
WELCOME WEEK & CHECK- IN SURVEY

FALL 2020

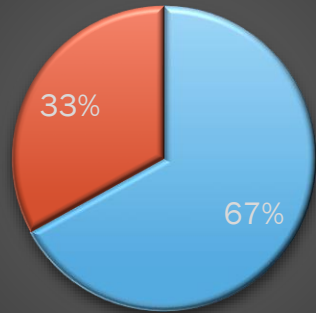




DESIGN & METHODOLOGY

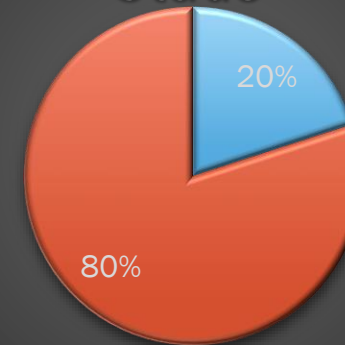
- PURPOSE: To understand NEW student perceptions as they transitioned to UMBC's virtual environment with limited face-to-face instruction.
- NEW STUDENTS (N=2,660) including both Freshman and Transfer Students
- DESIGN: Branching survey focusing on the Welcome Box, Welcome Week, Transition to UMBC, Sense of Belonging, Wellbeing, and Connection. 30 University Stakeholders reviewed and had an opportunity to give input.
- Administered: Sunday, September 13 to Sunday, September 20
- 437 Survey Respondents; 16% Completion Rate

Admit Type



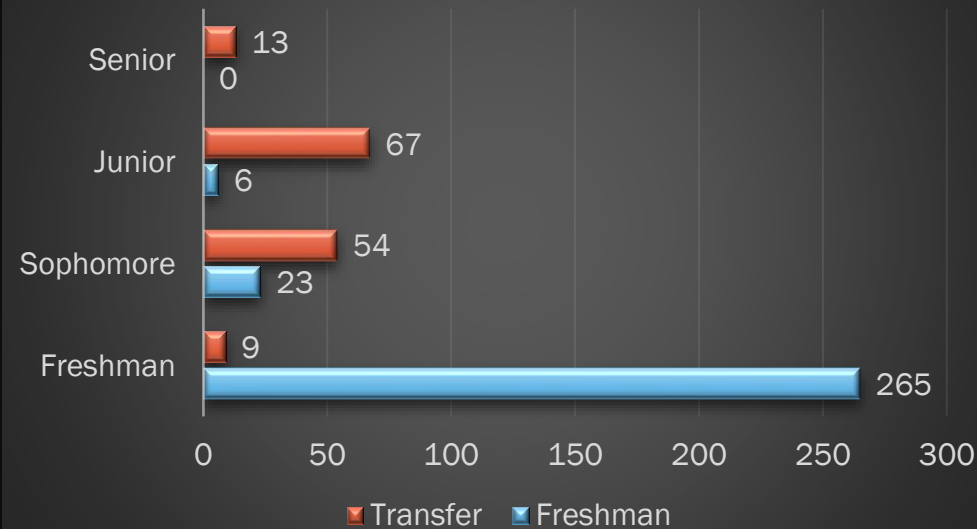
■ Freshman ■ Transfer

Residential/Commuter Status



■ Resident ■ Commuter

Academic Level

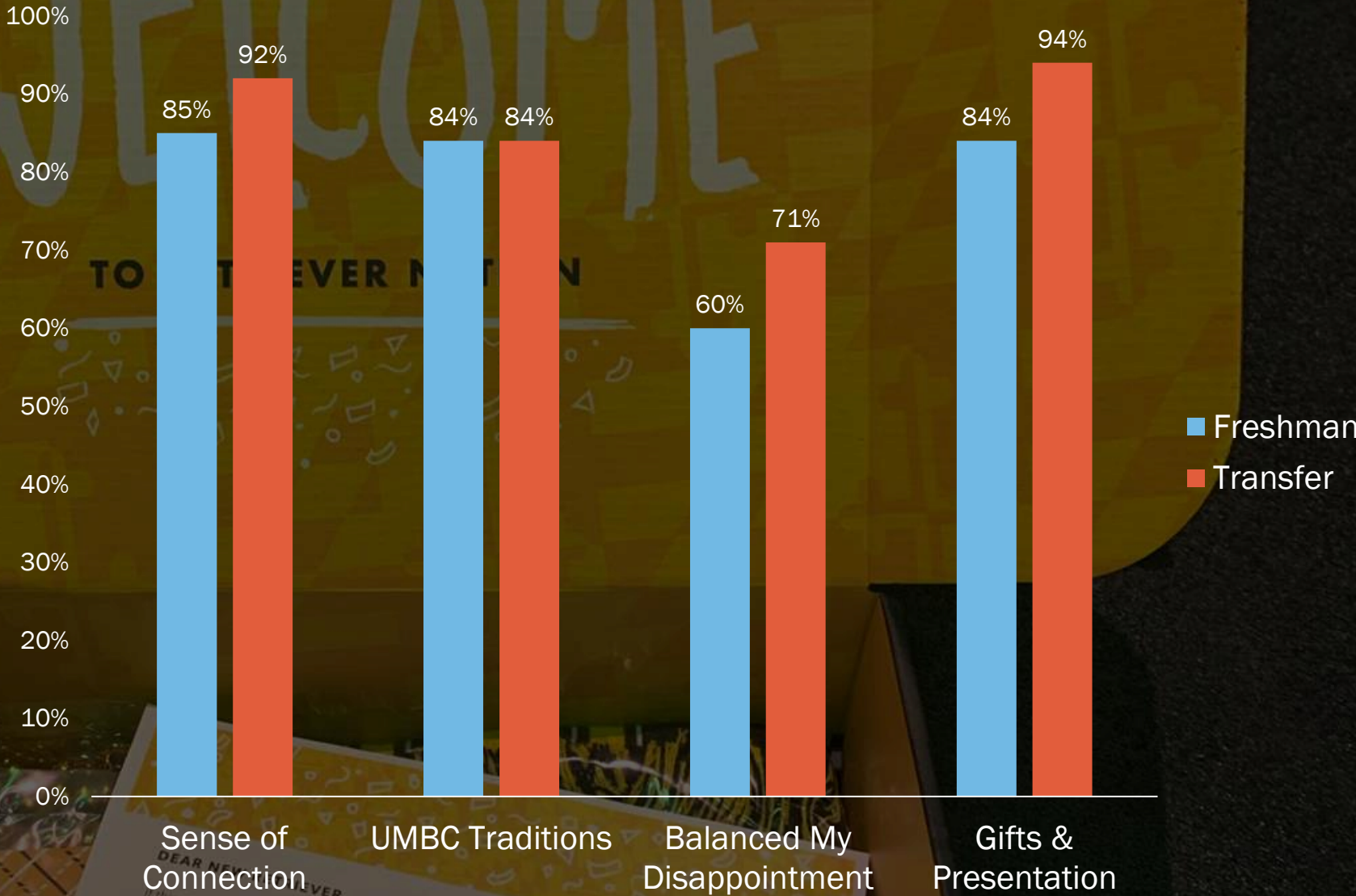


**Key
Demographics**

Survey Respondents “agree” or “somewhat agree” that the Welcome Box:

- Increased my sense of connection to UMBC
- Items received allowed me to describe one or more UMBC tradition(s)
- Helped me to balanced my disappointment of not being able to gain the traditional collegiate experience this fall
- Impressed with the Welcome Box’s presentation and gifts

WELCOME BOX OUTCOMES



VIRTUAL WELCOME WEEK ACTIVITIES

Most Attended Virtual Events

- Involvement Fest
- Convocation
- Woolie Group Meetings

The percent of survey respondents who rated activities rated as “extremely effective,” “very effective”, and “somewhat effective”

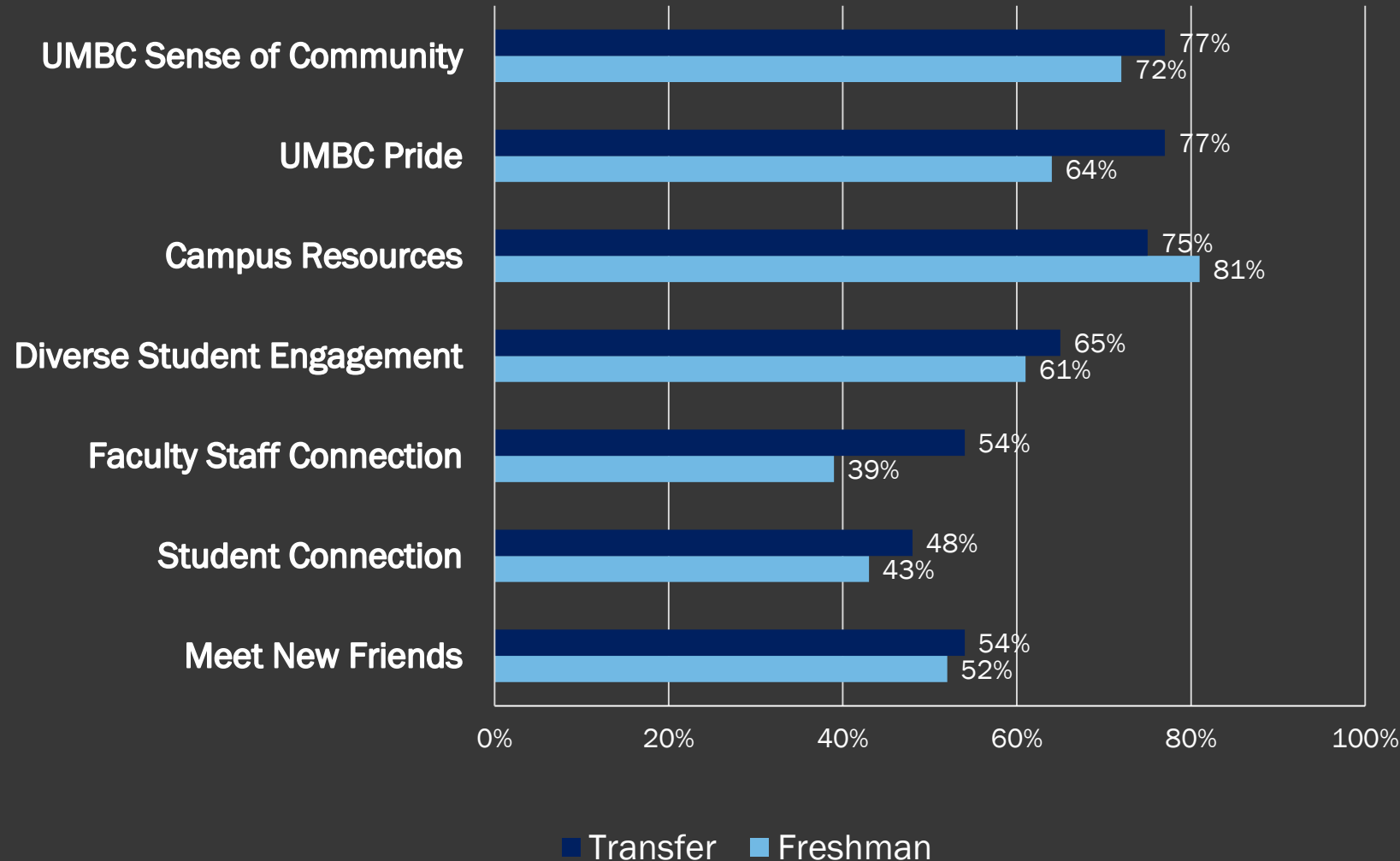
- *Involvement Fest, 92%*
- *Convocation, 85%*
- *Woolie Group Meetings, 77%*



UMBC

VIRTUAL Welcome Week Outcomes

Participation in Welcome Week Activities provided me with:



OUTCOMES:

- *A greater sense of community*
- *A greater sense of pride in UMBC*
- *Learn more about campus resources*
- *Engage with students who are different from me*
- *Meaningful connections with faculty & staff*
- *Meaningful connections with fellow students*
- *Opportunity to meet new friends*

VIRTUAL WELCOME WEEK ACTIVITIES

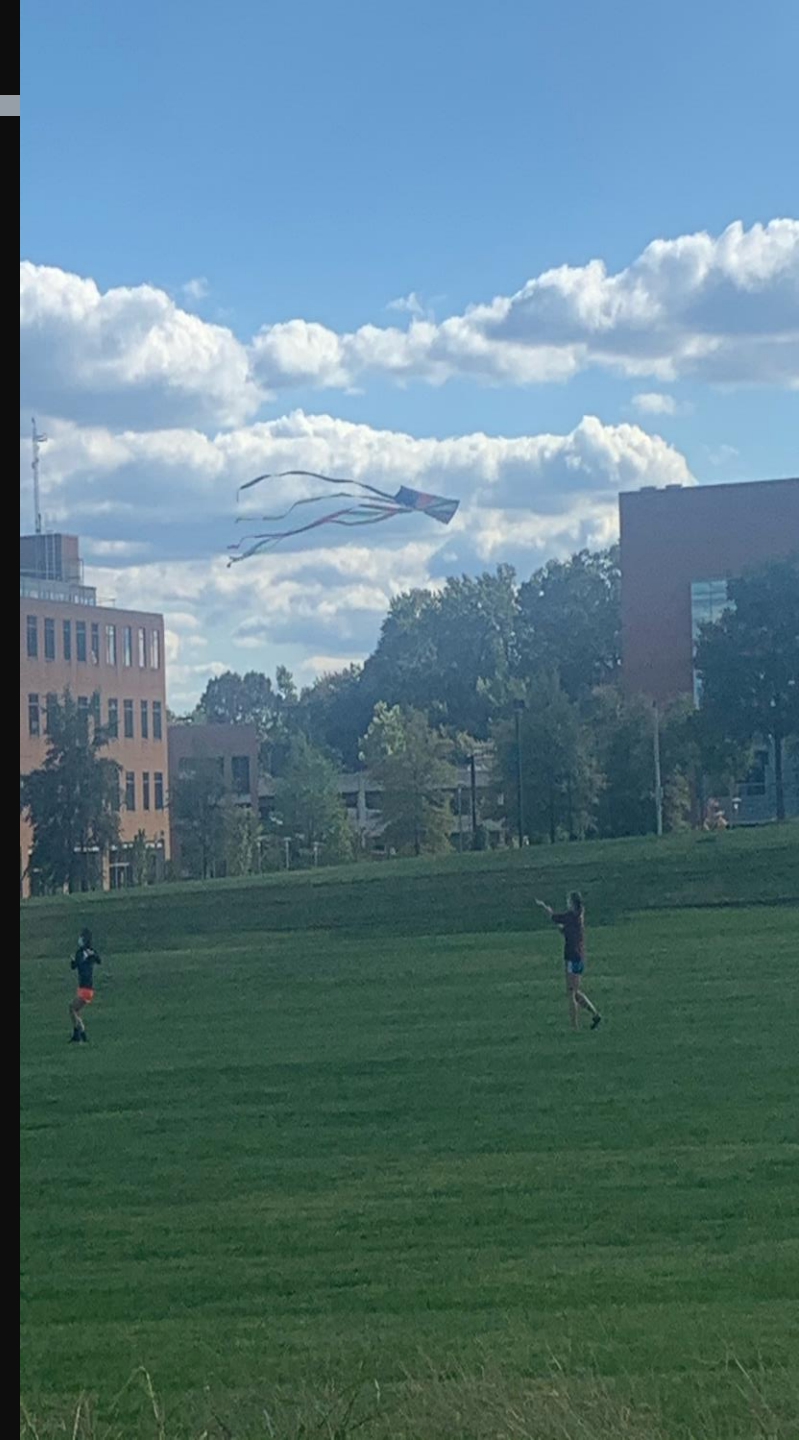
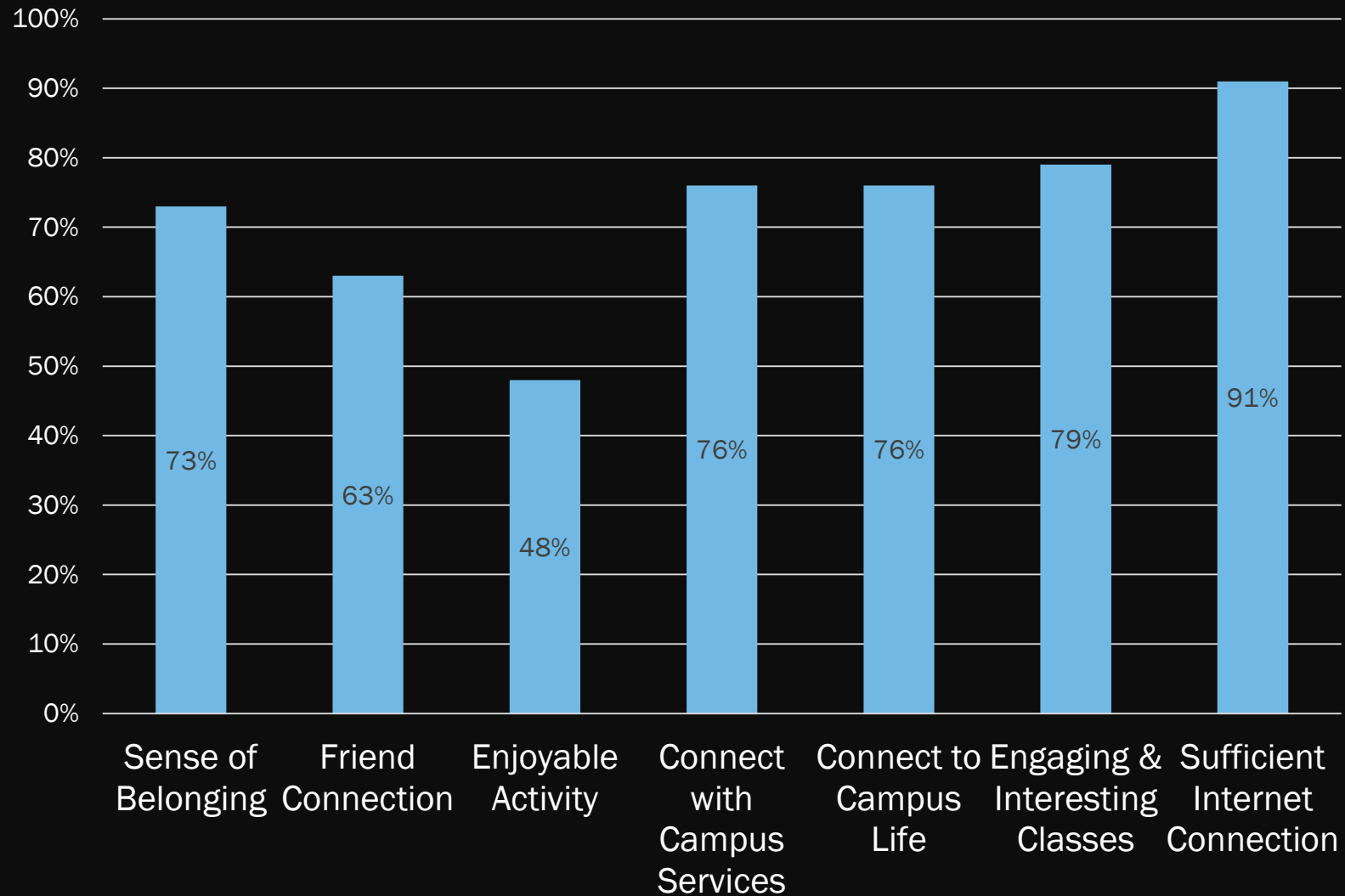
Overall, how would you rate the effectiveness of Welcome Week in assisting with your transition to UMBC?



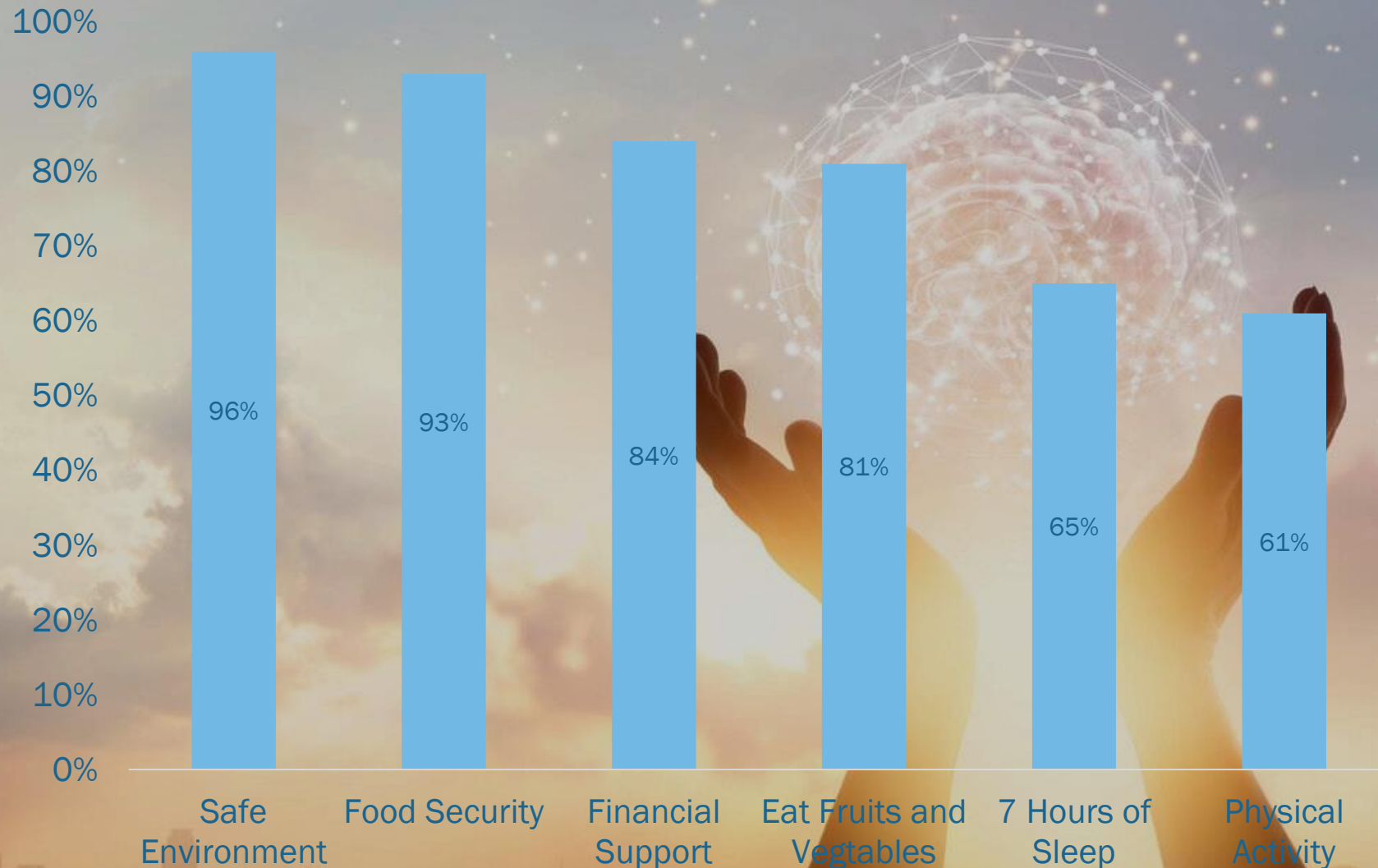
"You are doing your best! It is impossible to bring a true sense of community interaction virtually, but it is necessary this semester."

Quote from a Survey Respondent

Transition to UMBC



Wellbeing Outcomes



Within the last two weeks:

- 44% of all survey respondents have not been bothered at all with having little interest or pleasure in doing things.
- 53% of all survey respondents have not been bothered at all by feeling down, depressed, or hopeless.

CONNECTING TO UMBC

Top 3 Most Requested Services

Academic Service Center

Academic Advising

The Career Center

215 new students
requested 241 points of
contact with university
staff.

**HOW CAN WE
CONTINUE TO
SUPPORT YOU & YOUR
UMBC EXPERIENCE?**



- Consistent Communication
- Engaging Activities
- Checking in and Outreach
- Guidance on how to connect with other students
- Improve learning technologies
- Services to Support Success