1. Unit Profile Statement and Introduction of Major Goals, Opportunities, and Initiatives
   a. New Maverick Orientation provides orientation and transition programming and services to support UT Arlington’s more than 8,000 new students each year. NMO gives new students and their guests the information and support they need to successfully adjust to UT Arlington’s academic coursework and encourages their engagement with campus traditions, activities, and organizations. Additionally, NMO introduces its participants to the wide array of departments and programs that support student success across the university.
   
   b. Major goals and initiatives
      • Gained approval to require orientation for all incoming transfer students.
      • Developed and filled a new staff position that focuses on transfer student needs and services.
      • Implemented a leadership development class into Orientation Leader training.
      • Fully implemented the online orientation program which was introduced in late summer 2012.
      • Collaborated with the Office of Admissions to automate all orientation email communications through MyMav, and created a new communication plan to better assist students with preparing for Orientation.
      • Implemented the Guidebook smart phone app into New Maverick Orientation.

2. Program/Service Areas and Subcomponents – Milestones and Major Accomplishments
   
   Transfer Orientation
      • New Maverick Orientation reached a major milestone in 2013 when President Spaniolo approved our request to require orientation for all transfer students. With more transfer students starting at UT Arlington each year than new freshmen, the number of students who are impacted by our program will grow by almost 100% by the end of the summer.
      
      • With the growth in our transfer program, we utilized this opportunity to engage more of our campus partners in our transfer orientation program. We doubled the number of interest sessions offered during transfer orientation, and increased the number of departments and organizations sponsoring tables at our Orientation Involvement Fairs from 25 to 80.
      
      • The additional revenue generated by the new transfer orientation requirement allowed NMO to create a new Assistant Director for Transfer Services. This recently filled position will allow us to adequately staff the additional orientation sessions and support transfer
student needs throughout their transition to UT Arlington. Likewise, the position will create new collaborative opportunities with our partners in Academic Affairs and Academic Analytics and Operations who also serve transfer students needs regularly.

New Maverick Orientation

- New Maverick Orientation worked with the Leadership Center to integrate the EDAD 1130: Foundations of Leadership course into Maverick Orientation Leader training. Evidence of the class’s impact has been seen in the increased attention the OLS are giving to creating communities in their small group sessions that involve all members of the group.

- The Online Orientation program was completed in July 2012, and NMO spent time this year determining policies and procedures for how and when the Online Orientation program should be utilized to fulfill a student’s orientation requirement. The program is a major success for providing orientation to students between our final on-campus orientation offering and the census date for each semester.

- New Maverick Orientation has created a new communication plan to help students prepare for their orientation program. The new plan includes additional emails sent to students between the point of admission and their orientation session that bring attention to the registration holds students have on their accounts, the Guidebook app for NMO, and the services provided by our New Maverick Orientation sponsors. These new communications help students resolve transition issues prior to orientation and make the most of their time during the orientation program.

- New Maverick Orientation, with support from the Division of Student Affairs, collaborated with the Office of Undergraduate Recruitment to develop the “Inside UT Arlington” smart phone application. Powered by “Guidebook,” this app provides orientation participants with access to the orientation schedule, departmental contact information, and campus maps in the palm of their hand. Additionally students have been utilizing the social media features to ask important questions, make connections with other students, and post pictures of their orientation experience to share with their new friends.

3. Assessment Highlights

- New Maverick Orientation student participation evaluations remained consistently high as they have been for many years since the program moved under the Division of Student Affairs. Some excerpts include:

  o 97.1% felt welcomed at UT Arlington during Orientation
  o 88.9% rated their overall Orientation experience “excellent” or “good”
  o 98.5% rated their orientation leader’s friendliness as “excellent” or “good”
  o 98.1% rated their orientation leader’s knowledge of campus as “excellent” or “good”

- Parent and guest evaluation surveys matched the high remarks earned on student surveys.
• New Maverick Orientation created a survey to identify other university’s practices regarding the dissemination of information about Title IX and the 2011 Dear Colleague Letter. The information was utilized in an educational session presented by Mike Knox, Charity Stutzman, and David Duvall at the 2012 NODA Annual Conference.

• Based on evidence from New Maverick Orientation’s Annual Administrative Outcomes for 2012-2013, many students are ineligible to be Orientation Leaders due to the conflict between summer class times and the requirements of the OL position. In an effort to make the position more flexible to accommodate their needs, two 2013 Orientation Leaders are being allowed to take summer classes as a pilot program.

4. Academic Collaborations

• New Maverick Orientation works side-by-side with Academic Affairs to plan and implement the orientation program. Each college has a representative on the Orientation Advisory Committee to help guide the program and provide input on how we can best serve students.

• Additionally, the first half of each of our orientation programs is dedicated to students’ transition to the academic rigor of college coursework. Each college provides an Academic College Session during our freshman and transfer orientation sessions to give the participants a good overview of their college and major of choice.

• New Maverick Orientation also works closely with University College in a variety of ways. The “Blazing Your Trail to Student Success” program is a collaboration between our offices that guides students through the challenges they will likely experience in their transition to college. This program provides students with tips about how to adjust to these challenges and explains the resources available on campus to help. We also support University College in the academic advising process that is provided during orientation to freshmen. Orientation Leaders are trained to be peer mentors through this advising process to help the advisors manage the large loads of students attending each session.

5. Awards and Accolades

• David Duvall co-authored an article titled, “Leadership Based Camps: Promoting Involvement and Positive Transition Before Students Set Foot on Campus,” which was published in the Spring 2013 edition of the Journal of College Orientation and Transition.

• The New Maverick Online Orientation program won “Outstanding Website” at the 2012 NODA Annual Conference.

• Mike Knox and David Duvall co-presented two programs at the 2012 NODA Annual Conference entitled “Dear Colleague: Title IX and Orientation” and “Building a Culture of Assessment in Your Orientation Program.” David Duvall presented a session at the 2013 NODA Region IV conference entitled “Managing Multiple Me’s.”