

# **Marquette University New Student Orientation Program Evaluation Survey 2006**

## **Executive Summary**

The Marquette University New Student Orientation Program Evaluation Survey was conducted as an on-line survey of the nearly 2100 undergraduate students new to the university in the Fall of 2006. The survey, developed by the Office of Student Development, was conducted to measure student satisfaction with programming provided during New Student Orientation and to assess if program goals and desired learning outcomes were attained. Immediately prior to the end of the program, students were contacted via e-mail and directed to complete the survey. A total of 1113 new students submitted the survey, providing a strong response rate of 53%.

## **Survey Results**

The results are grouped using the information collected about participant satisfaction and the effectiveness of the program in attaining desired goals and outcomes. The survey was designed to provide information about the programs effectiveness in conveying Marquette's mission and community expectations to program participants. Additionally, survey respondents were asked how effective the program was in challenging and supporting them as they managed their transition to college and in setting the stage for vocation related campus programming (through the First Year Reading Program). Finally, the survey sought to discover the program's effectiveness in raising awareness of campus resources and involvement opportunities.

## **Program Participation/Satisfaction**

- Overall, 96% (1806) of new freshmen and 51% (106) of new transfer students checked in to orientation.
- The four mandatory programs (Campus Safety Presentations, New Student Convocation, First Year Reading Program Discussion Meeting and the New Student Survey/Marquette On Stage) were attended by at least 80% of survey respondents.
- Nearly 90% of respondents attended their first group discussion meeting and over 60% of respondents attended all four meetings.
- Over 90% of respondents agreed the information shared during the student-led group discussion meetings was relevant and important.
- Attendance at orientation social events varied widely. The Square Dance was the highest attended event (over 70% of respondents attended), and less than 10% of survey respondents attended no social events.
- Over 85% of respondents agreed the social events at orientation were entertaining, appealed to a diversity of interests, were well publicized and provided opportunities to meet other students.

## **Overall Summary**

The following outlines the overall sentiments of survey respondents as they pertain to the aforementioned program goals and learning outcomes. The attached report offers a more comprehensive summary.

- In all, over 90% of respondents agreed the New Student Orientation program welcomed them to the Marquette community, assisted in their transition, helped them to gain a sense of belonging, helped them to find opportunities to get involved and helped them feel prepared to be successful as students at Marquette.

## **Open-ended Comments Summary**

Survey participants were asked to make a written response to one prompt, "Are there any other comments you would like to share about your New Student Orientation Experience?" Each individual response was reviewed and categorized. Overall, 22% (254) of survey respondents shared open-ended comments. The following is a summary of the most common responses:

### **Open-ended Comments Summary (continued)**

- Orientation was a lot of fun and a great opportunity to meet other people. (16%)
- The Group Discussion Leaders were helpful, friendly, approachable and the small groups aided in the socialization process - all which made the transition easier. (11%)
- Orientation was well organized and solidified congruence and fit within the Marquette community. (9%)
- Many were unable to hear at convocation, which made the event long. (8%)
- The activities were well-attended and very fun; there was a great variety. (4%)
- The Square Dance was really enjoyable. (4%)

Other notable comments included several positive remarks about individual Group Discussion Leaders and challenges with transfer and commuter programming.

### **Discussion and Next Steps**

The 2006 New Student Orientation Program Evaluation Survey focused on gaining information about student participation, satisfaction and knowledge attained as a result of attending the program.

#### **Mission/Community Expectations**

Overall, survey respondents felt as though they had opportunities during New Student Orientation to learn about Marquette's mission and community expectations. Conversations about and messages containing references to the mission and community expectations are infused into all parts of the program and particularly highlighted during New Student Convocation, the Campus Safety Presentations, in small group discussion meetings and during the Marquette On Stage program. In the future, consideration should be given to revising and adding survey questions to better measure the programs effectiveness in conveying an understanding of the university's mission.

#### **Vocation**

The primary vehicle for conveying messages about vocation to new students is the First Year Reading Program. Over half of survey respondents agreed the First Year Reading Program gave them a better understanding of what is meant by the phrase "exploring vocation" and was a vehicle for exploring vocation. While respondent satisfaction with and outcome attainment were not ranked as highly as other programs during orientation, a majority of the students agreed the vocation message was conveyed effectively. Opportunities for enhancing this concept should be explored further.

#### **Transition/Campus Resources**

Providing opportunities for new students to reflect on the transition to college and learn about campus resources designed to aid in student success is a critical function of New Student Orientation. Over 90% of respondents agreed the program was a vehicle that aided in their transition, facilitated opportunities for them to meet their peers, allowed opportunities for questions to be answered and introduced them to campus resources and services. This is one of the greatest strengths of the program and speaks to the contributions and collaborative efforts of many campus constituents.

The next step in using this survey data is to consider what the results suggest about the design of the New Student Orientation Program, desired learning outcomes and future programming initiatives. The following next steps are suggested:

- Develop a plan to evaluate participant satisfaction with the Family Orientation program.
- Develop a plan to evaluate more definitively students' grasp of the mission and community expectations.
- Continue to work with Manresa Project staff and the First Year Reading Program implementation committee to devise creative ways to convey the vocation message.
- Continue to develop campus and off-campus partnerships to enhance current programming efforts and develop new programs and events.
- Explore opportunities for enhancing the orientation experience of transfer and commuter students.