Engaging Students & Families in Financial Literacy Efforts through Orientation, Transition & Retention

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Overview

• Learning Outcomes
• Introductions of Presenters
• Why are You Here?
• Defining Orientation, Transition & Retention
• Challenges & Benefits for Inclusion
• Review of Promising Practices
• Successes on Your Campus
• Application to Your Campus
Learning Outcomes

As a result of attending this session, participants will:

• Define “orientation,” “transition” and “retention” using the 2012 definitions of NODA: The Association for Orientation, Transition & Retention in Higher Education

• Identify 1 benefit and 1 challenge for including financial literacy within orientation, transition & retention efforts

• Articulate 1 new strategy or 1 strategy to enhance an existing orientation, transition and/or retention financial literacy initiative
Office of First Year Experience/Persistence & Retention

- Housed within the Division of Student Affairs
- Reporting to the Student Life Cluster
- Comprehensive orientation, transition & retention office
  - Summer new student orientation (FY, transfer, parent & sibling)
  - Summer transition series
    - New student hangouts & webinars
    - Summer Send-offs – in conjunction with FHSU Alumni Association
Office of First Year Experience/Persistence & Retention

- Extended & Pre-orientation experiences
  - Forge Outdoor/Adventure Orientation
  - Golden Beginnings: Pre-Orientation – Horizons, Serve 2 Succeed, Ignite
- Post-Traditional/Adult Learner Orientation
- Tiger Impact Fall Orientation Weekend
- First 40 Days (welcome weeks)
- UNIV 101 Freshman Seminar Course
- Living & Learning Communities (13 first-year & 1 transfer)
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– ACCESS to Success – Student Success Plan
– CReW: Collegiate REcovery Workshop
– First-Year Scholars Recognition
– TigerIQ Early Alert Warning Intervention System
– Family Association
– Family Events (Fall Family Weekend, ‘Lil Sibs Weekend, Spring Family Reunion)
– Year-round Family Webinar Series
WHY ARE YOU HERE?
Defining OTR

• **Orientation:**

• **Transition:**

• **Retention:**
Defining OTR

• **Orientation**: deliberate programmatic & service efforts designed to facilitate the transition of new students to the institution; prepare students for the institution’s educational opportunities & student responsibilities; initiate the integration of new students into the intellectual, cultural & social climate of the institution; & support the parents, partners, guardians, & children of the new student.

*Source:* NODA Task Force to Explore the Definition of Orientation, Transition & Retention (2012)
Defining OTR

• **Transition:** the process students go through (typically lasting up to 1 year) when entering a particular institution of higher education and/or entering the same institution for a new purpose. This may include, but is not limited to, entering a college as a first-year student, transferring to a college from a different institution, and/or entering a college or university for a subsequent degree. Successful transition results in student integration into the institution & ultimately retention and/or achievement of personal educational objectives.

**Source:** NODA Task Force to Explore the Definition of Orientation, Transition & Retention (2012)
Defining OTR

- **Retention:** student progression through higher education, focusing primarily on student persistence (i.e. term to term) through the beginning of the 2nd year at the same institution, with the goal being graduation from that institution and/or achievement of personal educational objectives. Retention is 1 outcome/measure/byproduct of successful student transition, which can be facilitated by effective orientation programs & other academic & social integration processes.

**Source:** NODA Task Force to Explore the Definition of Orientation, Transition & Retention (2012)
Parents/Families

• 2013 National Survey of College & University Parent Programs
  – Significant growth in coordinated parent & family programs
  – Increased utilization of technology & social media as an institutional communication method
    • Decline in print communications & publications
  – Increased quantity of formalized Family Associations
  – Focus areas:
    • Events
    • Support services
WHAT ARE THE BENEFITS TO INCLUDING FINANCIAL LITERACY IN OTR EFFORTS?
Challenges

• Just-in-time learning
  – What is critically important for students to know at each milestone of new student orientation & transition?
  – How do we avoid “information overload?”

• Moving beyond just the “talking heads”
  Education + Entertainment = Edutainment
Promising Practices

• Purdue University – Office of Student Success
  – Boiler Gold Rush (*fall orientation weekend*)
    • Collaboration with existing campus partners (Libraries & Office of Financial Aid)
    • Development of new campus partnerships (Department of Consumer Science – College of Health & Human Sciences)
  • New Student Engagement Scenarios focused on:
    – Online shopping (*overspending & then what?!*)
    – Losing your wallet (*ID theft, credit score & borrowing funds*)
    – Peer pressure & funds
• Texas Christian University – Office of Student Development Services
  – One Million Reasons (*financial literacy program embedded in class/transition initiatives*)
    • New & engaging curricular elements that are focused on students at various stages of transition
      – College Student Essentials
      – Spring Break on a Budget
      – Importance of Family, Friends & Philanthropy Efforts
      – Young Alumni & Making the Financial Transition
FHSU Experience

• Tiger STRIPES: Freshman/Transfer Orientation & Pre-Enrollment Days (April/May/June)

• Golden Beginnings Extended & Pre-Orientation Experiences – *Time is Money & Money is Time* (August)

• Tiger Impact Fall Orientation Weekend – *UNIV 101 Life in a Community of Scholars Discussion Groups* (August)
FHSU Experience

• UNIV 101 Freshman Seminar – *Curricular Element for Week 5*
  – Support of just-in-time learning
• First 40 Days at Fort Hays – *Co-Curriculum aligned with UNIV 101*
  – Personal Development & Community-Building Track
• Family Webinar Series – *Being a Financial Literacy Coach for Your Student* (February)
• Foundation Awareness/End of FYE Celebration – *Philanthropy Introduction* (April)
WHAT SUCCESSES HAVE YOU HAD ON YOUR CAMPUS?
What is 1 new strategy that you can bring to financial literacy work on your campus in OTR?

OR

What is 1 thing you can do to enhance an existing strategy to financial literacy work on your campus in OTR?

APPLICATION TO YOUR CAMPUS
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