VISION STATEMENT

To be globally recognized and at the forefront of innovation in higher education for empowering students and creating a seamless transition for all.

MISSION STATEMENT

To introduce and connect all new undergraduate students to Purdue University in West Lafayette and Indianapolis through student- and staff-led academic and social programming, both on campus and virtual, to prepare them for their Purdue experience.

PROGRAM ELEMENTS

The Orientation Programs office provides a series of experiences that facilitate the transition of undergraduate students to Purdue and opportunities for student leadership. New students going through Orientation Programs experiences are welcomed "All Aboard Purdue," a four-step process to start their journey as Boilermakers.

- **Purdue 101 (Step One)** – This self-led virtual Brightspace module guides students through campus resources and provides information on Purdue's course planning and advising processes. Purdue 101 is available to summer- and fall-beginning students from May to late August, and January-beginning students from October to January. New students are automatically enrolled in this online orientation module and have access to the module through the end of their first semester. Students who complete the Student Information Form (SIF) are then invited to schedule an appointment with their academic advisor.
- **Purdue Advising (Step Two)** – Once Purdue 101 is complete, students receive an email from an academic advisor about scheduling their first advising appointment. Students fill out a course request form after they meet with their advisor.
- **Purdue 102 (Step Three)** – This self-led virtual Brightspace module focuses on resources related to students' transition to campus and adjustment to college life. Purdue 102 is available to all students closer to the start of classes. New students are automatically enrolled in this online orientation module and have access to the module through the end of their first semester.
- **Purdue Welcome (Step Four)** – Optional welcome programs for students in West Lafayette include Boiler Gold Rush, Boiler Gold Rush International (fall beginners) and Boiler Cold Rush (spring beginners). Students in Indianapolis can attend Boiler Gold Rush in Indianapolis (fall beginners). Students may alternatively participate in campus welcome programs hosted by the Purdue "All-American" Marching Band, Purdue Musical Organizations (Purdue Varsity Glee Club and Purduettes), and Athletics programs in West Lafayette. Orientation Programs facilitates the following programs:
  - **Boiler Gold Rush (BGR)** – Established in 1993 as CORN (Collegians Orientating Residential Newcomers) Camp and as Boiler Gold Rush in 1995, BGR is Purdue's fall orientation program. BGR takes place inside and outside of the classroom the week before the fall term in August. This program is open to all new first-year and transfer students.
  - **Boiler Gold Rush International (BGRi)** – Established in 2012, BGRi is a supplemental program that supports the transition, adjustment and acculturation of international students in the days prior to Boiler Gold Rush.
  - **Boiler Cold Rush (BCR)** – Established in 2021, BCR is a multi-day program for students starting at Purdue during the spring semester.
  - **Boiler Gold Rush in Indianapolis** – Held for the first time in 2024, this multi-day program for students starting at Purdue University in Indianapolis helps students transition in the week prior to the start of the fall term in August.

- **Summer Visit Days (Optional)** – Established in 2022, these optional events in June are held for students and their families to visit Purdue's campus and engage with students and staff.

NOTABLE CHANGES

Many significant changes occurred from 2023 to 2024, specifically the process and development of the first orientation experience for Purdue University students in Indianapolis. National impacts from FAFSA delays and the significant increase of Purdue's incoming class size were additional factors that had a great influence during May and June 2024.

Fostering Belonging and a Campus Culture of Inclusive Excellence

Fostering belonging, inclusive excellence and collaboration are central to the work of Orientation Programs. Throughout the year, the team had some remarkable successes in this area, including the following highlights:

- **Fostering Belonging**
  - Data from Boiler Cold Rush participants (Section II, Chart 6) shows that these students continue to be retained at rates significantly higher than non-participating peers. In 2024, 90.91% of first-time, full-time students were retained from the first to the second semester, still significantly higher than peers. Notably, 100% of these students were retained in both 2022 and 2023. Historically, all new beginners and transfers were retained from spring to fall in 2023, and retention rates have remained above 90% since Boiler Cold Rush began in 2021. Prior to Boiler Cold Rush, first-to-second-semester retention for this population never exceeded 87% between 2018 and 2020.
- **Inclusive Excellence**
  - Orientation Programs helped select campus partners build a sense of belonging for incoming students.
    - With support from the Office of the Vice Provost for Teaching and Learning, each of the five cultural centers on campus received $5,000.00 to support programming efforts for their Boiler Gold Rush Open Houses. Several anecdotes from staff at each center shared success, and specific impacts can be seen from this reflection from staff at the LGBTQ Center:
      - "I am pleased to report that LGBTQ Center visitation and utilization continue to demonstrate the significance of our collaboration:
        - Open House Visitation Data
          - 2022: 461 unique student visits
          - 2023: 987 unique student visits over two afternoons
          - 2024: 847 unique student visits over two afternoons (decrease due to severe rain/weather on day 2; still welcomed 301 unique students despite the weather)
      - We prepared for 1,200 student visits during our BGR 2024 Open House, and we successfully applied any remaining resources to an informal extension of our open house to Friday afternoon (rain can't stop us from building our Boilermaker community!). Our informal third day welcomed another 250 unique students."
  - Over $200,000.00 of fee waivers were provided to students who demonstrated financial need so they could attend Boiler Gold Rush at no or reduced costs. Additionally, 27 students attended Jump Start, a program where students work in the dining courts during BGR while participating in the program at no cost. Orientation Programs and Dining & Culinary share these costs to support student participation in the program.

- o In partnership with University Undergraduate Academic Advising, students participating in Boiler Cold Rush, Boiler Gold Rush International and Boiler Gold Rush (in West Lafayette and Indianapolis) were reviewed to see if they had a full-time course load of courses. Students who did not were contacted through their BGR Team Leader and connected with an academic advisor to adjust their class schedules.
- o In alignment with the Equity Task Force, critical reflection looked at the composition of BGR student groups for the fourth year in a row. Logic was changed in the participant sorting functions so that at least three individuals of similar status were placed in each group (i.e., three Black students were placed in the same group instead of using the previous logic of distributing all non-white participants evenly across all groups). This was done in hopes of improving the experience of Black Boilermakers during BGR.
    - ▪ Post-assessment results indicated the overall satisfaction (Indicating Satisfied and Very Satisfied) of Black students with BGR was much lower than their non-Black peers in years before 2021.
    - ▪ After changes were implemented in 2021, subsequent years showed that Black student satisfaction remains slightly behind, but with a smaller gap between Black students and their non-Black peers compared to years prior to 2021.
    - ▪ While the cause of this satisfaction increase cannot fully be credited to the sorting of groups, this change and the continued focus on supporting Black Boilermakers does influence the experience of Black students during BGR.

Year	BGR Satisfaction (Satisfied + Very Satisfied) for Black students	BGR Satisfaction (Satisfied + Very Satisfied) for non-Black students	Gap
2019	73.9%	82.4%	-8.5%
2020	60.5%	67.9%	-7.4%
Changes made to BGR team sorting process			
2021	80.4%	83.1%	-2.7%
2022	79.0%	83.4%	-4.4%
2023	84.0%	86.3%	-2.3%
2024 (PWL)	78.3%	81.7%	-3.4%
2024 (Indy)	81.8%	87.4%	-5.6%

Building and Collaborating for Success in Indianapolis

The process of building the orientation experience for Purdue students in Indianapolis was an extensive one, beginning well before 2024. Several key conversations and connections were made over time to develop what would become the All Aboard Purdue experience and implementation of Boiler Gold Rush in Indianapolis. Below are important milestones that occurred in the development of this program:

- In August 2023, the search began for a senior assistant director of Orientation Programs, a member of the Orientation Programs leadership team who would lead efforts in Indianapolis.
- Dan Carpenter and Craig Johnson visited IUPUI's Bridge Week on Monday, Aug. 14, 2023, to observe the program, connect with staff and begin to understand the experience of continuing students at IUPUI who would transition to Purdue University in Indianapolis in 2024.
- With the hiring of Chris Krull as executive director of Teaching and Learning Programs on Sep. 5, 2023, conversations about the orientation experience in Indianapolis began to increase.
- Two focus group discussions were held with 11 IUPUI "O-Team" leaders and peer mentors for IUPUI's Bridge Week and First-Year Seminars on Tuesday, Oct. 10, 2023, facilitated by Craig Johnson, Andrea Mattingly and Chris Krull. This conversation helped the Purdue team understand the IUPUI orientation experience from current students, introduce the Purdue orientation experience and offer a space for ideating about what would be helpful for incoming Purdue students in Indianapolis.

- A formal announcement was made on Wednesday, Nov. 29, 2023, that Purdue University students in Indianapolis would go through the All Aboard Purdue experience and have the opportunity to register for Boiler Gold Rush in Indianapolis.
- After two attempts at generating interest in a Student Orientation Committee in Indianapolis that yielded zero applications, the Orientation Programs team moved forward with a plan to recruit Team Leaders. The application for a paid Team Leader position opened on Feb. 28 accompanied by two callouts for current IUPUI students on Feb. 28 and March 1. After the application closed on March 20, 67 undergraduate students and 10 graduate students applied.
- Registration for Boiler Gold Rush in Indianapolis began on March 1 at the same time registration opened for the West Lafayette programs.
- Virginia Johnson, senior assistant director, transitioned her responsibilities to be the first Orientation Programs staff member in Indianapolis, starting on March 4, 2024.
- In March 2024, 42 undergraduate Team Leaders and 1 graduate student (Emma Rohrbacher) were selected to implement and support Boiler Gold Rush in Indianapolis.
- The first Team Leader training was held in Indianapolis on Thursday, April 18, in University Library room 110 from 6-8 p.m. The second and final training of the spring semester was held one week later, on Thursday, April 25, at the same time and in the same location.
- Purdue 101 opened for both Indianapolis and West Lafayette students on May 2. Purdue 102 opened for fall beginners at both locations on June 24.
- Seven Team Leaders were hired to support orientation efforts in Indianapolis for the summer of 2024. These students started on Monday, May 20, and worked in the 314 suite in the Engineering and Technology building.
- Two summer staff days were held to connect the West Lafayette and Indianapolis teams. The first was in West Lafayette on Thursday, June 20. The second was in Indianapolis on Friday, July 19.
- Hannah Keeler was hired as the first program coordinator for Orientation Programs in Indianapolis, starting on Monday, July 8.
- Team Leader training for Boiler Gold Rush in Indianapolis took place from Saturday, Aug. 10 through Monday, Aug. 13.
- BGR in Indianapolis participants moved into North Hall and Lux on Capitol apartments, then checked into the program at University Tower on Tuesday, Aug. 13.
- After meeting with their Team Leader and going to dinner at Tower Dining Court, around 600 students plus Team Leaders and staff volunteers were transported on 13 charter buses to attend the BGR Kickoff event at Ross-Ade Stadium in West Lafayette.
- Several events throughout the week took place at the Madam Walker Legacy Center with support from IU-Indianapolis' Events and Conference Services team.
- When Boiler Gold Rush concluded in the afternoon of Saturday, Aug. 17, both new and current Purdue University in Indianapolis students could participate in the Boilermaker Block Party, hosted by the Purdue for Life Foundation at Military Park.
- Throughout the week, several students interacted with community partners like the Indianapolis Motor Speedway, White River State Park, the Indianapolis Zoo and Indiana Landmarks.
- Several partners at IU-Indianapolis were critical to the success of Boiler Gold Rush in Indianapolis, including IU-Indianapolis Events and Conference Services, Campus Dining, Auxiliary Services, CrimsonCard, Police Department, and Campus Recreation.

[LAST YEAR WE INCLUDED A FEW BRIEF BULLET POINTS ON THE FIRST-YEAR SUCCESS PROJECT – IS THERE ANYTHING ELSE YOU WOULD ADD TO THIS?]

Fall 2023/Spring 2024: New Beginners, Boiler Cold Rush, First-Year Success Project

- The Teaching and Learning communication team continued the second year of the First-Year Success Project, focusing on a consistent "just-in-time" email communication plan that directed students to critical resources throughout the fall semester.
- 108 students participated in the fourth annual Boiler Cold Rush, held Jan. 5- 6, 2024.
- There were over 400 spring new beginners in 2024 enrolled in Purdue 101 and 102, with over 150 students in the online Veterinary Nursing Distance Learning program.

Summer 2024: Purdue 101/102, Summer Visit Days

- Two Summer Visit Days events were held on Friday, June 14, and Friday, June 28. This optional event had 1,645 student and guest registrants between the two days (up from 942 in 2023). The two dates were very similar in participation: 314 students with 508 guests (822 total) on June 14; and 306 students with 517 guests (823 total) on June 28.
- A variety of campus partners and colleagues contributed to the program's success. Student Activities & Organizations; University Residences; Dining & Culinary; the Office of the Dean of Students; Office of Diversity, Inclusion, & Belonging; University Undergraduate Academic Advising; and many others were present to assist in the program's success. The event was supported by BGR Team Supervisors and Team Leaders who filled the role of Summer Conductors for these events.
- IT colleagues that oversee PREMIS software automatically enrolled students into Purdue 101 sections by college, into Purdue 102 modules by start term, and started Brightspace courses for each at both West Lafayette and Indianapolis locations.
- Despite nationwide FAFSA delays that pushed back the deadline for students to accept their offer, Purdue 101 opened for all new students on May 2, 2024, encouraging final completion dates of June 10 for summer beginners and June 17 for fall beginners.
- For the fourth year in a row, students were able to pin themselves on a "Purdue 101 Map," created in tandem with colleagues from Geographic Information Systems (GIS). 9,877 students engaged in this map (up from 9,263 in 2023 and 8,050 in 2022), which gave students the chance to select their academic college then place their pin around the world.
- For the third year in a row, incoming students were encouraged to complete Purdue 101 to support a donation to the ACE Campus Food Pantry, where one dollar per completion would be donated. With FAFSA delays, this deadline was moved from the end of May to June 10. In total, $9,236.00 was donated from Orientation Programs, UUAA, and the Vice Provost of Teaching and Learning (compared to $6,646.00 in 2023, $6,638.00 in 2022 and $5,385.00 in 2021).
- Overall, 11,653 students finished Purdue 101 by completing the SIF on or before June 17 (compared to 10,936 on June 23, 2023, and 10,196 on June 24, 2022)
- Purdue 102 opened for summer beginners on June 3 and fall beginners on June 24, encouraging final completion by August 1 for all students. Purdue 102 included content such as the myStrengths Assessment (the final step in the module), PERTS Growth Mindset and Social Belonging modules, a reflection on the Purdue Pillars, and information about campus and community resources.
- New to Purdue 102 was a Pedestrian Safety module, requested specifically by President Mung Chiang. The Teaching and Learning Technologies team worked closely with campus safety colleagues to create the module to be embedded within Purdue 102.
- Continued partnership with colleagues in University Undergraduate Academic Advising evolved the Purdue 101 and 102 modules for unique populations like the Honors College, Veterinary Nursing Distance Learning and Agricultural Pathways programs.
- Significant design improvements were made to both Purdue 101 and 102 to help students more clearly navigate the modules.
- The Orientation Programs team provided additional support to the team managing Brightspace so the platform was more inclusive of students in Indianapolis. This included renaming the "West Lafayette" login button to "West Lafayette / Indianapolis."

Fall 2024: Boiler Gold Rush (BGR), Boiler Gold Rush International (BGRi)

- Two "BGR Live" sessions were pre-recorded and launched on Monday, July 29, to prepare students for Boiler Gold Rush at both locations. Only 44 total live viewers watched both videos (an error from the Orientation Programs team). However, total views increased compared to previous years. The West Lafayette video had over 11,800 views (up from 7,500 in 2023) while the Indianapolis video had over 2,000 views.
- BGRi preceded BGR for the third year in a row and had 826 registrants (up from 726 in 2023).
- Move-in for BGR in West Lafayette took place over four days, with one day added (Saturday) due to the size of the incoming class. This took place from Aug. 10-13.
- In collaboration with the Fusion Studio for Entertainment and Engineering, four student- and faculty-led projects were featured in the third annual BGR Entertainment Challenge (more information below). Funding for these projects was supported by the Fusion Studio, Orientation Programs, and the Office of the Vice Provost for Teaching and Learning.

Project Title	Project Coordinators
"Scarecrow Bot: The Rabbit Hunt"	- Ankita Raturi, assistant professor, Agricultural & Biological Engineering - Thirawat Bureetes, graduate student - Megan Low, graduate student - Steven Doyle, graduate student - Jeanine Arana, graduate student - Autumn Denny, graduate student - Luca Vaccino, graduate student - Digital Agriculture Club of Purdue
"PokeBoiler Up"	- Ximena Bernal, professor, Biological Sciences - Tomas Vargas-Bernal, class co-creator, web development and simulations creator, undergraduate student - Maggie Dong, illustrator and art coordinator, undergraduate student
"Two for the Show: Letterpress Printing the Entertainment Poster"	J. Peter Moore, clinical associate professor, John Martinson Honors College, director of the JMHC PrintBay
"Machine Learning: *In Motion*"	- Prof. Frederick C. Berry D. Engr.: Professor, School of Engineering Technology - Renee Murray, senior lecturer, Rueff School of Design, Art, & Performance - Artists: Abinash Mallick, Renee Murray and Monte Taylor - Student Leads: Arunima Chowdhury, Herbert De Bruyn, Zahra Ghorrati, Aiden Goen, Mert Kiroglu, Lam Le, Ryan Leonard, Michael Li, Rishi Mantri, Jennifer Park, Bhavya Patel, Shamsad Rahman, Duc Tri Than, Roohee Urs and Sami Zagha - Performers: Vanessa Billic, Christy Carr, April Lanka and Kennedy Miller

- The BGR Kickoff event was live-streamed for the fifth year in a row, yielding 2,134 concurrent live viewers at its peak (up from 1,175 in 2023 and 1,815 in 2022) and over 16,000 total views. The

BGRi Opening Ceremony was also live-streamed publicly, yielding 42 concurrent live viewers and over 1,100 views (without prior communication about its live-stream).

- All large content sessions were held in Elliott Hall of Music and supported by Hall of Music Productions. Loeb Playhouse and several other smaller lecture rooms around campus were also used because of the high number of participants. Hall of Music supported each session.
- Purdue Promise hosted a pre-BGR orientation program for all incoming students for the second year in a row.
- New/revised events during the week of BGR and BGRi included:
  - **BGRi Campus Safety:** Held on Monday, Aug. 12, this session brought together both students and family members (held only for families in 2023) in Elliott Hall of Music.
  - **BGRi Sendoff:** Held on Monday, Aug. 12, this session served as a more formal transition from BGRi to BGR and included both students and family members.
  - **BGR Kickoff:** Held inside Ross-Ade Stadium on Tuesday, Aug. 13, this event included participants from West Lafayette and Indianapolis. The welcome featured President Mung Chiang, introductions to the program from the Orientation Programs team, and several BGR Hall Team competitions interspersed with athletic introductions.
  - **Thursday Night Events:** New in 2024, the women's volleyball team hosted an internal scrimmage in Holloway Gymnasium to a full-capacity crowd of BGR. The women's soccer team also started their season against Washington State at Folk Field in front of nearly 2,000 BGR participants. Two additional programs — Tyler Korso and a showing of the movie Shrek — served as concurrent programming.

Beyond 2024

- The Orientation Programs team will continue to support and welcome students to both the West Lafayette and Indianapolis locations in 2025 and evolve the team to support both populations of students.
- As a team of nine, additional support structures are to be implemented to sustain and improve the experience of undergraduate student leaders at both locations.

Orientation Programs Team Accomplishments

- Accomplishments on Purdue's campus included:
  - Maggie Smith taught courses in other units:
    - COM 217H – Science Writing and Presentation (Spring 2024)
    - COM 217 – Science Writing and Presentation (Fall 2024)
  - Two staff members were hired onto the team:
    - Hannah Keeler, a program coordinator, began on July 8, 2024, and supports programmatic and student staff operations in Indianapolis.
    - Alison Webb, associate director, began on Aug. 7, 2024, and oversees on-campus programs in West Lafayette
  - Virginia Johnson finished her studies in the College of Education at Purdue University and will receive a Master of Science in Education with a focus curriculum and instruction in Dec. 2024.
- Additional partnerships and connections were created outside of Purdue for programmatic and professional development, including:
  - Craig Johnson, Maggie Smith and Virginia Johnson attended the 43rd Annual Conference on The First-Year Experience from Feb. 17-21, 2024, in Seattle, Washington.
  - Abby (Molzer) Roskos and Adina Loomis served as Indiana state coordinators for NODA.

- Abby (Molzer) Roskos was selected to serve on the Directorate of the Graduate Students and New Professionals Community of Practice for the American College Personnel Association (ACPA). Her role is the Coordinator of Special Events on the Convention Experience Team.
- Staff and students presented at the 2024 NODA Region V Conference in Iowa City, Iowa, held from March 8-10.
    - Abby (Molzer) Roskos and Adina Loomis presented "Can Everyone Read This? A Roundtable on Writing Accessibility into Your Orientation Program."
    - Kelsey Black and April Lanka presented "Orientation Exploration: Cultivating Meaningful Connections in College."
    - Ty Roman and John Stutzman presented "Beyond the Script: Composing the Orientation Leader Story with Servant Leadership."
    - Lyla Stubbe and Varun Kamble presented "Unleashing the Power of FreeZone: A Guide to Promoting Student's Comfort with Vulnerability!"
    - Bia Cren Colalillo and John Riley presented "Tuning Out Bias: How to Fix Your "Stereo'types'."
- Virginia Johnson attended the IDEAL Conference presented by Indiana University and the National Conference on Race and Ethnicity (NCORE) from April 4-6, 2024, in Indianapolis, Indiana.
- Craig Johnson attended the 2024 Big Ten Meeting of orientation professionals from Oct. 7-9, 2024, at the University of Wisconsin at Madison.
- Whitney Johnson became a Qualified Administrator for the Intercultural Development Inventory (IDI).
- Virginia Johnson, Hannah Keeler, Adina Loomis, Abby (Molzer) Roskos, Whitney Johnson and Jacque Rickett attended the 2024 NODA Annual Conference in Portland, Oregon.
    - Virginia Johnson was selected as a faculty member for the Orientation Professionals Institute (OPI).
    - Hannah Keeler participated in OPI.

OUR DATA
Student Participation Retention

- "The research on orientation clearly indicates that successful orientation programs have a powerful influence on first-year social and academic integration and, furthermore, that social and academic integration have a significant effect on student persistence and educational attainment" (Rode, 2000, p. 3).
  - Rode, D. (2000). The role of orientation in institutional retention. In M.J. Fabich (Ed.) Orientation planning manual 2000. Pullman, WA: NODA.
- This connection between orientation and retention is no different at Purdue University than what the research above suggests. As indicated by the charts listed in the Appendix (Section II, Student Participation Retention), retention and graduation rates for students who participate in STAR/VSTAR (now Purdue 101), BGR and/or BGRi are higher than their peers who do not participate.
- Additional data shows that participating in more than one program increases the likelihood of retention at a greater rate than non- or single-participating peers (Section II, Student Participation Retention, Chart 4).

Program Assessment

- Pre-post assessment methods were adopted to fully assess the impact of VSTAR, BGR and BGRi to further understand the impact of Orientation Programs on the new student experience. 10,706 (85.83%) participated in a pre-Purdue 101 survey, 11,135 (89.27%) participated in a post-Purdue 101 survey and 3,669 (37.95%) participated in a post-BGR/BGRi survey.
- Both campuses show an increase in Belonging mean scores across all items.
- PWL students started with slightly higher Belonging mean scores on most items and maintained consistent positive changes across all belonging areas, but PIN students show slightly larger gains on all items.
- Feeling valued and feeling accepted by the campus community shows greater increases for Black Boilermakers from post-Purdue 101 survey (Time 2) to post-BGR survey (Time 3) than for all other Boilermakers.
- Data was collected on session satisfaction by program and broken down by several demographics (college, ethnicity, gender, others) to develop a comprehensive understanding of the impact of Orientation Programs.
- Great strides were made in the relationship with IDA+A. Strengthening the work in this area will be a priority going into the coming year.

APPENDIX

Section I. Assessment Plan

- Orientation Programs distributes pre- and post-surveys at three different points in a new student's transition to study sense of belonging, program satisfaction and meeting learning outcomes/office mission because of their participation in our programs. These surveys contribute to programmatic change, the ability to provide partners feedback on their student populations and insight into who staff need to focus on (first-generation, Black/African American students, neuro-diverse students, etc.).
  - The pre-survey is distributed in Purdue 101 in Brightspace and framed as required.
  - The mid-survey is distributed in Purdue 102 in Brightspace and encouraged. This also serves as the pre-BGR data point.
  - The post-BGR/i survey is distributed to all participants who checked into the program.
  - A short survey was sent to students who did not participate in BGR to garner feedback on barriers that prevented them from registering. For example, one barrier was the fee cost, so Orientation Programs focused more energy on communicating about fee waivers.
- Colleagues from IDA+A analyzed survey results across demographics, identities and academic colleges to measure differences among populations.
- Data was collected and shared with appropriate campus partners to help for future planning.

Section II. Student Participation Retention

The chart below indicates the number of students who participated in STAR, the number of students who participated in VSTAR and the number of students who registered for STAR but ultimately did not attend (all 2019 and prior). In 2020, that shifted to a VSTAR experience only. The VSTAR experience was rebranded as Purdue 101 in 2023 and is not yet reflected in this chart. These populations are then followed throughout their Purdue experience to see at what rate they persist to graduation.

Chart 1: Retention and Graduation Rates for Summer Orientation

Cohort Year	Cohort	Original Cohort	1 Year Retention	2 Year Retention	3 Year Retention	4 Year Graduation	5 Year Graduation	6 Year Graduation
2014	STAR	4767	93.25%	88.78%	84.41%	61.23%	79.69%	83.81%
	VSTAR	1432	92.32%	87.08%	84.50%	57.89%	79.54%	83.59%
	STAR No-Show	125	88.80%	79.20%	72.00%	55.20%	66.40%	68.00%
2015	STAR	5192	92.22%	88.23%	83.49%	61.67%	79.91%	83.72%
	VSTAR	1481	90.68%	84.40%	81.84%	57.19%	76.77%	81.16%
	STAR No-Show	106	85.85%	84.91%	79.25%	56.60%	73.58%	79.25%
2016	STAR	5695	91.66%	87.60%	82.81%	63.06%	79.65%	83.41%
	VSTAR	1419	91.75%	87.67%	84.71%	62.09%	80.69%	84.92%
	STAR No-Show	46	91.30%	76.09%	69.57%	50.00%	65.22%	69.57%
2017	STAR	5958	92.20%	88.27%	83.38%	65.74%	80.95%	83.89%
	VSTAR	1440	90.97%	86.11%	82.50%	62.64%	80.00%	84.17%
	STAR No-Show	100	92.00%	87.00%	80.00%	59.00%	75.00%	82.00%
2018	STAR	6560	92.01%	88.25%	82.93%	66.84%	81.19%	83.73%
	VSTAR	1708	89.93%	84.54%	81.97%	62.30%	78.98%	83.14%
	STAR No-Show	55	90.91%	83.64%	76.36%	54.55%	70.91%	74.55%
2019	STAR	5998	94.13%	88.85%	82.79%	68.24%	81.51%	
	VSTAR	1708	92.68%	87.06%	82.55%	64.70%	82.32%	
	STAR No-Show	54	85.19%	79.63%	72.22%	64.81%	77.78%	
2020	VSTAR	8622	91.72%	87.18%	81.78%	67.43%		
2021	VSTAR	10106	90.75%	86.85%	81.76%			
2022	VSTAR	9262	92.32%	89.25%				
2023	Purdue 101	9200	92.98%					

Chart 2 – BGR Participant vs Non-BGR Participant Retention and Graduation Rates

The chart below indicates the number of students who participated in BGR and the number of students who did not attend. These populations, then, are followed throughout their Purdue experience to see at what rate they persist to graduation.

Academic Year	Cohort		One Year Retention	Two Year Retention	Three Year Retention	Four Year Graduation	Five Year Graduation	Six Year Graduation
2011	BGR	4684	91.27%	86.02%	82.75%	52.39%	75.73%	80.36%
	Non-BGR	1976	88.92%	80.36%	76.67%	49.34%	70.55%	74.90%
2012	BGR	5010	91.58%	87.25%	84.09%	56.69%	78.36%	82.34%
	Non-BGR	1319	88.86%	81.73%	78.47%	52.69%	72.78%	76.80%
2013	BGR	5163	93.07%	88.57%	84.72%	58.92%	79.20%	83.38%
	Non-BGR	1156	90.66%	83.74%	78.03%	56.75%	73.44%	77.10%
2014	BGR	5199	93.50%	88.86%	84.94%	61.47%	80.23%	84.13%
	Non-BGR	1209	89.58%	84.45%	79.98%	55.00%	75.10%	79.57%
2015	BGR	5784	92.44%	88.11%	83.96%	61.27%	79.89%	83.80%
	Non-BGR	1071	88.05%	82.73%	77.78%	56.68%	74.60%	78.90%
2016	BGR	5996	92.19%	88.19%	84.11%	63.76%	80.90%	84.61%
	Non-BGR	1233	88.97%	83.78%	77.62%	57.18%	73.80%	78.18%
2017	BGR	6153	92.62%	88.62%	84.56%	66.07%	81.62%	84.92%
	Non-BGR	1395	88.96%	84.16%	76.56%	60.36%	76.20%	79.00%
2018	BGR	6577	92.47%	88.57%	84.19%	66.98%	82.41%	85.15%
	Non-BGR	1751	88.18%	83.15%	76.93%	60.37%	73.96%	77.38%
2019	BGR	6444	94.44%	89.25%	84.14%	67.44%	82.40%	
	Non-BGR	1567	89.85%	82.64%	74.86%	63.18%	75.49%	
2020	BGR	6447	93.36%	89.48%	84.15%	70.33%		
	Non-BGR	2331	86.66%	79.97%	74.52%	58.39%		
2021	BGR	7979	92.22%	88.67%	84.05%			
	Non-BGR	2163	85.02%	79.75%	72.91%			
2022	BGR	7646	92.79%	90.27%				
	Non-BGR	1629	89.81%	84.28%				
2023	BGR	7745	93.74%					
	Non-BGR	1477	88.22%					

Chart 3 – BGRi Participant vs Non-BGRi Participant Retention and Graduation Rates for International Students

The chart below indicates the number of students who participated in BGRi and the number of international students who did not attend. These populations, then, are followed throughout their Purdue experience to see at what rate they persist to graduation.

Academic Year	Cohort		One Year Retention	Two Year Retention	Three Year Retention	Four Year Graduation	Five year Graduation	Six Year Graduation
2012	BGRi	316	91.77%	86.71%	83.54%	55.06%	79.75%	82.91%
	Non-BGRi	691	91.46%	86.11%	83.94%	55.72%	77.86%	82.63%
2013	BGRi	497	94.57%	89.94%	87.53%	61.77%	82.29%	85.31%
	Non-BGRi	482	92.53%	84.44%	80.29%	55.39%	74.69%	79.46%
2014	BGRi	620	96.13%	92.74%	89.52%	65.00%	85.48%	89.19%
	Non-BGRi	525	89.33%	82.86%	81.14%	53.52%	76.19%	80.00%
2015	BGRi	716	93.85%	87.99%	85.89%	58.80%	80.84%	84.62%
	Non-BGRi	346	84.97%	78.32%	76.59%	56.65%	72.25%	77.17%
2016	BGRi	635	93.39%	89.76%	87.87%	64.40%	85.20%	88.50%
	Non-BGRi	305	89.51%	85.57%	80.98%	59.18%	74.10%	79.67%
2017	BGRi	624	93.59%	89.90%	86.06%	66.35%	84.29%	88.30%
	Non-BGRi	264	87.12%	83.71%	80.30%	60.23%	77.65%	83.33%
2018	BGRi	513	92.98%	86.74%	87.72%	61.99%	83.04%	86.74%
	Non-BGRi	280	85.00%	80.36%	79.64%	56.07%	73.57%	80.71%
2019	BGRi	741	92.71%	87.72%	85.83%	61.00%	82.46%	
	Non-BGRi	316	88.92%	81.01%	81.01%	58.23%	75.32%	
2020	BGRi	388	90.98%	88.40%	86.08%	61.86%		
	Non-BGRi	478	86.82%	81.38%	79.50%	53.56%		
2021	BGRi	412	92.48%	87.86%	84.22%			
	Non-BGRi	435	89.43%	82.07%	79.08%			
2022	BGRi	374	92.51%	90.37%				
	Non-BGRi	382	90.05%	87.17%				
2023	BGRi	464	91.81%					
	Non-BGRi	270	83.33%					

Chart 4 – Orientation Programs Participant Levels (zero, one, or two programs) and their Retention and Graduation Rates

The chart below indicates the number of students who participated in a combination of Orientation Programs during a given year. Students who participated in both summer and fall programs are highlighted in three ways: "STAR+BGR", "VSTAR+BGR", and "VSTAR+BGRi". Students who participated in STAR and not BGR or BGRi but did participate in another pre-arrival event (Purdue Musical Organizations, All-American Marching Band, and Intercollegiate Athletics) are indicated with "STAR no BGR/i". Students who participated in STAR or VSTAR but did not participate in any pre-arrival event in Orientation Programs or other units are indicated with "STAR no Other Program" and "VSTAR no Other Program." Starting with data from 2023, the renaming of STAR/VSTAR to Purdue 101 will be reflected in this chart.

Academic Year	Cohort		One Year Retention	Two Year Retention	Three Year Retention	Four Year Graduation	Five year Graduation	Six Year Graduation
2014	STAR+BGR	4150	93.52%	89.20%	84.99%	61.83%	80.21%	84.17%
	VSTAR+BGR	900	94.67%	89.11%	86.44%	61.00%	82.11%	86.11%
	VSTAR+BGRi	627	96.17%	92.66%	89.47%	64.91%	85.49%	89.15%
	STAR no BGR/i	227	92.95%	87.67%	85.02%	62.11%	79.74%	84.58%
	STAR no Other Program	390	90.51%	84.87%	77.95%	54.36%	74.10%	79.49%
	VSTAR no Other Program	277	84.84%	79.06%	76.17%	47.29%	70.76%	75.09%
2015	STAR+BGR	4489	92.40%	88.53%	83.94%	62.01%	80.15%	84.01%
	VSTAR+BGR	1181	92.97%	86.54%	83.83%	58.25%	78.83%	82.98%
	VSTAR+BGRi	705	94.04%	88.23%	85.82%	58.58%	80.71%	84.68%
	STAR no BGR/i	235	95.74%	92.77%	88.09%	61.28%	85.53%	88.51%
	VSTAR no BGR/i	17	82.35%	94.12%	82.35%	64.71%	82.35%	82.35%
	STAR no Other Program	468	88.68%	83.12%	76.92%	58.55%	74.79%	78.63%
	VSTAR no Other Program	283	81.63%	74.91%	73.50%	52.65%	68.20%	73.50%
2016	STAR+BGR	4814	92.02%	88.10%	83.65%	63.88%	80.43%	84.17%
	VSTAR+BGR	1121	92.77%	88.85%	86.35%	63.78%	83.23%	86.89%
	VSTAR+BGRi	641	93.29%	90.02%	88.14%	64.74%	85.18%	88.46%
	STAR no BGR/i	210	92.86%	89.05%	83.33%	57.62%	80.48%	82.86%
	VSTAR no BGR/i	16	100.00%	100.00%	87.50%	56.25%	87.50%	93.75%
	STAR no Other Program	671	88.67%	83.61%	76.60%	58.87%	73.77%	78.09%
	VSTAR no Other Program	282	87.23%	82.27%	78.01%	55.67%	70.21%	76.60%
2017	STAR+BGR	4966	92.65%	88.96%	84.53%	66.45%	81.68%	84.72%
	VSTAR+BGR	1111	92.35%	87.13%	84.70%	64.72%	81.64%	85.87%
	VSTAR+BGRi	641	93.45%	89.86%	86.43%	66.30%	83.93%	88.14%
	STAR no BGR/i	269	91.82%	87.36%	83.27%	61.71%	82.90%	84.39%
	VSTAR no BGR/i	27	92.59%	88.89%	85.19%	66.67%	85.19%	85.19%
	STAR no Other Program	723	89.21%	83.82%	75.52%	62.38%	75.24%	78.01%
	VSTAR no Other Program	302	85.76%	82.12%	74.17%	54.64%	73.51%	77.81%
2018	STAR+BGR	5263	92.57%	89.13%	84.08%	67.93%	82.60%	85.10%
	VSTAR+BGR	1277	92.09%	86.30%	84.65%	63.35%	81.60%	85.43%
	VSTAR+BGRi	533	92.87%	86.49%	87.62%	61.73%	82.74%	86.68%
	STAR no BGR/i	290	94.48%	91.72%	87.59%	66.21%	81.72%	84.14%
	VSTAR no BGR/i	68	86.76%	79.41%	64.71%	60.29%	75.00%	76.47%
	STAR no Other Program	1007	88.38%	82.62%	75.57%	61.37%	73.68%	76.46%
	VSTAR no Other Program	363	82.92%	79.34%	75.76%	54.27%	70.52%	76.58%
2019	STAR+BGR	4876	94.97%	90.03%	84.45%	68.79%	82.59%	
	VSTAR+BGR	1388	93.52%	88.04%	83.72%	65.35%	83.50%	
	VSTAR+BGRi	691	93.78%	89.00%	86.40%	63.39%	84.52%	
	STAR no BGR/i	351	92.02%	84.90%	78.35%	62.96%	76.92%	
	VSTAR no BGR/i	51	90.20%	90.30%	76.47%	64.71%	84.31%	
	STAR no Other Program	771	89.75%	83.14%	74.32%	67.19%	76.78%	
	VSTAR no Other Program	269	88.85%	81.41%	77.70%	61.34%	75.09%	
2020	VSTAR+BGR	6359	93.38%	89.57%	84.24%	70.48%		
	VSTAR+BGRi	445	91.24%	88.76%	85.62%	62.92%		
	VSTAR+BGR+Cont. Online	452	87.39%	82.08%	76.55%	55.53%		
	VSTAR+No BGR+Cont. Online	472	83.47%	76.06%	73.52%	51.27%		
	VSTAR no BGR/i	255	92.94%	87.84%	82.35%	64.31%		
	VSTAR no Other Program	2007	86.30%	79.52%	73.89%	58.05%		
2021	VSTAR+BGR	7967	92.26%	88.70%	84.08%			
	VSTAR+BGRi	483	92.55%	88.41%	84.89%			
	VSTAR no BGR/i	288	91.67%	87.85%	85.07%			
	VSTAR no Other Program	1851	84.12%	78.71%	71.26%			
2022	VSTAR +BGR	7640	92.84%	90.30%				
	VSTAR + BGRi	471	92.99%	90.87%				
	VSTAR no BGR/i	223	92.83%	90.58%				
	VSTAR no Other Program	1399	89.42%	83.27%				
2023	Purdue 101 + BGR	7742	93.74%					
	Purdue 101 + BGRi	566	92.05%					
	Purdue 101 no BGR/i	273	93.77%					
	Purdue 101 no Other Program	1185	87.85%					

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Chart 5 – Summer Visit Days Retention and Graduation Rates

The chart below indicates the number of students who participated in Summer Visit Days and the number of students who did not attend. These populations, then, are followed throughout their Purdue experience to see at what rate they persist to graduation.

Academic Year	Cohort		One Year Retention	Two Year Retention	Three Year Retention	Four Year Graduation	Five year Graduation	Six Year Graduation
2022	Summer Visit	534	92.51%	90.45%				
	No Visit	8741	92.25%	89.14%				
2023	Summer Visit	283	92.23%					
	No Visit	8939	92.87%					

Chart 6 – Boiler Cold Rush Retention and Graduation Rates

The chart below indicates the number of students who participated in Boiler Cold Rush and the number of students who did not attend. The first chart reflects first-time full-time students, the second reflects transfer students, and the third reflects all new beginners and transfers. These populations, then, are followed throughout their Purdue experience to see at what rate they persist to graduation.

The BCR step charts include only new and transfer students by Spring profile year, resulting in smaller counts due to factors like differing admissions populations, profile year misalignment for regional transfers, part-time starts, or Fall profile years with Spring starts. Transfer students are typically excluded from retention/graduation trends, which focus on first-time, full-time students. Similarly, retention-related BGR data shows slightly lower counts than actual attendees due to these criteria.

New Beginners (First-Time Full-Time)

Profile Semester	Cohort		1 Sem. Ret.	2 Sem. (1 Yr) Ret.	3 Sem.Ret.	4 Sem. (2 Yr) Ret.	5 Sem. Ret.	6 Sem. (3 Yr) Ret.	7 Sem. Grad.	8 Sem. (4 Yr) Grad.
Spring 2018	No BCR	51	88.24%	86.27%	86.27%	84.31%	84.31%	80.39%	41.18%	56.86%
Spring 2019	No BCR	65	87.69%	83.08%	76.92%	73.85%	73.85%	64.62%	26.15%	41.54%
Spring 2020	No BCR	55	92.73%	92.73%	85.45%	81.82%	76.36%	74.55%	40.00%	52.73%
Spring 2021	BCR	25	92.00%	92.00%	84.00%	76.00%	76.00%	76.00%	44.00%	
	No BCR	60	86.67%	78.33%	68.33%	66.67%	70.00%	61.67%	26.67%	
Spring 2022	BCR	47	100.00%	89.36%	87.23%	80.85%	78.72%			
	No BCR	83	86.75%	83%	79.52%	74.70%	69.88%			
Spring 2023	BCR	24	100.00%	91.67%	87.50%					
	No BCR	56	92.86%	78.57%	76.79%					
Spring 2024	BCR	22	90.91%							
	No BCR	61	85.25%							

Transfers

Profile Semester	Cohort		1 Sem. Ret.	2 Sem. (1 Yr) Ret.	3 Sem.Ret.	4 Sem. (2 Yr) Ret.	5 Sem. Ret.	6 Sem. (3 Yr) Ret.	7 Sem. Grad.	8 Sem. (4 Yr) Grad.
Spring 2018	No BCR	238	83.61%	76.05%	71.01%	63.03%	39.08%	22.27%	58.82%	58.82%
Spring 2019	No BCR	192	87.50%	79.17%	71.35%	60.42%	40.10%	27.60%	54.68%	58.85%
Spring 2020	No BCR	184	79.89%	71.74%	63.04%	57.07%	36.96%	25.00%	51.08%	54.89%
Spring 2021	BCR	34	88.24%	82.35%	85.29%	76.47%	38.24%	26.47%	82.35%	
	No BCR	235	78.30%	71.91%	63.40%	54.89%	37.02%	26.38%	51.92%	
Spring 2022	BCR	39	95.12%	95.12%	85.37%	73.17%	46.34%			
	No BCR	182	81.32%	76.37%	70.33%	62.64%	40.66%			
Spring 2023	BCR	38	100.00%	100.00%	89.47%					
	No BCR	221	90.05%	84.62%	76.47%					
Spring 2024	BCR	47	95.74%							
	No BCR	268	86.57%							

All New Beginners & Transfers

Profile Semester	Cohort		1 Sem. Ret.	2 Sem. (1 Yr) Ret.	3 Sem.Ret.	4 Sem. (2 Yr) Ret.	5 Sem. Ret.	6 Sem. (3 Yr) Ret.	7 Sem. Grad.	8 Sem. (4 Yr) Grad.
Spring 2018	No BCR	296	83.78%	77.03%	72.97%	66.22%	49.96%	32.09%	54.73%	57.44%
Spring 2019	No BCR	263	87.07%	80.23%	73.38%	64.26%	49.05%	38.02%	46.39%	53.23%
Spring 2020	No BCR	253	82.21%	74.70%	66.40%	60.47%	45.45%	36.36%	46.25%	51.78%
Spring 2021	BCR	58	91.38%	87.93%	86.21%	77.59%	55.17%	48.28%	67.24%	
	No BCR	318	76.42%	69.50%	60.69%	54.26%	41.64%	31.86%	43.85%	
Spring 2022	BCR	88	97.73%	92.05%	86.36%	77.27%	63.64%			
	No BCR	281	80.07%	76.16%	70.82%	65.12%	48.75%			
Spring 2023	BCR	63	100.00%	95.24%	87.30%					
	No BCR	292	88.70%	81.51%	73.97%					
Spring 2024	BCR	69	94.20%							
	No BCR	364	84.34%							

Chart 7 – BGR/BGRi Attendance

The charts below indicate the overall number of admits that participated in BGR/BGRi (New First Time & Transfer Admits) and percentage of admits by population. For the first time in Indianapolis, BGR hosted 72% of all admits. In West Lafayette, 77.8% of new first time and transfer admits participated in BGR/BGRi, the fifth highest number since 2014. Transfer student participation in West Lafayette fell in 2024 to 18.6% from 22.7% in 2023 but was the fourth highest since 2014.

Indianapolis BGR Attendance (First Year)

Year	Campus	Count of BGR Attendees	Percent of All Admits
2024	INDY	594	72.71%

New First Time & Transfer Admits that Attended BGR/BGRi- PWL (Summer & Fall)
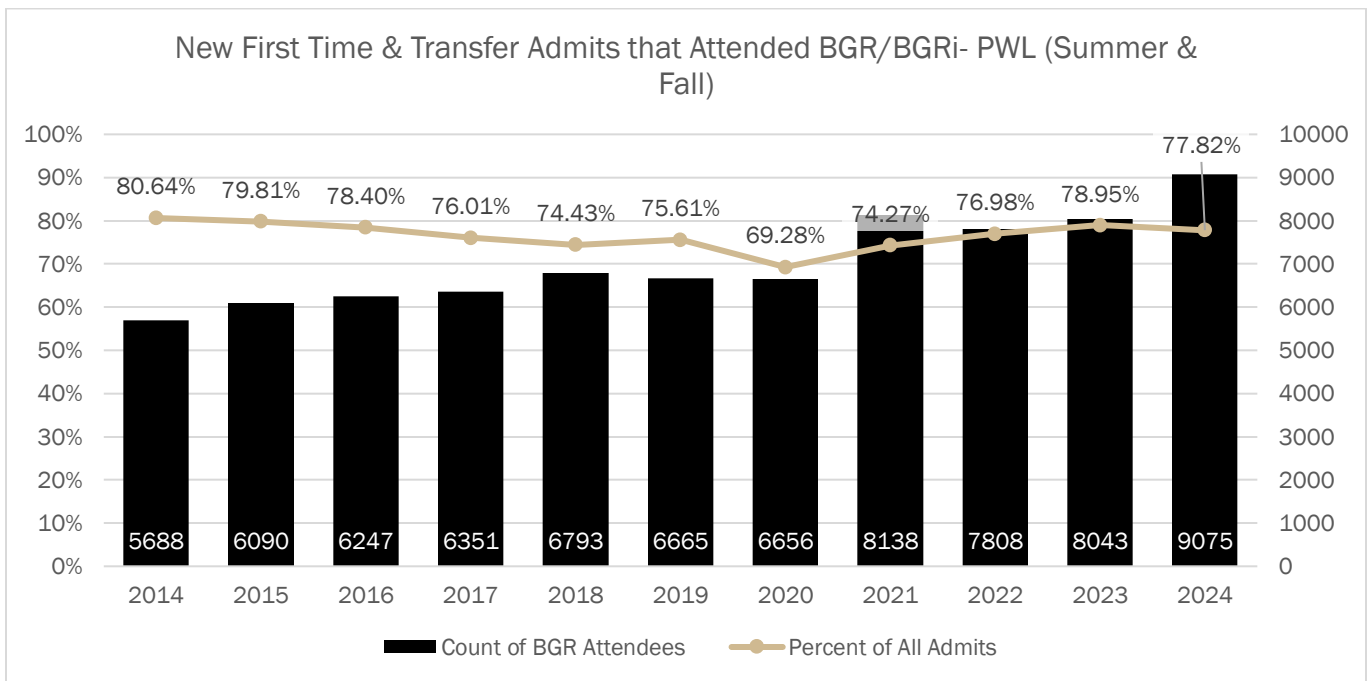
Indianapolis Percent of BGR Attendance by Admit Type (First Year of BGR)

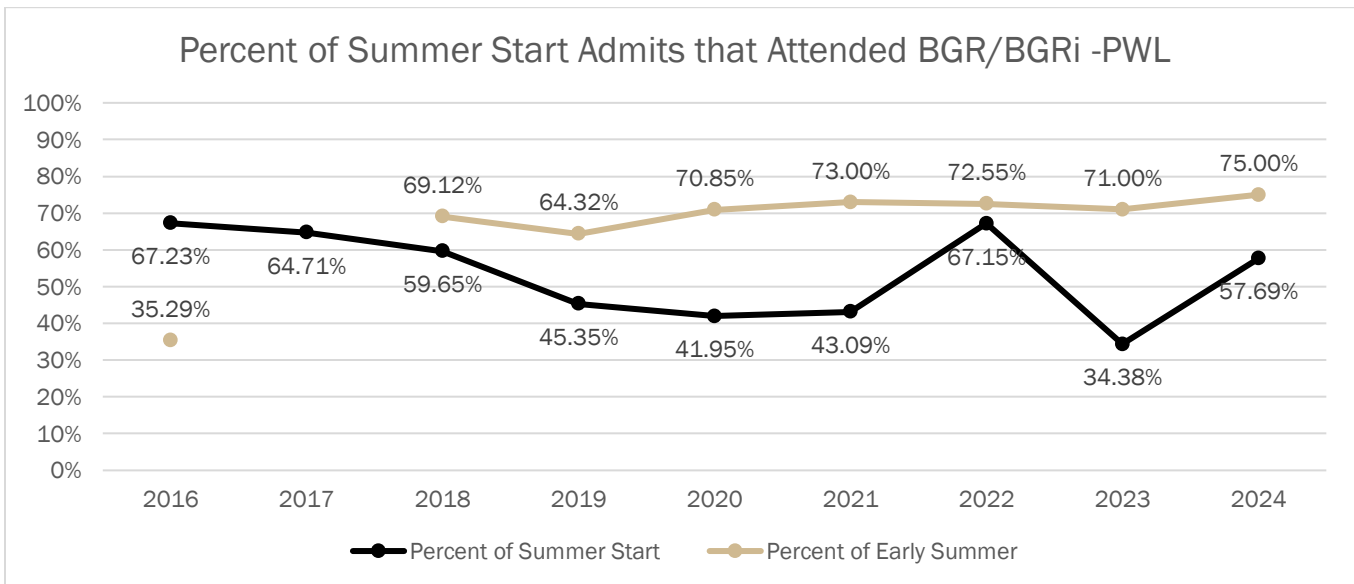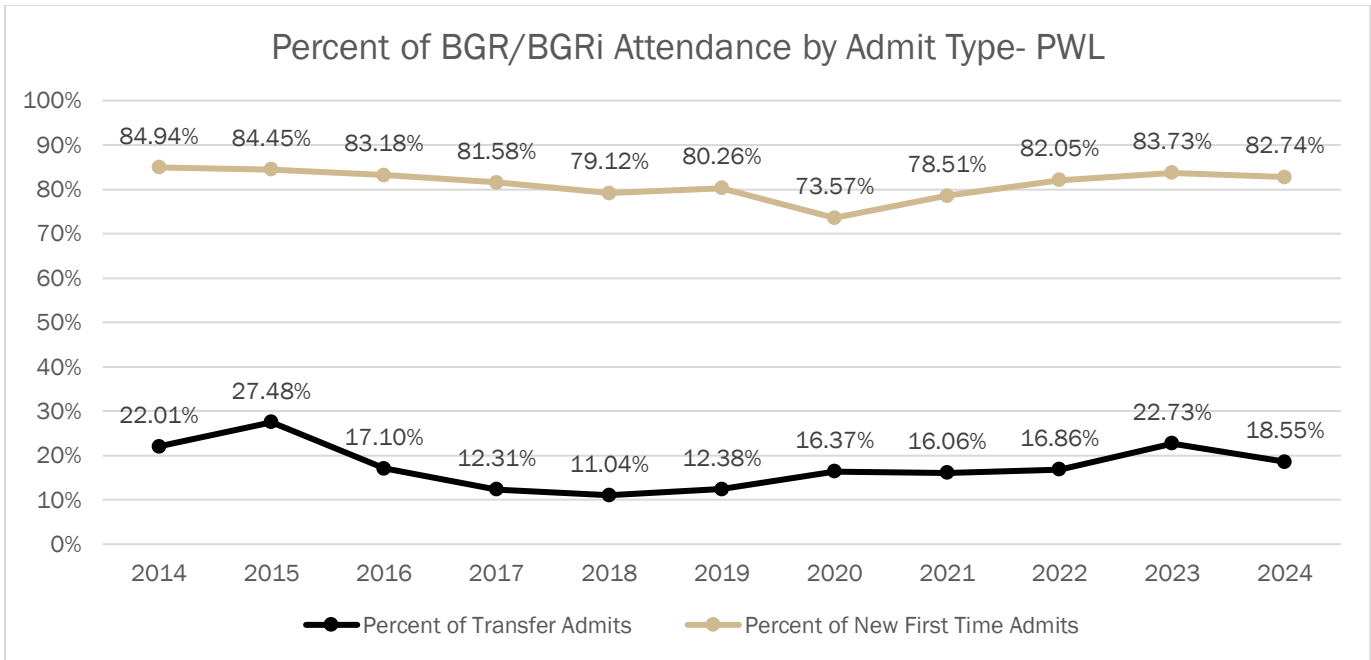| Year	Campus	Percent of Transfer Admits	Percent of New First Time Admits
2024	INDY	12.38%	73.63%

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Percent of BGR/BGRi Attendance by Admit Type- PWL

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Percent of New First Time Admits	84.94%	84.45%	83.18%	81.58%	79.12%	80.26%	73.57%	78.51%	82.05%	83.73%	82.74%
Percent of Transfer Admits	22.01%	27.48%	17.10%	12.31%	11.04%	12.38%	16.37%	16.06%	16.86%	22.73%	18.55%

Percent of Summer Start Admits that Attended BGR/BGRi -PWL

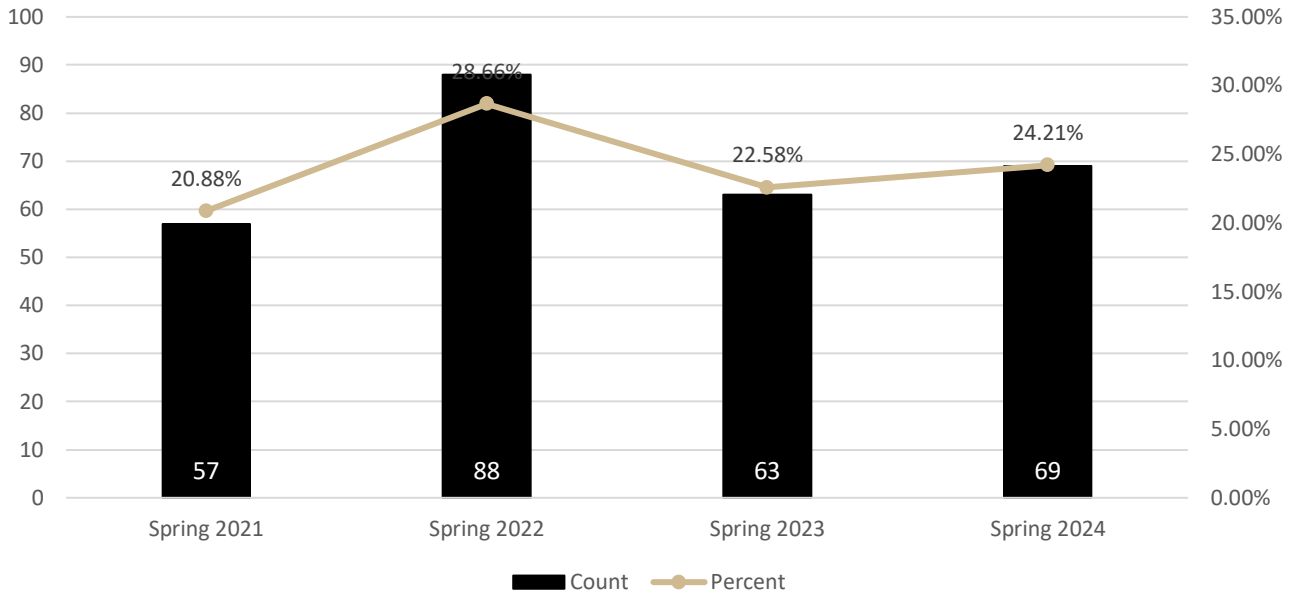|	2016	2017	2018	2019	2020	2021	2022	2023	2024
Percent of Summer Start	67.23%	64.71%	59.65%	45.35%	41.95%	43.09%	67.15%	34.38%	57.69%
Percent of Early Summer	35.29%		69.12%	64.32%	70.85%	73.00%	72.55%	71.00%	75.00%

Chart 8 – BCR Attendance

The charts below indicate the overall percentage of admits that participated in BCR (New First Time & Transfer Admits) and percentage of all New First Time & Transfer admits.

New First Time & Transfer Admits that Attended BCR (Spring)

Spring 2021	Spring 2022	Spring 2023	Spring 2024
57	88	63	69
20.88%	28.66%	22.58%	24.21%

Legend: ■ Count ●— Percent

Percent of New Admits & Transfers that Attended BCR (Spring)

	Spring 2021	Spring 2022	Spring 2023	Spring 2024
Percent of New First Time Admits	29.41%	36.15%	30.00%	26.51%
Percent of Transfer Admits	17.65%	23.43%	19.10%	23.15%

Legend: ●— Percent of Transfer Admits ●— Percent of New First Time Admits

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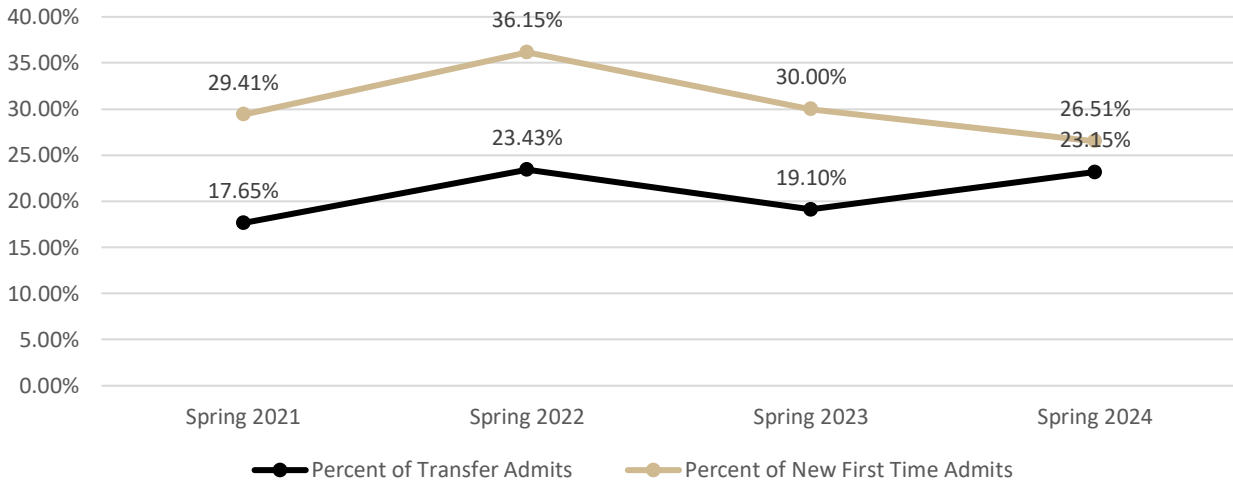
Chart 9 – Summer Visit Days

The charts below indicate the number of students, guests, and overall percentage of admits that participated in Summer Visit days.

Summer Visit Days Attendees

Year	Student Count	Guest Count	Percent of Admits
2022	745	1203	7.34%
2023	294	658	2.89%
2024	618	1024	5.30%
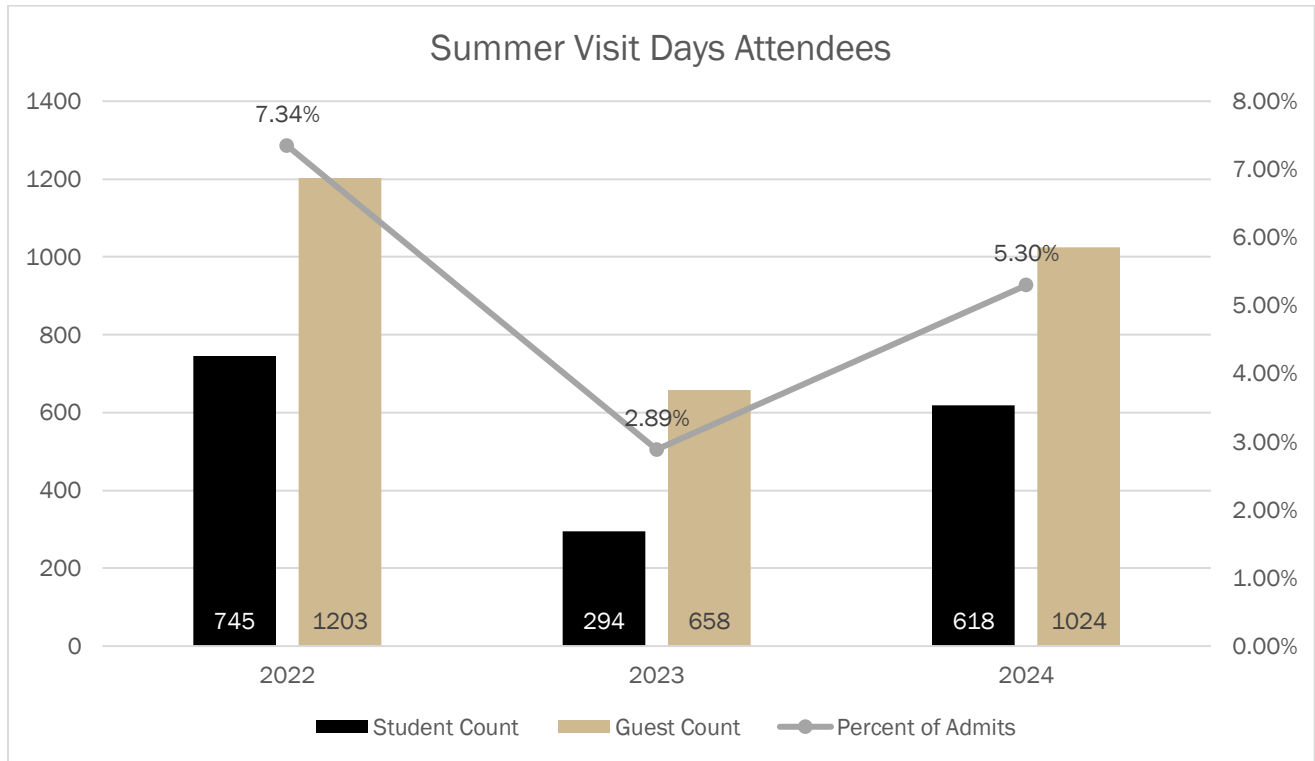
Section III. Program Assessment

To further understand students' experience across programs, a pre-post assessment method was adopted to fully assess the impact of the orientation experience on students' satisfaction, learning outcomes, and sense of belonging. These can be viewed through three points of data collection: Pre-Purdue 101, Post-Purdue 101 (also considered to be Pre-BGR), and Post-BGR.

The participation rate of each survey can be seen below:

Year	Campus	Pre-Purdue 101 (% of participants)	Post-Purdue 101 (% of participants)	Post-BGR (% of participants)
2018	PWL	2,262 (35.8%; pre-STAR)	5,558 (88.3%; post-STAR)	3,208 (56.1%; post-BGR)
2019	PWL	2,736 (47.8%; pre-STAR)	4,326 (76.0%; post-STAR)	2,844 (55.8%; post-BGR)
2020	PWL	7,557 (87.9%; pre-VSTAR)	4,817 (56.9%; post-VSTAR)	2,894 (44.9%; post-BGR)
2021	PWL	8,316 (86.7%; pre-VSTAR)	5,300 (55.4%; post-VSTAR)	3,491 (45.9%; post-BGR)
2022	PWL	9,156 (93.9%; pre-VSTAR)	6,824 (70.0%; post-VSTAR)	3,193 (40.3%; post-BGR)
2023	PWL	9,374 (95.5%; pre-Purdue 101)	7,633 (77.8%; post-Purdue 101)	3,850 (48.7%; post-BGR)
2024	PWL	10,009 (85.6%; pre-Purdue 101)	10,464 (89.5%; post-Purdue 101)	3,443 (37.9%; post-BGR)
	INDY	697 (88.6%; pre-Purdue 101)	671 (85.3%; post-Purdue 101)	226 (38.1%; post-BGR)

The overall satisfaction rate (Very Satisfied + Satisfied on a five-point Likert scale) can be seen below for each program:

Year	Campus	Purdue 101	Boiler Gold Rush	Boiler Gold Rush International
2021	PWL	88.9%	82.9%	72.8%
2022	PWL	83.6%	83.4%	89.5%
2023	PWL	86.5%	86.3%	84.4%
2024	PWL	84.8%	82.9%	91.8%
	INDY	80.0%	87.1%	N/A

Section IVa. Engagement and Retention, Website

The following data is gathered for purdue.edu/orientation from Google Analytics 4, a data-tracking website used to learn about website performance, user demographics and more. In many places, data is taken from a small percentage of users, who may or may not accurately represent the whole dataset.

All data was collected between Sep. 1, 2023, and Sep. 1, 2024.

The report is broken up into three main sections:

- **Website Usage**
  - These are general statistics about the total numbers of website users, page views, session times and more. Generally, these reveal large trends across the site, such as popular times for the site throughout the year and how users interact with the site on a basic level.
  - This section also discusses which pages on the site are most popular, which is particularly interesting for noting the success/failure of newly created pages.

- **User Demographics**
  - This section explores the types of users on the website with categories such as age, gender and geolocation. This section is particularly interesting for sites with very particular expected audiences, such as "undergraduate students in West Lafayette," because expected versus actual audiences can be explored.

- **Technology**
  - This section shares information about the types of devices and browsers that users are utilizing. This can be helpful for web development and design purposes because it reveals which devices to test the website more extensively on.

- **Acquisition**
  - This section shows the ways in which users reach the website, such as via a social media post or an email.

Website Usage, General Overview
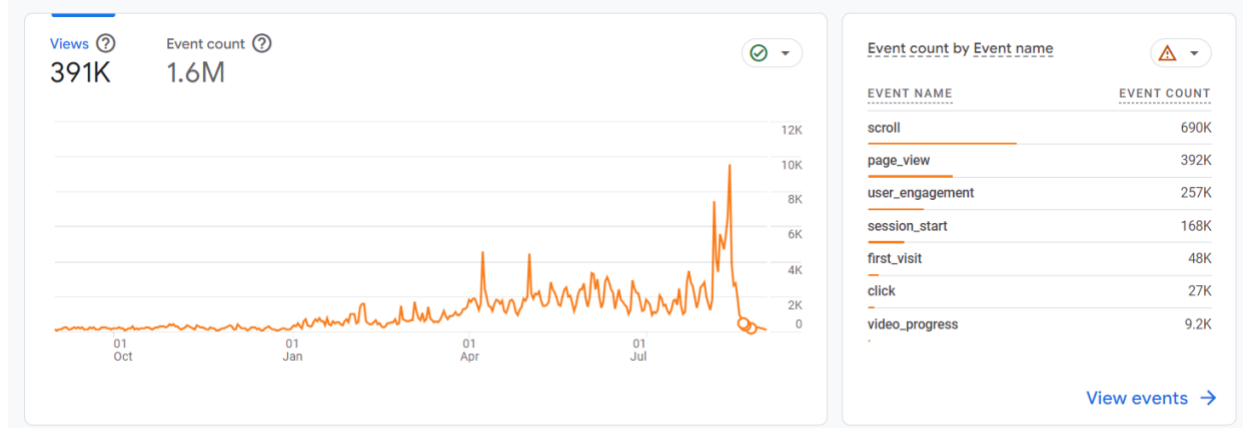
Notable Data Points

- In 2023-24, there was a clear rise in website usage beginning in the spring and reaching its peak during early August. This is very expected on the Purdue Orientation website, given the nature and timing of its fall programming. Several spikes are seen throughout the early summer, likely corresponding to email campaigns.

  - Users spent an average of 2m 09s on the website in 2023-24, **almost exactly as long as the average time spent on Purdue websites as a whole (2m 08s).** This helps us to know that we are aligning our web design and development with the Purdue ecosystem.

- New data allows us to determine that, on average, Orientation website users engaged in roughly **4.1 'events per session'**, where an event is qualified as any kind of direct interaction with the web page, such as: scrolling, clicking, downloading, and more *(see rightmost graphic above for full list)*

  - **This is higher than the Purdue-wide number of events per session, which sits at 3.5 for 2023-24**, suggesting that users are more likely to engage with the Orientation website than other Purdue websites, on average

- On the whole, the Orientation website began experiencing an increase in overall engagement (page views, clicks, user visits, etc.) in March, and a rapid decrease beginning late August. This will help us in future years to know when we ought to begin updating information about fall orientation.

Website Usage: Popular Pages

	Page path and screen class ▾ +	↓ Views	Active users	Views per active user	Average engagement time per active user	Event count All events ▾
☑	Total	391,336 0.78% of total	104,485 0.98% of total	3.75 Avg -20.63%	2m 09s Avg +1.23%	1,600,698 0.91% of total
☑ 1	/orientation/bgr/	37,760	25,870	1.46	25s	183,261
☑ 2	/orientation/	33,158	19,206	1.73	1m 01s	122,890
☑ 3	/orientation/bgr/preparing-for-bgr.html	32,488	20,013	1.62	1m 10s	137,331
☑ 4	/orientation/purdue101/overview.html	31,693	16,734	1.89	1m 14s	114,342
☑ 5	/orientation/timeline.html	28,208	17,127	1.65	1m 19s	120,290
☐ 6	/orientation/bgr/final-details.html	25,785	13,600	1.90	2m 45s	103,581
☐ 7	/orientation/purdue101/tasklist.html	18,652	8,907	2.09	22s	60,864
☐ 8	/orientation/updates/index.html	17,557	11,541	1.52	21s	65,241
☐ 9	/orientation/bgr/index.html	17,352	11,663	1.49	21s	78,471
☐ 10	/orientation/bgr/faq.html	16,982	11,927	1.42	1m 07s	74,651

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The chart pictured above shows the ten most viewed pages associated with the URL "purdue.edu/orientation/." It is important to note that the second item, listed simply as "/orientation/." indicates the website's home page. This is the same page as item #9, listed as "/orientation/index.html."

Notable Data Points

- Popular pages experienced several small shifts from 2022-23 to 2023-24, most notably:

  - A slight increase in Purdue 101 traffic: "Purdue 101 Overview" up to #4 from #8 last year and "NST" up to #7 from #10 last year.

  - A rise in the popularity of the main "Home" page, up to #2 from #5 last year.

  - The appearance of our "Orientation Timeline" page, which did not make the top 10 pages last year.

Website Usage: User Demographics

		Country ▾ +	↓ Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user
☑		Total	104,485 0.98% of total	48,642 0.48% of total	148,328 1.02% of total	71.39% Avg +23.17%	1.42 Avg +3.82%	2m 09s Avg +1.22%
☑	1	United States	94,144	43,140	132,133	71.58%	1.40	2m 07s
☑	2	India	2,618	1,063	4,590	77.39%	1.75	3m 06s
☑	3	Germany	920	814	188	18.65%	0.20	15s
☑	4	South Korea	781	313	1,422	78.61%	1.82	2m 37s
☑	5	Taiwan	636	263	1,073	76.26%	1.69	2m 47s
☐	6	China	604	261	798	74.09%	1.32	1m 43s
☐	7	United Arab Emirates	499	225	838	76.04%	1.68	2m 18s

Notable Data Points

- With the update to GA4, the ability to track age and gender was lost.

- Other demographic data is unsurprising, as the most popular language (around 97%) was English, and the most popular country of viewership was the United States

  - One interesting point is that, in the Purdue ecosystem, Canadian viewers make up the second highest percentage of viewers, while they barely crack the top 10 on the Orientation website (#8 highest percentage).

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Website Usage: Technology Usage
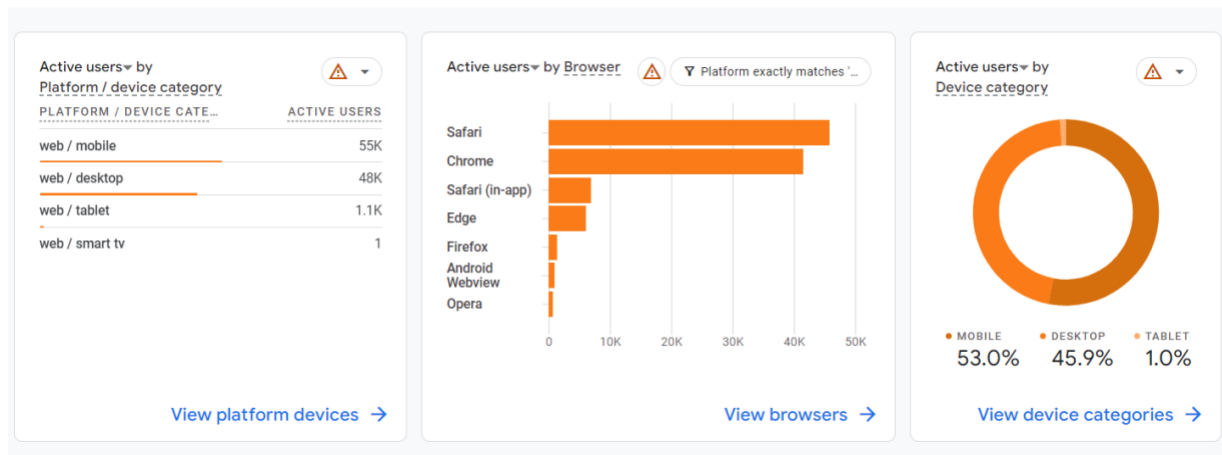
The leftmost graphic provides the total number of users who preferred each device type (desktop, mobile, or tablet), while the rightmost graphic provides the same information in percentages.

The center chart lists the most popular browsers for users on the Orientation website, listed from most popular (top) to least popular (bottom)

Notable Data Points

- Orientation programs continues to hover around the 50/50 mark in terms of mobile vs. desktop viewers, **leaning slightly less mobile this year than last** (53% mobile / 46% desktop in 2023-24 vs. 55% mobile / 43% desktop in 2022-23). A less-than-half number of desktop viewers highlights our need to revisit mobile usability on the website throughout the year, and to consider it throughout the process of building new pages.

- Safari continues to sit **at the top of the list for browser popularity**, yet we remain unable to test our websites on Safari due to Purdue staff technology (e.g., Purdue uses Windows machines, which are unable to run Safari without additional administrative support). **This may be an issue for web and UX design.**

  - It is also worth noting that Purdue has stopped providing support for Chrome in many of its internal products due to security risks. I do not recommend that we stop using Chrome in our website building/testing due to its popularity.

Traffic and User Acquisition: General Overview

First user prim...Channel Group)	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events	Key events All events	User key event rate All events
Total	106,942 100% of total	48,642 100% of total	57,514 100% of total	2m 09s Avg 0%	1.42 Avg 0%	1,600,385 100% of total	0.00	0%
1 Direct	47,209	21,860	25,017	2m 31s	1.48	735,923	0.00	0%
2 Organic Search	47,387	20,611	27,381	2m 03s	1.44	726,302	0.00	0%
3 Organic Social	8,876	5,257	3,033	53s	1.19	86,591	0.00	0%
4 Referral	1,806	434	1,255	2m 01s	1.72	31,505	0.00	0%
5 Paid Search	650	391	286	1m 21s	1.20	8,624	0.00	0%
6 Organic Video	57	47	13	1m 01s	1.46	820	0.00	0%
7 Unassigned	168	38	130	2m 16s	2.19	3,551	0.00	0%

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"**Organic Search**" refers to users who found the site via a search engine (e.g. Google, Bing, Yahoo). "**Direct**" refers to users who came to the site via directly typing the link directly into their browser, had the site bookmarked, or came via a link in a PDF / Word Doc. "**Referral**" refers to users who came to the site via a link on another website. "**Email**" refers to users who came to the site via a link from an email (this number is extremely unreliable because these users are often lumped into other categories such as "Referral" or "Direct"). "**Organic Social**" refers to users who came to the site via a link on a social media platform

Notable Data Points

- The Orientation Programs website has a shockingly high number of users who arrive at the website via "Direct" acquisition, meaning that users typed in the URL of the website directly into their browser, had the page bookmarked, or came from a document such as a PDF or Word Doc. It is extremely rare that so many people would arrive "directly," and this implies that many users either bookmark or memorize the URL of several orientation pages.

    o **This is a very positive sign for our URL naming conventions, implying that they are easy to remember and easy to type.**

- "Organic Social" continues to sit high on the list of user acquisition (#3 from 2022-24), much higher than other Student Success Programs websites

    o **This is a positive sign for the social media team within Orientation, showing that their posts are being heavily engaged with and leading users to the main website.**

Traffic and User Acquisition: Specific Sources

	Session manual source	Active users	↓ Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per active user	Events per session	Engagement rate
☑	Total	104,485 100% of total	207,758 100% of total	148,328 100% of total	1m 05s Avg 0%	1.42 Avg 0%	7.70 Avg 0%	71.39% Avg 0%
☑ 1	google	58,856	119,536	87,889	1m 15s	1.49	8.00	73.53%
2	(not set)	33,095	46,925	29,521	52s	0.89	7.32	62.91%
☑ 3	bing	4,008	9,478	7,160	1m 02s	1.79	7.57	75.54%
☑ 4	m.facebook.com	5,233	8,100	6,129	26s	1.17	6.65	75.67%
☑ 5	purdue.brightspace.com	3,571	6,574	5,323	53s	1.49	7.23	80.97%
☑ 6	l.facebook.com	1,106	2,307	1,736	1m 22s	1.57	8.59	75.25%
☐ 7	yahoo	994	2,039	1,572	1m 02s	1.58	8.39	77.1%
☐ 8	lm.facebook.com	739	1,533	1,255	53s	1.70	8.27	81.87%
☐ 9	l.instagram.com	1,235	1,509	1,087	22s	0.88	6.18	72.03%
☐ 10	sfmcPT	522	1,079	860	49s	1.65	8.41	79.7%

"(not set)" implies that GA4 was unable to determine how a user arrived at the specified website. In this case, it refers to the Orientation website. At this time, it is unclear what "smfcPT" refers to.

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Section IVb. Engagement and Retention, Social Media

Orientation Programs Social Media Channels
Continued efforts were made on social media channels to increase followership and engagement. This was the second full year of these channels and great strides were made in their impact.

Platform	Program Overview 2020	Program Overview 2021	Program Overview 2022	Program Overview 2023	Program Overview 2024
Instagram	~4,000 followers and 131 posts	8,622 followers and 213 posts	12,000+ followers and 217 posts (some archived)	~14,000 followers and 276 posts (some archived)	~17,700 followers and 338 posts (some archived)
Facebook	~1,700 likes and ~2,500 followers	3,189 likes and 4,340 followers	4,200+ likes and 5,719 followers	Currently inactive as forced by Facebook	62 likes and 113 followers; used only for activity in the Parent & Family Facebook group
YouTube	922 subscribers and 58 videos	1,530 subscribers and 76 videos	1,890 subscribers	2,260 subscribers	3,240 subscribers

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