

S U M M E R / F A L L 2 0 0 8

# The Orientation Review

A PUBLICATION OF THE NATIONAL ORIENTATION DIRECTORS ASSOCIATION



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### THE ORIENTATION REVIEW

A Publication of the National  
Orientation Directors Association

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## FROM THE PRESIDENT

by Craig Mack, MassBay Community College



Greetings from New England!

Congratulations on surviving another orientation and transition season! Whether this was your first year or your 21st year working with orientation-related programs there always seems to be a sense of relief when it is over and air of excitement for next year's programs. Well, we are just a few weeks away from our

Annual Conference and the planning committee is excited to welcome you to Boston. Come join us for A Legacy of Inspiration! Boston boasts a lot of "firsts" and a lot of "the oldest" – the birthplace of higher education in America, the first public library, farmers' market, public park, restaurant, and on and on.

So as we embark on another history making venture, start making the list of questions you want to ask during the conference. Whether it relates to staff training, how to involve faculty in your programs, how to better promote our student life programs, or the evaluation and assessment of your programs, I am confident you will learn new strategies to bring back to your campus. For each challenge I encounter on my campus I often say, "I'll have to ask my NODA colleagues," or "I hope there is a program session on this particular topic at NODAC this year." Be sure to jot down those questions and challenges so you can make the most of your trip to Boston this fall. Also, come prepared to share your successes with your colleagues.

Through the past several years, professionals in NODA have also found unique ways to partner with NODA Associate Members to enhance the work we do. Associate Members continue to be an important part of our annual conferences. I am always pleased to see how NODA has grown to meet the needs of our members and how our Associate Members are able to help in this work.

NODA continues to experience a transformation – to better serve you. Keep an eye out for changes, improvements, and new initiatives happening with your Association as a result of our strategic planning process. We plan to embark on research projects (related to orientation, transition, and retention) that we hope will contribute to the continued success of your work and programs on your campuses.

I wish you a successful transition from summer to fall! ■

## FROM THE EXECUTIVE DIRECTOR

by Joyce Holl, National Orientation Directors Association

Hello NODA Friends!

The NODA Home Office has been updating, changing and upgrading systems to ensure that your membership experience is great. Membership applications for new members and renewing members are now online through the NODA website at <http://www.nodaweb.org/about/membership>. We will no longer be using paper copies for applications; however you may still pay with your credit card or check.

When you complete your application on the NODA website it goes directly into a data base. In the past when members added their institution we received it in various forms, abbreviated, full names, etc. We are now using the Carnegie Classification for institution names and we need all members to go to the following link: <http://www.nodaweb.org/members/system/editMember.asp?section=3> to update their institution name (if you have already completed this task you do not need to again).

You will need to log in with your user name/ID # and password. You will then be taken to the section of the member profile where you can update your institution name. Click the "Change" button next to institution and then find your institution from the pop-up. Once this step is complete click "Update" at the bottom of the page. This process will only take a moment of your time and we appreciate your assistance in updating your membership record.

NODAC 2008 registration is available online. Go to: <http://www.nodac2008.org> to register for the conference. You will need your NODA User name/ID # to log-in and must be a NODA member at the time of the conference in order to register. Students who are undergraduates may be registered through a NODA member and do not need to be members of the Association to attend NODAC. Register by September 24 to avoid the \$75 late fee. Any registration received after October 16 will be charged an additional \$125, so register early!

We recently hired a new Student Office Assistant to replace Shannon who graduated in May. Jenny Riegel is a Junior at the University of Minnesota and is studying English as her major and Gender, Women and Sexuality Studies and GLBT Studies as her double minor. Jenny is in the NODA home office up to two days a week during the school year. As always, please let the NODA Home Office know how we can assist you so feel free to contact us toll free at 866-521-NODA or [noda@umn.edu](mailto:noda@umn.edu) with your concerns or questions. Enjoy! ■

# WELCOME TO BOSTON!

Dear NODA Members and Friends of NODA,

We invite you to join us this October for NODAC 2008 in Boston, Massachusetts. We hope you reflect on your own Legacy of Inspiration in your role as orientation, transition, and retention professionals.

A Legacy of Inspiration links NODA's rich history of leadership and innovation in the orientation profession to challenges and opportunities in current and future practice. NODAC 2008 will celebrate our personal and professional legacies as well as give us an opportunity to celebrate our Association's "InNODAvations": new and promising practices that honor our history and innovate in areas of technology and sustainability. We are looking to reduce our footprint on the environment and utilize technology to share information among our members. We encourage you to visit <http://www.nodac2008.org> to learn more about what this conference has to offer.

Join us for these exciting NODAC 2008 highlights:

- Outstanding plenary speaker, Dr. Betty Siegel, President Emeritus of Kennesaw State University. The plenary session will be held on Saturday, November 1. Dr. Siegel will also be presenting an extended session following her keynote. Register for this free session while space permits.
- Diverse pre-conference and mid-conference experiences, many taking place at colleges and universities across the city.
- The NODA off-site reception at historic Fenway Park – home of the Boston Red Sox.
- A variety of affordable side trips that allow you to experience the birthplace of American higher education.

On behalf of the wonderful NODAC 2008 committee, we would like to welcome you to Boston!



**BOSTON, MA**  
**OCTOBER 31 – NOVEMBER 3, 2008**

## REGISTRATION

### CONFERENCE FEES:

Professional/faculty members.....	\$295
International professional members.....	\$265
Graduate/undergraduate student members .....	\$265

In order to register for NODAC 2008 you must be a current NODA member. The NODAC 2008 website has links to renew your membership or to become a member if needed.

Professional/faculty membership .....	\$100
Graduate/undergrad student membership.....	\$30

Late registration fee.....\$75 / \$125  
(\$75 must be added if payment is made after September 24;  
\$125 must be added if payment is made after October 16)

### MEAL TICKETS FOR NON-CONFERENCE

#### GUESTS:

Opening banquet.....	\$65
Taste of NODA.....	\$50
Off-site reception: Fenway Park .....	\$25
Closing banquet .....	\$30

Please note other additional fees listed in the descriptions for OPI, side trips, pre-conference, and mid-conference programs.

**NODAC 2008 registration is available online at <http://www.nodac2008.org>.**

## CONFERENCE DETAILS

### NODAC SERVICE PROJECT – LEAVE A LEGACY OF INSPIRATION IN BOSTON!

Each year, many high school students lack adequate support or encouragement to pursue higher education. As Orientation professionals we can help. When you come to NODAC, bring your Orientation “extras” (t-shirts, mugs, key chains, etc) AND an equal number of your Admissions “view books.” We will package them together with information about higher education and financial aid resources. The packages will be given to high school students who are in a program that encourages their academic pursuits.

### PUBLICATIONS AND MEDIA SHOWCASE

The Publications and Media Showcase is designed to embody the NODA spirit of sharing ideas and recognizes the outstanding work of orientation professionals for the mutual benefit of all Association members. The Showcase creates an opportunity to recognize, highlight and exhibit outstanding achievement and professional accomplishment in publication and marketing efforts.

Categories include outstanding general brochure or booklet, orientation handbook, newsletter, publication for family members, welcome week publicity, use of theme, website, multimedia/emerging technologies, clothing item and novelty item.

Entry forms and complete rules can be found on the NODAC website at <http://www.nodac2008.org>.

### VOLUNTEER TO HELP OUT!

We need your help! Volunteers are essential for the success of the annual conference so please schedule some time during your stay in Boston to assist the conference committee. When you register online, check the “I’m interested in volunteering!” box.

### TRAVELING TO BOSTON

Guests traveling by air can fly to:

- Boston’s Logan International Airport (BOS)
- Providence, RI (PVD, 60 miles from Boston)
- Manchester, NH (MHT, 50 miles from Boston)

The city and the hotel are easily accessible via the MBTA – or the “T” as it’s commonly known – the country’s oldest subway system. Details can be found on the NODAC website at <http://www.nodac2008.org>.

### HOTEL INFORMATION

This year’s conference will be held at the historic Boston Park Plaza Hotel & Towers in the heart of Boston’s Back Bay. You can receive details on rooms and rates, as well as book your room through the NODAC website at <http://www.nodac2008.org>.

**[www.nodac2008.org](http://www.nodac2008.org)**

For everything you need to know about the conference, programs, hotel, travel, registration, and more!



## FEATURE ARTICLE

# ALTERNATIVE SOCIALS FACILITATE BETTER DECISION-MAKING

by Kyle S. Clark, University of Texas at Austin

The University of Texas at Austin is home to some 50,000 students at a large campus nestled just next to the downtown area in the capital city of Austin, Texas. In the summer, we have four-day Summer Orientation programming each week for six weeks where we host approximately 6,700 first-year students and 1,900 transfer students. We also host about 6,000 parents and family members who attend our one-day Family Orientation on the first day of each of the orientation sessions.

On our campus, we are noticing increased use of alcohol and alcohol-related activity among undergraduate students. This issue has also found its way into orientation programming for institutions that have a multi-day orientation session. New Student Services wanted to be proactive in its approach to addressing this growing concern. We saw the importance of providing an outlet for students who did not want to engage in social activity that could lead to the use of alcohol, drugs or sexual activity. Part of the mission statement for New Student Services is to educate students to make reasoned and well-informed choices. We believe that this is part of providing a quality orientation program not just while in a required session, but also when there is free time.

This year, New Student Services took on the charge of actively addressing issues of alcohol use and abuse during orientation, by hosting a set of alternative socials. These late night social events were held to provide other avenues for orientation students to connect, have fun and enjoy the company of other new students, without feeling the pressure to make poor choices. With three nights of orientation each week, we wanted to provide some variety in our socials as well as provide something that went late into the night to deter orientation students from 'going out.' Our educated guess is that there are a number of students who do not come to orientation to 'party' or go out, but we do know that

students want to meet new people, connect and begin building new relationships. This year, we decided to host the "Bored? Games! Board Games!" games night, the "So You Think You Can Dance?" dance party and a movie night, showing the 1980s classic, *The Goonies*. We printed the information, times and location for these events in our Summer Orientation Guide and Orientation Advisors in their wing meetings helped to publicize these events. Our message was not "don't drink, come here to have fun," but we did encourage these activities as a way to meet new people and have fun at the same time.

The first night of orientation, we hosted our "Bored? Games! Board Games!" games night" from 10:30 p.m. until 1 a.m. We had a variety of board games, electronic Catchphrase and several decks of cards for the students to play with and in essence, meet other new students. We averaged about 60 new students each week. The second night of each session, we hosted our "So You Think You Can Dance?" dance party from 11 p.m. until 1 a.m. This was a huge success and we averaged 200 new students each week. On the third night of orientation we had a movie night and showed *The Goonies*. This was probably the least popular and we averaged about 50 students each week. At all of these events, we had Orientation Advisors assigned to help with set up and logistics, as well as helping get the students excited and involved.

We feel that the alternative socials met and exceeded all of our expectations. There were some relationships that were built, a lot of fun had by all who came out and a new tradition as a part of our orientation programming. We highly recommend creating the space and place for alternative socials at your orientation programming. ■

## FEATURE ARTICLE

# A POINT OF CONNECTION

by Megan Moore and Sarah Schupp,  
The University of North Carolina at Greensboro

For many parents and family members, navigating their students' college or university can be a frustrating experience. What does a registrar do? What is the difference between a B.A and a B.S.? FERPA... FAFSA... HRL... a combination of endless acronyms, decentralized offices, and unfamiliar ground can leave families confused and discouraged. In the Office of Orientation & Family Programs at the University of North Carolina at Greensboro (UNCG), we have begun to foster a relationship with families where we serve as the point of connection for them when they don't know who to call, need to ask a question, or voice concerns. We are seeking to partner with parents by connecting them with the information, services, and people they need to help their students succeed.

We recognized a need among parents and family members to have a common point of connection that could help them navigate the university. Since the development of our parent and family program, we have been available to assist UNCG families and listed our office phone number and e-mail address on our publications. However, the services we offered had not been presented to families in a way that caused them to view our office as a partner in their students' education. A better understanding of the purpose of our office and the various ways to contact us was needed in order to fully meet the needs of families.

In order to better market our services, we developed and launched an informational marketing campaign during our summer orientation program. We implemented the tagline, "Parent & Family Programs... Your Connection to UNCG," and coupled it with a three-pronged approach for providing information to families. Through our Parent & Family Guide, distributed during orientation, we told families that throughout their students' time at UNCG there are three ways our office can help connect them to the University: (1) through the website, (2) e-mailing us, and (3) calling our office. Additionally, we provided families with a notepad and pen that highlighted both the slogan and the methods for contacting our office. We also utilized the parent and family orientation welcome session as an opportunity to let families know that we want to partner with them in order to support their student's success. This session allowed us to describe the purpose of our office, encourage families to use our office as a connecting point to the university, and highlight the various ways families can contact us.

Although we have not yet had an opportunity to formally evaluate the effectiveness of our marketing campaign and three-pronged communication approach, our interactions with families thus far lead us to believe that its implementation has enabled us to enhance our relationships with the parents and family members of our students. The approach we have applied is very intuitive and was not difficult to develop or implement; however, it appears to have made a significant impact. We hope that by sharing our success, other colleges and universities will be able to apply some of these strategies in partnering with families and connecting them to our institutions. ■

## GET INVOLVED

### Associate Editor Opening *The Journal of College Orientation and Transition*

Nominations, including self nominations, are invited for the position of Associate Editor on the board of *The Journal of College Orientation and Transition*. Serving on the editorial board is a great way to take your NODA involvement to the next level while making a contribution to the Association and the orientation/transition profession.

Associate Editors actively participate in the preparation and development of NODA's scholarly publication. The Board has responsibility for soliciting, reviewing, and selecting manuscripts, book reviews, brief "Campus Notes" articles, "Perspectives" pieces, and other written contributions. Associate Editors also are strongly encouraged to write for NODA's publications. The editorial board has one in-person meeting each year in conjunction with the annual conference.

Criteria for editorial board members include:

- Service in a professional capacity, either directly in the area of Orientation or in a related field;
- NODA Membership in good standing;
- Demonstrated prior involvement or contributions to NODA and/or the field of orientation and transition (e.g., conference participation, presentations at NODA conferences, NODA committee work, Board of Directors member).

Prior writing, editing, and/or research experience is helpful; candidates who are willing to cultivate these skills also will be considered.

For more information about Associate Editor positions, contact Denise Rode, *JCOT* Editor (drode@niu.edu or 815-753-6781).

# FOR GRADUATE STUDENTS: PREPARING FOR YOUR FIRST JOB SEARCH

Brett L. Bruner  
Director of Greek Life & Health Education,  
Baker University

**CONGRATULATIONS!** You've done it! You've survived your first year of graduate school and a summer internship! You are now geared up and energized to begin your final year of your graduate program and your graduate assistantship! Are you ready, though, for the largest job search that you may encounter?

As a new professional, I can sense exactly where you may be. At this time last year, I was both excited to discover what the future would hold for me and was a little nervous as well. Preparing for the first professional job search can be stressful or as relaxed as you want to make it. You can ease this search by beginning to think about yourself and your envisioned future now, before the chaos of your final semester is upon you.

## TIPS TO BEGIN YOUR JOB SEARCH PROCESS

- **Identify your values, needs, and wants in a position.** What are you looking for in a position? What do you need to be successful? Start looking at position descriptions now to get a feel for different types of positions as well as desired experiences and qualifications. You have plenty of time to gain some new experiences before you go in search of "the perfect job."
- **Don't lose sight of your values, needs, and wants.** As the academic year begins, your e-mail may become populated with listserv position announcements. It can be very easy to submit your resume and application to any and every job position you may see, but the true excitement is waiting for that position that you are genuinely interested in and matches up to what you are looking for, too. Don't simply settle for any job.
- **"Trust the process!"** If you haven't already heard these three words in relation to the job search process, you will be destined to hear them very soon. As frustrating as it can be to hear it repeated throughout your search, there is definite value in this phrase. Don't settle for any position; instead, trust yourself and what you can bring to each position and institution, and you will find a fit.
- **Don't rule out possibilities that you had originally thought were unimaginable.** When I began my job search process, I thought that I was destined to work at a large institution. However, when I began looking at position descriptions and evaluating institutions, I soon discovered that I was gravitating to smaller, residential institutions, which is where I chose to be.
- **Utilize mentors, colleagues, and new professionals to help you navigate the job search process.** We have all been through this extremely stressful time before. Don't be afraid to ask us questions, seek advice, or just bounce an idea off someone else. Involvement in professional associations like NODA can be a great way to develop this network of colleagues.

While these tips are not guaranteed to land you that dream job, they can help alleviate the stress accompanied by your first and largest job search!

## FEATURE ARTICLE

# JOY IN THE WORKPLACE

by Lisa Endersby, University of Victoria

During the marathon meetings, the hours of paperwork, and the late nights in the office, it is easy to forget why we decided to take on a leadership role at all. I have had these motivational crises many times during my career as a student leader, where it seemed easier to simply give up than to continue losing sleep and missing out on time with friends and family just to run an event or produce a report. After entering a graduate program in Leadership Studies, however, I soon rediscovered the excitement that I feel when I run an event, or simply interact with other students through the programs I participate in. What may be missing for most leaders, whether they are students or executives, is remembering the joy of leadership and being a leader.

Wallington (2008) asks “Do we lose the childhood art of experiencing joy by the time we are eligible for leadership positions?” (p.1). Her article talks about observing young children as they exclaim their love of amusement parks, or while they’re playing with their friends. Wallington goes on to discuss aspects of being a leader that can bring a sense of joy that may be lost in the daily grind. For example, she discusses having the freedom to “set the tone” for your organization, or to allow your staff to be creative in their own work. This freedom brings an element of joy to leadership. In celebrating the creativity of others you can enjoy the freedom to run an organization in a way that best suits your own abilities and interests.

Whether we know it or not, people are being inspired by listening to what we say and watching what we do. We often experience this joy after being recognized for our work in small, informal ways that are both surprising and powerful. I have experienced this same phenomenon after I gave a speech at an orientation event. After the speech I received an e-mail from a student in the audience who was so inspired by my presentation that she wanted to tell me that I had motivated her to seek out leadership opportunities at the university. It is moments like these that, despite any hardships I faced later on, kept me excited about my job. It feels good knowing that I could reach at least one person and inspire them to love being involved on campus almost as much as I did.

One of the reasons I kept going back to work, despite the late nights and stressful days, was the fun I had with my colleagues and my job. Originally, I enjoyed my job because I have a passion for the student experience and campus life. I was thrilled to have the opportunity to get paid for doing something I already enjoyed. After spending time working with different groups and organizations, I discovered that it was just as important to have a ‘culture of fun’ in the workplace. People who enjoyed their work and their workplace seemed to be more productive and more enthusiastic, which contributed to the organization’s success.

Dennis Bakke (2005) wrote about fun in the workplace as creating an environment that is “rewarding, exciting, creative, and successful” (p.24). These adjectives most clearly speak to my own idea of the sort of workplace I would like to create and work in. Bakke spends time discussing how to make work rewarding for employees by acknowledging their unique talents and needs, while giving them a sense of social responsibility. This notion of giving back to the community fosters joy in the workplace by creating shared values amongst employees, which in turn allows everyone to feel like part of a team instead of working in isolation.

The idea that fun is more than joking around or staff parties isn’t new to me, but it took time to form an image of what a ‘culture of fun’ could look like in the workplace beyond creating a fun environment. Bakke’s definition of fun, which includes the notion of social responsibility, provides a way of incorporating joy and excitement into the workplace while simultaneously providing employees with an opportunity to give back and to extend themselves beyond the confines of their office building. Looking back on my own professional experience, I was most happy when I was working on projects that were for the benefit of fellow students or community members, particularly because I was able to feel a real sense of accomplishment while observing everyone enjoying the event or project I had created.

**continued ►**

► **JOY IN THE WORKPLACE**, continued from page 9

The idea of bringing fun and joy into the workplace fits with a more participative style of leadership, most closely linked to Douglas McGregor's 'Theory Y' management style in which people are assumed to be independent, intelligent and highly motivated (McGregor, 1960). This leadership style has been found to improve job satisfaction (Kim, 2002) and has helped shape a new conception of human relations (as opposed to human resources) that emphasizes employee participation in decision making activities. If employees feel valued both as individuals and as part of a team, they tend to "participate more willingly and comply with organizational goals" (Miles, 1999, p. 3). The incentive for creating a fun work environment goes beyond simply making the organization an enjoyable place to work, but also has broader implications for the organization's productivity and long term success.

The knowledge that fun and joy in the workplace can lead to greater productivity serves to strengthen my own belief that a fun work environment is an important factor in predicting an organization's success. I hope to implement this belief as practice in my roles as leader so that my own enthusiasm and passion can be honed for the benefit of my employees and those who access our services. It is immensely important that any organization, and all leaders, never lose the pure sense of joy that comes from loving what they do. I know that I have experienced this feeling of enjoyment in both my past and current work, and I look forward to sharing this passion with others throughout my career. ■

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**ON THE MOVE**

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**New Job? Promotion? New Location?**

Share your good news with the NODA family. Let us include your announcement in the "On the Move" column. Please provide your new contact information to [apc@gwu.edu](mailto:apc@gwu.edu).

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