Project Contact Name & Department: <u>Genevieve Bertone, Hilleary Zarate, & Byron Reaves</u>

Project Name: <u>Welcome Day – New and returning student orientation</u>

Project Outcomes
1. Describe the project, including activities utilized and intended outcomes.

Welcome Day is a back to school orientation event for new and returning students. The event takes place on Thursday on the Santa Rosa Campus from 2-5pm and on the Petaluma Campus on Super Saturday from 9am – 1pm.
The goals of the event are:
  i. Support the integrated student success goals of helping students to feel invited, guided, and engaged.
  ii. Help students get a jump start on first day by taking care of back to school business including ID, parking, success steps, find classrooms, and purchase books.
  iii. Engage students by connecting them with faculty, academic program requirements and options, interact with the other students and college community in a friendly way.
  iv. Showcase academic programs and promote certificates, degrees, and transfer.

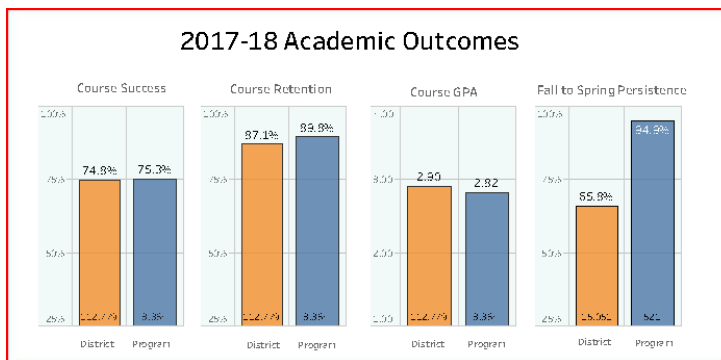| **Which Student Equity Indicator(s) is your project expecting to impact?**	x Access x Course Completion o ESL and Basic Skills o Degree / Cert Completion o Transfer
Which of the Integrated Student Success Goal(s) is the primary focus of your project?	x Invited and Welcomed x Engaged and Empowered x Guided and Supported x Succeeding and Completing

2. Reflect on the data provided by the Office of Institutional Research.
   a. Based on your project's student population data, what student groups is your project serving? Please provide a brief explanation for these results.

Approximately 1,100 students and supporters attended Welcome Day on the SR and PET campuses. According to data, this annual orientation event serves a similar or higher percentage of target populations than the District for all student groups except African Americans. There was strong representation from Latinx students, which represented 47% of the event participants. There was also 16% DRD students, which is significantly higher than the District population of 9%.

   b. Based on the Student Equity Indicator data, did your project participants have better academic outcomes as compared to the District averages? Which outcomes and why?

Welcome Day shows positive impact on all academic outcomes, with the exception of GPA. This event is primarily focused on inviting and welcoming students, creating a sense of belonging, engaging students with early interventions, highlighting student services, and promoting student engagement. As a result of the evaluation data, next year we will make an effort to promote the academic support programs such as tutoring / labs, PALS, and coaches. We plan to approach the SRJC Tutoring Center early and discuss possibly providing a small giveaway in the welcome day swag bag.

2017-18 Academic Outcomes

The most impressive improvement over district average was in persistence rates. Welcome Day students persisted at 95% compared to the district average of 66%. Students who attend Welcome Day may already be more likely to seek resources and be engaged. Nevertheless, Welcome Day provides an important start to their academic journey and also benefits the entire SRJC community by coming together in a student centered.

c. Based on the Student Survey data, did your project impact the Integrated Student Success goals? Which goal area and why?
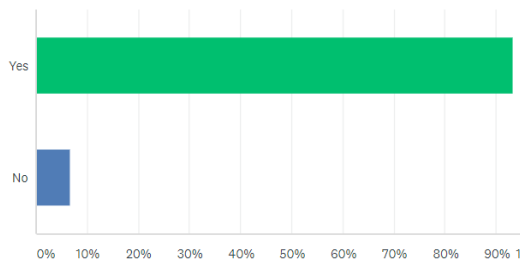
Surprisingly, Welcome Day eval results showed minimal impact on the ISS goal areas. The Invited and Welcomed goal area was slightly lower than district average by .05 points (Likert scale). While the difference is not significant, it is concerning since this is the primary focus of the event. The results may be partially explained by the influence of time between the intervention and the survey. In 2018, we implemented the Student Success Team program and are maintaining contact

Pillar Scores from Student Survey

with new and returning students. Hopefully, next year we will see a more significant and positive impact. A survey monkey is administered every other year, both in 2016 and in 2018, students ranked the event very high and indicated a strong sense of being welcomed, guided, and engaged (see 2016 and 2018 survey monkey results below).

2018 Data
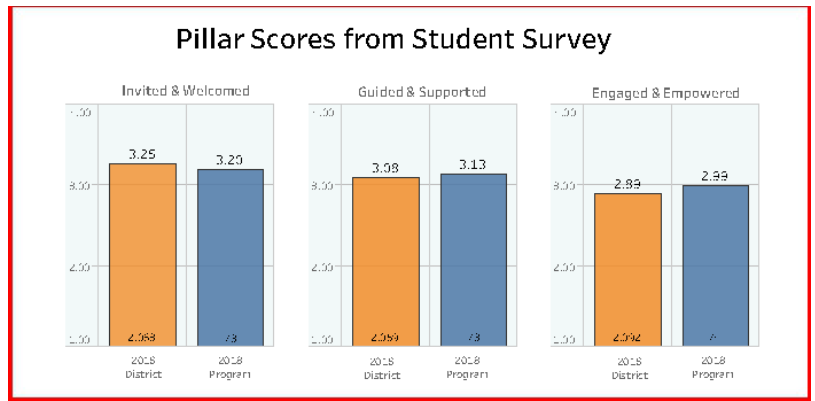
Q8 2016 Data
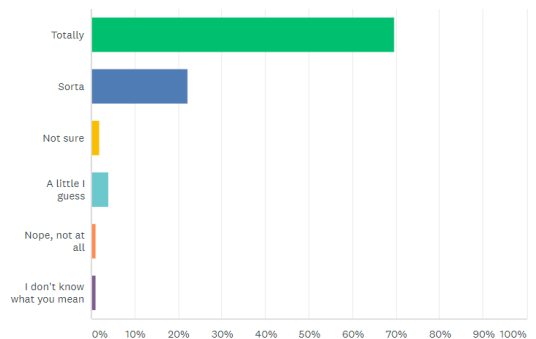Did you feel welcomed and engaged at the event?

Answered: 74   Skipped: 4

Q4   Customize   Save As ▼
Did you feel invited and welcomed at SRJC because of Welcome Day?

Answered: 360   Skipped: 5

3. Overall, how has your project helped SRJC make progress towards having equitable outcomes and achieving our Integrated Student Success goals?

Welcome day is a foundational event for helping students begin their academic journey by engaging in successful strategies, accessing resources, and developing social supports early. While the results are largely positive, the significance of the impact does not seem to reflect the feedback gathered via survey monkey. However, this year the Welcome Day committee has made changes to more closely align with the ISS goals and hope to see improvement in next year's evaluation. For those that attend Welcome Day, the experience clearly supports the survey monkey data. The event is fun, engaging, provides valuable resources, and promotes the ISS goals. The Welcome Day committee reviews all evaluation data annually and makes changes to the event accordingly.

Evaluation and Project Improvement

4. Is your project utilizing other methods to receive feedback or evaluate your project? If yes, please describe.

Every other year a survey monkey is distributed to Welcome Day attendees. You can see the full results of those surveys here and here. The survey gauges students' satisfaction, event goals, and recommendations for improvement.
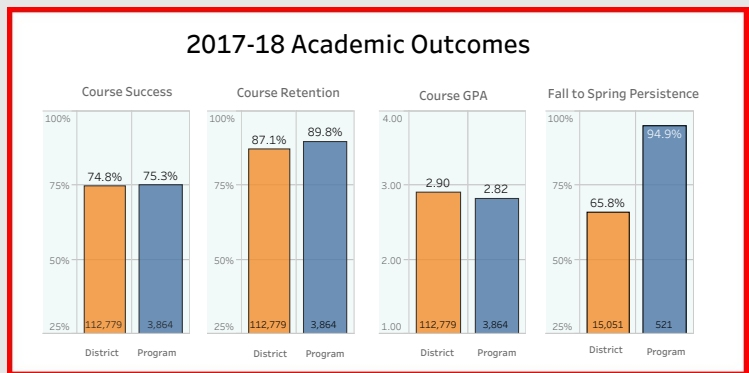
5. What is your long term vision for the project?

To continue to grow the event participants and resource information. To align more closely with the integrated student success goals. To eventually support a Summer Bridge program as a culmination event. To stay closely connected to the target student groups and improve access for Veterans and Pacific Islanders (lowest participation rates). Continue to develop academic partnerships and increase participation from academic affairs.

6. What can the Integrated Student Success Committee do to support your project?

Provide ongoing, line item in the SEA budget so that planning can occur throughout the year without fear of lack of funds. Provide feedback on how to increase event impact on ISS goals.

Student Equity & Achievement Data:
Welcome Day: FA17 & SP18

Program
Welcome Day

Gender All	**Ethnicity** All
First Gen All	**Financial Need** All
DSPS All	**Veteran** All
Foster Youth All	**Homeless** All
LGBTQ All	**FT/PT Status** All
Term FA17 & SP18	**Matric Status** All

Program Participation Rate

	District	Program
African American	1,088 2.4%	18 1.7%
Asian	2,289 5.0%	61 5.6%
Latino	17,346 37.7%	505 46.5%
Multi-Ethnicity	2,571 5.6%	86 7.9%
Native American	279 0.6%	5 0.5%
Other	421 0.9%	2 0.2%
Pacific Islander	164 0.4%	2 0.2%
White	21,824 47.5%	406 37.4%
First Gen Student	10,900 23.7%	278 25.6%
DSPS	4,311 9.4%	169 15.6%
Veteran	1,712 3.7%	33 3.0%
Foster Youth	775 1.7%	21 1.9%
Homeless	187 0.4%	8 0.7%
LGBTQ	1,237 2.7%	40 3.7%

Pillar Scores from Student Survey

Invited & Welcomed
- 2016 District: 3.25 (n=2,063)
- 2018 Program: 3.20 (n=78)

Guided & Supported
- 2016 District: 3.08 (n=2,059)
- 2018 Program: 3.13 (n=78)

Engaged & Empowered
- 2016 District: 2.89 (n=2,092)
- 2018 Program: 2.99 (n=74)

2017-18 Academic Outcomes

Course Success
- District: 74.8% (n=112,779)
- Program: 75.3% (n=3,864)

Course Retention
- District: 87.1% (n=112,779)
- Program: 89.8% (n=3,864)

Course GPA
- District: 2.90 (n=112,779)
- Program: 2.82 (n=3,864)

Fall to Spring Persistence
- District: 65.8% (n=15,051)
- Program: 94.9% (n=521)

Notes:

<u>Selectable Filters</u> (upper left):
Specify the groups to compare on the **Program Participation Rate** table and the **Pillar Score Survey** and **Academic Outcomes** charts - between the district population and selected program of interest.
<u>Program Particiaption Rate</u>:
Compares individual headcount and proportion (%) of district population with the selected program of intetrest (unduplicated by term).
<u>Pillar Scores from Survey</u>:
Measure to assess how **Invited & Welcome**, **Guided & Supported**, and **Engaged & Empowered** students feel at SRJC.
A subsection of questions from the 2016 SRJC Student Climate Survey, that touch on these topics, were administered to program participants in May 2018.
<u>2017-18 Acedamic Outcomes</u>:
Success, Retention, and GPA comparisons between district average and program of intetrest - individual students are duplicated by enrollments.
Fall to Spring Persistence Rate is based on unduplicated enrollments.

Terms:

<u>Unduplicated by term</u>: A individual student is represented once per term, yet may be counted twice for the acedemic year if enrolled in both terms (select Term filter to dissagregate further).
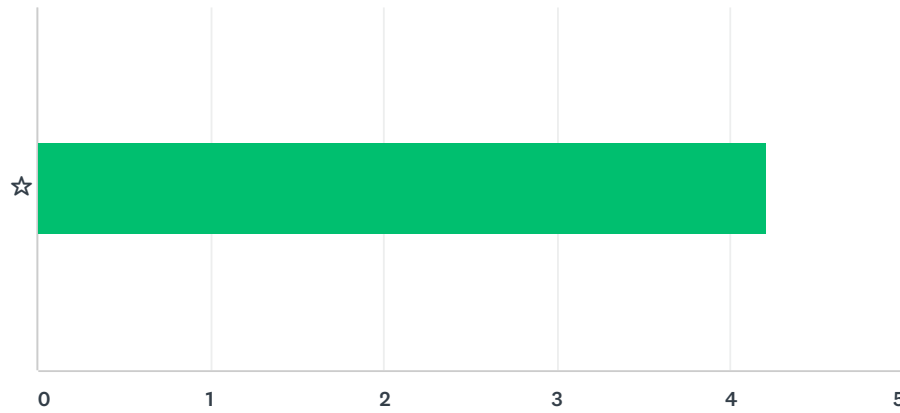<u>Course Success</u>: Passing grade of "C" or better.
<u>Course Retention</u>: Any non "W" grade.
<u>Spring to Fall Persistence</u>: Rate of students enrolled in Fall 2017 that continue and enroll in Spring 2018.

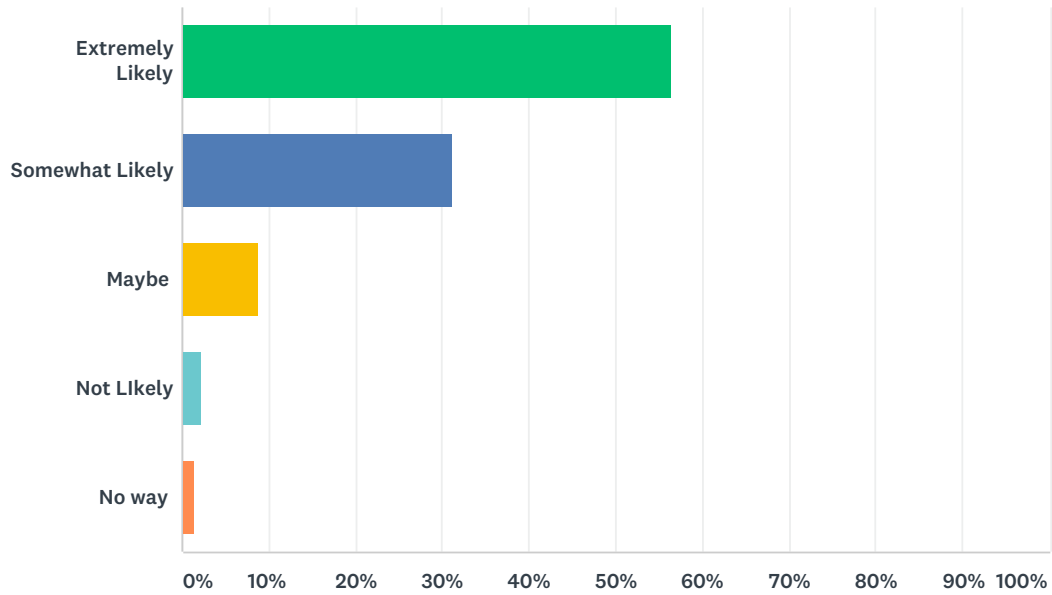# Q1 Overall, how would you rate Welcome Day?

Answered: 358   Skipped: 7

	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	2.79% 10	1.96% 7	15.08% 54	33.24% 119	46.93% 168	358	4.20

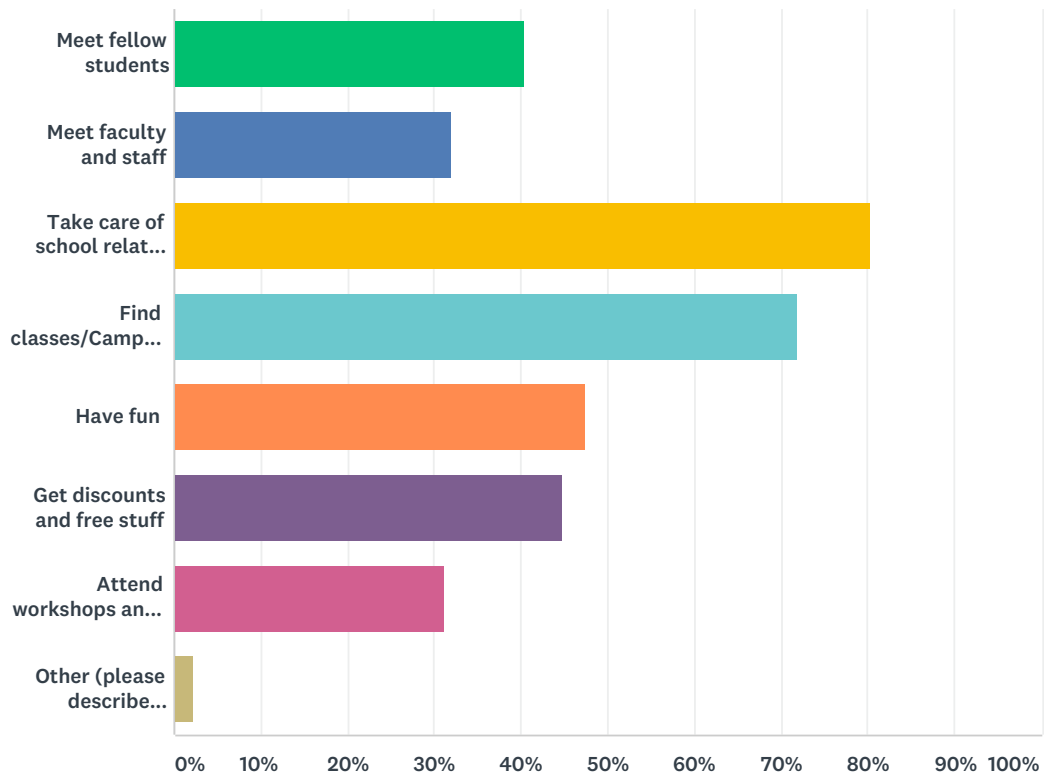# Q2 How likely are you to recommend this event to another student?

Answered: 360   Skipped: 5

ANSWER CHOICES	RESPONSES	
Extremely Likely	56.39%	203
Somewhat Likely	31.11%	112
Maybe	8.89%	32
Not LIkely	2.22%	8
No way	1.39%	5
TOTAL		360

Q3 What was your goal for attending Welcome Day (select all that apply)?

Answered: 360   Skipped: 5

ANSWER CHOICES	RESPONSES	
Meet fellow students	40.28%	145
Meet faculty and staff	31.94%	115
Take care of school related business like pay fees, buy books, get ID etc.	80.28%	289
Find classes/Campus Tour	71.94%	259
Have fun	47.50%	171
Get discounts and free stuff	44.72%	161
Attend workshops and learn about resources	31.11%	112
Other (please describe below):	2.22%	8
Total Respondents: 360		

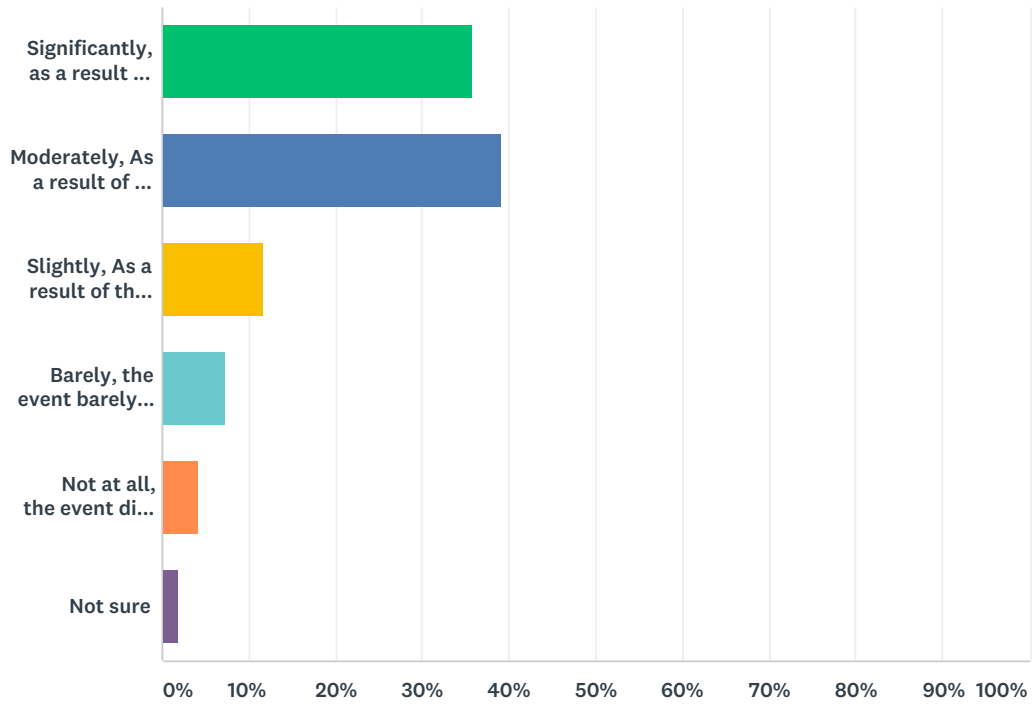## Q4 Did you feel invited and welcomed at SRJC because of Welcome Day?

Answered: 360   Skipped: 5
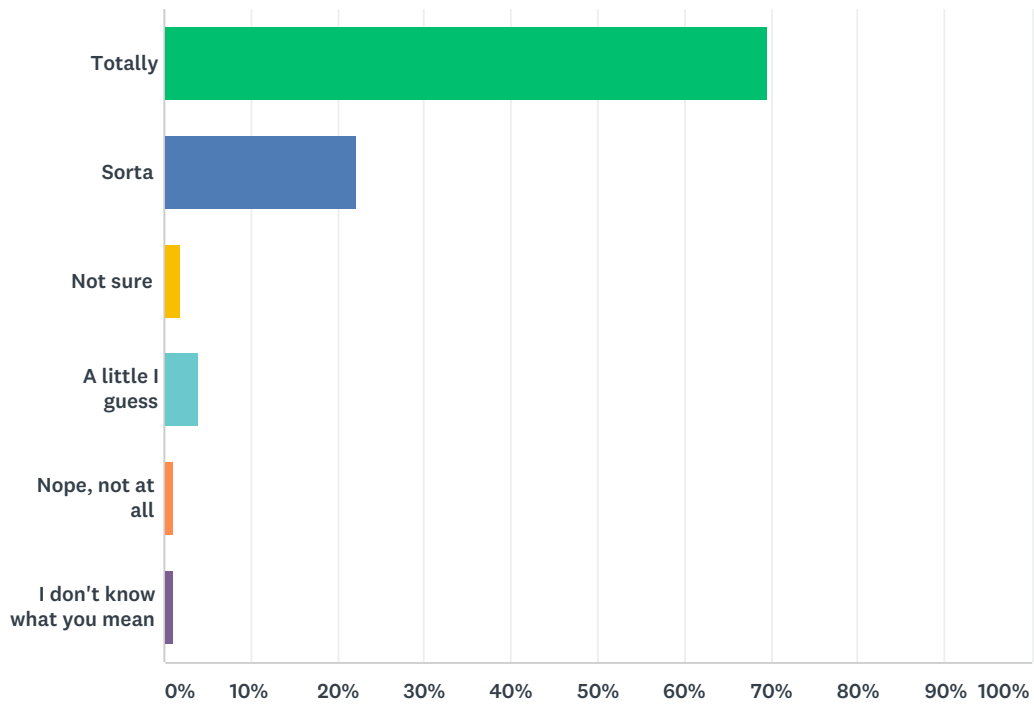
ANSWER CHOICES	RESPONSES	
Totally	69.72%	251
Sorta	22.22%	80
Not sure	1.94%	7
A little I guess	3.89%	14
Nope, not at all	1.11%	4
I don't know what you mean	1.11%	4
TOTAL		360

Q5 How well did the event prepare you for the first day of classes?

Answered: 360   Skipped: 5

ANSWER CHOICES	RESPONSES	
Significantly, as a result of the event I felt very prepared	35.83%	129
Moderately, As a result of the event, I felt somewhat prepared	39.17%	141
Slightly, As a result of the event, I felt sort of prepared	11.67%	42
Barely, the event barely helped me feel prepared	7.22%	26
Not at all, the event did not help me feel prepared	4.17%	15
Not sure	1.94%	7
TOTAL		360

Q6 How did you hear about Welcome Day?

Answered: 360   Skipped: 5
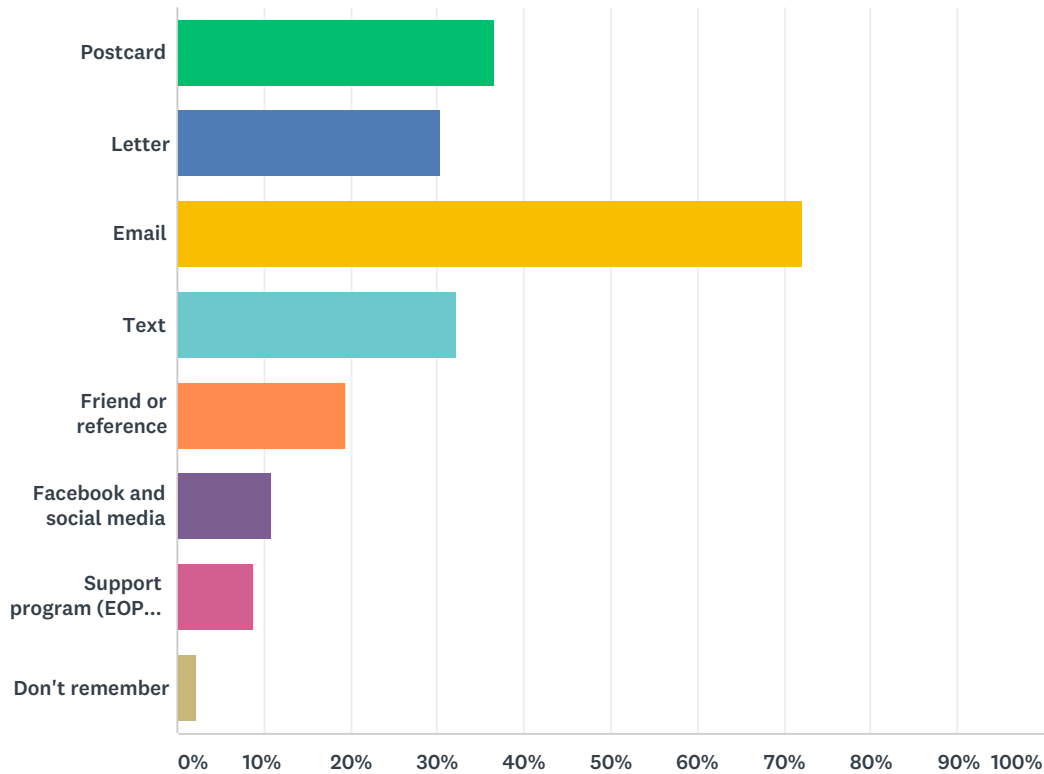
ANSWER CHOICES	RESPONSES	
Postcard	36.67%	132
Letter	30.28%	109
Email	72.22%	260
Text	32.22%	116
Friend or reference	19.44%	70
Facebook and social media	10.83%	39
Support program (EOPS, Learning Community, Athletics, etc.)	8.89%	32
Don't remember	2.22%	8
Total Respondents: 360		

Q7 When did you hear about Welcome Day?

Answered: 359   Skipped: 6
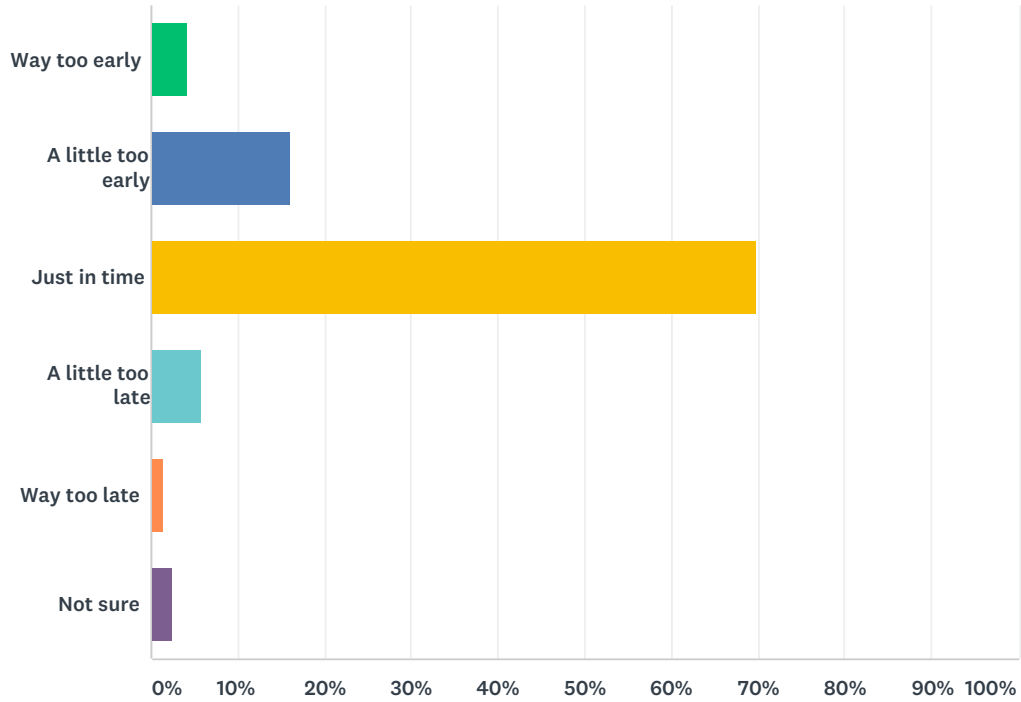
ANSWER CHOICES	RESPONSES	
Way too early	4.18%	15
A little too early	16.16%	58
Just in time	69.92%	251
A little too late	5.85%	21
Way too late	1.39%	5
Not sure	2.51%	9
TOTAL		359

Q8 Please rate the following activities:

Answered: 359   Skipped: 6
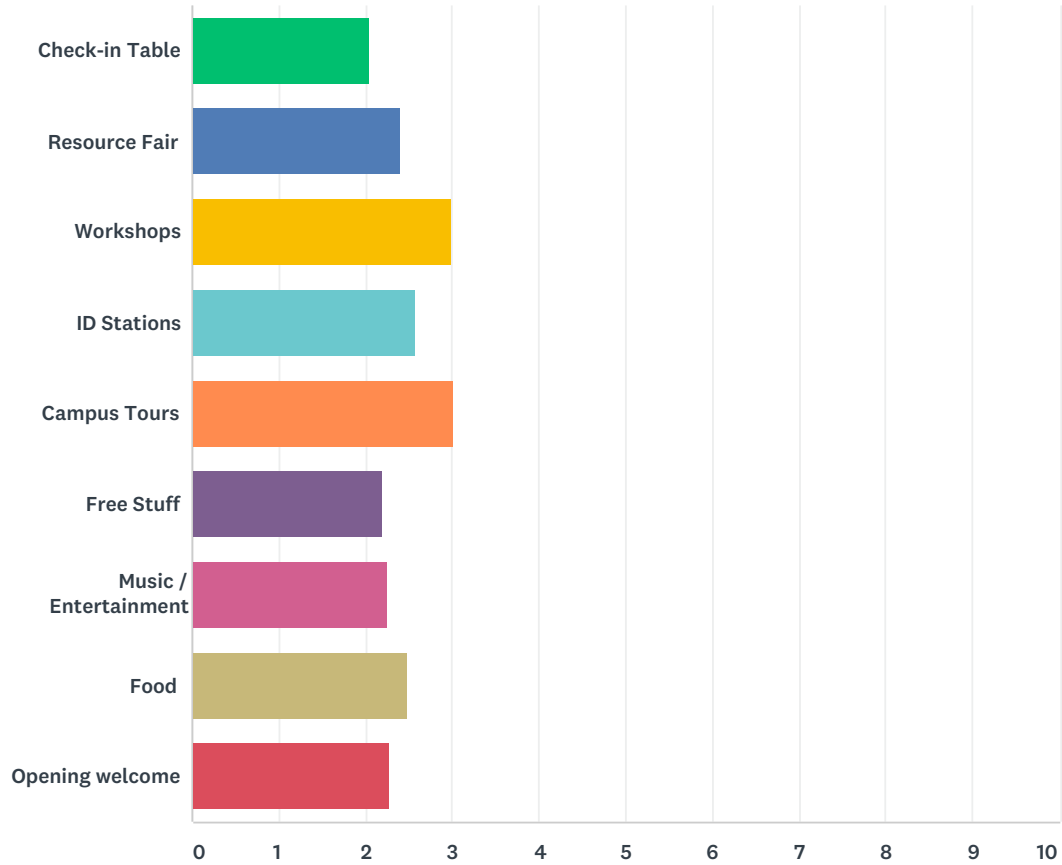
	AMAZING	PRETTY GOOD	MEH	NOT SO MUCH	N/A	TOTAL	WEIGHTED AVERAGE
Check-in Table	30.36% 109	51.81% 186	8.36% 30	1.95% 7	7.52% 27	359	2.04
Resource Fair	26.33% 94	43.42% 155	11.76% 42	0.84% 3	17.65% 63	357	2.40
Workshops	22.03% 78	31.36% 111	7.91% 28	2.26% 8	36.44% 129	354	3.00
ID Stations	19.10% 68	40.45% 144	18.54% 66	7.58% 27	14.33% 51	356	2.58
Campus Tours	22.82% 81	29.30% 104	7.61% 27	5.07% 18	35.21% 125	355	3.01
Free Stuff	35.67% 127	35.67% 127	12.36% 44	5.34% 19	10.96% 39	356	2.20
Music / Entertainment	29.30% 104	41.97% 149	12.96% 46	5.07% 18	10.70% 38	355	2.26
Food	30.81% 110	32.49% 116	12.04% 43	4.76% 17	19.89% 71	357	2.50
Opening welcome	33.52% 120	39.94% 143	8.66% 31	1.12% 4	16.76% 60	358	2.28

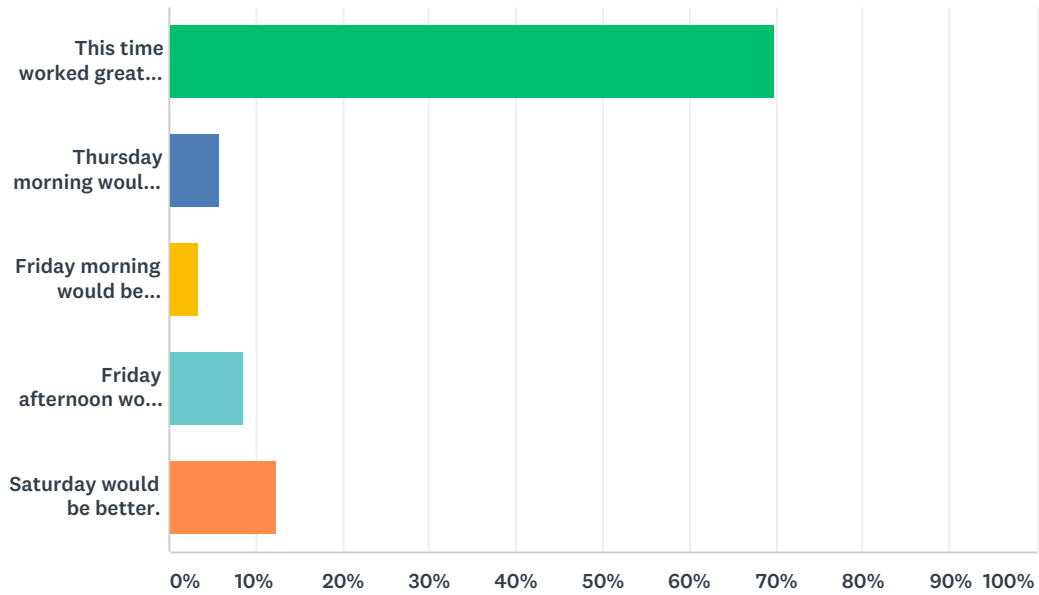# Q9 Were the services you needed available at the time/day of the event?

Answered: 356   Skipped: 9
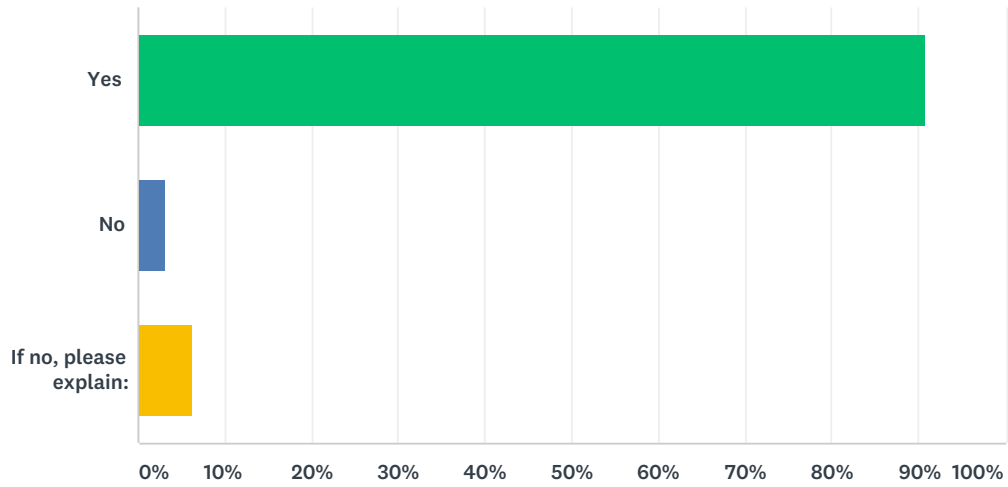
ANSWER CHOICES	RESPONSES	
Yes	90.73%	323
No	3.09%	11
If no, please explain:	6.18%	22
TOTAL		356

Q10 What day and time would work best for you and your supporters?

Answered: 358   Skipped: 7

ANSWER CHOICES	RESPONSES	
This time worked great, don't change it!	69.83%	250
Thursday morning would be better.	5.87%	21
Friday morning would be better.	3.35%	12
Friday afternoon would be better.	8.66%	31
Saturday would be better.	12.29%	44
TOTAL		358

Q11 How could we have improved the event?

Answered: 168   Skipped: 197