VISION STATEMENT

To be globally recognized and at the forefront of innovation in higher education for empowering students and creating a seamless transition for all.

MISSION STATEMENT

To introduce and connect all new undergraduate students to Purdue University through student- and staff-led academic and social programming, both on campus and virtual, to prepare them for their Purdue experience.

PROGRAM ELEMENTS

The Orientation Programs office provides a series of experiences that facilitate the transition of undergraduate students to Purdue, and the opportunity for student leadership. New students going through Orientation Programs experiences will be welcomed "All Aboard Purdue," a four-step process to start their journey as Boilermakers.

- **Purdue 101 (Step One)** – This self-led virtual module in Brightspace guides students through campus resources and provides information on Purdue's course planning and advising processes. Purdue 101 is available to summer and fall beginning students from May to late August, and January beginning students from October to January. New students are automatically enrolled in this online orientation module and have access to the module through the end of their first semester.
- **Purdue Advising (Step Two)** – Once Step One is complete, students receive an email from an academic advisor about scheduling their first advising appointment. Students fill out their course request form after they meet with an advisor.
- **Purdue 102 (Step Three)** – This self-led virtual module in Brightspace focuses on resources related to students' transition to campus and adjusting to college life. Purdue 102 is available to all students closer to the start of classes. New students are automatically enrolled in this online orientation module and have access to the module through the end of their first semester.
- **Purdue Welcome (Step Four)** – Optional welcome programs for students in West Lafayette include Boiler Gold Rush, Boiler Gold Rush International (fall beginners), and Boiler Cold Rush (spring beginners). For students in Indianapolis, they can attend Boiler Gold Rush in Indianapolis (fall beginners). Students may alternatively participate in campus for the Purdue "All-American" Marching Band, Purdue Musical Organizations (Purdue Varsity Glee Club or Purduettes), or Athletics programs in West Lafayette. Orientation Programs facilitates the following programs:
  - **Boiler Gold Rush (BGR)** – Established in 1993 as CORN (Collegians Orientating Residential Newcomers) Camp, and as Boiler Gold Rush since 1995, BGR is Purdue's fall orientation program. BGR takes place in and out of the classroom the week before the fall term in August and is open to all new first-year and transfer students.
  - **Boiler Gold Rush International (BGRi)** – Established in 2012, BGRi is a supplemental program that supports the transition, adjustment, and acculturation of international students in the days prior to Boiler Gold Rush in August.
  - **Boiler Cold Rush** – Established in 2021, BCR is a multi-day program for students starting at Purdue during the spring semester.
  - **Boiler Gold Rush in Indianapolis** – To be held for the first time in 2024, this multi-day program for students starting at Purdue University in Indianapolis will help students transition in the week prior to the start of fall term in August.

- **Summer Visit Days (Optional)** – Orientation Programs host optional events in June so students and their families can visit Purdue's campus and engage with students and staff.

NOTABLE CHANGES

Many significant changes occurred from 2022 to 2023, with the hiring of more professional staff, the first year of the All Aboard Purdue orientation experience, and the developments around Purdue University in Indianapolis.

Fostering Belonging and a Campus Culture of Inclusive Excellence

Fostering belonging, inclusive excellence, and collaboration are central themes to the work of Orientation Programs. Throughout the last year, the team has had some remarkable success in this area including some of the following highlights:

- Fostering Belonging
  - Data (seen later in this report: Section II. Chart 5) from Boiler Cold Rush participants shows that these students were retained at rates significantly higher than their non-participating peers. All first-time, full-time students (100%) were retained from first-to-second semester for the second year in a row. All new beginners and transfers were retained from spring to fall in 2023 and have remained above 91% retention since the beginning of Boiler Cold Rush in 2021. Prior to this, first-to-second semester retention for this population was no higher than 87% between 2018-2020.
- Inclusive Excellence
  - Orientation Programs increased financial support for intentional areas that support inclusion efforts, resulting in high engagement for offices on campus and access for students.
    - With support from the Office of the Vice Provost for Teaching and Learning, each of the five cultural centers on campus received $5,000 to support programming efforts for their Open Houses during Boiler Gold Rush. Several anecdotes from staff at each center shared success, and specific impact can be seen from this reflection from staff at the LGBTQ Center:
      - *"The extra funding indeed made a difference! I'm very pleased to share that LGBTQ Center data shows an overall increase in BGR Open House visitation from 2022 (461 students) to 2023 (987 unique students over two afternoons). This represents an increase of 115% in participation/visitation from last year. Further, we have had more than 200 unique students at the LGBTQ Center daily [in the first week of the semester]. This represents an increase in visitation/utilization of the LGBTQ Center of 66% over the same period in 2022."*
    - In tandem with the Purdue Promise program and the Office of Diversity, Inclusion and Belonging, nearly $180,000 of fee waivers were awarded to students who demonstrated financial need for them to attend Boiler Gold Rush in person for half or no cost to the student.
  - In partnership with University Undergraduate Academic Advising, students participating in BGR were reviewed to see if they had a full-time course load of courses. Students who did not were contacted through their BGR Team Leader and connected with an Academic Advisor to adjust their class schedules.
  - In alignment with the Equity Task Force, critical reflection looked at the composition of BGR student groups for the third year in a row. Logic was changed in the participant sorting functions so that at least three individuals of similar status were placed in each group (i.e., three Black students were placed in the same Team Leader group, instead of

using the previous logic of distributing all non-white participants evenly across all groups). This was done in hopes of improving the experience of Black Boilermakers in BGR.

- Post-assessment results indicate that the overall satisfaction (Indicating Satisfied and Very Satisfied) of BGR from Black students was much lower than their non-Black peers in years before 2021.
- After changes were implemented in 2021, subsequent years show that Black student satisfaction slightly remains behind, but with a much smaller gap between Black students and their non-Black peers.
- While the cause of this satisfaction increase cannot fully be credited to the sorting of groups, we believe that this change and the continued focus on supporting Black Boilermakers does have an influence on the experience of our Black students during BGR.

Year	BGR Satisfaction (Satisfied + Very Satisfied) for Black students	BGR Satisfaction (Satisfied + Very Satisfied) for non-Black students	Gap
2019	73.9%	82.4%	-8.5%
2020	60.5%	67.9%	-7.4%
Changes made to BGR team sorting process			
2021	80.4%	83.1%	-2.7%
2022	79.0%	83.4%	-4.4%
2023	84.0%	86.3%	-2.3%

- Collaboration
  - On Nov. 3, 2022, the Orientation Programs team hosted colleagues from around campus at the Purdue Memorial Union to introduce the rebranding of the orientation process. The team hosted an additional, annual updates presentation on March 8, 2023, to show updates for the upcoming year to campus and community partners.
  - On Dec. 9, 2022, a presentation was shared with colleagues to reflect on updates related to the First-Year Success Project.
  - Other important examples of collaboration on campus and in the community can be seen throughout this report.

Fall 2022 / Spring 2023: New Beginners, Boiler Cold Rush, First Year Success Project
- Student Success Programs continued conversations around the First Year Success Project including:
  - Student focus groups facilitated by colleagues in IDA+A
  - Hosting the First Year Success Symposium on May 17, 2023.
- Students starting in the spring of 2023 were the first students to go through the All Aboard Purdue orientation experience, beginning with Purdue 101, which launched Oct. 17, 2022.
- To assist colleagues in ID Card Operations, BGR volunteers were part of a pilot group as some of the first students on campus with access to the Purdue Mobile ID.

Summer 2023: Purdue 101/102, Summer Visit Days

- Two Summer Visit Days events were held on Monday, June 5, and Monday, June 12, 2023. This optional event had 942 student and guest registrants between the two days (355 for June 5 and 587 for June 12).
- A variety of campus partners and colleagues contributed to the programs' success, including Student Activities & Organizations, Housing & Dining, Office of the Dean of Students, Office of Diversity, Inclusion, & Belonging, University Undergraduate Academic Advising and many others were present to assist in the program's success. The event was supported by BGR Team Supervisors and Team Leaders who filled the role of Summer Conductor for these events.
- One new session hosted during the program was a "Purdue History Tour" led by retired Purdue administrator, John Sautter.
- Workshops were held in tandem with University Undergraduate Academic Advising to support "Purdue 101 Leads" (Academic Advisors building College-specific content for Purdue 101).
- IT colleagues that oversee PREMIS software automatically enrolled students into Purdue 101 sections by college, into Purdue 102 modules by start term, and helped start Brightspace courses for each.
- Purdue 101 opened for all new students on May 2, 2023, with encouraged, final completion dates of June 9 for summer beginners and June 23 for fall beginners.
- For the third year in a row, students were able to pin themselves on a "Purdue 101 Map," created in tandem with colleagues from Geographic Information Systems (GIS). 9,263 students engaged in this map (up from 8,050 in 2022), which gave students the chance to select their Academic College and place their pin around the world.
- For the third year in a row, incoming students were encouraged to complete Purdue 101 by the end of May. If completed, their action would result in a donation to the ACE Campus Food Pantry, where one dollar per completion would be donated. In total, $6,646 was donated from Orientation Programs, UUAA, and the Vice Provost of Teaching and Learning (compared to $6,638 in 2022 and $5,385 in 2021).
- Overall, 10,936 students completed Purdue 101 by completing the SIF on or before the June 23 deadline (compared to 10,196 on June 24 in 2022)
- Purdue 102 opened for summer beginners on June 2 and fall beginners on June 16 with encouraged, final completion of August 1 for all students. Purdue 102 included content such as the MyStrengths Assessment (the final step in the module), PERTS Growth Mindset and Social Belonging modules, a reflection on the Purdue Pillars, and other campus and community resources.
- In tandem with UUAA, Maggie Smith co-facilitated follow up meetings with each Academic College were held in late-July and August to recap the experience of college advising units and understand feedback in preparation for 2024.
- Continued engagement with colleagues in the Veterinary Nursing Distance Learning program were made to facilitate Purdue 101 and 102 for this unique population.

Fall 2023: Boiler Gold Rush (BGR), Boiler Gold Rush International (BGRi)

- One "BGR Live" session took place and had 417 (down from 601 in 2022) concurrent live viewers with over 7,500 total views.
- BGRi preceded BGR for the second year in a row after returning from a break during 2020/2021 and had 716 registrants. BGRi move-in and check-in was centralized at the Cordova Recreation Center (Co-Rec).
- Move-in for BGR took place over three days, from Sunday, Aug. 13, through Tuesday, Aug. 15.
- In collaboration with the Fusion Studio for Entertainment and Engineering, five student- and faculty-led projects were featured in the second annual BGR Entertainment Challenge (below).

Funding for these projects was supported by the Fusion Studio, Orientation Programs, and the Office of the Vice Provost for Teaching & Learning.

Project Title	Project Coordinators
"A Game of Telephone"	• Dr. William Lewis: Theatre Department • J.J. Sohn: (User Experience Lead) Assistant Professor - A&D/ Industrial Design and Interaction Design • Dr. Monte Taylor: (Audio Engineering and Systems Lead) Assistant Professor of Practice - Music Technology • Dr. Ryan Douglas: (Scenic and Visual Design Lead) Visiting Assistant Professor - Theatre • Trevor Marshall: (Technical Direction/System Design) 3rd year MFA Theatre / Technical Direction • Grant Porter: (Audio Technology/System Design) 2nd year MFA Theatre / Sound Design • Flynn Botkin: (Systems and Electronic Controls) Theatre Engineer, undergraduate student
"NeuroArt Lounge"	• Dr. Petronio Bendito: Art and Design Department • Dr. Tim Korb: Computer Science Department • CLA, CGT, and Computer Science students
"Go Grow Glow"	• Dr. Fabian Winkler: Art and Design Department • So Young Song: Graduate Student in Department of Visual Communication Design • Canwen Wang: Graduate Student in Department of Visual Communication Design
"STEM in the Palm of Your Hand"	• Jason Morphew: School of Engineering Education • Michele McColgan: College of Engineering, Siena College • Students from Spring 2023 ENGR 131 projects
"Mobile Interactive Educational Experience in Themed Entertainment Design"	• Josh Polk: Lecturer for Computer Graphics Technology at IUPUI and Advisor of the Themed Engineering & Design Club • Christian Rogers: Associate Professor and Associate Chair of the Department of Computer Information and Graphics Technology at IUPUI • Madison Schnurpel: Vice President of the Themed Entertainment Engineering & Design Club at IUPUI

- The BGR Opening Ceremony event was livestreamed for the third year in a row, yielding 1,175 concurrent live viewers, down from 2022 with 1,815 concurrent live viewers.
- All large content sessions were held once again in Elliott Hall of Music and supported by Hall of Music Productions. Loeb Playhouse and several other smaller lectures around campus were also used because of the high number of participants. Hall of Music supported each session.
- For the first time since 2019, Purdue Promise hosted a pre-BGR orientation program for all incoming students.
- New/revised events during the week of BGR and BGRi included:
  - Meet the Teams: an updated plan for BGRi and BGR resulted in an overall satisfaction rate increase of 11.6% from 2022 to 2023 (75.2% to 86.8%)
  - Opening Ceremony: held twice on Tuesday, Aug. 15 due to construction impacts at Ross-Ade Stadium, included a welcome from President Mung Chiang (attending his first BGR as President of Purdue University) and other introductions for the week ahead.

- o Slayter Slam: held on Wednesday, Aug. 16, featured interactive games and experiences from Big Bounce Fun House, as well as appearances from the Purdue "All-American" Marching Band and two student bands at the Slayter Center of Performing Arts.
  - o Public Health and Safety: held on Thursday, Aug. 17 featured a welcome and moderated panel discussion from Dr. Jerome Adams, Executive Director of Purdue's Health Equity Initiatives and former U.S. Surgeon General.
  - o Thursday night events: two additional programs – the Free Money Game Show and comedian Sean Ridgeway – served as concurrent programming alongside the Purdue Women's Soccer game on Aug. 17
  - o SkyElements Drone Show: held on Friday, Aug. 18, featured a Purdue-themed drone show at the IM Fields designed by BGR Team Supervisors.
  - o Send Off Ceremony: held on Saturday, Aug. 19, featured David Coleman for his 15th consecutive appearance during BGR.
- Purdue Women's Soccer broke their attendance record for the third year in a row at the annual "Boiler Gold Rush" kickoff game against the University of Central Florida. 4,096 fans were in attendance. The next three highest attendance totals in the history of Women's Soccer are: 3,296 (2022 BGR game), 2,125 (2021 BGR game), 1,712 (2016).
- For the second year in a row, Boiler Gold Rush attendees were split into student-specific breakouts during the Academic Success session: summer beginners, transfer students, international students, and traditional first-year students. Additionally, because of the success from Boiler Cold Rush, a faculty panel was held at the end of the Academic Success session during Boiler Gold Rush.
- In tandem with the Fusion Studio, Orientation Programs hosted SkyElements for a Purdue-themed Drone Show on Friday, Aug. 18. The partnership with SkyElements was at no cost to Purdue and gave the ability for ten BGR Team Supervisors to get hands-on experience in the areas of drone technology, marketing, and design. Karl Sidhwa (SOC member) coordinated much of the student efforts. Participating Team Supervisors were: Atin Dewan, Paul Phan, Aidan Janes, Varun Kamble, John Lipinski, Anushka Nilangekar, Delaney Koi, Kyle Heaton, Ben Meshanko, and Mithra Sarkari.
- In celebration of 30 years since the first CORN Camp held in 1993, Orientation Programs hosted a Student Orientation Committee and Professional Staff Alumni event on Saturday, Aug. 19, the final day of Boiler Gold Rush. The program had sixty-two participants, which included optional events like attending Fountain Fest and the SkyElements Drone Show, participating in video reflections about Kasi Jones and their time in BGR, attending the BGR Send-Off Ceremony, and attending the event reception on the first floor of the Krach Leadership Center. The Office of Special events in the Purdue for Life Foundation supported the event coordination.
- In tandem with the University Book Store, Orientation Programs teamed up with Champion to deliver apparel for BGR staff members. Champion designed three unique-to-BGR Purdue-themed staff shirts that BGR volunteers wore during move-in. Additionally, Champion provided Purdue jackets to all Team Supervisors, Student Orientation Committee members, and Professional Staff.
- Orientation Programs and Campus Safety units collaborated on a revised campus safety video, created by Hall of Music Productions. The update came because of new leadership and a change in operational structure for the units that now fall within Administrative Operations.

Beyond 2023
- The Orientation Programs team will officially welcome students in Indianapolis All Aboard Purdue in 2024. To support these efforts, Sr. Assistant Director and Program Coordinator

positions are anticipated to be recruited for and hired in the next calendar year. Students attending Purdue University in Indianapolis will have the opportunity to attend Boiler Gold Rush in Indianapolis in August 2024.

- With the addition of responsibilities in Indianapolis, opportunities are anticipated to connect students in West Lafayette and Indianapolis, specifically within the Orientation Programs team.
- With the success of the first alumni event hosted during Boiler Gold Rush, increased opportunities for engagement with BGR staff and volunteer alumni are anticipated in the coming year.

Orientation Programs Team

- The Orientation Programs Team was recognized for their accomplishments:
  - Virginia Cabrera continued studies in the College of Education at Purdue University in pursuit of a Doctor of Philosophy (PhD) in Curriculum Studies
  - Virginia Cabrera and Max Dryer were recognized in person at the Focus Award Reception on March 7, 2023 as 2022 recipients for their work on the Boiler Gold Rush Sensory Guide
- Maggie Smith taught courses in other units:
  - EDPS 105 – Academic And Career Plan (Fall 2022)
  - MGMT 295 – Professional Career Management (Spring 2023)
  - COM 217 – Science Writing And Presentation (Fall 2023)
- Maggie Smith became a Qualified Administrator for the Intercultural Development Inventory (IDI)
- One staff member departed the office in pursuit of new opportunities:
  - Jake Slodkowski, Program Coordinator, accepted a position at Quickbase as an Enablement Systems Associate. His last active day in the Orientation Programs office was on Friday, March 3, 2023.
- Three staff members were hired onto the team:
  - Abigaile Molzer, Program Coordinator, began on May 30, 2023, and supports pre-arrival programs (Purdue 101, 102).
  - Whitney Johnson, Program Coordinator, began on June 5, 2023, and supports Purdue Welcome programs and student staff.
  - Adina Loomis, Program Coordinator, began on June 5, 2023, and supports pre-arrival programs (Purdue 101, 102).
- Additional partnerships and connections were created outside of Purdue for programmatic and professional development:
  - Craig Johnson attended the 42nd Annual Conference on The First-Year Experience with Dan Carpenter and Andrea Mattingly from Feb. 3-6, 2023 in Los Angeles, California.
  - Craig Johnson, Virginia Cabrera, Jake Slodkowski, Jacque Rickett, and Karen Zerby connected with Event Management colleagues at the Indianapolis Motor Speedway to talk about event management strategies on Friday, February 10, 2023.
  - Virginia Cabrera and Jacque Rickett served on the 2023 NODA Regional Conference Planning committee held at Purdue University Northwest in Hammond, Indiana from March 10-12, 2023.
  - Jacque Rickett, Adina Loomis, Abigaile Molzer and Whitney Johnson attended the 2023 NODA Annual Conference in Minneapolis, Minnesota from October 13-18, 2023.
    - Adina Loomis, Abigaile Molzer, and Whitney Johnson participated in the Orientation Professionals Institute

OUR DATA

Student participation retention

- "The research on orientation clearly indicates that successful orientation programs have a powerful influence on first-year social and academic integration and, furthermore, that social and academic integration have a significant effect on student persistence and educational attainment" (Rode, 2000, p. 3).
    - Rode, D. (2000). The role of orientation in institutional retention. In M.J. Fabich (Ed.) Orientation planning manual 2000. Pullman, WA: NODA.
- This connection between orientation and retention is no different at Purdue University than what the research above suggests. As indicated by the charts listed in the Appendix (Section II. Student Participation Retention), retention and graduation rates for students who participate in STAR/VSTAR (now Purdue 101), BGR, and/or BGRi are higher than their peers who do not participate.
- Additional data shows that participating in more than one program increases the likelihood of retention at a greater rate than their non- or single- participating peers (Section II. Student Participation Retention, Chart 4).

Program Assessment

- Pre-post assessment methods were adopted to fully assess the impact of VSTAR, BGR, and BGRi in an effort to further understand the impact of Orientation Programs on the new student experience. 9,374 (95.5%) participated in a pre-Purdue 101 survey, 7,633 (77.8%) in a post-Purdue 101 survey, and 3,850 (48.7%) in a post-BGR/BGRi survey.
- Data reveals that students' agreement levels on the statement "I feel connected to Purdue University," on a scale from Strongly Agree to Agree, varied at 3 data points, but the overall agreement level increased during Purdue 101 and BGR – from 80.0% (pre-Purdue 101) to 83.9% (post-Purdue 101) to 93.3% (post-BGR).
- Data was also collected on session satisfaction by program, and broken down by several demographics (College, Ethnicity, Gender, others) to develop a comprehensive understanding of the impact of Orientation Programs.
- Great strides were made in the relationship with IDA+A; strengthening the work in this area will be a priority going into the coming year.

Appendix

- **Section I. Assessment Plan**
- **Section II. Student Participation Retention**
- **Section III. Program Assessment**
- **Section IV. Engagement and Retention**

Section I. Assessment Plan

- Orientation Programs distributes pre- and post-surveys at three different points in a new student's transition to study sense of belonging, program satisfaction, and meeting learning outcomes/office mission because of their participation in our programs. These surveys contribute to programmatic change, the ability to provide partners feedback on their student populations, and insight into who we need to focus on (first gen., Black/African American students, neuro-diverse students, etc.).
    - The pre-survey is distributed in Purdue 101 in Brightspace and framed as required

- o The mid-survey is distributed in Purdue 102 in Brightspace and encouraged. This also serves as our pre-BGR data point.
  - o The post-BGR/i survey is distributed to all participants who checked-in to the program.
  - o A short survey was also sent to students who did not participate in BGR to garner feedback on barriers that prevented them from registering. For example, one barrier was the fee cost, so we focused our energy in communicating more on fee waivers.
- Colleagues from IDA+A analyze survey results across demographics, identities, and academic college to measure differences among populations.
- Data is collected and shared with appropriate campus partners to help for future planning.

Section II. Student Participation Retention

Chart 1 – Retention and Graduation Rates for summer orientation

The chart below indicates the number of students who participated in STAR, the number of students who participated in VSTAR, and the number of students who registered for STAR but ultimately did not attend (all 2019 and prior). In 2020, that shifted to a VSTAR experience only. The VSTAR experience has since been rebranded as Purdue 101 starting in 2023 and is not yet reflected in this chart. These populations, then, are followed throughout their Purdue experience to see at what rate they persist to graduation.

Cohort Year	Cohort	Original Cohort	1 Year Retention	2 Year Retention	3 Year Retention	4 Year Graduation	5 Year Graduation	6 Year Graduation
2013	STAR	4979	92.63%	88.07%	83.85%	59.07%	78.43%	82.57%
	VSTAR	990	93.43%	87.07%	83.64%	58.28%	78.18%	78.18%
	STAR No-Show	96	92.71%	89.58%	79.17%	58.33%	75.00%	78.13%
2014	STAR	4767	93.25%	88.78%	84.41%	61.23%	79.69%	83.81%
	VSTAR	1432	92.32%	87.08%	84.50%	57.89%	79.54%	83.59%
	STAR No-Show	125	88.80%	79.20%	72.00%	55.20%	66.40%	68.00%
2015	STAR	5192	92.22%	88.23%	83.49%	61.67%	79.91%	83.72%
	VSTAR	1481	90.68%	84.40%	81.84%	57.19%	76.77%	81.16%
	STAR No-Show	106	85.85%	84.91%	79.25%	56.60%	73.58%	79.25%
2016	STAR	5695	91.66%	87.60%	82.81%	63.06%	79.65%	83.41%
	VSTAR	1419	91.75%	87.67%	84.71%	62.09%	80.69%	84.92%
	STAR No-Show	46	91.30%	76.09%	69.57%	50.00%	65.22%	69.57%
2017	STAR	5958	92.20%	88.27%	83.38%	65.74%	80.95%	83.89%
	VSTAR	1440	90.97%	86.11%	82.50%	62.64%	80.00%	84.17%
	STAR No-Show	100	92.00%	87.00%	80.00%	59.00%	75.00%	82.00%
2018	STAR	6560	92.01%	88.25%	82.93%	66.84%	81.19%	
	VSTAR	1708	89.93%	84.54%	81.97%	62.30%	78.98%	
	STAR No-Show	55	90.91%	83.64%	76.36%	54.55%	70.91%	
2019	STAR	5998	94.13%	88.85%	82.79%	68.24%		
	VSTAR	1708	92.68%	87.06%	82.55%	64.70%		
	STAR No-Show	54	85.19%	79.63%	72.22%	64.81%		

2020	VSTAR	8622	91.72%	87.18%	81.78%	
2021	VSTAR	10106	90.75%	86.85%		
2022	VSTAR	9262	92.32%			

Chart 2 – BGR Participant vs Non-BGR Participant Retention and Graduation Rates

The chart below indicates the number of students who participated in BGR and the number of students who did not attend. These populations, then, are followed throughout their Purdue experience to see at what rate they persist to graduation.

Academic Year	Cohort		One Year Retention	Two Year Retention	Three Year Retention	Four Year Graduation	Five year Graduation	Six Year Graduation
2009	BGR	4843	89.90%	83.58%	79.93%	47.86%	72.06%	76.81%
	Non-BGR	1323	85.56%	78.53%	73.77%	42.71%	65.23%	70.37%
2010	BGR	4930	91.22%	85.07%	81.05%	50.06%	73.94%	78.07%
	Non-BGR	1423	86.79%	78.92%	72.73%	46.31%	68.03%	73.16%
2011	BGR	4684	91.27%	86.02%	82.75%	52.39%	75.73%	80.36%
	Non-BGR	1976	88.92%	80.36%	76.67%	49.34%	70.55%	74.90%
2012	BGR	5010	91.58%	87.25%	84.09%	56.69%	78.36%	82.34%
	Non-BGR	1319	88.86%	81.73%	78.47%	52.69%	72.78%	76.80%
2013	BGR	5163	93.07%	88.57%	84.72%	58.92%	79.20%	83.38%
	Non-BGR	1156	90.66%	83.74%	78.03%	56.75%	73.44%	77.10%
2014	BGR	5199	93.50%	88.86%	84.94%	61.47%	80.23%	84.13%
	Non-BGR	1209	89.58%	84.45%	79.98%	55.00%	75.10%	79.57%
2015	BGR	5784	92.44%	88.11%	83.96%	61.27%	79.89%	83.80%
	Non-BGR	1071	88.05%	82.73%	77.78%	56.68%	74.60%	78.90%
2016	BGR	5996	92.19%	88.19%	84.11%	63.76%	80.90%	84.61%
	Non-BGR	1233	88.97%	83.78%	77.62%	57.18%	73.80%	78.18%
2017	BGR	6153	92.62%	88.62%	84.56%	66.07%	81.62%	84.92%
	Non-BGR	1395	88.96%	84.16%	76.56%	60.36%	76.20%	79.00%
2018	BGR	6577	92.47%	88.57%	84.19%	66.98%	82.41%	
	Non-BGR	1751	88.18%	83.15%	76.93%	60.37%	73.96%	
2019	BGR	6444	94.44%	89.25%	84.14%	67.44%		
	Non-BGR	1567	89.85%	82.64%	74.86%	63.18%		

Last updated: December 5, 2023

Year	Group	Count	Col1	Col2	Col3
2020	BGR	6447	93.36%	89.48%	84.15%
2020	Non-BGR	2331	86.66%	79.97%	74.52%
2021	BGR	7979	92.22%	88.67%	
2021	Non-BGR	2163	85.02%	79.75%	
2022	BGR	7646	92.79%		
2022	Non-BGR	1629	89.81%		

Chart 3 – BGRi Participant vs Non-BGRi Participant Retention and Graduation Rates for International Students

The chart below indicates the number of students who participated in BGRi and the number of international students who did not attend. These populations, then, are followed throughout their Purdue experience to see at what rate they persist to graduation.

Academic Year	Cohort		One Year Retention	Two Year Retention	Three Year Retention	Four Year Graduation	Five year Graduation	Six Year Graduation
2012	BGRi	316	91.77%	86.71%	83.54%	55.06%	79.75%	82.91%
2012	Non-BGRi	691	91.46%	86.11%	83.94%	55.72%	77.86%	82.63%
2013	BGRi	497	94.57%	89.94%	87.53%	61.77%	82.29%	85.31%
2013	Non-BGRi	482	92.53%	84.44%	80.29%	55.39%	74.69%	79.46%
2014	BGRi	620	96.13%	92.74%	89.52%	65.00%	85.48%	89.19%
2014	Non-BGRi	525	89.33%	82.86%	81.14%	53.52%	76.19%	80.00%
2015	BGRi	716	93.85%	87.99%	85.89%	58.80%	80.84%	84.62%
2015	Non-BGRi	346	84.97%	78.32%	76.59%	56.65%	72.25%	77.17%
2016	BGRi	635	93.39%	89.76%	87.87%	64.40%	85.20%	88.50%
2016	Non-BGRi	305	89.51%	85.57%	80.98%	59.18%	74.10%	79.67%
2017	BGRi	624	93.59%	89.90%	86.06%	66.35%	84.29%	88.30%
2017	Non-BGRi	264	87.12%	83.71%	80.30%	60.23%	77.65%	83.33%
2018	BGRi	513	92.98%	86.74%	87.72%	61.99%	83.04%	
2018	Non-BGRi	280	85.00%	80.36%	79.64%	56.07%	73.57%	
2019	BGRi	741	92.71%	87.72%	85.83%	61.00%		
2019	Non-BGRi	316	88.92%	81.01%	81.01%	58.23%		
2020	BGRi	388	90.98%	88.40%	86.08%			
2020	Non-BGRi	478	86.82%	81.38%	79.50%			
2021	BGRi	412	92.48%	87.86%				
2021	Non-BGRi	435	89.43%	82.07%				
2022	BGRi	374	92.51%					
2022	Non-BGRi	382	90.05%					

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Academic Year	Cohort		One Year Retention	Two Year Retention	Three Year Retention	Four Year Graduation	Five year Graduation	Six Year Graduation
2013	STAR+BGR	4205	93.08%	88.85%	84.71%	59.29%	79.14%	83.50%
	VSTAR+BGR	693	93.80%	88.31%	86.29%	59.02%	80.38%	83.84%
	VSTAR+BGRi	496	94.56%	89.92%	87.50%	61.69%	82.26%	85.28%
	STAR no BGR/i	185	98.38%	94.05%	89.19%	68.65%	84.86%	87.57%
	STAR no Other Program	589	87.61%	80.65%	76.06%	54.50%	71.31%	74.36%
	VSTAR no Other Program	285	92.63%	83.86%	77.54%	55.79%	72.28%	77.19%
2014	STAR+BGR	4150	93.52%	89.20%	84.99%	61.83%	80.21%	84.17%
	VSTAR+BGR	900	94.67%	89.11%	86.44%	61.00%	82.11%	86.11%
	VSTAR+BGRi	627	96.17%	92.66%	89.47%	64.91%	85.49%	89.15%
	STAR no BGR/i	227	92.95%	87.67%	85.02%	62.11%	79.74%	84.58%
	STAR no Other Program	390	90.51%	84.87%	77.95%	54.36%	74.10%	79.49%
	VSTAR no Other Program	277	84.84%	79.06%	76.17%	47.29%	70.76%	75.09%
2015	STAR+BGR	4489	92.40%	88.53%	83.94%	62.01%	80.15%	84.01%
	VSTAR+BGR	1181	92.97%	86.54%	83.83%	58.25%	78.83%	82.98%
	VSTAR+BGRi	705	94.04%	88.23%	85.82%	58.58%	80.71%	84.68%
	STAR no BGR/i	235	95.74%	92.77%	88.09%	61.28%	85.53%	88.51%
	VSTAR no BGR/i	17	82.35%	94.12%	82.35%	64.71%	82.35%	82.35%
	STAR no Other Program	468	88.68%	83.12%	76.92%	58.55%	74.79%	78.63%
	VSTAR no Other Program	283	81.63%	74.91%	73.50%	52.65%	68.20%	73.50%
2016	STAR+BGR	4814	92.02%	88.10%	83.65%	63.88%	80.43%	84.17%
	VSTAR+BGR	1121	92.77%	88.85%	86.35%	63.78%	83.23%	86.89%
	VSTAR+BGRi	641	93.29%	90.02%	88.14%	64.74%	85.18%	88.46%
	STAR no BGR/i	210	92.86%	89.05%	83.33%	57.62%	80.48%	82.86%
	VSTAR no BGR/i	16	100.00%	100.00%	87.50%	56.25%	87.50%	93.75%
	STAR no Other Program	671	88.67%	83.61%	76.60%	58.87%	73.77%	78.09%
	VSTAR no Other Program	282	87.23%	82.27%	78.01%	55.67%	70.21%	76.60%
2017	STAR+BGR	4966	92.65%	88.96%	84.53%	66.45%	81.68%	84.72%
	VSTAR+BGR	1111	92.35%	87.13%	84.70%	64.72%	81.64%	85.87%
	VSTAR+BGRi	641	93.45%	89.86%	86.43%	66.30%	83.93%	88.14%
	STAR no BGR/i	269	91.82%	87.36%	83.27%	61.71%	82.90%	84.39%
	VSTAR no BGR/i	27	92.59%	88.89%	85.19%	66.67%	85.19%	85.19%
	STAR no Other Program	723	89.21%	83.82%	75.52%	62.38%	75.24%	78.01%
	VSTAR no Other Program	302	85.76%	82.12%	74.17%	54.64%	73.51%	77.81%
2018	STAR+BGR	5263	92.57%	89.13%	84.08%	67.93%	82.60%	
	VSTAR+BGR	1277	92.09%	86.30%	84.65%	63.35%	81.60%	
	VSTAR+BGRi	533	92.87%	86.49%	87.62%	61.73%	82.74%	
	STAR no BGR/i	290	94.48%	91.72%	87.59%	66.21%	81.72%	
	VSTAR no BGR/i	68	86.76%	79.41%	64.71%	60.29%	75.00%	
	STAR no Other Program	1007	88.38%	82.62%	75.57%	61.37%	73.68%	
	VSTAR no Other Program	363	82.92%	79.34%	75.76%	54.27%	70.52%	
2019	STAR+BGR	4876	94.97%	90.03%	84.45%	68.79%		
	VSTAR+BGR	1388	93.52%	88.04%	83.72%	65.35%		

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Year	Program	Count				
	VSTAR+BGRi	691	93.78%	89.00%	86.40%	63.39%
	STAR no BGR/i	351	92.02%	84.90%	78.35%	62.96%
	VSTAR no BGR/i	51	90.20%	90.30%	76.47%	64.71%
	STAR no Other Program	771	89.75%	83.14%	74.32%	67.19%
	VSTAR no Other Program	269	88.85%	81.41%	77.70%	61.34%
2020	VSTAR+BGR	6359	93.38%	89.57%	84.24%	
	VSTAR+BGRi	445	91.24%	88.76%	85.62%	
	VSTAR no BGR/i	392	88.52%	87.84%	82.35%	
	VSTAR no Other Program	1870	86.74%	79.52%	73.89%	
2021	VSTAR+BGR	7967	92.26%	88.70%		
	VSTAR+BGRi	483	92.55%	88.41%		
	VSTAR no BGR/i	288	91.67%	87.85%		
	VSTAR no Other Program	1851	84.12%	78.71%		
2022	VSTAR +BGR	7640	92.84%			
	VSTAR+BGRi	471	92.99%			
	VSTAR no BGR/i	223	92.83%			
	VSTAR no Other Program	1399	89.42%			

Chart 4 – Orientation Programs Participant Levels (zero, one, or two programs) and their Retention and Graduation Rates

The chart below indicates the number of students who participated in a combination of Orientation Programs during a given year. Students who participated in both summer and fall programs are highlighted in three ways: "STAR+BGR", "VSTAR+BGR", and "VSTAR+BGRi". Students who participated in STAR and not BGR or BGRi but did participate in another pre-arrival event (Purdue Musical Organizations, All-American Marching Band, and Intercollegiate Athletics) are indicated with "STAR no BGR/i". Students who participated in STAR or VSTAR but did not participate in any pre-arrival event in Orientation Programs or other units are indicated with "STAR no Other Program" and "VSTAR no Other Program." Starting with data from 2023, the renaming of STAR/VSTAR to Purdue 101 will be reflected in this chart.

Chart 5 – Boiler Cold Rush Retention and Graduation Rates

The chart below indicates the number of students who participated in Boiler Cold Rush and the number of students who did not attend. The first chart reflects first-time full-time students, and the second reflects all new beginners and transfers. These populations, then, are followed throughout their Purdue experience to see at what rate they persist to graduation.
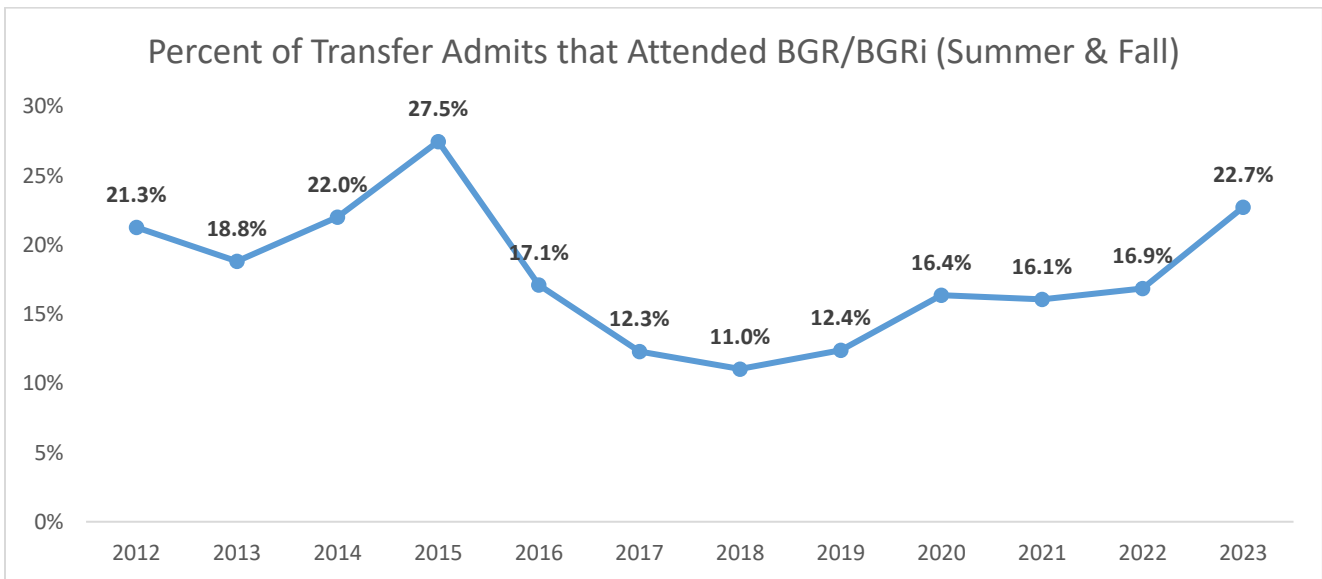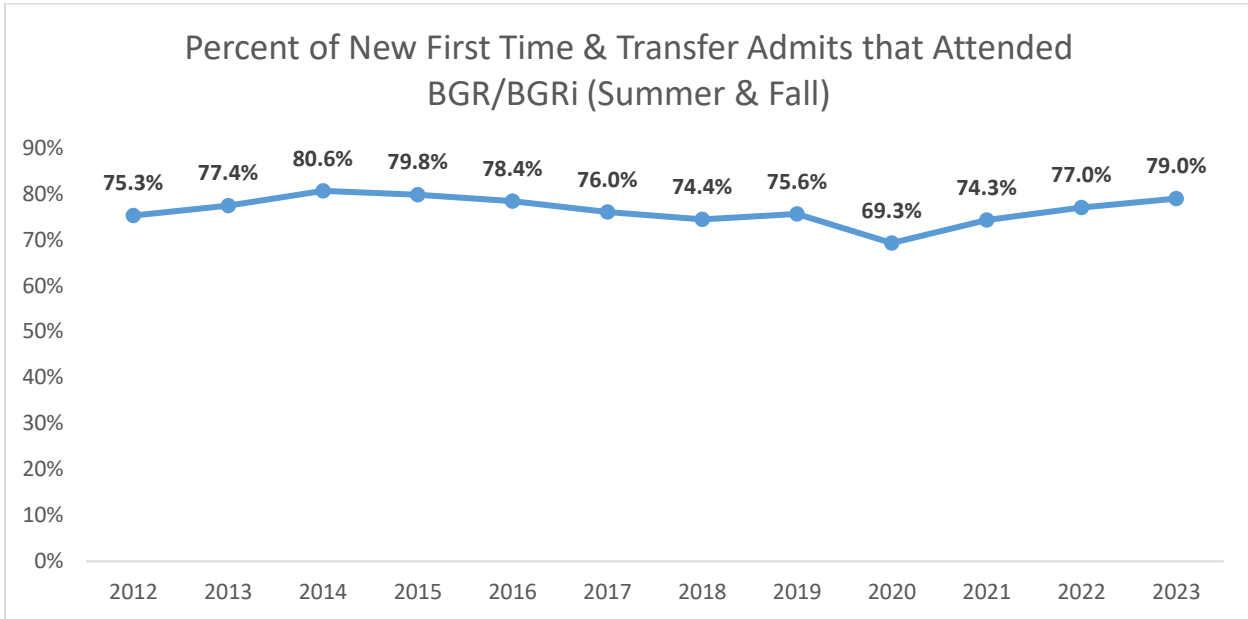
Profile Semester	Cohort	Cohort #	1 Semester Retention	2 Semester (1 Yr) Retention	3 Semester Retention	4 Semester (2 Yr) Retention	5 Semester Retention	6 Semester (3 Yr) Retention	7 Semester Graduation	8 Semester (4 Yr) Graduation
Spring 2018	No BCR	51	88.24%	86.27%	86.27%	84.31%	84.31%	80.39%	41.18%	56.86%
Spring 2019	No BCR	65	87.69%	83.08%	76.92%	73.85%	73.85%	64.62%	26.15%	41.54%
Spring 2020	No BCR	55	92.73%	92.73%	85.45%	81.82%	76.36%	74.55%	34.55%	
Spring 2021	BCR	25	92.00%	92.00%	84.00%	76.00%	76.00%			
	No BCR	60	86.67%	78.33%	68.33%	66.67%	70.00%			
Spring 2022	BCR	47	100.00%	89.36%	87.23%					
	No BCR	83	86.75%	83%	79.52%					
Spring 2023	BCR	24	100.00%							
	No BCR	56	92.86%							

Profile Semester	Cohort	Cohort #	1 Semester Retention	2 Semester (1 Yr) Retention	3 Semester Retention	4 Semester (2 Yr) Retention	5 Semester Retention	6 Semester (3 Yr) Retention	7 Semester Graduation	8 Semester (4 Yr) Graduation
Spring 2018	No BCR	296	83.78%	77.03%	72.97%	66.22%	49.96%	32.09%	54.73%	57.44%
Spring 2019	No BCR	263	87.07%	80.23%	73.38%	64.26%	49.05%	38.02%	46.39%	53.23%
Spring 2020	No BCR	253	82.21%	74.70%	66.40%	60.47%	45.45%	36.36%	46.25%	
Spring 2021	BCR	58	91.38%	87.93%	86.21%	77.59%	55.17%			
	No BCR	318	76.42%	69.50%	60.69%	54.26%	41.64%			
Spring 2022	BCR	88	97.73%	92.05%	86.36%					
	No BCR	281	80.07%	76.16%	70.82%					
Spring 2023	BCR	63	100.00%							
	No BCR	292	88.70%							

Chart 6 – BGR/BGRi Attendance

The charts below indicate the percentage of New First Time & Transfer Admits, and Transfer Admits, who participate in BGR/BGRi. It is particularly important to note that in 2023, 79.0% of new first time

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and transfer admits participated in BGR/BGRi, the highest number since 2015 and third highest overall in the last twelve programs dating back to 2012. Transfer student participation saw a significant increase, from 16.9% in 2022 to 22.7% in 2023, the second highest overall since 2012.

Percent of New First Time & Transfer Admits that Attended BGR/BGRi (Summer & Fall)

Year	Percent
2012	75.3%
2013	77.4%
2014	80.6%
2015	79.8%
2016	78.4%
2017	76.0%
2018	74.4%
2019	75.6%
2020	69.3%
2021	74.3%
2022	77.0%
2023	79.0%

Percent of Transfer Admits that Attended BGR/BGRi (Summer & Fall)

Year	Percent
2012	21.3%
2013	18.8%
2014	22.0%
2015	27.5%
2016	17.1%
2017	12.3%
2018	11.0%
2019	12.4%
2020	16.4%
2021	16.1%
2022	16.9%
2023	22.7%

Section III. Program Assessment
To further understand students' experience across programs, a pre-post assessment method was adopted to fully assess the impact of the orientation experience on students' satisfaction, learning

outcomes, and sense of belonging. These can be viewed through three points of data collection: Pre-Purdue 101, Post-Purdue 101 (also considered to be Pre-BGR), and Post-BGR.

The participation rate of each survey can be seen below:

Year	Pre-Purdue 101 (% of participants)	Post-Purdue 101 (% of participants)	Post-BGR (% of participants)
2018	2,262 (35.8%; pre-STAR)	5,558 (88.3%; post-STAR)	3,208 (56.1%; post-BGR)
2019	2,736 (47.8%; pre-STAR)	4,326 (76.0%; post-STAR)	2,844 (55.8%; post-BGR)
2020	7,557 (87.9%; pre-VSTAR)	4,817 (56.9%; post-VSTAR)	2,894 (44.9%; post-BGR)
2021	8,316 (86.7%; pre-VSTAR)	5,300 (55.4%; post-VSTAR)	3,491 (45.9%; post-BGR)
2022	9,156 (93.9%; pre-VSTAR)	6,824 (70.0%; post-VSTAR)	3,193 (40.3%; post-BGR)
2023	9,374 (95.5%; pre-Purdue 101)	7,633 (77.8%; post-Purdue 101)	3,850 (48.7%; post-BGR)

The overall satisfaction rate (Very Satisfied + Satisfied on a five-point Likert scale) can be seen below for each program:

Year	Purdue 101	Boiler Gold Rush	Boiler Gold Rush International
2021	88.9%	82.9%	72.8%
2022	83.6%	83.4%	89.5%
2023	86.5%	86.3%	84.4%

Section IV. Engagement and Retention (website, social media)

Section IVa. Website Analytics

The following data is gathered from Google Analytics, a data tracking website used across the world to learn about website performance, user demographics, and more. In many places, data is taken from a small percentage of users, who may or may not accurately represent the whole dataset.

All data was collected from the following dates: **Sept. 1, 2022 – Sept. 1, 2023**

The following report is broken up into three main sections:

- **Website Usage**
  - These are general statistics about total numbers of website users, page views, session times, and more. Generally, these will help to see large trends across the site such as popular times for the site throughout the year, and how users interact with the site on a basic level.
  - This section also discusses which pages on the site are most popular, and is particularly interesting for noting the success/failure of newly created pages.
- **User Demographics**
  - This section explores the types of users on the website with categories such as age, gender, and geolocation. This section can be particularly interesting for sites with very particular expected audiences, such as "undergraduate students in West Lafayette", because we can explore the expected vs. actual audiences.
- **Technology**
  - This section shares information about the types of devices and browsers that users are utilizing. This can be helpful for web development & design purposes, because it will help us know on which devices to test the website more extensively.
- **Acquisition**
  - This section shows the ways in which users reach the website, such as via a social media post or an email.

WEBSITE USAGE – GENERAL OVERVIEW
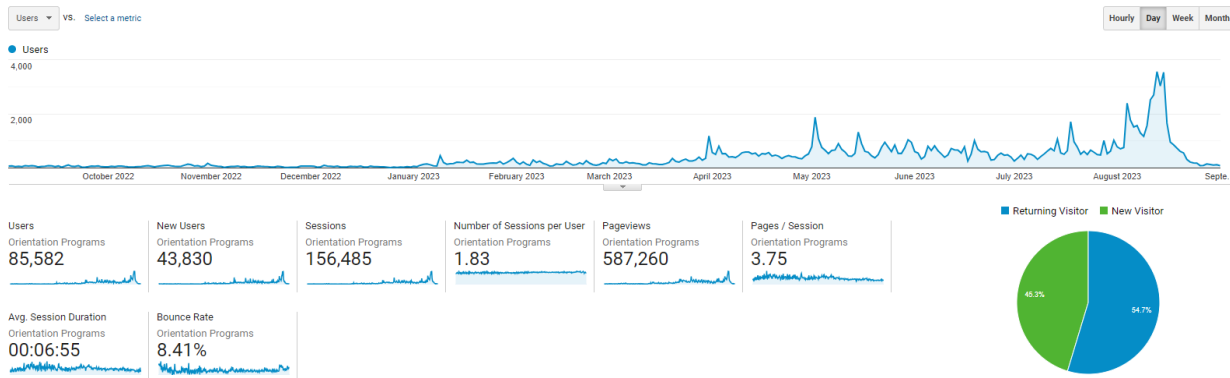
Notable Data Points:

- On average, users during this time frame visited **3.75 pages per session**. This is far above the typical 2.0 that we expect, which is a positive sign that the website is engaging and users are willing to explore multiple pages to learn more.
- On average, users spent **nearly 7 minutes per session** on the website. This is significantly longer than other Student Success Programs websites, and is indicative that people are willing to read our content deeply, not just skim.
  - Combined with the above point about pages/session, we can hopefully assume that users enjoy engaging with the site, and are able to find what they need, as well as explore additional pages beyond what they were looking for.
- There is a clear spike in website usage **between April – September**. This is not surprising, given the nature of Orientation Programs.

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WEB USAGE – TOP VIEWED PAGES

|	Page		Pageviews	% Pageviews
1.	purdue.edu/orientation/bgr/		38,044	6.48%
2.	purdue.edu/orientation/bgr/schedule.html		27,915	4.75%
3.	purdue.edu/orientation/purdue101/index.html		25,967	4.42%
4.	purdue.edu/orientation/bgr/final-details.html		23,002	3.92%
5.	purdue.edu/orientation/		22,338	3.80%
6.	purdue.edu/orientation/bgr/preparing-for-bgr.html		21,927	3.73%
7.	purdue.edu/		17,471	2.98%
8.	purdue.edu/orientation/purdue101/overview.html		15,916	2.71%
9.	purdue.edu/orientation/updates/index.html		14,515	2.47%
10.	purdue.edu/orientation/purdue101/tasklist.html		13,153	2.24%

view full report

Explanation of Graphic

The chart pictured above shows the ten most viewed pages associated with the URL "purdue.edu/orientation". This also includes websites that users visited directly before or after our site.

Notable Data Points:

- The newly created "Orientation Timeline" page almost entered the top 10 most viewed pages (12th), despite not being created until April 2023. This shows a clear need for this page, and may likely climb into the top 10 next year.
- 3 of the 5 most viewed pages are BGR-related pages. This is unsurprising given the nature of Orientation Programs but might mean that we need to update these pages sooner in the year so that users are not getting incorrect info in April, for example.
- The Orientation home page continues to live in the top 5 most viewed pages, which was one of the team's primary goals when we redesigned the website back in 2021.

USER DEMOGRAPHICS
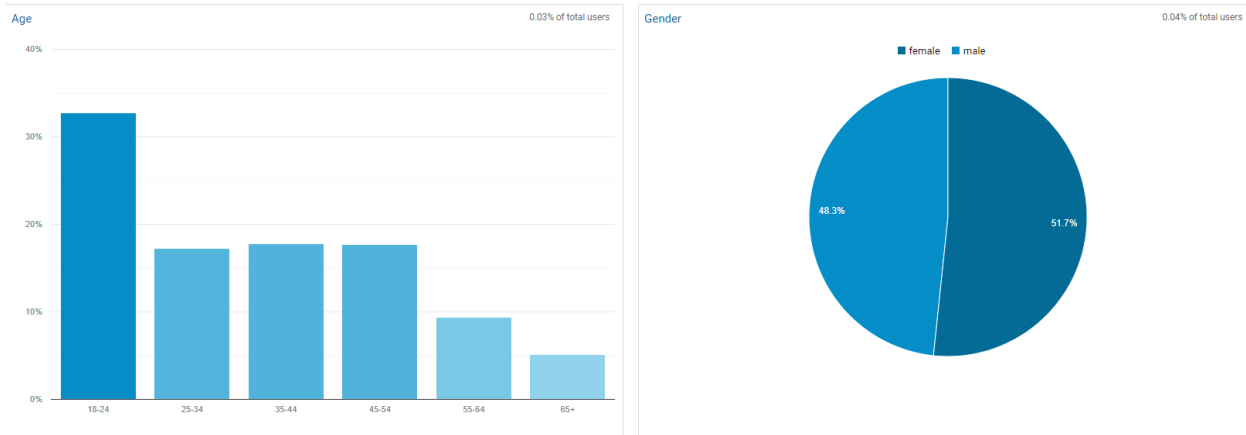
Explanation of Graphics

The charts above break down users by age range and gender. This data is gathered from three third-party sources who pay for user information for marketing/analytics usages.

Notable Data Points:

- Only about 1/3 users were identified as undergraduate student age or below (18-24). Although this data is not always reliable, this implies that a majority of users are parents/guardians. However, this is significantly higher than the percentage of users in that age range from the previous year (24%).

TECHNOLOGY – DEVICE TYPE AND BROWSER

Orientation Programs	85,582 % of Total: 0.21% (40,888,746)
1. mobile	47,742 (55.13%)
2. desktop	37,941 (43.81%)
3. tablet	915 (1.06%)

| Orientation Programs	85,582 % of Total: 0.21% (40,888,746)
1. Safari	41,266 (47.49%)
2. Chrome	32,337 (37.21%)
3. Safari (in-app)	5,705 (6.57%)
4. Edge	4,530 (5.21%)
5. Firefox	1,259 (1.45%)

Explanation of Graphics

Left: The chart above breaks up website users into categories based on the type of device the user was using. The percentages are calculated based on a small number of users, assuming they are indicative of total usage.

Right: The chart above lists the most popular browsers for users on the Orientation Programs website, listed from most popular (top) to least popular (bottom)

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Notable Data Points

- The device type data is particularly interesting because the total number of Mobile users has now surpassed Desktop users in popularity for the Orientation Programs website. This implies that we need to **increase mobile testing** to ensure the usability of our site for all people.
- Safari continues to sit at the top of the list for Browser popularity, yet we remain unable to test our websites on Safari due to Purdue staff technology (e.g. Purdue uses Windows machines, which are unable to run Safari without additional administrative support). **This may be an issue for web and UX design**.

Acquisition
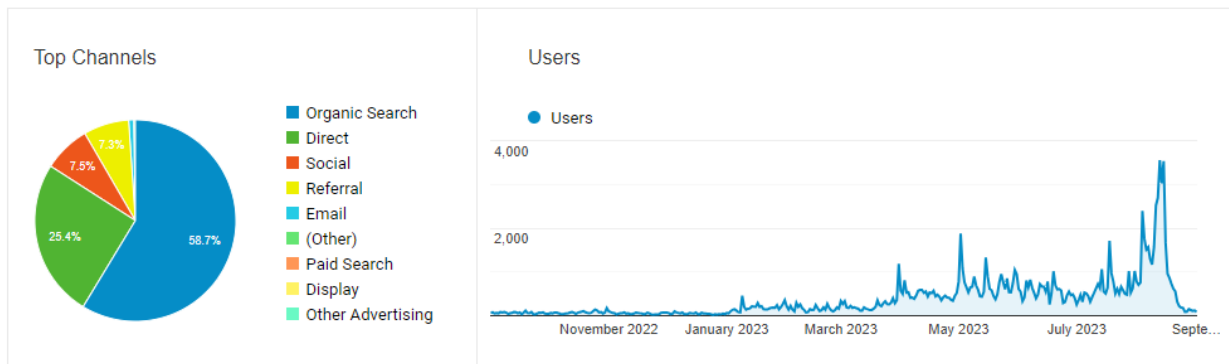
Explanation of Graphics

- "Organic Search" refers to users who found the site via a search engine (e.g. Google, Bing, Yahoo)
- "Direct" refers to users who came to the site via directly typing the link directly into their browser.
- "Social" refers to users who came to the site via a link on a social media platform
- "Referral" refers to users who came to the site via a link on another website
- "Email" refers to users who came to the site via a link from an email (this number is extremely unreliable, because these users are often lumped into other categories such as "Referral" or "Direct")

Notable Data Points

- Orientation Programs has a significantly higher percentage of users who find the site via "Social" links (Facebook, Instagram, etc.) than other Student Success Programs websites. This is a testament to the success of their social media accounts.

Section IVb. Social Media

Orientation Programs Social Media Channels

Continued efforts were made on social media channels to increase followership and engagement. This was the second full year of these channels and great strides were made in their impact.

Platform	Program Overview 2020	Program Overview 2021	Program Overview 2022	Program Overview 2023
Instagram	~4,000 followers and 131 posts	8,622 followers and 213 posts	12,000+ followers and 217 posts (some archived)	~14,000 followers and 276 posts (some archived)
Facebook	~1,700 likes and ~2,500 followers	3,189 likes and 4,340 followers	4,200+ likes and 5,719 followers	Currently inactive as forced by Facebook
Twitter	837 followers and 82 tweets	1,506 followers and 185 tweets	2,292 followers and 220 tweets	Discontinued use by Orientation Programs in 2023
Tik Tok	511 followers and 13 posts	842 followers and 19 posts	1515 followers and 19 posts	Discontinued use by Purdue University in 2023
YouTube	922 subscribers and 58 videos	1,530 subscribers and 76 videos	1,890 subscribers	2,260 subscribers