THE STATE OF STUDENTS ADDRESS:
Who Are your Students?

2015 New Faculty Orientation
Nicole J. Campbell ~ Dean, University College
Associate Professor, Psychology
Norman On-Campus Enrollment:
• Total students ca. 24,000
  – Undergrads ca. 20,000
• ca. 57-60% Oklahoma residents in recent years
INSTITUTIONAL RESEARCH AND REPORTING
The UNIVERSITY of OKLAHOMA

www.ou.edu/irr
YOUR FRESHMAN YEAR

Recollections? Memories that make you smile or cringe?
The mission of University College is to assist new students in making a successful transition to the University and in building a solid foundation for further academic success.
Lissa & Cy Wagner Hall

University College
Graduation Office
The Writing Center

Computer resources
Modern classrooms
Great study spaces
University College:
Advising
Freshman Programs
Assessment Center
Student Learning Center
Center for Student Advancement
The Deans’ Suite
Retention 101

• First-year retention
  • FTFTDS Cohort
  • Census dates

• Why should we care?
  • IPEDS reporting
  • US News & World Report Rankings
  • $$ ($30,000,000)
  • PR and good will
  • Humanity
  • Mission of the University
  • 84-85% retention
The Class of 2019

N = ??  (my guess: 4210)
New Student Survey
Class of 2019

- 100 items: demographic, behavioral, attitudinal items
- Summer Enrollment Program, since 1975
- 2015 data = 4091 respondents
• 24% applied to only OU
• 34% immediate family member graduate OU
• 82% OU was first choice
• 78% important to graduate from OU
• 97% Academic reputation
• 95% Good program in my major
• 89% Good social reputation or climate
• 81% Extracurricular activities
• 78% Cost of OU
• 78% Believe OU students receive individual attention
• 72% Financial aid received
• 39% Athletic success
• 14% Could not afford my first choice
• 11% Was not accepted at my first choice
Demographics

- First generation and parental education
  - 25.1%: neither parent finished college (DoE)
  - 11.5%: neither parent attended college
  - 2.5%: neither parent finished high school

- Population of hometown
  - 41%: 100,000+
  - 10%: 2500-10,000
  - 5%: <2,500
Financial Concerns

• 36%: Need to work to afford school
• 25%: Having enough money
• 24%: Plan to work 16+ hours a week
• 20%: Combining a job with studies
HS Academic Engagement:

• 54%: studied 10 hours a week or less
• 32%: worked hard sometimes, but not that often, to make good grades
• 11%: rarely had to work hard to make good grades
HS Academic Engagement:

- 74%: challenged to do best work in HS
- 70%: learn best by going over and over the material until they have it memorized
- 65%: confident in their ability to succeed at OU
Academic Direction

• 82% are sure about their academic major
  ➢ First day of Summer Enrollment through the last day of fall 2013 semester
    • 59% changed their major
    • 10% changed more than once
• 82%: I intend to graduate from college in 4 years or less
  – OU 4-year graduation rate: 39.2%
  – OU 6-year graduation rate: 66.3%

• First-year retention rate: 85.2%
18% of respondents indicated they have a disability of some type

ADD/ADHD • Autism Spectrum Disorder • Psychological disability • Speech impairment • Visual impairment • Hearing impairment • Mobility impairment • Chronic health disability • Significant food allergy

Other, in their own words:

Generalized Anxiety Disorder • OCD • Celiac • Stress/Anxiety • Social anxiety • Panic attacks • Auditory processing issues • Leukemia • Diabetes • Asthma • Migraines • Depression • Scoliosis • Chronic concussion symptoms •
NOW WHAT?

Efforts to help our students be successful
Holistic Admissions, Para-retention, and the Common App
• Students with a meaningful connection are more likely to persist and succeed
  – Gateway to College Learning and First Year Learning Communities
  – President’s Distinguished Faculty Mentoring Program
  – Faculty in Residence
  – Sooner Success Grad Coach
• Action Centers
• Action Tutoring
• Action Appts

• iPad Tutoring – OU app
• One-to-One Study Skills Coaching

• 80+ subjects
• Nationally certified
• Faculty & PLAs
UCOL 1002: Gateway to College Learning

GATEWAY COMMON COURSE OBJECTIVES

Cognitive Development
- Stimulate Cognitive and Intellectual Development

Social Interaction
- Foster Positive Social Interaction Among Students

Life Management Skills
- Introduce Necessary Skills for Life Long Well-Being

Campus Engagement
- Promote Campus Engagement and Connection

Educational and Professional Planning
- Support Educational and Professional Planning

Faculty/Staff Interaction
- Facilitate Meaningful Interaction with Faculty and Staff

Citizenship Skills
- Encourage Community Responsibility and Active Citizenship

University Policy
- Present Academic and other University Policies
YOUR PART

Help Us Help Them
Inform

• Inform early intervention efforts
  – Post grades, *early and often*, in D2L
  – Early Progress Reports
  – Report concerns to BIT (ou.edu/normanbit)
Encourage

• Encourage them to take advantage of the academic support services available to them
Connect

Meet them where they are.
Acculturate

Think out loud. Train. They don’t know...
Questions? Comments?

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