

ORIENTATION AND NEW STUDENT PROGRAMS

2024 SFAC Presentation
Fall 2024
Friday, October 11, 2024



WHO IS ONSP



MISSION STATEMENT

The Office of Orientation and New Student programs **facilitates orientation and transition programs** to construct the bridge to **connect new students** to the resources and experiences needed to thrive in the university setting. Orientation and New Student Programs engage with the student population through intentional programming to **ensure students feel comfortable and welcomed** at the University of Houston – Clear Lake.

NEW STUDENT CORE COMPONENTS

- Academic Support
- Career Exploration
- Community Awareness
- Faculty & Academic Engagement
- Financial Wellness
- Healthy Living
- Leadership Development
- Personal Growth
- Social Engagement
- Technology & Services

OFFICE PROGRAMS & INITIATIVES



PRE-ORIENTATION LAUNCHPAD MODULES

Mandatory online modules available as soon as students are admitted. **Lay a strong foundation** for enrollment and student success.



NEW STUDENT ORIENTATION

Mandatory in-person orientation program to support the unique transition **needs** of first-year, transfer, international and graduate



NEW STUDENT PROGRAMS

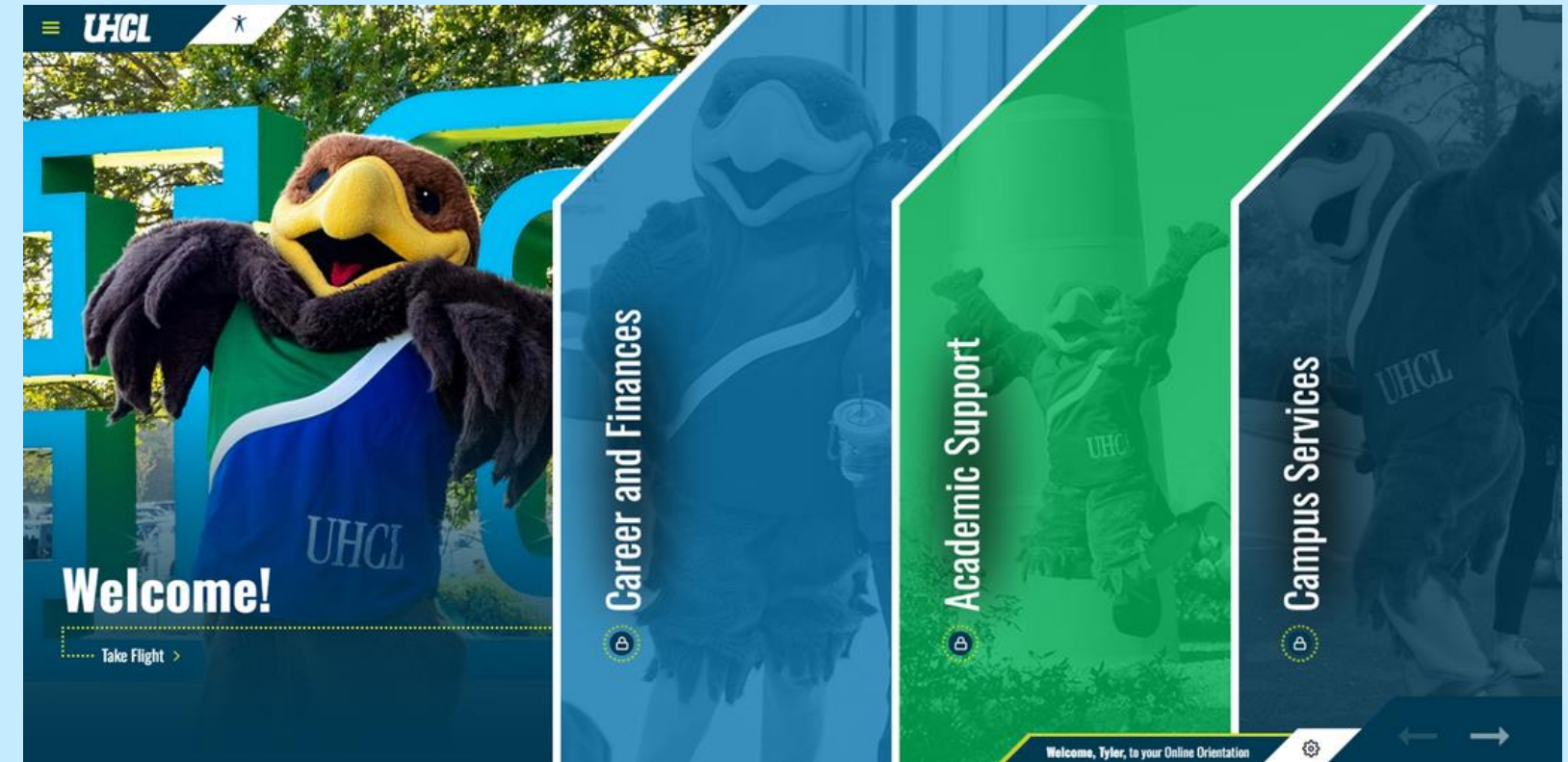
Optional office programs and initiatives aimed to **support the holistic development** of new students throughout their university experience.



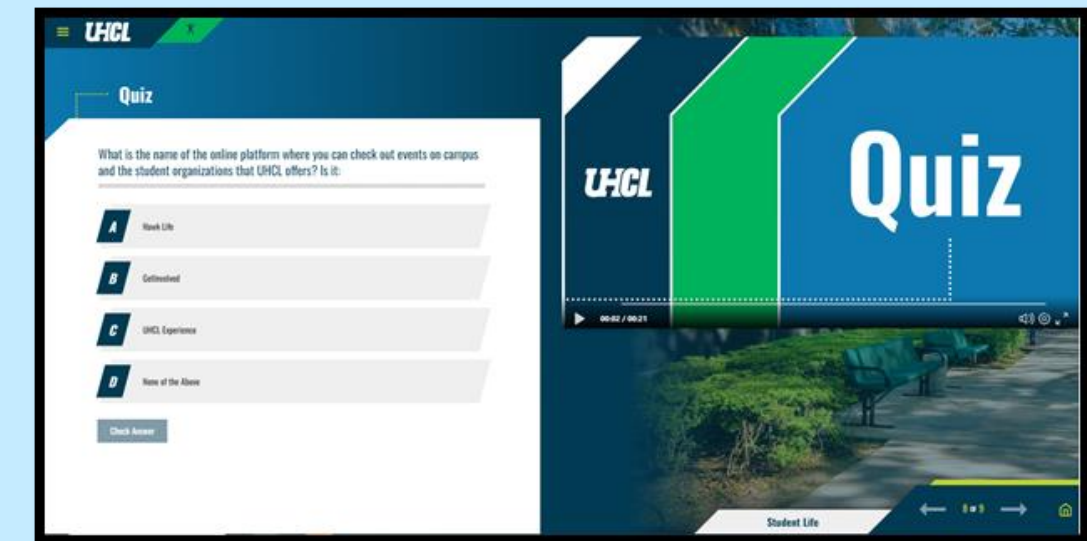
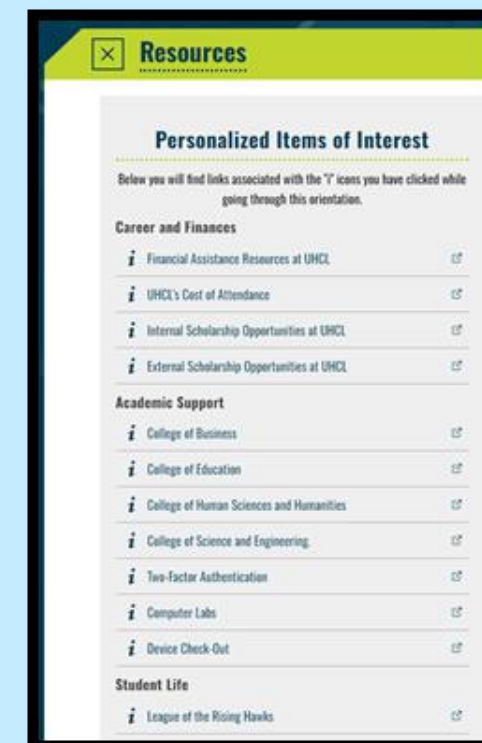
PRE-ORIENTATION LAUNCHPAD MODULES



- **Launched May 2024** with full-campus collaborative support.
- Highlights include:
 - **7 engaging modules**, covering: Student Life, Safety, and more
 - **Videos, interactive quizzes, and personalized** points of interest, **population-specific** info, FAQ, **glossary** and more!
 - **Family/Guest access, Spanish translation, digitally accessible.**



- **2,331 Fall 2024 admitted students completed all 7 modules**
- **94% felt** more welcomed and **reassured** about their decision to attend UHCL.
- **98%** agreed the Checklist and Next Steps sections **clarified** what they need for a **successful start**.
- Quiz success: **85-99% correct answers** across all sections.



VISIT: [HTTPS://ORIENTATION.UHCL.EDU/](https://orientation.uhcl.edu/)





NEW STUDENT ORIENTATION



First-Year Student Orientation (FSO)

- Implemented Exploring Campus Tours and Hunters Campus Showcase: A Choose Your Own Ending.
- **465 student attendees, 138 family/guest attendees (+\$5,200 revenue)**
 - **93%** felt their **concerns were addressed** or gained confidence post-orientation
 - **81%** feel **safer on campus**



Transfer Student Orientation (TSO)

- **Strengthened** collaboration with Transfer Advising to streamline **student advising & enrollment assistance**.
- **752 student attendees, 161 family/guest attendees (+\$4,160 revenue)**
 - **91%** are **encouraged to utilize Get Involved** and connect with student organizations/events
 - **92%** better **understand suicide warning signs** and mental health **resources**



International Student Orientation (ISO)

- **Condensed 3-day** program to impactful 1-day experience.
- **96 student attendees**
 - **100%** agreed ISO helped them **network with other students**
 - **97%** **know where to go** for help with personal issues

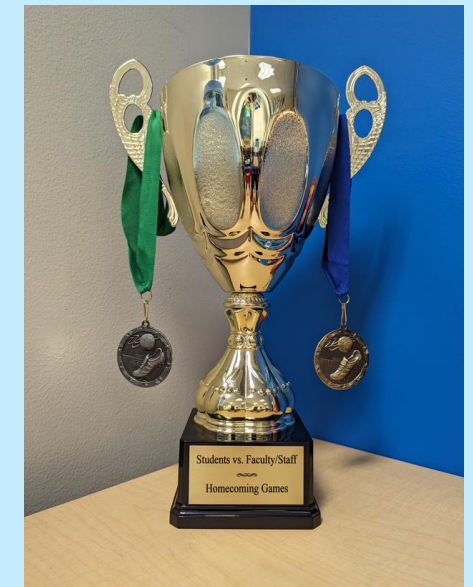




NEW STUDENT PROGRAMS



- **21 Student Leaders** held paid **Orientation Leader Student Leadership Positions** alongside **4 Student Orientation Assistants**.
- **Facilitated 16 events** (Aug 2023 – Apr 2024) with **1,197+ participants**. Event Highlights Include:
 - **Late-Night Breakfast** (145 attendees)
 - **What's The Scoop? Ice Cream Social** (262 attendees)
 - **Students Vs. Faculty/Staff: Homecoming Games Kickball** (31 Attendees) – Student Staff Took Home The Trophy
 - **Family Tent At The 32nd Annual Chili Cook-Off** (164 Attendees)
 - **Campus Quest: UHCL Escape Room** (41 Attendees)
 - **Lunch With A Prof** (26 lunches)
 - 100% felt more comfortable speaking with professors
 - 96% felt a stronger connection to UHCL
 - 87% felt more confident with classwork
- **Homecoming & Spirit Week Participation** – Chili Cookoff & Office Decorating



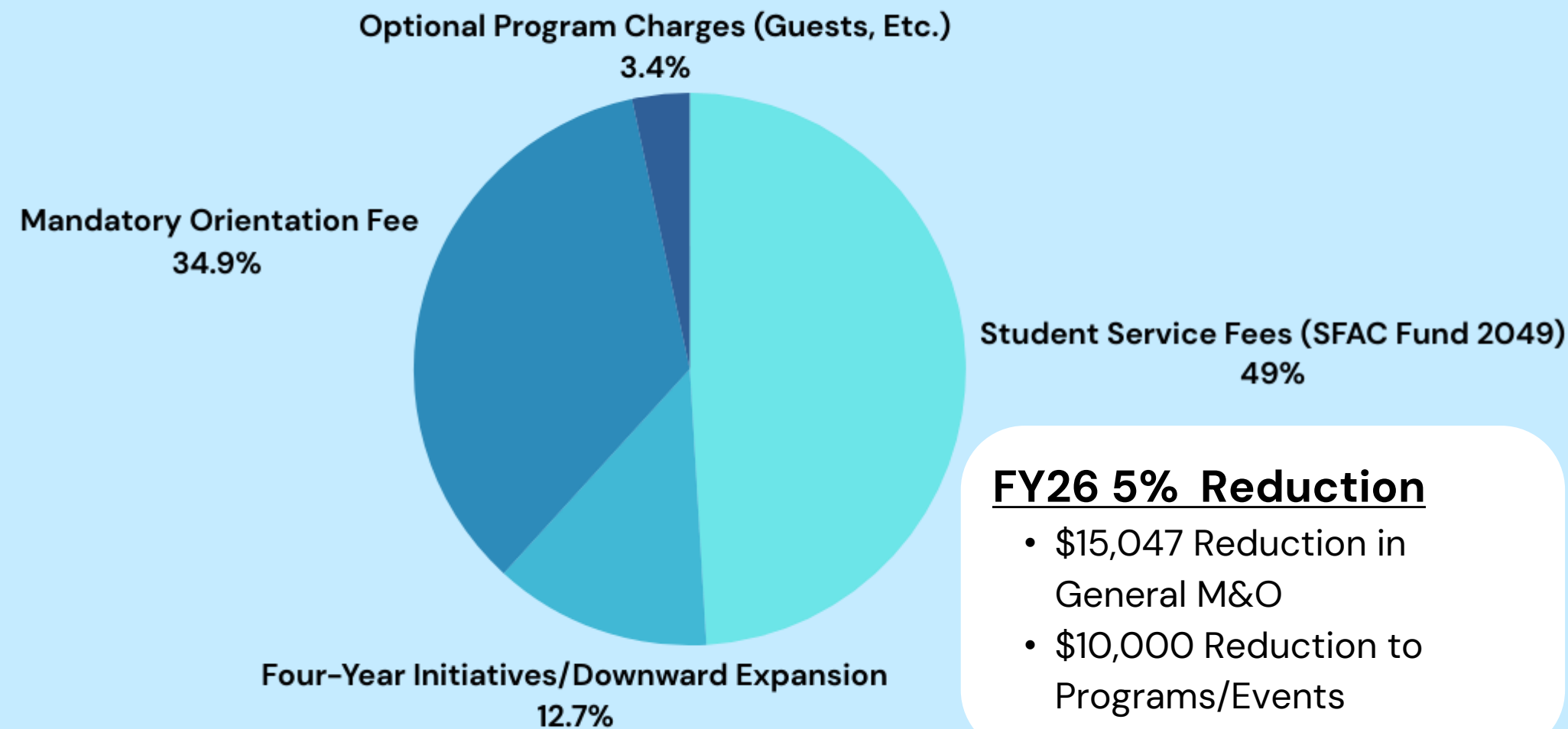
ORIENTATION AND NEW STUDENT PROGRAMS BUDGET OVERVIEW

Student Service Fees - ~49%

- **Estimated \$238,000** (In Addition To Approved One-Time Funding & Carry Over)
 - Office Professional Staff: Director, Assistant Director and Partial Coordinator.
 - 4 Office Orientation Student Assistants, 25 Orientation Leaders
 - Office General M&O (Office Supplies/Copier & Program Supplies
 - Office Professional Development & Training Travel

Mandatory Orientation Fee - ~34.9%

- **Estimated \$179,875** (Dependent on UHCL Enrollment)
 - All New Student Orientation Programs
 - Including: Food, Promotional Items and most program expenses.
 - Annual Contract For Orientation Launchpad
 - Partial Salary For Coordinator and Student Employees.



Four-Year Initiatives/Downward Expansion - ~12.7%

- **Estimated \$65,698**
 - Department Assistant III Salary
 - New Student Programs
 - Weeks of Welcome, Lunch With A Prof, Late Night Breakfast and more.

FY26 5% Reduction

- \$15,047 Reduction in General M&O
- \$10,000 Reduction to Programs/Events

Optional Program Charges - ~3.4%

- **Estimated \$17,350** (Dependent on participant levels)
 - Orientation Guest Program
 - Extended Orientation Programs

ORIENTATION AND NEW STUDENT PROGRAMS

CHALLENGES

- Creation and introduction of the **Orientation Launchpad platform**.
- Implementation of the **3-Step Orientation Process**.
- **Redundancy reported** between Launchpad modules and in-person Orientation.
- Professional **staffing limitations impacting** New Student Programs structure

OPPORTUNITIES

- Review feedback to **reduce redundancy between** Launchpad and in-person sessions.
- **Streamline presentations** to **increase** community-building and **engagement**.
- **Redefine** New Student Programs for ongoing, **holistic student support**.
- **Expand** local and regional **collaborative partnerships**.

SUCCESSSES

- Streamlined **internal operations** and addressed office **vacancies**
- Practiced **intentional fiscal responsibility**
- **2,331 students completed Orientation Launchpad**
- **1,313 student attendees** at 9 Summer Orientation Programs
 - **93% of attendees enrolled at UHCL**
- **299 guests** generated \$13,400 in revenue
- **16 New Student Programs** with **1,197 participants**

STUDENT TESTIMONIALS

"The format [of the Orientation Launchpad] was much more engaging than most other orientation/module-type presentations I have seen. I really appreciated the option to save specific topics while going through to review later."

"I haven't been in college since 2017 so **starting college again can be kind of intimidating** and I was worried about being a lot older than everyone else in class. However during the returning student session during my TSO, the speaker mentioned age being a very common thing in my position to be worried about. She also mentioned that **there's students of all ages here. That definitely helped!**



"My orientation leader was so incredible and **made me feel excited** for my first year. She made sure we all **felt included** and **showed us some great spots** around campus."

"Thank you! You all did a wonderful job and I **felt very reassured** being there. Especially after the...hurricane prior."

*"I think the program [Lunch with a Prof] is a nice way for students to **interact with their professors** outside of the classroom setting. It was **nice to eat in the café** as well."*

FY25 SFAC ONE-TIME APPROVED FUNDING

REIMAGINE HAWK LAUNCH

Through SFAC's support, Orientation and New Student Programs was awarded \$15,000 FY25 one-time funding to implement the extended orientation program Hawk Launch and is set to take flight Summer 2025.



**Small Group
Teambuilders**



**Friends of Hawk
Launch Faculty &
Staff Mentors**



**Adulting 101 & First-
Year Plan of Action**



**Blue & Green Color
War**

FY26 SFAC ONE-TIME FUNDING REQUEST: HAWK LAUNCH

Orientation and New Student Programs is requesting \$15,000 in FY26 one-time SFAC funding to continue the **Hawk Launch extended orientation program**, which will be successfully reintroduced in Summer 2025 with previous SFAC support. This funding will allow the program to continue into Summer 2026.

Impact:

- Strengthens student preparedness and excitement for their UHCL journey
- Builds lasting connections with peers, Orientation Leaders, and faculty
- Encourages leadership development and active campus involvement
- Promotes a stronger sense of community and school pride

Past Program Success:

- 100% of participants built meaningful connections with UHCL faculty and staff
- 100% reported increased pride in attending UHCL
- 94% set clear personal, career, and educational goals
- Participants became future Orientation Leaders, residents of Hunter Hall, and campus leaders





FY26 SFAC ONE-TIME FUNDING REQUEST: UNIVERSITY OF HOUSTON – CLEAR LAKE FAMILY WEEKEND

Orientation and New Student Programs is requesting \$8,000 in FY26 one-time SFAC funding to ensure budget support as ONSP inherits the UHCL Family Weekend program. This funding will allow this campus tradition to grow without impacting existing office financial priorities.

Purpose

- Build connections between families, students, and the UHCL community.
- Invite UHCL family members and guests to feel a part of the UHCL experience.
- Utilize campus and local partnerships to ensure collaborative support.

Impact

- Strengthens student support systems and engagement.
- Encourages long-term alumni and family involvement.
- Expands partnerships with campus services.

Proposed Activities

- Movie night, 5K walk/run, mock classroom experience.
- Family-focused student organization events.
- Local excursions to Houston attractions (Houston Rodeo, NASA, museums).



THANK YOU

Q & A

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📍 SSCB 1.202.01

Orientation Launchpad Visit: 
<https://orientation.uhcl.edu/> 

