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

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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

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Asian/Asian American</td>
<td>16.9%</td>
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<td>Black/African-American</td>
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<td>Latinx/Hispanic</td>
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<tr>
<td>White/Caucasian</td>
<td>29%</td>
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<tr>
<td>International</td>
<td>25.4%</td>
</tr>
<tr>
<td>Other</td>
<td>8.8%</td>
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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)*

*Spring Admit students are not included in demographics

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
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</thead>
<tbody>
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<td>Asian/Asian American</td>
<td>23%</td>
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<tr>
<td>Black/African-American</td>
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<tr>
<td>Latinx/Hispanic</td>
<td>14%</td>
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<tr>
<td>White</td>
<td>32%</td>
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<tr>
<td>International</td>
<td>15%</td>
</tr>
<tr>
<td>Multiple Ethnicities</td>
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</tr>
<tr>
<td>Native American or Pacific Islander</td>
<td>&lt;1%</td>
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<tr>
<td>Not Reported</td>
<td>3%</td>
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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
- Concerned about human impact
- 8 second attention span
- 98% Own a smartphone
- Want their voices to be heard
- 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: 🔗atches
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 1
- Open Houses - Involvement Fairs
- Late Night 'SC Events - RSO First Meetings
  - Student Affairs Tailgate #1

Week 2
- Student Affairs Tailgate #2

Week 3
- Student Affairs Tailgate #3 (Friday)

Week 4
- Student Affairs Tailgate #3 (Friday)

Week 5
- Fall Career Fair

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 house down...
Audience *

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

Target Student Populations *

- 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.
# Results

## Events by Week

<table>
<thead>
<tr>
<th>Week</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 0</td>
<td>52</td>
</tr>
<tr>
<td>Week 1</td>
<td>39</td>
</tr>
<tr>
<td>Week 2</td>
<td>25</td>
</tr>
<tr>
<td>Week 3</td>
<td>16</td>
</tr>
<tr>
<td>Week 4</td>
<td>13</td>
</tr>
<tr>
<td>Week 5</td>
<td>15</td>
</tr>
<tr>
<td>Week 6</td>
<td>17</td>
</tr>
</tbody>
</table>

## Incoming Students Schedule

- **Welcome Week 2019**:
  - 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

- Community: 115
- Well-being: 55
- Support: 72
- Engagement: 115
- Traditions: 25

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

- Freshman: 75%
- Transfer: 23.6%
- Graduate: 1.4%
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
- usc.campuslabs.com/engage/events
  - Corq App
Relevant Literature


Q&A

Contact us:
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Please remember to submit your evaluation on Guidebook!

#FYE20