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 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 the opportunity for student leadership. New students going through Orientation Programs experiences will be welcomed "All Aboard Purdue," a four-step process to start their journey as Boilermakers.

- **Purdue 101 (Step One)** – This self-led virtual module in Brightspace 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.
- **Purdue Advising (Step Two)** – Once Step One is complete, students receive an email from an academic advisor about scheduling their first advising appointment. Students fill out their course request form after they meet with an advisor.
- **Purdue 102 (Step Three)** – This self-led virtual module in Brightspace focuses on resources related to students' transition to campus and adjusting 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.
- **Purdue Welcome (Step Four)** – Optional welcome programs include Boiler Gold Rush, Boiler Gold Rush International (fall beginners), and Boiler Cold Rush (spring beginners). Students may alternatively participate in Bands, PMO, or Athletics summer programs. The Orientation Programs office facilitates several of these programs:
  - **Boiler Gold Rush (BGR)** – Established in 1993 as CORN (Collegians Orientating Residential Newcomers) Camp, and as Boiler Gold Rush since 1995, BGR is Purdue's fall orientation program. BGR takes place in and out of the classroom the week before the fall term in August and 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 in August.
  - **Boiler Cold Rush** – Established in 2021, BCR is a multi-day program for students starting at Purdue during the spring semester.
- **Summer Visit Days (Optional)** – This optional event is hosted by Orientation Programs in June to give students and their families a chance to visit Purdue's campus and engage with students and staff.

NOTABLE CHANGES

Many significant changes occurred from 2021 to 2022, including the institutionalization of online orientation for undergraduate students, and continued focus on inclusion for all students.

Ongoing Program Development
- As part of our ongoing efforts to make our programming and communications more inclusive, we have created two new pages on our website that provide an overview of Orientation Programs in Spanish and Mandarin. The content was translated through a professional service and has been reviewed by several bilingual students at Purdue.
- Continued conversations with AVP Heather Servaty-Seib, AVP Renee Thomas and others resulted in a renewed introduction of the Purdue Pillars (Integrity, respect, Honor, Inclusion, Innovation, Growth). These pillars were introduced in VSTAR Parts 1 and 2, with a reflection activity incorporated into Part 2. Some anecdotal results of that activity were shared during the Diversity: The Boilermaker Way session during BGR.
- A continued and intentional partnership with the Office of Diversity, Inclusion, and Belonging (ODIB) resulted in several benefits for the new student experience. ODIB contributed financial support to Emerging Leaders Scholars and Minority Engineering Program students to attend BGR at no cost. Orientation Programs also provided financial support to each of the five Cultural Centers to facilitate programming during Boiler Gold Rush.
- The introduction of Purdue Marq from Marketing and Communications continued to be a valuable tool to enhance deliverables and graphics in the Purdue brand for Orientation Programs.

Spring 2022: Boiler Cold Rush and the First Year Success Project
- More than 140 spring beginners registered for the second annual Boiler Cold Rush (BCR) program, which is nearly double the number of first-year, on-campus participants compared to the inaugural year.
- Based on assessment data, 96 percent of this year's Boiler Cold Rush participants were satisfied or very satisfied with their BCR experience, compared to 92 percent in 2021.
- Dan Carpenter, Katie Dufault, Andrea Mattingly, and Craig Johnson embarked on a landscape analysis of the first-year student experience at Purdue University, resulting in interviews with 23 offices/units on campus. This sparked a data inquiry with IDA+A to explore findings related to course enrollment, student demographics, and student performance.
- This exploration will continue into the next academic year, and has started with some impact, including a weekly First-Year Success newsletter to first-year students in fall 2022 with its content reviewed by an Editorial Board of campus partners.

Summer 2022: Virtual STAR (VSTAR) to Purdue 101/102, Summer Visit Days
- On Dec. 15, 2021, an announcement was made that all new students would participate in Virtual STAR (VSTAR) for 2022 as they did in 2020 and 2021.
- The inaugural Summer Visit Days program occurred June 10, 17, and 24. Approximately 1,915 new incoming Boilermakers and their guests registered for the program, which was designed as an optional event to help new students learn about and prepare for their transition to Purdue University. Partners from Student Activities & Organizations, Housing & Dining, Office of the Dean of Students, Office of Diversity, Inclusion, & Belonging, Academic Advising and many others were present to assist in the program's success.

Last updated: December 1, 2022

- Pre-Arrival Homework was renamed "VSTAR Part 2" to relieve confusion from the new student experience and align more directly with the earlier pre-arrival module.
- Content in "VSTAR Part 1" was scaled back significantly to focus solely on the introduction to academic advising and a student's academic College.
- VSTAR Workshops were held in tandem with University Undergraduate Academic Advising to support "VSTAR Leads", Academic Advisors building College-specific content VSTAR.
- Continued partnership with the DRC provided material review (video captioning, presentation, and document accessibility checks) to ensure all VSTAR materials for students were formatted with accessibility in mind.
- Colleagues working with PREMIS automatically enrolled students into VSTAR sections by college, into one VSTAR Part 2 module, and helped get Brightspace courses for each of these started.
- Connections with advising partners continued, including the addition of VSTAR for Veterinary Nursing Distance Learning students.
- For the second year in a row, students were able to pin themselves on a "VSTAR Map," created in tandem with colleagues from Geographic Information Systems (GIS). 8,050 students engaged in this map, which gave students to select their Academic College and place their pin around the world.
- Incoming students were encouraged to complete VSTAR by the end of May. If completed, their action would result in a donation to the ACE Campus Food Pantry, where one dollar per completion would be donated. In total, $6,638 was donated from Orientation Programs, UUAA, and the Vice Provost of Teaching and Learning (up from $5,385 in 2021).
- "VSTAR Live" sessions were discontinued in 2022 as a result in a sharp downfall in attendance in 2021 compared to 2020.
- Overall, 10,196 students completed VSTAR by completing the SIF on or before the June 24 deadline.
- VSTAR Part 2 launched on June 1 for summer beginners and July 1 for fall beginners, and included content such as the MyStrengths Assessment, PERTS Growth Mindset and Social Belonging modules, a reflection on the Purdue Pillars, and other campus and community resources.

Fall 2022: Boiler Gold Rush (BGR), Boiler Gold Rush International (BGRi)
- One "BGR Live" session took place and had 601 concurrent live viewers with over 7,800 total views. The number of live viewers increased from 2021, where two sessions yielded 867 live viewers.
- BGRi went back to being a stand-alone, pre-BGR program and 615 registered. BGRi move-in was centralized at Tarkington residence hall, while BGRi check-in took place at the Cordova Recreation Center (Co-Rec), mirroring BGR check-in.
- Move-in for BGR took place over three days, from Sunday, Aug. 14 through Tuesday, Aug. 16.
- In collaboration with the Fusion Studio for Entertainment and Engineering, three student- and faculty-led projects were featured in the inaugural BGR Entertainment Challenge. Dr. Andres Arrieta's "Bistable Embrace", Wan Kyn Chan's "A Warm Light for All" and Davin Huston's "A Journey Through Purdue: An Interactive Timeline" received grant funding from both offices and showcased their installations during the program.
- The centralized check-in for BGR and BGRi at the Co-Rec. Several new and unique functions took place to enhance the student experience:
  - Parent and Family Connections hosted a come-and-go reception in the Co-Rec Gyms 1-3, with VP Beth McCuskey giving remarks to families on each move-in day.
  - Adding onto the VSTAR Map, colleagues from IT Solutions and GIS were able to build a live check-in map for BGR and BGRi. As students checked into the program in the Co-Rec Gyms 4-6, a pin populated on a computer in the Feature Gym indicating where on the world map they were

from. An enhanced feature from 2021, the map rotated to zoom in on different areas of the world.

- o Students picked up a "Sensory Guide" for the second year in a row which outlined the BGR schedule in ways that acknowledged a variety of activities that may have impact on neuro-diverse students. This guide was recognized as the Focus Award winner at Purdue University in 2022.
- o A variety of buttons were distributed, including ones indicating personal pronouns, developed in tandem with the LGBTQ Center. Other buttons included regional indications (in-state, international), classification (transfer, sophomore) and Purdue pride (Boiler Up).
- o The ID Card Office had a station setup where students could take a photo on site and pick up their IDs.
- o Top contributing sponsors (University Book Store, Union Club Hotel, Purdue Federal Credit Union) were represented at check-in alongside the Fusion Studio for Entertainment and Engineering, and the Greater Lafayette Commerce.
- The BGR Kickoff event was livestreamed for the second year in a row, yielding 1,815 concurrent live viewers, down slightly from 2021 with 1,949 concurrent live viewers.
- All large content sessions were held once again in Elliott Hall of Music. Loeb Playhouse and several other smaller lectures around campus were also used because of the high number of participants. Hall of Music supported each session.
- Core Values of the institution were incorporated into a reflective activity during VSTAR Part 2 and later incorporated during the Diversity: The Boilermaker Way session during BGR.
- With the finished construction of the Atlas Family Marketplace in the Purdue Memorial Union, this location served as a sixth dining location for participants during the week of BGR.
- Boiler Gold Rush attendees were split into student-specific breakouts during the Academic Success session: summer beginners, transfer students, international students, and traditional first-year students.
- Conversations with the Greater Lafayette Chamber resulted in 70 businesses participating in the B-Involved Fair during Boiler Gold Rush.
- In alignment with the Equity Task Force, a critical reflection looked at the composition of BGR student groups. 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 Team Leader 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 in BGR.
  - o Post-assessment results indicate that the overall satisfaction (Indicating Satisfied and Very Satisfied) of BGR from Black students was much lower than their non-Black peers in years previous to 2021 (2019: 73.9% vs. 82.4%, 2020: 60.5% vs. 67.9%).
  - o In 2021 and 2022, the gap diminished, with Black student satisfaction slightly behind the full participant averages (2021: 80.4% vs. 83.1%, 2022: 79.0% vs. 83.4%). While the cause of this satisfaction increase cannot fully be associated as the cause, we believe that this change in sorting did have an influence on the experience of our Black students during BGR.
- New events during the week of BGR and BGRi included:
  - o The return of BGRi to a pre-BGR format, the return of Academic Preview sessions, the addition of a summer student breakout for the Academic Success session, the addition of community partners to the B-Involved Fair, reframing the "Protect Purdue" session to the "Public Health and Safety" session, addition of a Transfer student social, addition of a Wellness session,
- In tandem with the Purdue Promise program and the Office of Diversity, Inclusion and Belonging, over $187,000 of fee waivers were awarded to students who demonstrated financial need in order for them to attend Boiler Gold Rush in person for half or no cost to the student.

Beyond 2022

- On Oct. 14, 2022, Orientation Programs announced the official retirement of the names of "STAR," "VSTAR," and "Pre-Arrival Homework." Specifically, the rename of "VSTAR" parts one and two to Purdue 101 and Purdue 102 that went into effect for Spring 2023 new students.
- New students going through Orientation Programs experiences will be welcomed "All Aboard Purdue," a four-step process to start their journey as Boilermakers.
- These changes aim to simplify program names, descriptions, and messages to help students, their families, and campus partners better navigate Purdue's orientation processes and milestones.
- An "All Aboard Purdue" update event was held on November 3, 2022, in the PMU North Ballroom to highlight the revised process for campus partners.

Orientation Programs Team

- The Orientation Programs Team was recognized for their accomplishments:
  - Virginia Cabrera and Max Dryer won the staff category for the 2022 Focus Award at Purdue University, an annual award acknowledging and celebrating Purdue community members' efforts to further the University's commitment to disability accessibility and disability diversity initiatives. Their award recognized work done for the "Sensory Guide", a BGR event overview that contains auditory and visual stimulation, what activities involved large group participation, and the exertional expectations for physical activities.
  - Virginia Cabrera continued studies in the College of Education at Purdue University in pursuit of a Doctor of Philosophy (PhD) in Curriculum Studies
  - Craig Johnson earned a Project Management Certificate from Purdue University Global
- Virginia Cabrera and Craig Johnson co-facilitated Inclusive Advising focus group sessions for individuals in the Purdue advising community
- One staff member departed the office in pursuit of new opportunities:
  - Cam Hoyt, Assistant Director, accepted a position at the University of Massachusetts-Boston as the Assistant Director of New Student and Family Programs. His last active day in the Orientation Programs office was on Friday, May 13, 2022.
- Three staff members were hired onto the team:
  - Maggie Smith, Sr. Assistant Director, began on January 5, 2022, and oversees pre-arrival programs (Purdue 101, 102) and close partnership with University Undergraduate Academic Advising
  - Jake Slodkowski, Program Coordinator, began on March 28, 2022, and co-supervises the undergraduate student staff.
  - Jacque Rickett, Program Coordinator, began on June 20, 2022, and co-supervises the undergraduate student staff.
- Two NODA Interns, Charles Sanders (Ohio University) and Karren Gunalan (University of Dayton), were hired to assist with preparation for Boiler Gold Rush, and were part of the team from June 6 to August 5, 2022.
- Additional partnerships and connections were created outside of Purdue for programmatic and professional development:
  - The Orientation Programs team attended the annual Big Ten Meeting of orientation professionals, hosted by Ohio State University in October 2021.
  - Craig Johnson attended the 41st Annual Conference on The First-Year Experience with Dan Carpenter, Katie Dufault (Academic Success Center), Quinton Skibinski and April McKinney (Purdue Promise) from Feb. 12-15, 2022.

- o Virginia Cabrera served on the 2022 NODA Regional Conference Planning committee held at the University of Mount Union in Alliance, Ohio from March 11-13, 2022.
    - ▪ Manu Haddad Correa and Jake Frederick (Student Orientation Committee members) presented "How to Build a Leader" and won the Undergraduate Regional Showcase award for best undergraduate presentation.
    - ▪ Virginia Cabrera and Maggie Smith presented "Onboarding like a pro, not just for pros"
    - ▪ Virginia Cabrera facilitated the Graduate Student Symposium
    - ▪ SOC members won "Best Banner" fitting the conference theme of "Getting Back to the Heart of it All"
- o An increased focus on building external partnerships created cost savings for apparel purchases and generated over $175,000 towards in-kind and monetary donations that enhanced programs and provided more opportunities for participants and staff of BGR and BGRi. Continued efforts will be made to keep this momentum in the coming year.
- o Craig Johnson, Virginia Cabrera, and Maggie Smith attended the annual Big Ten Meeting of orientation professionals, hosted by the University of Michigan September 26-28, 2022.
- o The Orientation Programs team attended the 2022 NODA Annual Conference in Baltimore, Maryland from November 7-10, 2022.
    - ▪ Jake Slodkowski and Jacque Rickett participated in the Orientation Professionals Institute
    - ▪ Jake Slodkowski and Jacque Rickett presented "3 Ring Circus: Balancing a New Job, New Town, and New Team"
    - ▪ Virginia Cabrera and Maggie Smith presented "Onboarding like a pro, not just for pros"
    - ▪ Craig Johnson facilitated roundtable discussions on topics related to Directors & Managers (with colleagues from Iowa State University, Texas A&M University, the University of Oklahoma, and Washington University in St. Louis) and Welcome Week (on behalf of a colleague from the University of Minnesota, and with a colleague from California Polytechnic State University at San Luis Obispo).

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).
    - o 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, 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 their 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 in an effort to further understand the impact of Orientation Programs on the new student experience. 9,156 (93.9%) participated in a pre-VSTAR survey, 6,824 (70.0%) in a post-VSTAR survey, and 3,193 (40.3%) in a post-BGR/BGRi survey.
- Data reveals that students' agreement levels on the statement "I feel connected to Purdue University," on a scale from Strongly Agree to Agree, varied at 3 data points, but the overall agreement level increased during VSTAR and BGR – from 80.2% (pre-VSTAR) to 83.8% (post-VSTAR) to 93.7% (post-BGR).
- Data was also 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**
- **Section II. Student Participation Retention**
- **Section III. Program Assessment**
- **Section IV. Engagement and Retention**

Section I. Assessment Plan
- We plan to distribute pre/post surveys at three different points in a new student's transition to study sense of belonging and 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 we need to focus on (first gen., Black/African American students, neuro-diverse students, etc.).
  - The pre-survey is distributed in VSTAR/Purdue 101 in Brightspace and framed as required
  - The post-VSTAR survey is distributed in VSTAR Part 2/Purdue 102 in Brightspace and encouraged. This also serves as our pre-BGR data point.
  - The post-BGR/i survey is distributed to all participants who checked-in to the program.
  - A short survey was also 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 we focused our energy in communicating more on fee waivers.
- Colleagues from IDA+A analyze survey results across demographics, identities, and academic college to measure differences among populations.
- Data is collected and shared with appropriate campus partners to help for future planning.

Section II. Student Participation Retention

Chart 1 – Retention and Graduation Rates for STAR vs VSTAR vs STAR No-Show

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. In 2020, that shifted to a VSTAR experience only. The VSTAR experience has since been rebranded as Purdue 101 and will reflect that name starting for 2022. These populations, then, are followed throughout their Purdue experience to see at what rate they persist to graduation.

Cohort Year	Cohort	Original Cohort	1 Year Retention	2 Year Retention	3 Year Retention	4 Year Graduation	5 Year Graduation	6 Year Graduation
2013	STAR	4979	92.63%	88.07%	83.85%	59.07%	78.43%	82.57%
	VSTAR	990	93.43%	87.07%	83.64%	58.28%	78.18%	78.18%
	STAR No-Show	96	92.71%	89.58%	79.17%	58.33%	75.00%	78.13%
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%	
	VSTAR	1440	90.97%	86.11%	82.50%	62.64%	80.00%	
	STAR No-Show	100	92.00%	87.00%	80.00%	59.00%	75.00%	
2018	STAR	6560	92.01%	88.25%	82.93%	66.84%		
	VSTAR	1708	89.93%	84.54%	81.97%	62.30%		
	STAR No-Show	55	90.91%	83.64%	76.36%	54.55%		
2019	STAR	5998	94.13%	88.85%	82.79%			
	VSTAR	1708	92.68%	87.06%	82.55%			
	STAR No-Show	54	85.19%	79.63%	72.22%			
2020	VSTAR	8622	91.72%	87.18%				
2021	VSTAR	10106	90.75%					

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
2009	BGR	4843	89.90%	83.58%	79.93%	47.86%	72.06%	76.81%
	Non-BGR	1323	85.56%	78.53%	73.77%	42.71%	65.23%	70.37%
2010	BGR	4930	91.22%	85.07%	81.05%	50.06%	73.94%	78.07%
	Non-BGR	1423	86.79%	78.92%	72.73%	46.31%	68.03%	73.16%
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%	
	Non-BGR	1395	88.96%	84.16%	76.56%	60.36%	76.20%	
2018	BGR	6577	92.47%	88.57%	84.19%	66.98%		
	Non-BGR	1751	88.18%	83.15%	76.93%	60.37%		
2019	BGR	6444	94.44%	89.25%	84.14%			
	Non-BGR	1567	89.85%	82.64%	74.86%			
2020	BGR	6447	93.36%	89.48%				
	Non-BGR	2331	86.66%	79.97%				
2021	BGR	7979	92.22%					
	Non-BGR	2163	85.02%					

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%	
	Non-BGRi	264	87.12%	83.71%	80.30%	60.23%	77.65%	
2018	BGRi	513	92.98%	86.74%	87.72%	61.99%		
	Non-BGRi	280	85.00%	80.36%	79.64%	56.07%		
2019	BGRi	741	92.71%	87.72%	85.83%			
	Non-BGRi	316	88.92%	81.01%	81.01%			
2020	BGRi	388	90.98%	88.40%				
	Non-BGRi	478	86.82%	81.38%				
2021	BGRi	412	92.48%					
	Non-BGRi	435	89.43%					

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."

Academic Year	Cohort		One Year Retention	Two Year Retention	Three Year Retention	Four Year Graduation	Five year Graduation	Six Year Graduation
2013	STAR+BGR	4205	93.08%	88.85%	84.71%	59.29%	79.14%	83.50%
	VSTAR+BGR	693	93.80%	88.31%	86.29%	59.02%	80.38%	83.84%
	VSTAR+BGRi	496	94.56%	89.92%	87.50%	61.69%	82.26%	85.28%
	STAR no BGR/i	185	98.38%	94.05%	89.19%	68.65%	84.86%	87.57%
	STAR no Other Program	589	87.61%	80.65%	76.06%	54.50%	71.31%	74.36%
	VSTAR no Other Program	285	92.63%	83.86%	77.54%	55.79%	72.28%	77.19%
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%

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Academic Year	Cohort		One Year Retention	Two Year Retention	Three Year Retention	Four Year Graduation	Five year Graduation	Six Year Graduation
	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%	
	VSTAR+BGR	1111	92.35%	87.13%	84.70%	64.72%	81.64%	
	VSTAR+BGRi	641	93.45%	89.86%	86.43%	66.30%	83.93%	
	STAR no BGR/i	269	91.82%	87.36%	83.27%	61.71%	82.90%	
	VSTAR no BGR/i	27	92.59%	88.89%	85.19%	66.67%	85.19%	
	STAR no Other Program	723	89.21%	83.82%	75.52%	62.38%	75.24%	
	VSTAR no Other Program	302	85.76%	82.12%	74.17%	54.64%	73.51%	
2018	STAR+BGR	5263	92.57%	89.13%	84.08%	67.93%		
	VSTAR+BGR	1277	92.09%	86.30%	84.65%	63.35%		
	VSTAR+BGRi	533	92.87%	86.49%	87.62%	61.73%		
	STAR no BGR/i	290	94.48%	91.72%	87.59%	66.21%		
	VSTAR no BGR/i	68	86.76%	79.41%	64.71%	60.29%		
	STAR no Other Program	1007	88.38%	82.62%	75.57%	61.37%		
	VSTAR no Other Program	363	82.92%	79.34%	75.76%	54.27%		
2019	STAR+BGR	4876	94.97%	90.03%	84.45%			
	VSTAR+BGR	1388	93.52%	88.04%	83.72%			
	VSTAR+BGRi	691	93.78%	89.00%	86.40%			
	STAR no BGR/i	351	92.02%	84.90%	78.35%			
	VSTAR no BGR/i	51	90.20%	90.30%	76.47%			
	STAR no Other Program	771	89.75%	83.14%	74.32%			
	VSTAR no Other Program	269	88.85%	81.41%	77.70%			
2020	VSTAR+BGR	6359	93.38%	89.57%				
	VSTAR+BGRi	445	91.24%	88.76%				
	VSTAR no BGR/i	392	88.52%	87.84%				
	VSTAR no Other Program	1870	86.74%	79.52%				
2021	VSTAR+BGR	7967	92.26%					
	VSTAR+BGRi	483	92.55%					

Academic Year	Cohort		One Year Retention	Two Year Retention	Three Year Retention	Four Year Graduation	Five year Graduation	Six Year Graduation
	VSTAR no BGR/i	288	91.67%					
	VSTAR no Other Program	1851	84.12%					

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-VSTAR, Post-VSTAR (also considered to be Pre-BGR), and Post-BGR.

A total of 9,156 and 6,824 valid responses were collected from VSTAR pre and post surveys respectively, which equal to 93.9% and 70.0% response rates (up from 86.7% and 55.4% in 2021). Analysis of the data continues in an ongoing and intentional way to share with appropriate campus partners and make continuous improvements on the program.

Of the 6,824 respondents, data shows 6,151 participants were Very Satisfied or Satisfied (83.6%) with their Virtual STAR experience, down from 2021 (88.8%).

For BGR, of the 3,193 respondents, data shows 2,664 participants were Very Satisfied or Satisfied (83.4%), up slightly from 2021 (82.9%).

For BGRi, of the 181 respondents, data shows 162 were Very Satisfied or Satisfied (89.5%), up significantly from the within-BGR experience of 2021 (72.8%).

In relation to the statement, "I feel connected to Purdue University," data reveals that students' agreement levels on Strongly Agree and Agree varied at 3 data points, but the overall agreement level increased during VSTAR and BGR – from 80.2% (pre-VSTAR) to 93.7% (post-BGR). For those that indicated "Strongly Agree," the increase was from 31.4% (pre-VSTAR) to 51.5% (post-BGR).

Section IV. Engagement and Retention (website, social media, messaging)
User Demographics

Section IVa. Website (special acknowledgement to Max Dryer, Web Developer for Student Success Programs, for this information)

All data **comparing multiple years** will use the following dates:

Aug. 1, 2020 – Sept. 1, 2021, and Aug. 1, 2021 – Sept. 1, 2022

All data looking **only at the previous year** will use the following dates:

Aug. 1, 2021 – Sept. 1, 2022

Audience Overview (Year to Year)
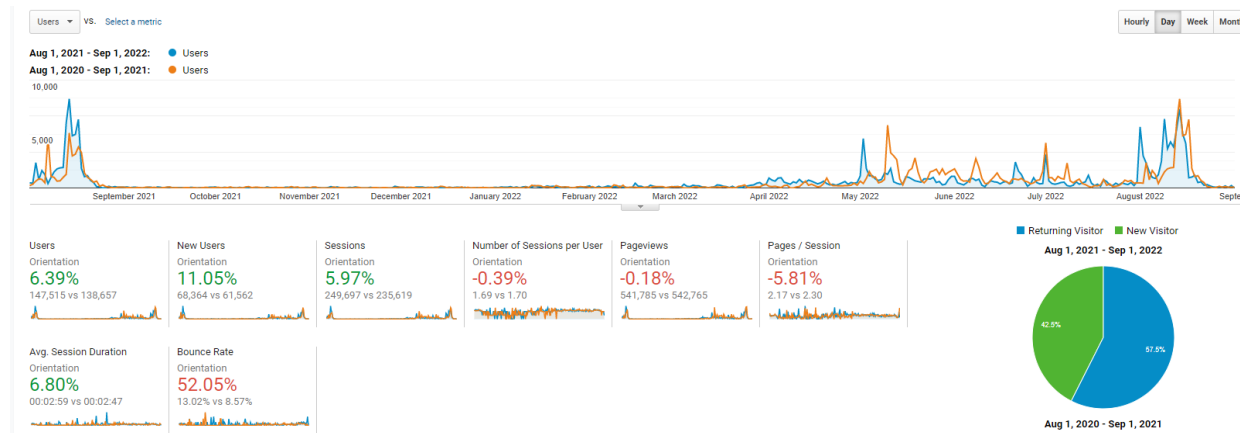
Highlights

- Orientation Programs saw **a noticeable increase** in the number of users from 2021 -> 2022 (138k -> 147k, **+6.4%**) as well as in the average duration of each web session (2:47 -> 2:59, **+6.8%**)
- Orientation Programs saw **a noticeable decrease** in the number of pages per web session from 2021 -> 2022 (2.3 -> 2.1, **-5.8%**)
- Orientation Programs saw **no noticeable difference** in the number of sessions per user, total number of page views from 2021 -> 2022

Max's Takeaways

- All these stats can be easily explained by planned, strategic moves that we made to better the experience of users on our site in 2022.
    - The decrease in pages/session was because for sections of our site such as "Boiler Cold Rush" and "VSTAR," we condensed much of the information down into fewer pages than before. Therefore, there was less of a need for users to explore more than 2 or 3 pages to find their information.

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    o   The increase in the average duration of each web session was likely skewed upwards by the addition of our "BGR Final Details" web page. This page had over 25k views with an average duration of 8:42 per view, making it the 6th most popular page on the website in 2022, and the page with the longest view time by far.

-    **All in all, these major data points show a healthy and clean website**

Demographics Overview (Year to Year)

<u>Gender</u>

The following demographics data does not show the breakdown of user gender. This is because the data is almost identical year to year, with "Male" users making up 53.5% of users, and "Female" users making up the remaining 46.5%.

<u>Age</u>
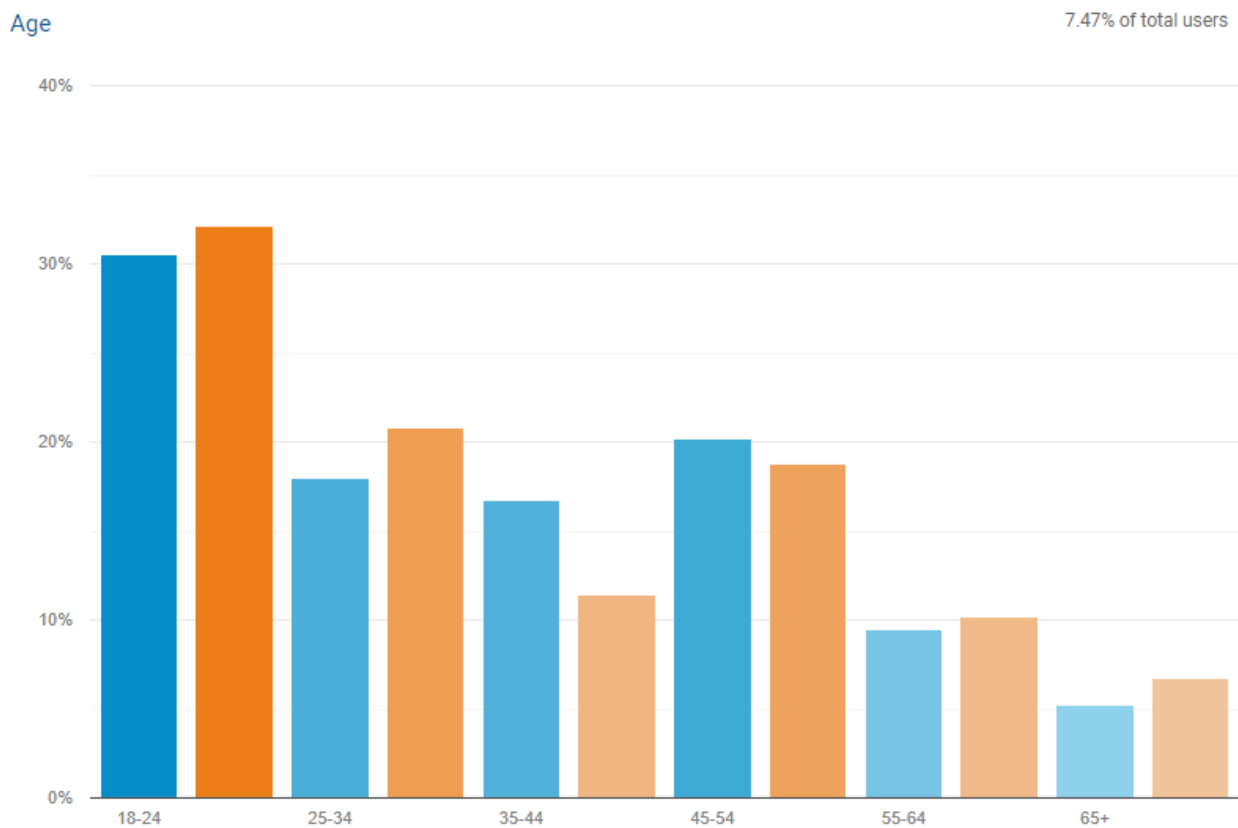
*In the graph above, the **orange bar represents 2020-21**, and the **blue bar represents 2021-22***

Age Takeaways

- The age group **18-24** is generally considered our "**Student**" group. This group saw a decrease in representation from 32.1% -> 30.5%, (**-1.6%**)
- The age groups **25-34 and 35-44** is generally considered our "**Staff and Faculty**" group. These groups saw an increase in representation from 32.2% -> 34.7% (**+2.5%**)
- The age groups from **45+** are generally considered our "**Parent/Guardian**" group. These groups saw a decrease in representation from 35.7% -> 34.8% (**-0.9%**)

Location

2022

Orientation	111,593 % of Total: 41.22% (270,747)
1. 🇺🇸 United States	103,292 (91.70%)
2. 🇮🇳 India	2,134 (1.89%)
3. 🇨🇳 China	587 (0.52%)
4. 🇰🇷 South Korea	585 (0.52%)
5. 🇹🇼 Taiwan	353 (0.31%)
6. 🇬🇧 United Kingdom	339 (0.30%)
7. 🇦🇪 United Arab Emirates	280 (0.25%)
8. 🇸🇬 Singapore	265 (0.24%)
9. 🇨🇦 Canada	234 (0.21%)
10. 🇲🇽 Mexico	199 (0.18%)

2021

Orientation	129,277 % of Total: 52.41% (246,666)
1. 🇺🇸 United States	121,049 (92.70%)
2. 🇮🇳 India	1,991 (1.52%)
3. 🇨🇳 China	791 (0.61%)
4. 🇰🇷 South Korea	732 (0.56%)
5. 🇹🇼 Taiwan	644 (0.49%)
6. 🇦🇪 United Arab Emirates	322 (0.25%)
7. 🇭🇰 Hong Kong	307 (0.24%)
8. 🇯🇵 Japan	249 (0.19%)
9. 🇲🇽 Mexico	249 (0.19%)
10. 🇸🇬 Singapore	249 (0.19%)

Location Takeaways

- The top 5 countries for our users remained the same from 2021 -> 2022
- Countries 6-10 experienced a slight shift. Japan and Hong Kong dropped out of the Top 10, and the UK and Canada took their place.

Technology Usage

<u>Mobile Device vs. Desktop</u>

2022   **2021**

	Orientation	111,593 % of Total: 41.22% (270,747)
☐	1. mobile	61,254 (55.28%)
☐	2. desktop	48,084 (43.40%)
☐	3. tablet	1,462 (1.32%)

	Orientation	129,277 % of Total: 52.41% (246,666)
☐	1. mobile	71,497 (54.78%)
☐	2. desktop	56,902 (43.60%)
☐	3. tablet	2,108 (1.62%)

<u>Browser</u>

	Orientation	111,593 % of Total: 41.22% (270,747)
☐	1. Safari	54,0_7 (48.69%)
☐	2. Chrome	41,7_8 (37.63%)
☐	3. Safari (in-app)	6,0_5 (5.41%)
☐	4. Edge	5,0_1 (4.52%)
☐	5. Firefox	1,7_4 (1.55%)

	Orientation	129,277 % of Total: 52.41% (246,666)
	1. Safari	61,6_4 (47.27%)
	2. Chrome	48,6_1 (37.27%)
	3. Safari (in-app)	10,7_1 (8.20%)
	4. Edge	4,1_3 (3.18%)
	5. Firefox	2,0_3 (1.60%)

<u>Takeaways</u>

- From 2021 -> 2022, there has been almost no significant change in either category, "Mobile vs. Desktop" or "Browser".
- It is worth noting though that Safari makes up over half of all users (48.7% desktop and 5.4% app), and **we have no way of testing our websites on Safari because of our Microsoft-only computer setup**.

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Acquisition

Aug 1, 2020 - Sep 1, 2021

Aug 1, 2021 - Sep 1, 2022

Legend:
- Organic Search
- Direct
- Social
- Referral
- Email
- (Other)
- Display
- Paid Search
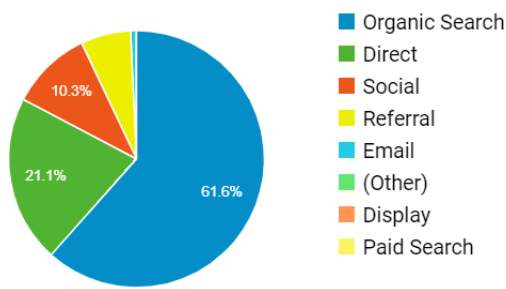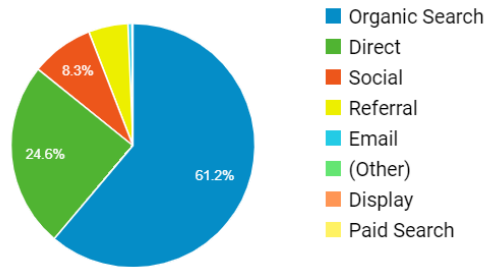
Takeaways

- The percentage of users who found our website by **Google Search decreased 0.4%** from 2021 -> 2022
- The percentage of users who found our website by **typing in the exact link rose 3.5%** from 2021 -> 2022
- The percentage of users who found our website **via social media post decreased 2%** from 2021 -> 2022
- The percentage of users who found our website **via other Purdue websites decreased 0.9%** from 2021 -> 2022

Max's Notes

- An increase in "Direct" visits means it's likely that people were visiting the site multiple times, and already had direct links to the site saved in their browser. This may also correspond with the fact that we had a rise in visits from Staff/Faculty, and they may be more likely to visit the site multiple times.

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Top Viewed Pages

2022 Most Viewed Pages

	Page		Pageviews	% Pageviews
1.	purdue.edu/orientation/bgr/		48,756	10.92%
2.	purdue.edu/orientation/bgr/purdueguide.html		40,853	9.15%
3.	purdue.edu/orientation/vstar/index.html		32,242	7.22%
4.	purdue.edu/orientation/bgr/movein.html		29,331	6.57%
5.	purdue.edu/orientation/bgr/preparing-for-bgr.html		28,828	6.45%
6.	purdue.edu/orientation/bgr/final-details.html		25,452	5.70%
7.	purdue.edu/orientation/vstar/overview.html		19,336	4.33%
8.	purdue.edu/orientation/updates/index.html		16,167	3.62%
9.	purdue.edu/orientation/		15,666	3.51%
10.	purdue.edu/orientation/bgr/faq.html		15,619	3.50%

2021 Most Viewed Pages

	Page		Pageviews	% Pageviews
1.	purdue.edu/orientation/bgr/movein.html		64,499	12.43%
2.	purdue.edu/orientation/vstar/index.html		52,232	10.07%
3.	purdue.edu/orientation/bgr/		48,587	9.36%
4.	purdue.edu/orientation/bgr/preparing-for-bgr.html		26,701	5.15%
5.	purdue.edu/orientation/bgr/update/index.html		22,822	4.40%
6.	purdue.edu/orientation/bgr/purdueguide.html		21,300	4.10%
7.	purdue.edu/orientation/vstar/livestream.html		21,226	4.09%
8.	purdue.edu/orientation/vstar/overview.html		20,919	4.03%
9.	purdue.edu/orientation/bgr/schedule.html		18,665	3.60%
10.	purdue.edu/orientation/vstar/timeline.html		16,513	3.18%

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Takeaways

- Much of the Top 10 pages stayed the same from 2021 > 2022, with some notable differences
    - In 2022, the "BGR Final Details" was created, and made its way to #6. **This is impressive considering all its 25k views came in a 3-week window from Aug 1. – Aug. 21**, whereas the other Top 10 pages had all year to accumulate views.
    - In 2022, the "Home" page entered the Top 10. This is a good sign, because it has been our goal for some years now to make the "Home" page more heavily trafficked.
    - The VSTAR Timeline and VSTAR Videos pages both fell out of the Top 10. **In 2021, four VSTAR pages made the Top 10, but only two did so in 2022.**
    - The BGR Move-In page had **35k fewer views in 2022 than in 2021** and dropped from the #1 spot down to #4. That seems bad, but it's impressive considering we deleted the page a few weeks before BGR.

Referrals from Other Websites (2022 only)

Top Referrals from Social Media Platforms and Other Websites

	Orientation	6,863 % of Total: 2.53% (270,747)
☐ 1.	purdue.brightspace.com	**4,785** (67.32%)
☐ 2.	secure.touchnet.com	**395** (5.56%)
☐ 3.	linktr.ee	**375** (5.28%)
☐ 4.	homeofpurdue.com	**294** (4.14%)
☐ 5.	purdue.campus.eab.com	**284** (4.00%)
☐ 6.	cn.bing.com	**79** (1.11%)
☐ 7.	eacct-purdue-sp.transactcampus.com	**52** (0.73%)
☐ 8.	docs.google.com	**51** (0.72%)
☐ 9.	nmd.purdue.chi.wayport.net	**42** (0.59%)
☐ 10.	us.search.yahoo.com	**36** (0.51%)

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	Social Network	Sessions	% Sessions	
1.	Facebook	15,412		79.74%
2.	LinkedIn	1,249	6.46%	
3.	reddit	1,212	6.27%	
4.	YouTube	479	2.48%	
5.	Instagram	383	1.98%	
6.	Twitter	364	1.88%	
7.	WordPress	63	0.33%	
8.	Instagram Stories	48	0.25%	
9.	Pinterest	28	0.14%	
10.	Blogger	24	0.12%	

view full report

Section IVb. 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
Instagram	~4,000 followers and 131 posts	8,622 followers and 213 posts	12,000+ followers and 217 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
Twitter	837 followers and 82 tweets	1,506 followers and 185 tweets	2,292 followers and 220 tweets
Tik Tok	511 followers and 13 posts	842 followers and 19 posts	1515 followers and 19 posts
YouTube	922 subscribers and 58 videos	1,530 subscribers and 76 videos	1,890 subscribers