What is the Purpose of Orientation?

- Provide students with attitudes, knowledge, skills and opportunities that will assist them in making a smooth transition to university or college community thereby allowing them to become engaged and productive community members
- Conveying information vs. ‘Doing’
  - There is often this tension between what the priority/primary goal should be...social development, academic development
• Populations for Orientation
  - Freshman students
  - Transfer Students
  - Graduate Students
  - Parents/Family members
  - 1st Generation students/families
  - Veterans
  - International Students
  - Underrepresented Students
  - Student-Athletes
  - Non-traditional Students

• Components of a Comprehensive Orientation Program
  - Academic
  - Personal Management
  - Social
  - Family Member
  - Assessment
• Developing Content based on Theory
  o Cognitive-Structural Cluster
  ▶ Perry – intellectual and ethical development
  ▶ Magolda – gender related patterns in intellectual development
  ▶ Kohlberg – moral development
  ▶ Gilligan – women’s moral development
  o Campus Environment and Interaction
  ▶ Lewin – behavior is a function of interaction and environment
  ▶ Astin – Student involvement
  ▶ Tinto – student retention, fit of student with environment & skills and abilities
  ▶ Maslow – hierarchy of needs

• Developing Content based on Theory...Continued.
  o Identity Development
  ▶ Sanford – Challenge & Support
  ▶ Chickering – Vectors of Student Development
  ▶ Helm – Racial Identity
  ▶ Evans & Levine; Cass – GLBT
  o Transitional Theory
  ▶ Schlossberg – Moving in, moving through, moving out
• Orientation program models
  - One day
  - Multiple day
  - Online
  - Off–site
    - Summer (one day or overnight)
    - Fall (3-5 days prior to semester beginning)
    - Spring (3-5 days prior to semester beginning)
  - Mandatory/non-mandatory
  - Course registration

• Items to Consider:
  - Who Owns Orientation?
    - Orientation should belong to the university/college
  - Who coordinates orientation?
    - Student Affairs vs. Academic Affairs
    - Orientation/New Student Programs Office
    - Other Offices (Counseling, Student Activities, Deans Office)
    - Student Life/Campus Life/University Life Departments
Items to Consider:

- Building Collaboration/Support
  - Build bridges
  - Strive to make each relationship mutually beneficial
  - Consider developing a campus-wide Planning/Advisory Committee
  - Be willing to meet individually with stakeholders
  - Find ways to get faculty buy-in/support

Items to Consider:

- Outcomes, Evaluations, Assessment
  - CAS Standards
  - Learning & development outcomes
  - Program satisfaction
  - Follow-up evaluation
  - Focus groups
  - External Program Review
Where does Orientation End?

- First Year Initiatives
  - Welcome Week
  - Convocation
  - Mentoring
  - Common Reading Programs
  - Freshman Seminars
  - Other resources provided to FY students
    - Websites
    - New Student Handbooks/Publications
    - Workshop/Program series

How can NODA help?
Mission:
- The mission of the National Orientation Directors Association is to provide education, leadership and professional development in the fields of college student orientation, transition and retention

Core Values:
- Community, Diversity, Integrity, Learning, Scholarship, Service.

NODA tidbits
- 1st ‘meeting’ was December of 1948 (24 delegates from 6 states)
- Continued to meet and develop; NODA was chartered in 1977
- Organization is governed by Board of Directors made of volunteers from within membership
- Membership is separated into 9 Regions
NODA Resources

- Conferences
  - Annual and Regional

- Institutes
  - Orientation Professionals Institute
  - Mid-Managers Institute

- Networks – Affinity & Special Interest groups
  - Canadian, GLBT Issues, Small College, Transfer Services
  - Parent/Family, Two-Year College, Nontraditional Student
  - Undergraduate Student, Graduate Student, Multi-ethnic Issues

-----

NODA Resources

- Publications
  - Orientation Planning Manual
  - Parent and Commuter Guides
  - Designing Successful Transitions Monograph (in conjunction with the National Resource Center for The First-Year Experience© & Students in Transition)
  - Journal of College Orientation and Transition

- Online Resources
  - Listserv
  - Data Bank
  - Website

- Recognition
• NODA Resources
  ○ Recognition
    ▫ Association Awards
    ▫ Network Awards

NODA Home Office

University of Minnesota
1313 Fifth Street SE
Suite 323A
Minneapolis, MN 55414
Toll free: 866-521-NODA or 612-627-0150
612-627-0153 (fax)
noda@umn.edu
www.nodaweb.org