Student Experience Redesign (SER)
Advisory Board Meeting

Working Group: Student Initiation Experiences

Team Members
- Heather Anderson
- Joseph Balducci
- Connor Claytor
- Lindsey Conner
- Sara Heming
- Marcy Glover
- Nathan Pittman
- Lauren Reese
- Lauren Wagner
- Isaac Agbeshie-Noye (co-lead)
- Kimberly Holmes (co-lead)

SEPTEMBER 19, 2017
HUB BALLROOM
About the successfully oriented student...

Connection to academics

Connection to peers / other students

Sense of belonging to Mason
Immersion First-Year Experiences (Programs)

Website • Central landing page where students can access information

Orientation Program • Provide consistency and continuity across orientation experiences

Week-Long Welcome Program • Develop a comprehensive set of programs that will introduce students to valuable resources.

First-Year Seminars • Extended engagement to provide resources and support as students are experiencing their first semester at Mason
CRM Implications

• A CRM would allow us to make the transitions (handoffs) between the admissions, orientation, and advising experiences much smoother.

• Communication could be centralized to reduce redundancy of messaging and foster greater understanding of student needs.

• Reducing confusion in this time of transition will build more constructive relationships between students and the institution.
First Year Communications Audit

In collaboration with units that engage incoming students, we will audit the messages being delivered to incoming students to understand volume, content, timing of delivery, and, if possible, consumption.

- Identify campus partners that reach out to new students, including:
  - Admissions
  - Orientation
  - Housing and Residence Life
  - Academic Units
  - University Life

- Map possible opportunities for collaboration and shared communication.

- Create coordinated communications plan for incoming students that is centrally managed.