2020-21 Annual Report – Trojan Transition and Assistance Center

---

Mission

Mission Statement:
UA Little Rock Student Orientation & Transitions seeks to introduce and connect all new undergraduate students to the campus and facilitate a spirit of success. This mission is accomplished by connecting parents and families with resources on campus to initiate a smooth and balanced transition for their loved ones and by developing skilled and confident Orientation Leaders to assist with orientation of new students, while becoming strong and inviting campus leaders.

Vision Statement:
UA Little Rock Student Orientation & Transitions will welcome and support students while promoting a sense of connectedness to each other and the campus to better support the mission of the university to improve students' lives and enhance our communities.

Summary Narrative

1) Enhance recruitment and retention efforts to increase enrollment
Since orientation was unable to host in-person events, we planned virtual events & created virtual orientation software. The events listed below are a list of virtual & in-person opportunities to enhance recruitment & retention:

- September 3 – IGTV Stay Active Thursday
- October 16 – Counselor's Luncheon
- November 11 – IGTV What I Wish I Would Have Known
- March 11 – Trojan Drive Up (Hosted photo opportunities, orientation resources & advice from 5+ Orientation Leaders)
- April 1 – IGTV: Walk & Talk in West Hall (1,094 viewers by 4/29)
- April 12 – Collaboration with Student Government Association for IGTV: SGA Elections + New Students (155 views)
- April 20 – All Admitted Student Outreach (completed 5/14) Freshman
- May 18 – Transfer Text Outreach/Invitation to Pop-Up Orientation

- June 3 – Outreach campaign started; not completed orientation (from Go2OR)
- June 7 – Outreach campaign

2) Strengthen student-friendly operations and customer service

- September 10 – Campus Photo Shoot organized by TTAC using Orientation Leaders
- November 10 – Advising website updates completed at ualr.edu/newstudents
- February 23 – Assessment with Higher Ed doctoral students at UA Little Rock
- March 1 – Go2Orientation created & launched to UA Little Rock campus
- March 31 – Summer Melt strategy meeting with Admissions to collaborate on strategic email timing, content, and branding
- April 23 – Orientation Leaders finish 9-week training program
- April 23 – Created 2 videos to assist new students in logging into orientation.ualr.edu

3) Improve diversity and inclusion efforts to provide a safe and inclusive environment for students

- April 23 – Orientation Leaders finish 9-week training program (includes one week of diversity & inclusion training with Multicultural Center)
- Social media content for all holidays & celebration days/weeks
- Safe Zone training completed
- Military Student Support training completed

4) Align financial and human resources to operate more effectively and efficiently
n/a

5) Promote student development, engagement, and leadership

- Title IX Investigator (& other roles) for UA Little Rock training completed
- Collaborations with Student Experience Center each semester with Welcome Week

6) Other
n/a

At a Glance

- Contacted all admitted students with 2 different campaigns; more targeted areas in smaller call/text campaigns.
- Built UA Little Rock's first professional virtual orientation.
- Trained 8 Orientation Leaders during a pandemic.
- 7 Instagram live sessions with @ualr.
- Hosted 3 virtual Spring Orientation events.
- Collaboration in 2020 with Advising & Registration to update website, onboarding process & other affected changes due to COVID-19.
- 1st ever Trojan Drive Up – co-hosted with Enrollment Management as a response to lack of in-person events.

Assessment 1

- **Type:** Operational
- **Goal:** To assess the customer service of each department under the Division of Student Affairs.
- **Activity:** The customer service experience of the campus community.
- **Artifacts:** Survey via QR Code and web address found on posters posted within Student Affairs.

Survey questions included:

- I'm satisfied with how the employee handled my inquiry.
- This employee resolved my issue.
- This person was timely in resolving my issue.
- This person communicated in a clear manner.
- This person was professional and courteous.
- This person made me feel valued.
- **Time Period:** FY 2021
- **Results:** No responses to the survey despite widespread posting and inclusion in email signatures.

- **Continuous Improvement:** The Division of Student Affairs will continue developing ways to elicit feedback to better assess staff responsiveness, professionalism, and competency.

Assessment 2

- **Type:** Operational
- **Goal:** To observe preferences within UA Little Rock's new student population and cater the online software to be student-friendly while concisely educating about appropriate offices/areas on campus.
- **Activity:** In March 2021, UA Little Rock launched a new virtual orientation program via Go2Orientation. Over 350 certificates awarded/users completed. Students complete a 4-question electronic survey after the 30-minute module.
- **Artifacts:** Survey with questions on length, value, helpfulness, and suggestions.
- **Time Period:** March 2021 – June 2021
- **Results:** To be completed after August 2021.
- **Continuous Improvement:**
    - Marketing efforts increased in response to low early numbers, including scholarship collaborations totaling $10,000+.
    - Four call/text campaigns to students who began but didn't complete orientation.
    - Ask Desk training for student workers to assist students logging in.
- **Changes Made in FY21:** March – June (reviewed daily)
- **Planned FY22 Changes:** Fall 2021 – More collaboration to include UA Little Rock traditions/resources, formal review timeline for office collaboration.
- **Stakeholder Communication:** Results shared with Director of TTAC, AVC Enrollment Management, VC Student Affairs, Orientation Leaders, with email updates during COVID-19.

Assessment 3

- **Type:** Operational
- **Goal:** Focus group with two student workers/returning Orientation Leaders to review orientation.ualr.edu and create a student-led voice.

- **Activity:** Focus group reviewing the virtual orientation platform for readability, understandability, and interest.
- **Artifacts:** Focus Group (March 1, 2021)
- **Results:** No formal information provided.
- **Continuous Improvement:**
    - Created login flyer based on student feedback.
    - Added FAQs on the Orientation website about logging in.
    - Added accessibility features with Marketing & Communications.
    - Edits planned for Fall 2021 based on Spring responses.
- **Changes Made in FY21:** March 2021, with further review in Fall 2021.
- **Planned FY22 Changes:** Fall 2021 – Update photos with students, use more student faces in videos, simplify advising & registration processes, add Blackboard login info, increase resources/photos/videos about campus housing.
- **Stakeholder Communication:** Results shared with Director of TTAC, edit team to begin Fall 2021.

Assessment 4

- **Type:** Operational
- **Goal:** Evaluate the success of spring orientation events in 2021 verbally within the office.
- **Activity:** Informal focus group with TTAC office members + student workers.
- **Artifacts:** Focus group; observation (January 2021)
- **Results:**
    - Improved knowledge of logistics & marketing for virtual events.
    - Enhanced participation in future virtual events.
    - Roundtable discussions and team solidarity following 3 virtual events.
- **Continuous Improvement:**

    - Less virtual events moving forward as students prefer in-person interaction.

- **Planned FY22 Changes:** Spring 2022

- **Stakeholder Communication:** Shared with Director of TTAC, AVC Enrollment Management, VC Student Affairs, and Orientation Leaders.

Priorities for Next Year

- Integrate faculty into Orientation using interactive sessions.

- Build student relationships (peer to peer) through small group activities with Orientation Leaders, potential pre/post Orientation Facebook groups, Welcome Week activities, campus living communications, and CRM Advise.

- Collaborate with Alumni Office/University District to increase student awareness of Little Rock city resources, including potential sponsorship opportunities during Welcome Week/New Student Orientation.

- Social media promotion via @ualrnewstudents.

- Develop an integrated First Year Experience holistic curriculum map showing topic coverage in orientation, advising, Welcome Week, and PEAW.