

# 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

# When Is It?

## 2018 AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29 ----- Move In -----	30	31 PAW and University Welcome	

## 2018 SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 Programming →
2 Programming →	3	4 1 <sup>st</sup> Day of Classes	5	6	7 Pantherfest →	8
9 →	10	11	12	13	14 →	15

# 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

	Enrolled in Term		Withdrew		Completed Term		Average GPA	In Good Standing		Probation/ Drops	
<b>All 2017 NFR</b>											
Attended PAW	2639	80.3%	39	1.5%	2600	98.5%	3.020	2294	88.2%	306	11.8%
Did Not Attend	647	19.7%	87	13.4%	560	86.6%	2.681	432	77.1%	128	22.9%
All New Freshmen	3286		126	3.8%	3160	96.2%	2.961	2726	86.3%	434	13.7%

- 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



# University Welcome

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



# Fall Welcome 2018

Signature Events



# 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](http://uwm.edu/welcome/fall-welcome-branding)



### Fall Welcome Style Guide

**Primary Color Palette**

Yellow	Black	Grey
HEX: #FFD700	HEX: #000000	HEX: #808080
RGB: 255, 215, 0	RGB: 0, 0, 0	RGB: 128, 128, 128
CMYK: 100, 0, 0, 0	CMYK: 100, 100, 100, 0	CMYK: 50, 50, 50, 0

**Secondary Colors**

Orange	Purple	Blue	Light Blue
HEX: #FF8C00	HEX: #800080	HEX: #0000FF	HEX: #ADD8E6
RGB: 255, 140, 0	RGB: 128, 0, 128	RGB: 0, 0, 255	RGB: 173, 216, 230
CMYK: 100, 50, 0, 0	CMYK: 100, 100, 0, 0	CMYK: 100, 100, 100, 0	CMYK: 50, 50, 50, 50

**Patterns/Textures**

Primary color	Secondary color	Black and white
HEX: #FFD700	HEX: #0000FF	HEX: #FFFFFF
RGB: 255, 215, 0	RGB: 0, 0, 255	RGB: 255, 255, 255
CMYK: 100, 0, 0, 0	CMYK: 100, 100, 100, 0	CMYK: 0, 0, 0, 100

**FALL WELCOME**  
Design Guidelines for Fall Welcome Campaign

**What is Fall Welcome?**  
Fall Welcome is a month-long celebration that includes many different types of events that provides students with opportunities to connect with other students and prepare for a successful academic career.

**Appropriate typeface families:**  
The typefaces used in the UWM logos are matched from the New Bookmanilla and Futura typographic families. They represent the preferred typeface families for UWM communications. A variety of weights, in both roman and italic, are available in each type family, and can be used to emphasize words in graphics.

**Fall Welcome headline type treatment:** Futura Bold  
**Fall Welcome body copy font treatment:** Futura Medium

**Fall Welcome design guidelines:**  
\* Fall Welcome Events must carry Fall Welcome Branding.  
\* Fall Welcome Promotions should carry the Fall Welcome logo with the current year, unless otherwise instructed.  
\* Any Event included in a Fall Welcome Calendar (Digital or Print) is considered a Fall Welcome Event.  
\* Event lists will share branding, hierarchy is based on the promotion.  
\* Promotions of individual and limited FW Events, but branding can be prominent.  
\* Promotions of multiple FW Events, or for FW sponsored events, Fall Welcome branding must be prominent.  
\* All Compositions listed on FW marketing will be given lower hierarchy than any event logo/sponsor, and should be prioritized to the primary content of the graphic.  
\* Please contact UWM Student Union Marketing for questions, or to request an exception to these guidelines.

**Fall Welcome assets can be downloaded at:**  
[uwm.edu/welcome/fall-welcome-branding](http://uwm.edu/welcome/fall-welcome-branding)

Patterns can be used as a design element in backgrounds.

# 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](mailto:hillr@uwm.edu)

# Questions