



2012-13 ANNUAL REPORT

Department Name:	New Student Services/Family Outreach													
Location:	Old Main 300													
Main Phone Number:	X3846													
Web Site:	nssfo.wwu.edu													
Director's Name:	Anna Carey													
Director's Email:	acarey@wwu.edu													
Number of Staff:	<table border="1"> <thead> <tr> <th>Staff Type</th> <th>No.</th> </tr> </thead> <tbody> <tr> <td>Full-time Professional/Classified Staff:</td> <td>3</td> </tr> <tr> <td>Part-time Professional/Classified Staff:</td> <td>1</td> </tr> <tr> <td>Graduate Assistants:</td> <td>0</td> </tr> <tr> <td>Student Employees:</td> <td>25</td> </tr> <tr> <td>TOTAL:</td> <td>28</td> </tr> </tbody> </table>		Staff Type	No.	Full-time Professional/Classified Staff:	3	Part-time Professional/Classified Staff:	1	Graduate Assistants:	0	Student Employees:	25	TOTAL:	28
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A. Mission:	<i>Please include the most recent version of your unit's mission statement.</i>													
<p>New Student Services/Family Outreach fosters student learning and development by supporting new students & family members in their transition to the academic, personal, and social experience of WWU.</p>														
B. Unit Overview:	<i>Please include a three to six sentence narrative that captures the essence of your unit's services, programs and activities.</i>													
<p>New Student Services/Family Outreach fosters student learning and development by supporting new students and family members in their transition to the academic, personal, and social experience of Western, as well as the greater Bellingham community. Programs and services provided include: Coordination of new student programs, services, and orientation, including Summerstart, Transitions, Fall Orientation, quarterly orientation, weekly e-mails, and ongoing programs and coordination for the Western Reads program in collaboration with the Western Reads director. Coordination of family orientation and outreach, including summer orientation programs, Fall Family Open House, Back2Bellingham, and events, communication and outreach with the Parent Connection. Online and in-person referral to campus and community resources. Leadership opportunities for current students (orientation student advisors and student coordinators).</p>														
C. Goals:	<i>Please list your unit's goals. These should include your standing (year-after-year) goals, not strategic goals (year-to-year).</i>													
<p>Integrate evidence-based decision-making in all areas of operation and programming; complete the development of learning outcomes, key performance indicators in order to guide the development of assessment tools for the</p>														

service and programming provided.

D. Strategic Goals (2012-13) & Major Accomplishments:

*Please list your unit's strategic goals from **this past year** and address the progress towards achieving each goal and/or major accomplishments and activities with respect to each goal.*

	GOALS	MAJOR ACCOMPLISHMENTS & ACTIVITIES
GOAL #1:	Review of mission statement, and learning outcomes	<ul style="list-style-type: none"> • Completed in October 2012 and implemented in development of assessment plan
GOAL #2:	Development of assessment tools and assessment plan	<ul style="list-style-type: none"> • Completed in November 2012 and implemented over the course of the academic year. Presentation of matrix created by R.Biggs for tracking KPI, outcomes and assessment tools was presented at DART in January 2013, generating excellent discussion and served as a model for other departments in the division to organize their planning.
GOAL #3:		<ul style="list-style-type: none"> •
GOAL #4:		<ul style="list-style-type: none"> •
GOAL #5:		<ul style="list-style-type: none"> •

Please add more space for goals as your unit's activities warrant.

E. Points of Pride (2012-13):

*Please list **three to five** 'points of pride' for your unit from the past year. This can include initiatives, programs or recognitions.*

<i>Short Title</i>	<i>Description</i>
Learning Outcomes & Assessment	The discussion and process of evaluating, reviewing and/or creating the department mission statement, key performance indicators and operational & learning outcomes was a successful and informative discussion. The matrix created by R. Biggs has been a very helpful reference document for the development of assessment tools for the department. We are especially proud of the interest other departments in ESS have expressed in modeling their planning using this matrix as a guide and the response to R. Biggs' presentation in January 2013.
Managing Finances Sessions, Summerstart	The Summerstart 2011 data reported that only 30.28% of students felt that their knowledge around fees and billing had increased considerably or a great deal based on information shared and 38.81% reported that their knowledge has increased slightly or not at all. This evidence was used in discussions with the Student Business Office – always responsive and willing partners – in reworking the timing of their session to be inclusive of students and family members in a shared session for 2012. This change in information delivery resulted in a significant change with 56.51% of students reporting knowledge has increased a great deal or

	considerably and only 16.94% reporting slightly or not at all. Similar results were seen in the overall understanding of financial matters at WWU. Similar programmatic changes have been put in place for Transitions and Fall 2013 with the intent of increasing student knowledge during these programs.
Two-part Orientation Session, Summerstart	Similarly, a change in the formatting of sharing campus resources information in orientation sessions resulted in a 13.55% increase in students reporting increased familiarity and 8.58% decrease in slightly or not all from 2011 to 2012.
Service Projects, B2B	The development of two service projects – collecting 6 copy paper size boxes of school supplies for low-income K-12 students and complete a stream restoration project with 54 volunteers – were additions to this year’s programming at Back2Bellingham. Additional notes about the collaborative nature of these projects are provided below.
Western Reads Programming & Assessment	NSSFO supported and implemented a significant increase in the quarterly programming connected with the Western Reads program. Programming included panels, social justice speaker/in-service and the author visit. Exit surveys were completed at all events and on the average, across all events, 91.41% of participants reported that events met or exceeded their expectations and 90.46% would be likely to attend future Western Reads events.
<i>Please add more space for additional points of pride as warranted. .</i>	
F. Collaborative Efforts:	<i>Please describe any initiatives, programs or activities that your unit has collaborated with one or more other University and/or community partners.</i>
<i>Short Title</i>	<i>Description</i>
Assessment, Summer orientation programs	All efforts and outreach provided by NSSFO require significant collaboration, but the assessment instruments developed for Transitions and Summerstart 2012 provided valuable feedback for Academic Advising, Registrar’s Office, Conference Housing and Dining Services as a comprehensive survey tool was jointly developed for delivery to students and family members. Results are available on Campus Labs.
Western Reads Funding	The increase in programming for Western Reads required an increased investment of funds and promotion and ownership in the events provided. Co-sponsors in 2011-12 included Woodring College, Center for Education, Equity and Diversity, the Diversity Fund, the Black Student Union, Fairhaven College, College of Humanities & Social Services, Biology Department, College of Sciences & Technology, the English Department, the Ethics Initiative and Research & Sponsored Programs.
Search Process & Training, OSA/ASA position	In collaboration with Academic Advising, the orientation student advisor and academic student advisor positions are jointly posted and promoted, assisting in the dissemination of information and recruiting process. In the spring quarter preparation courses, the groups are brought together for joint training and course work with the purpose of building relationships that will assist and support

	the students during their work together in summer and fall orientation.
Service Projects, B2B	Service projects to provide school supplies for low-income K-12 students and restore streams impacted by the 1999 pipeline explosion were done in collaboration with Woodring College of Education, Compass 2 Campus, LEAD in Huxley College of the Environment, AS Bookstore, the Opportunity Council and Bellingham Parks & Recreation.
<i>Please add more space for collaborative efforts as your unit's activities warrant.</i>	
G. Continuous Improvement:	<i>Please list areas which have been cited (either through formal or informal assessment and evaluation) as requiring additional attention.</i>
<i>Short Title</i>	<i>Description</i>
Development of assessment tools	The ongoing development of assessment tools for the programs provided for new students and WWU family members is a commitment and ongoing requirement.
Partner Feedback, Family Weekends	An online feedback form was created for B2B 2013 with some success. This tool will be further developed and distributed to the campus partners participating in family weekends.
Divisional Operation & Learning Outcomes, Family Members	At this point in time, operation & learning outcomes for family members have been developed in NSSFO. The learning outcomes for the ESS Division make no reference to family members and their impact as members of the WWU community. This concern will continue to be raised as appropriate.
<i>Please add more space as needed.</i>	
H. Diversity & Inclusion:	<i>Please describe any initiatives, programs or activities that your unit has conducted regarding issues of diversity and inclusion.</i>
<i>Short Title</i>	<i>Description</i>
Family Scholarship	Recognizing that families are an important part of the support system for academic success, invitations to family orientation were sent to 274 families of low income students inviting them to participate; provided sponsorships for 106 family members of low-income students to attend family orientation at Summerstart
Dr. Joy DeGruy Presentation, Western Reads	In the planning for Western Reads events, Dr. Joy DeGruy was brought to campus for an in-service for the ESS Division (approx. 60 part.), an invited lunch (25 part.) with members of the Black Student Union and the faculty and staff who support their work, and a campus-wide presentation (approx. 225 part.).
Privilege & Identity Panel	Representatives from the AS Resource Outreach Programs, Student Outreach Services, Ethnic Student Center, Residence Life and LGBT Advocacy Council presented information about resources available and the concerns and challenges confronting under-represented students at the OSA/ASA class
Support of students observing Ramadan	The Muslim celebration of Ramadan overlapped with Summerstart in 2012. A proactive and collaborative approach was implemented working directly with housing staff to identify a lounge for prayers and Dining Services to identify an appropriate meal that could be picked up as a boxed dinner/breakfast and consumed at a time of

	the participant's choosing. Information was placed on our website and our proactive planning allowed housing and dining staff to apply these practices in other summer conferences.
<i>Please add more space as needed.</i>	
I. Professional Development:	<i>Please describe opportunities your staff has had to participate in professional development activities (i.e.: conference attendance and/or presenting at a conference).</i>
<ul style="list-style-type: none"> Carey - NASPA Regional, Kona and National Conference, Orlando; NODA Regional Conference, Bothell, WA; FYE International, Vancouver B.C. 	
J. Strategic Goals (2013-14):	<i>Please list your unit's strategic goals for the coming year and address efforts to be made towards achieving each goal. NOTE: Goals should be specific, measurable, attainable, realistic and timely.</i>
GOAL #1:	Work with partners in Academic Advising and the Registrar's Office to outline the development and delivery of an online advising and orientation process.
GOAL #2:	With the increased number of out-of-state students anticipated, cost-benefit analysis of on-site orientations in areas with a concentration of incoming students will be drafted.
GOAL #3:	Develop an assessment tool for distribution to a random sampling of all WWU families on an annual basis to complement the feedback received from Parent Connection members.
GOAL #4:	Develop an on-line fall orientation reservation process for incoming freshmen who are not able to attend Summerstart with the purpose of providing earlier information to incoming students and supporting the predication models in Admissions and University Residences.
GOAL #5:	In collaboration with The Alumni Office, restore a focus on events providing events that serve the interests of family members of current WWU students.
GOAL #6:	In coloration with the Ethnic Student Center, draft an action plan for better supporting the needs of the family members of first-generation students and students-of-color.
<i>Please add more space for goals as your unit's activities warrant.</i>	
K. Learning Outcomes: Inclusive of Operational Outcomes for NSSFO	<i>Please list your unit's learning outcomes. If your unit has not adopted a set of learning outcomes, please develop at least one (and not more than three) learning outcomes, specific to your unit, that could be adopted and incorporated into your unit's programs, activities and services to students and that are consistent with the Division's learning outcomes.</i>
1. See Attached	
L. Key Performance Indicators	<i>Please attach a copy of your department's key performance indicators (from CampusLabs)</i>
M. Organizational Chart	<i>Please attach an up to date organizational chart for your unit in .pdf format</i>

Please submit this annual report (and supporting documents for sections L and M) *electronically* to [Sara Wilson](#) in the Office of the Vice President for Enrollment and Student Services by Friday, July 20th