PURPOSE

New Student Programs creates shared experiences that inspire new students to connect and thrive. We believe our foremost opportunity and obligation are to help new undergraduate students experience a sense of belonging at Baylor.

HIGH IMPACT

One of the strongest indicators of student success is retention.

Students who attend Orientation and Line Camp are substantively more likely to retain.

First- to Second-Year Retention of Attendees

<table>
<thead>
<tr>
<th>Population</th>
<th>Fall 2019 to 2020</th>
<th>Fall 2020 to 2021</th>
<th>Fall 2021 to 2022</th>
<th>Fall 2022 to 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only Orientation</td>
<td>86.4%</td>
<td>85.2%</td>
<td>88.4%</td>
<td>87.3%</td>
</tr>
<tr>
<td>Orientation and Line Camp</td>
<td>92.9%</td>
<td>91.9%</td>
<td>92.6%</td>
<td>93.0%</td>
</tr>
<tr>
<td>Neither</td>
<td>83.3%</td>
<td>71.9%</td>
<td>84.4%</td>
<td>80.9%</td>
</tr>
<tr>
<td>Overall</td>
<td>90.7%</td>
<td>88.3%</td>
<td>90.2%</td>
<td>90.6%</td>
</tr>
</tbody>
</table>

ORIENTATION

Two-day introduction to life at Baylor for new students and their guests

- **11 summer sessions**, offered as combined sessions with Line Camp.
- A total of **3,116 first-year and transfer students** attended Orientation, and an additional **3,681 guests** were registered alongside attending students.
- 6,390 users downloaded Baylor’s Guidebook mobile app.
- 88% (2,933) of the entering Fall 2023 first-year class and 49% (153) of the entering transfer class attended in-person Orientation.
- Overall, **94% of entering first-year students** and **68% of transfer students** completed an Orientation experience.

BAYLOR LINE CAMP

Four-day, three-night extended orientation program where students experience Baylor while building relationships

- A total of **2,609 first-year and transfer students** attended Baylor Line Camp.
- **76% of first-year students (2,516)** attended, the highest percentage to date.
- **25% of transfer students (78)** attended, also the highest percentage to date.
- **549 waivers** of the $125 Camp registration fee awarded (**283 for first-generation status and 266 based on financial need)**.
- Specialty Camp session offered for students in an Honors Program or studying Engineering, Computer Science, or Informatics.
WELCOME WEEK
Official start of the fall semester for all new first-year and transfer students

- Four-day program built around small groups by place of living, and featuring **signature events** such as:
  - Baylor Family Picnic
  - Academic Convocation
  - Spirit Rally
  - Candlelight Worship
  - Celebration of Community & Faith
  - The Big Event
  - And more

- The **Rafr Mobile app** helps connect students with their small groups throughout the weekend and beyond, and had an **83% user-adoption rate**.

WELCOME WEEKEND
Official start of the spring semester for all new first-year and transfer students who begin at Baylor in January

- Three-day program built around small groups that infuses elements of Orientation, Baylor Line Camp, and Welcome Week.
- Includes signature events and a trip to Independence, TX.
- 129 students checked in for Welcome Weekend.

FOUNDATIONS
A set of online modules designed to introduce entering students to essential aspects of life as a Baylor student

- A companion to Orientation, providing additional content.
- A version is available specifically for parents and other loved ones.
- 83% of first-year students entering in Fall 2023 and 69% of transfer students completed Foundations.

FIRST-YEAR STUDENTS’ LINE CAMP PARTICIPATION
Line Camp is a high-impact experience. Given its correlation with retention, for years our aspirational goal was to have a critical mass of **at least 70% participation** among our incoming class. We have exceeded that goal.

<table>
<thead>
<tr>
<th>First-Year Participation Rate</th>
<th>7%</th>
<th>24%</th>
<th>50%</th>
<th>63%</th>
<th>69%</th>
<th>76%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Students</td>
<td>250</td>
<td>649</td>
<td>1,526</td>
<td>2,128</td>
<td>2,276</td>
<td>2,516</td>
</tr>
</tbody>
</table>

2023 First-Year Student Attendance

- Orientation + Baylor Line Camp: 2,516 (76%)
- Orientation Only: 417 (13%)
- Virtual Orientation: 177 (5%)
- No Attendance: 207 (6%)

MOVING FORWARD

- NSP continues to embrace and integrate key technology to engage and prepare entering students. In Summer 2024, the department will expand the Foundations online content to incorporate additional emphasis on well-being and safety.
- We are excited about opportunities to leverage the Hurd Welcome Center for programs! All activities on day two of Orientation will move to Hurd, as will a reimagined Baylor Family Welcome event to kickoff Welcome Week in August.