HOP working group of representatives across campus.
   3. Attend Academic and Student Affairs meetings across campus to share and acquire information.
   4. Coordinate additional student on-campus staff for customer service via phone and email for registration support. Coordinate student staff for off-campus registration labs in four cities.
   5. Coordinate and reduce number of emails to students between Admissions, HOP, and Cashiers.

2. HOP to offer one on-campus orientation program to introduce all new students and families to HSU as one large cohort. Up to 1,300 freshmen to attend and up to 1,000 family members to attend the Family & Guest orientation in August 2012.

3. Pilot the addition of tutorial videos and images into the HOOP course for incoming transfer students. Requires acquisition of Camtasia video software, training hours with student coordinators for software & web technologies and instructional technology, and extensive collaborations with Admissions & Records team.

4. Offer online access to FAR for out-of-state students. Coordinate separate marketing campaign and outreach efforts to recruit students for event. Staff training and support in using Elluminate software required. Maintenance of additional email account required.

5. Transition into solely coordinating HOP Neighborhood Fair. Collate local business & organization list using multiple sources from Admissions, Office of Diversity & Inclusion, and Marketing & Communications. Coordinate with community partners and Admissions & Advancement staff in order to collate a master list of local businesses and organizations who express an interest in partnering with HSU.
1.C.

**Enrollment/Participant Data**
Demographic profile of student enrollment/participants by majors, class level, and enrollment status (part-time vs. full-time). Data to be disaggregated by ethnicity, gender, abilities, veteran status, remediation, foster youth, first generation, income level. Brief summary discussing data.

**Judgment**
☐ Compliant  ☐ Non-Compliant  ☐ Not Applicable

**Narrative**
1.D.

**Student Retention & Engagement**

(e.g. graduation rates, satisfaction surveys). Data to be disaggregated by ethnicity, gender, abilities, veteran status, remediation, foster youth, first generation, income level).

Briefly summary discussing data.

**Judgment**

☐ Compliant  ☐ Non-Compliant  ☐ Not Applicable

**Narrative**
1.E.

Student Learning Outcomes
Interpretation of outcome results, can include effectiveness of outcome measurement.

Judgment
☐ Compliant  ☐ Non-Compliant  ☐ Not Applicable

Narrative

• 2011 HOOP: 90% of incoming HSU transfer students who participate in the Humboldt Online Orientation Program (HOOP) 2011 module will be able to accurately list at least three resources that they can consult if they have questions about degree requirements.
  ○ Outcome was met for years 2011 and 2012. Continues to be measured through deployment of mandatory survey in order to ensure 100% response rate.
2.A.

Staff Engagement in Institutional Efforts and Activities
(e.g., committee participation, club advisor, collaboration with another department)

Judgment
☒ Compliant  ☐ Non-Compliant  ☐ Not Applicable

Narrative
Committees & A

- Admissions hiring
- Advising plan project with the College of Professional Studies
- First Year Experience, instructor (2 sections)
- HOP working group, chair
- Institute for Student Success, facilitator & participant
- Office of Diversity & Inclusion book circles: Learning Communities and Whistling Vivaldi
- Office of Vice President Student Affairs Council
- Outstanding Student Awards
- National Orientation Directors’ Association 2012 regional conference planning
- National Orientation Directors’ Association 2012 regional conference, attendee
- National Orientation Directors’ Association 2012 national conference, attendee
- Office of Sustainability, STARS reporter
- Student Engagement and Leadership
  - Subcommittee for transcript and portfolio program
- Welcome Home to Humboldt

Advisor

- Humboldt Ambassadors
- Humboldt Orientation Program (HOP)

Collaboration with other departments

- Academic Colleges & Departments
- Academic Programs
- Admissions & Records
- Advising Center
- Alumni Relations
- Associated Students
- Athletics
- Career Center
- Cashiers
- Center Activities
- Clubs & Activities
- Contracts and Procurement
- Counseling & Psychological Services
- Financial Aid
- Health and Safety Services
- Housing and Dining Services
- Human Resources
- Information Technology Services
- International Programs
- Learning Resource Network
- Library
- Marketing and Communication
- Media Distribution
- Moodle Support
- Office of Diversity and Inclusion
- Office of Sustainability
- Plant Operations
- Recreation
- SEALS offices & representatives
- Shipping & Receiving
- Student Affairs
- Student Financial Services
- Student Health Center
- Student Rights & Responsibilities
- University Advancement
- University Center – Facilities
- University Police Department
3.A.

**Investments**
Staff FTES by classification type, ethnicity and gender. Include budget expenditures distinguishing between temporary staff, student staff, permanent staff, and Operating Expense. (Budgets to include State General Fund, Trust Funds, Grants and Contracts, etc.)

**Judgment**
☐ Compliant ☐ Non-Compliant ☐ Not Applicable

**Narrative**

**Sources**

- 11-12 D40062 O&P Funding
- 11-12 D40062 O&P Staffing
3.B.

Efficiency
Staff/student ratio (SSR) within the unit, scope and type of service, number of program participants by discrete service (distinguish between group presentations and one-on-one work with individual students), number of contact hours, and comparisons to benchmarks based on similar size campus and demographic data for student populations.

Judgment
☐ Compliant  ☒ Non-Compliant  ☐ Not Applicable

Narrative
Staff
- 1 professional staff
- 2 student coordinators
- 40 student peer counselors
- 75 student ambassadors

Students
- Prospective freshmen
- Prospective transfers
- Prospective families
- Up to 1,300 incoming freshmen
- Up to 1,000 incoming transfers

One-on-One Student Service
- Direct hiring, evaluation, supervision, and training of two student coordinators. Contact time: up to 80 hours per week per calendar year.
- Direct hiring, evaluation, and supervision or student peer counselors. Contact time: 40 peer counselors up to 40 hours per week per calendar year.
- Direct hiring, evaluation, and supervision of student ambassadors. Contact time: 75 students up to 4 hours per week per academic year.
- Direct phone and email support to prospective and accepted students and their families. Contact time: 2000+ phone calls and 4000+ emails per academic year.
- Maintain and respond to six unique email accounts throughout calendar year.
- Respond to and supervise student coordinator on three phone lines throughout calendar year.

Group Student Service
- Ambassador recruitment via campus event tabling. Contact time: 25+ hours per fall semester.
- Ambassador training program for 75 ambassadors. Contact time: 50+ hours per academic year.
- HOP training program for 40 peer counselors. Contact time: Up to 75 hours per spring semester.
- Presentations in academic classes, admissions events, campus events, and offices & departments. Contact time: 40+ hours per academic year.
4.A.

General Conclusions about Past Year Performance

Judgment
☐ Compliant ☐ Non-Compliant ☐ Not Applicable

Narrative

• All goals for 2012 met and exceeded. Will make minor adjustments to all OPP office activities, but will plan to coordinate all similarly to 2012.
• HOP underwent significant changes. Based on debrief meetings, student and staff surveys, and broad campus communication, it was successful enough as a pilot to repeat for 2013.
5.A.

Recommendations, Goals and Student Learning Outcomes for Next Year

Goals should be established utilizing CAS Standards for the program as well as the university vision and HSU Student Outcomes. Goals must include objectives for a specific or focused area of student support (ex. admissions, financial aid, housing and residential life, learning support services, student conduct, etc.), a combination of support elements for a specific target population, state or federally mandated activities or other activities directed at providing support to students.

Judgment

☐ Compliant  ☐ Non-Compliant  ☐ Not Applicable

Narrative

Recommendations

1. Request for additional professional staff support in order to meet the high demands of customer service time, especially as regards employee payroll and phone & email support.
2. OPP was downsized by one office. With student staff, event & training materials, and day-to-day operations, OPP facilities are sufficient but cannot support additional downsizing to facility space.

Goals

1. After successful and dramatic changes to HOP program, review existing data (student and counselor surveys, debrief meeting notes, and anecdotal data) to measure effectiveness of program changes and identify needed changes to activities & schedule, participants, and speakers in order to best respond to our student needs.
2. Refresh of HOOP course to be less reliant on text-based format in order to communicate essential information to incoming transfer students. Currently 98% of HOOP is text-based. Student survey responses about the pilot addition of videos and images suggest the need to include additional video and image resources.
3. After successful pilot launch of online FAR for out-of-state students last year, continue to recruit prospective students for this event and serve a greater number of students. At FAR 2011, 45 out-of-state students were served.
4. Coordinate with community partners and Admissions & Advancement staff in order to collate a master list of local businesses and organizations who express an interest in partnering with HSU.
5. Transition in two new student coordinators, as the two within OPP are transitioning out after two years of continuous service.
6. Maintain and explore new collaborations with colleagues and departments across HSU campus in order to promote student recruitment and retention.

Student Learning Outcome

- 2012 HOOP: 90% of incoming HSU transfer students who participate in the Humboldt Online Orientation Program (HOOP) 2013 module will be able to retrieve their Degree Audit Report for Students (DARS) within Student Center and interpret the audit in order to understand degree requirements at HSU.