Fall Welcome 2018
Today’s Agenda

• Welcome and Fall Welcome Overview – Becca
• 2017 Assessment – Colin and Becca
• Academic Transition Events – Colin
• Signature Events – Becca
• Volunteers – Colin
• Next Steps – Becca and Colin
What is Fall Welcome? - Goals

1. Provide significant opportunities for creating a social network, developing community and helping students understand how to succeed as an interdependent learner.

2. Connect students with individual colleges, faculty and the larger institution around academic goals and purposes.

3. Provide a culminating experience that celebrates the addition of new members into the UWM community.
P.R.I.D.E.

- P – Prioritize Academic Success
- R – Reach out
- I – Involve Yourself
- D – Develop a Plan
- E – Explore Milwaukee and Beyond

This guides all of the programming for Fall Welcome
### 2018 AUGUST

<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
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</thead>
<tbody>
<tr>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
<td>PAW and University Welcome</td>
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<tr>
<td></td>
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<td>Move In</td>
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### 2018 SEPTEMBER

<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
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<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4 (1st Day of Classes)</td>
<td>5</td>
<td>6</td>
<td>7 (Pantherfest)</td>
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<tr>
<td></td>
<td></td>
<td>Programming</td>
<td></td>
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<td>8</td>
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Fall Welcome 2017

Assessment
Assessment Results

• Mission Possible: Slight decrease in satisfaction (new delivery format)
• Common Read: Large jump in meeting outcomes
• Signature Events:
  – Over 8,500 students attend events (doesn't include Pantherfest or Street Fest)
  – High satisfaction
  – Areas of Growth: Events where students can create more meaningful connections
Fall Welcome – The Academic Transition
Panther Academic Welcome

• 2017 Highlights:
  – Continued enforcement from Housing
  – Continued trend of success for attendees
  – Highest number of Commuters (485)
  – High number of teaching staff/faculty for Common Read

• 2018 Planning
  – Focus on working with Academic Affairs
Panther Academic Welcome

- Friday, August 31
  - Honors Convocation
  - Commuter Lunch & Mentor meetings OR RA/Mentor meetings
  - Common Read OR Mission Possible
  - Break/Travel
  - Mission Possible OR Common Read
  - University Welcome
  - Dinner
## PAW By the Numbers

<table>
<thead>
<tr>
<th></th>
<th>Enrolled in Term</th>
<th>Withdrew</th>
<th>Completed Term</th>
<th>Average GPA</th>
<th>In Good Standing</th>
<th>Probation/Drops</th>
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<tbody>
<tr>
<td>All 2017 NFR</td>
<td></td>
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<tr>
<td>Attended PAW</td>
<td>2639</td>
<td>39</td>
<td>2600</td>
<td>98.5%</td>
<td>3.020</td>
<td>2294</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>306</td>
</tr>
<tr>
<td>Did Not Attend</td>
<td>647</td>
<td>87</td>
<td>560</td>
<td>86.6%</td>
<td>2.681</td>
<td>432</td>
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<td></td>
<td></td>
<td></td>
<td>128</td>
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<tr>
<td>All New Freshmen</td>
<td>3286</td>
<td>126</td>
<td>3160</td>
<td>96.2%</td>
<td>2.961</td>
<td>2726</td>
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<td>434</td>
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- Had an impact on: First Gen, Underrepresented, MPS students (except drops)
Common Read

• Will be an article again this year
• 2018 selection will be submitted to Chancellor’s cabinet for consideration in March - anticipate announcing in April
• Data from 2017 (93% submitted the evaluation)
  – 85% said the article made them think about important moral or social issues (+17% from LY)
  – 72% said the article or discussion helped them understand UWM's diversity value
  – 57% said the group discussion was more intellectually stimulating than what they previously did in high school and 75% said the discussion helped them understand the article (+13% from LY)
  – 80% found that this experience helped them feel faculty are more approachable (+20% from LY)
  – 71% feel more prepared to have collegiate level academic discussions
  – 50% enjoyed reading the article (+17% from LY)
University Welcome

• Campus tradition
• Class of 2022 t-shirts, coins
• Class Photo, Chancellor Welcome, Fountain Walk and then dinner
• Volunteers make this possible!
University Welcome

- Campus tradition
- Class of 2022 t-shirts, coins
- Class Photo, Chancellor Welcome, Fountain Walk and then dinner
- Volunteers make this possible!
How to Host/Plan an Event

• Priorities for Fall Welcome 2018
  – Opportunities for interpersonal connections

• Date Range:
  – Aug 28 – Sept 9: To be featured in print materials
  – Events outside this range will be featured on web materials, print materials if space allows
  – Sept 10-14 is a great time for school/college events and events with more specific audiences

• Watch your email for an event submission form

• Submission Deadline: Friday, April 28
Marketing

Brand Update for 2018

Share out assets when updated

uwm.edu/welcome/fall-welcome-branding
Next Steps

• Watch for email communication about the following:
  – Common Read article suggestions – due now!
  – Signature Event submissions (early March)
  – Volunteer requests (May/June)

• Get added to the Fall Welcome email listserv for quarterly updates: hillr@uwm.edu
Questions