

To Infinity and Beyond: USC's Student Affairs Approach of the First Six Weeks



Presenters



Fabiola Avina
Program Coordinator
Campus Activities



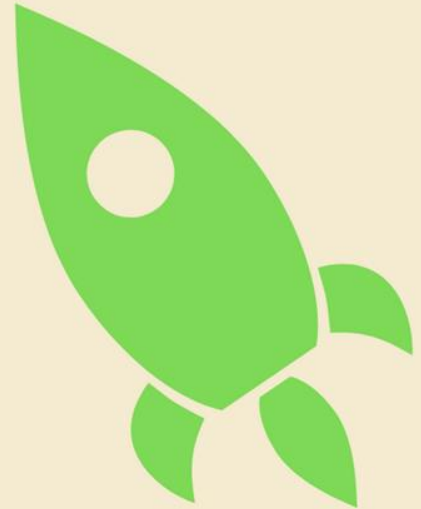
Laura Merchant
Assistant Director
Residential Education



Jennifer Perdomo
Senior Coordinator
Campus Activities

Agenda

- Learning Outcomes
- Demographics of USC
- Welcome Week Past
- Timeline
- Results
- Welcome Experience Present
- ...and Beyond!
- Takeaway





Learning Outcomes

- Attendees will understand USC's past and present Welcome Experience structure
- Attendees will be able to state the benefits of a Welcome "Experience" vs. a Welcome "Week"
- Attendees will learn steps needed to replicate this process on their own campuses





Demographics

Facts & Figures*

- Private institution founded in 1860
- Located in Los Angeles, CA
- Two campuses
 - University Park Campus
 - Health Sciences Campus
- 20,500 Undergraduates
- 28,000 Graduate Students
- 48,500 Students Total in 2019-2020

Race/Ethnicity

Asian/ Asian American	16.9%
Black/African-American	5.3%
Latinx/Hispanic	14.6%
White/Caucasian	29%
International	25.4%
Other	8.8%





USC Class of 2023

Facts & Figures

- 3,168 New first-year students
- 15% First- generation college-goers
- 17% Scions (legacy students)
- 55% Female
- 45% Male
- 20% received a merit-based scholarship from USC
- 66% received some form of financial assistance
- 343 Spring Admits (First-Year)*
- 570 Spring Admits (Transfers)*

Asian/Asian American	23%
Black/African-American	6%
Latinx/Hispanic	14%
White	32%
International	15%
Multiple Ethnicities	6%
Native American or Pacific Islander	<1%
Not Reported	3%



*Spring Admit students are not included in demographics



What USC Welcome Week Was

- Silos and minimal collaboration
- Programming just for the sake of programming
- Competitive spirit
- Lack of programming after Week 1 (Welcome Week)
 - Abrupt ending to student engagement
- Lack of direction after adding events to Welcome Week Website
 - No goals, follow up
- Inconsistent marketing efforts, uncoordinated



Timeline

Fall 2016

Initial Meetings among
Student Affairs Departments
*Welcome Week cohesion

Fall 2018

Meeting with Campus Partners
outside DSA to discuss Welcome
Experience

May 2019

Presentation to Academic Units
and other DSA departments
launching the Welcome Experience

August 2019

Fully launched 6 week
Welcome Experience

November 2019

Fall 2019 Debrief meeting
and Spring 2020 launch

Cardinal & Gold -> Late Night 'SC

C&G transfers \$ and responsibility to Late Night
'SC to host all late night programming

Our Student Population

Gen Z

Born: 1995-2012



Professional Goal

34% - Do something they enjoy
66% - Financial Stability



8 second
attention
span



Concerned about
human impact



Want their
voices to be
heard



98% Own a
smartphone



Extremely close to
parents

EFFECTIVE ENGAGEMENT



Visual / Try & See
Participation



Co-Creator



Devices / Virtual
Socialization



1/2 will be
university educated



Experiential
Learning



Open Book World

Social Media
Preference:



Fall 2019

INITIAL ENGAGEMENT

USC Acceptance
Admitted Students Day
Orientation

MOVE IN WEEK

First Night Events - First floor meeting
New Student Convocation - Micro Seminars
Academic Department Receptions - Welcome BBQ
- SPARK! - Work Study Job Fair

FALL WELCOME WEEKEND

Res College Spirit Rally - College Cup Opening
Ceremonies - Splash Bash - Friends and Neighbors Day -
Welcome Back Concert - Explore LA Trips - Cultural
Center Welcomes

Week 2

Student Affairs Tailgate
#2

Week 3

Week 4

Student Affairs Tailgate
#3 (Friday)

Week 5

Fall Career Fair

Week 1

Open Houses - Involvement Fairs
Late Night 'SC Events - RSO First Meetings -
Student Affairs Tailgate #1

Week 6

Saturday, August 24

Friends & Neighbors Day

Alumni Park

9:00 AM – 1:00 PM



Friends & Neighbors Day (FND) is one of the easiest ways to introduce yourself to service work at USC. One Saturday per month, we gather hundreds of USC students together on campus for a free breakfast in the morning, and then send them out in volunteer groups to nonprofits all over the Los Angeles area. Volunteers get to work on all different types of projects that benefit subjects like Beautification, Animal Advocacy, Youth & Education, Hunger & Poverty, and Community Gardening. At FND you'll work with our community partners and learn about the challenges they face, and then come back to USC for a free volunteer lunch! FND is a great way to get connected to your new community and to meet fellow Trojans who are passionate about service! Don't forget to fill out our registration link below in order to attend! Register here: <https://bit.ly/2Y3lwJQ>

Encounter Retreat – USC Catholic Caruso Center

Catholic Caruso Center

9:00 AM – 5:00 PM (Sunday, August 25)



Please join us for our Encounter Retreat from August 24 to 25. This is a retreat designed especially for USC incoming freshman and transfer students! The number one fear for incoming college students is whether or not you will make friends and find community. At the CC, we want to help alleviate this fear and help you form authentic friendships at our annual Encounter Retreat!

Late Night 'SC Welcome Back Concert

McCarthy Quad

6:00 PM – 11:00 PM



USC's annual Welcome Back Concert. Our lips are sealed for now on who's performing, but let's just say our acts are gonna tear the haus down...



Community



Traditions



Support



Engagement



Wellbeing

Audience *

- ☐ Students
- ☐ Parents/Guests
- ☐ Both students and parents/guests

Target Student Populations *

Indicate which your target students populations. Select all that apply.

- ☐ All students
- ☐ Undergraduates
- ☐ Graduates
- ☐ Transfers
- ☐ Freshmen
- ☐ New students
- ☐ Continuing students
- ☐ International students
- ☐ Other:

Welcome Experience Values *

Select all the Welcome Experience Values that align with your event.

- ☐ Community
- ☐ Engagement
- ☐ Support
- ☐ Traditions
- ☐ Well-being

Registrant Communication

The Welcome Week reservation system has the ability to send reminders to students who registered for your event, as well as email you a list of registrants. If you are interested in these features, please check the applicable boxes below. If you're not interested in these options, you can skip this question.

- ☐ Yes, I want a list of registrants
- ☐ Yes, I want to send reminder emails to registrants

Anything else you want Orientation to know about your event?

Your answer

A copy of your responses will be emailed to the address you provided.

Submit

Results

Events by Week

Week 0	52
Week 1	39
Week 2	25
Week 3	16
Week 4	13
Week 5	15
Week 6	17

Incoming Students Schedule

Welcome Week 2019

AskMe Booths

Monday, August 19

Tuesday, August 20

Wednesday, August 21

Thursday, August 22

Friday, August 23

Saturday, August 24

Sunday, August 25

Monday, August 26

Tuesday, August 27

Wednesday, August 28

Thursday, August 29

Friday, August 30

Saturday, August 31

Week 2: September 2 through September 8

Week 3: September 9 through September 15

Week 4: September 16 through September 22

Week 5: September 23 through September 29

Week 6: September 30 through October 6

Events Submitted to Welcome Week Website



147 Total Submissions

115



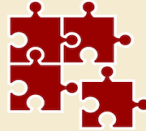
Community

55



Well-being

72



Support

115



Engagement

25



Traditions

Event Examples:

Muslim Student Union Family Welcome

Paint Night

Trojans Respect Consent: A Workshop on Affirmative Consent

USC School of Architecture - Lego Competition

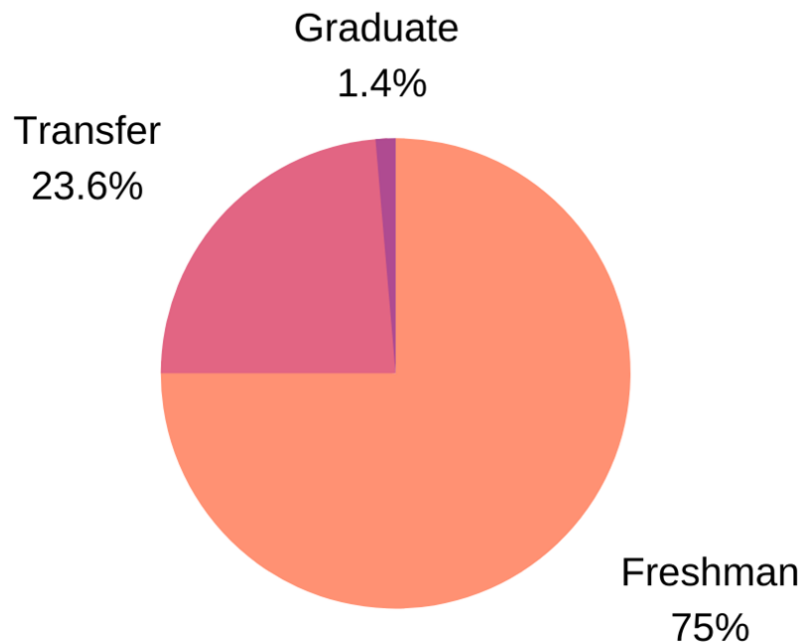
SC Esports Welcome

Experience USC | Campus Dining



2192

**Students created personalized schedules on the
welcome week website**



What USC Welcome Experience is Now



THEN

1. Silos and minimal collaboration
2. Programming just for the sake of programming
3. Competitive spirit
4. Lack of programming after Week 1 (Welcome Week)
5. Lack of direction after adding events to Welcome Week Website
6. Inconsistent marketing efforts, uncoordinated

NOW

1. Managed Silos, Increased Collaboration
 - Spring Into 'SC/Late Night SC flow
2. More Intentional Programming
 - With goals, icons, structured marketing
3. Collaborative spirit
4. Events every day for 6 weeks (Welcome Experience!)
5. Goals, Icons, Structured Website
6. Formalized Marketing Plan and guide





Complementary Programs

- Thrive Course: Foundations of Well-being
 - USC students explore their well-being, connections with others, and learn strategies for living their best lives
 - One semester, one unit, no grade, no homework, Non-mandatory
 - wellbeing.usc.edu/programs/thrive/
- Residential Curriculum
 - Structured events for students living on-campus based on 4 learning goals: self-awareness, well being, equity & inclusion, and community engagement
 - Developed by ResEd professional staff from February-May 2019, implemented by Resident Advisors (student staff) in August 2019-present
 - Uniform structure across all residential colleges/communities with content adjustments for different populations
 - Strategies used: Community Meetings, Trojan Talks, Bulletin Boards, FIR Events, etc.



... And Beyond!



Future Goals of the Welcome Experience

- **ASSESSMENT** - unified assessment across all departments
- **BUY-IN** - students, faculty, staff
- **COLLABORATION** - programs, funds, staffing
- **DATA** - collect data for number of students attending and who they are
- **ELEVATE** - elevate marketing



Takeaways - DIY on Your Campuses

- Identify
 - Have conversations internally & among your divisions
 - What is your current process? Who hosts? What are “traditional” events? Look at existing data?
 - Who needs to be involved? Special campus considerations?
- Acknowledge
 - Silos, student needs, campus quirks,
- Support
 - From senior leadership and department event planners
- Build Structure
 - Determine goals, timelines, systems, sample marketing materials
 - Develop assessment methods with campus wide components
- Follow up!
 - With departments and with students (assessments)
 - Adjust based on assessments





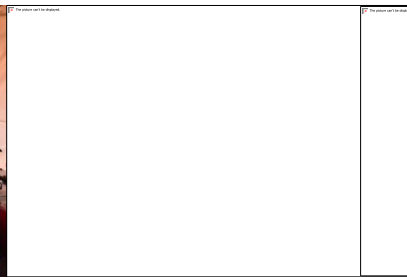
Download samples of our:

- Welcome Experience Guide
- Marketing Guide
- This presentation
- grco.de/USCfye



Visit:

- [Welcomeweek.usc.edu](https://welcomeweek.usc.edu)
- usc.campuslabs.com/engage/events
 - Corq App





Relevant Literature

Koch, A. K., & Gardner, J. N. (2006). A History of the First-Year Experience in the United States during the Twentieth and Twenty-First centuries: Past Practices, Current Approaches, and Future Directions.

Keup. (2008). New Challenges in Working with Traditional-Aged College Students.

Woosley, S. (2003). Stop-Out or Drop-Out? An Examination of College Withdrawals and Re-Enrollments. *Journal of College Student Retention: Research, Theory & Practice*, 5(3), 293–303.

Tinto, V. (1993). *Leaving college: rethinking the causes and cures of student attrition*. 2nd ed. Chicago ; London: University of Chicago Press.



Q&A

Contact us:

Fabiola Avina | favina@usc.edu

Laura Merchant | lmerchan@usc.edu

Jennifer Perdomo | jlperdom@usc.edu



Please remember to submit your
evaluation on Guidebook!



#FYE20

www.sc.edu/fye