



UVIC PRE-ARRIVAL PROGRAM

LAUNCHES JULY 16 for SEPT 2020 STUDENTS

TOPICS

- Welcome to Our Community
- Transition to UVic
- Academic Success
- Finances
- Health & Wellness
- Substance Use
- Respect & Consent
- Involvement

AWARD-WINNING

2020 CACUSS Innovative Program Award

2019 NODA Outstanding Non-Print Media or Emerging Technology Award

2019 NODA Region 1 Regional Innovative Program award

"The program helped me feel more prepared and knowledgeable."

- Student feedback

OVERVIEW

The online Pre-Arrival Program will support new undergraduate students during their transition to the University of Victoria. All new-to-UVic students are expected to complete the program, which is hosted through Brightspace, before they start their term.

OBJECTIVES

By completing the online Pre-Arrival Program, students will:

- Learn what to expect at UVic, inside and outside of classes
- Learn what supports and services are available
- Explore some strategies for university success
- Feel ready and confident to begin the term

TARGET AUDIENCE

The Pre-Arrival Program is intended for all new-to-UVic undergraduate students. This includes direct entry, transfer and exchange students.

PROGRAM HIGHLIGHTS

- **Engaging videos:** Most topics begin with a fun-but-purposeful BuzzFeed-style video showcasing current students sharing tips and information, often by participating in interactive activities.
- **Student profiles and tips:** Current UVic students are highlighted throughout the program in a variety of formats, including involvement profiles, budget personas and tip boxes.
- **Interactive activities:** The majority of activities within the program are not simply text-based, but require students to actively participate by making decisions and learning through trial-and-error.
- **Intention setting:** Every topic ends with a *Think Forward* activity, which requires students to set an intention for how they would like to incorporate what they learned into their life at UVic.

ONLINE LEARNERS

For Fall 2020, the Pre-Arrival Program will be geared towards online learners. We are modifying and adding activities to ensure students understand what online learning could look like, how they can succeed, how to connect to available resources remotely, how to stay connected to the UVic community, and more.

COMMUNITY VERSION

A community version of the 2019 program is currently available to faculty & staff. A community version of the Sept. 2020 Pre-Arrival Program will be available in late July.

STUDENT FEEDBACK

"It did not feel like a homework assignment."

"It explains everything a new student might need in order to feel prepared for the new changes about to come."

"It was great to have all the resources laid out in a fun and interactive format."

"I already feel more connected to the university."

CONTACT US

To learn more about the online Pre-Arrival Program, please contact:

Nicole Crozier
Project Coordinator
nicolecrozier@uvic.ca

SEPTEMBER 2019 ASSESSMENT

55%

**SELF-ENROLLED IN
THE PROGRAM***

33%

**COMPLETED
THE PROGRAM***

95%

**SAY THE PROGRAM
WAS HELPFUL**

**percentage of students relative to the entire incoming class*

What students say:

- Students found that the program was detailed and comprehensive, covering a lot of information, while also being concise, simple and not too long.
- Students loved the interactive components of the program, whether it was games, scenarios or videos. They appreciated that there was a mix of activities and they didn't have to simply read the entire time. In particular, the Jeopardy and Price Is Right-style games stood out.
- Students loved hearing from other students about their experiences, whether it was through videos, profiles or small pieces of advice.
- By completing the program, students say they learned new knowledge, feel more prepared, are no longer (or less) nervous, have a better idea of everyday life and feel a part of the community.

MARKETING STRATEGY

Promotion of the Pre-Arrival Program will happen through a number of different avenues.

- **Student Recruitment:** The program will be introduced to students through Recruitment's Reg101 webinars.
- **Biweekly email series:** Over the summer, incoming students will receive emails bi-weekly promoting specific topics within the program.
- **Social media:** The program will be promoted via UVic's main Facebook and Instagram accounts over the summer. Instagram Stories will be used on a regular basis to promote the topics within the program.
- **Incentive:** All students who complete the program by the first day of classes will be entered in a draw to win a \$200 Bookstore gift card. There are also multiple opportunities to win prize packs throughout the summer, based on module completion.

HOW YOU CAN HELP

Talk to new students about the program! Our goal is for the program to simply be an 'expectation' for what comes next as students prepare for the fall. Point them towards the program both as what comes next, and as a way they can learn more, prepare and calm their nerves before fall.