

Fall Co-Curricular Week
Report to Retention Council
December 2, 2010

Executive Summary:

This report briefly summarizes key data from York's Fall Co-curricular Week (FCW) activities in 2010. Now in only its second year of operation, FCW this year involved more than 70 events supported by nearly 20 campus unit/department partners and served more than 1000 participants. Demographic data indicate that first-year students were the primary market for these events; however, data show that students at all year levels, and even some recent graduates, participated. More than twice the number of females participated as males. The 17-24 age group, which accounts for slightly more than 80% of York's undergraduate population, accounts for approx. 70% of participants. Evaluation data is very positive. Approximately 34.5% of the 1089 participants submitted an evaluation. Of those, 83% rated the sessions they attended as very useful/effective or extremely useful/effective. Nearly 87% indicated they would recommend the sessions they attended to their peers.

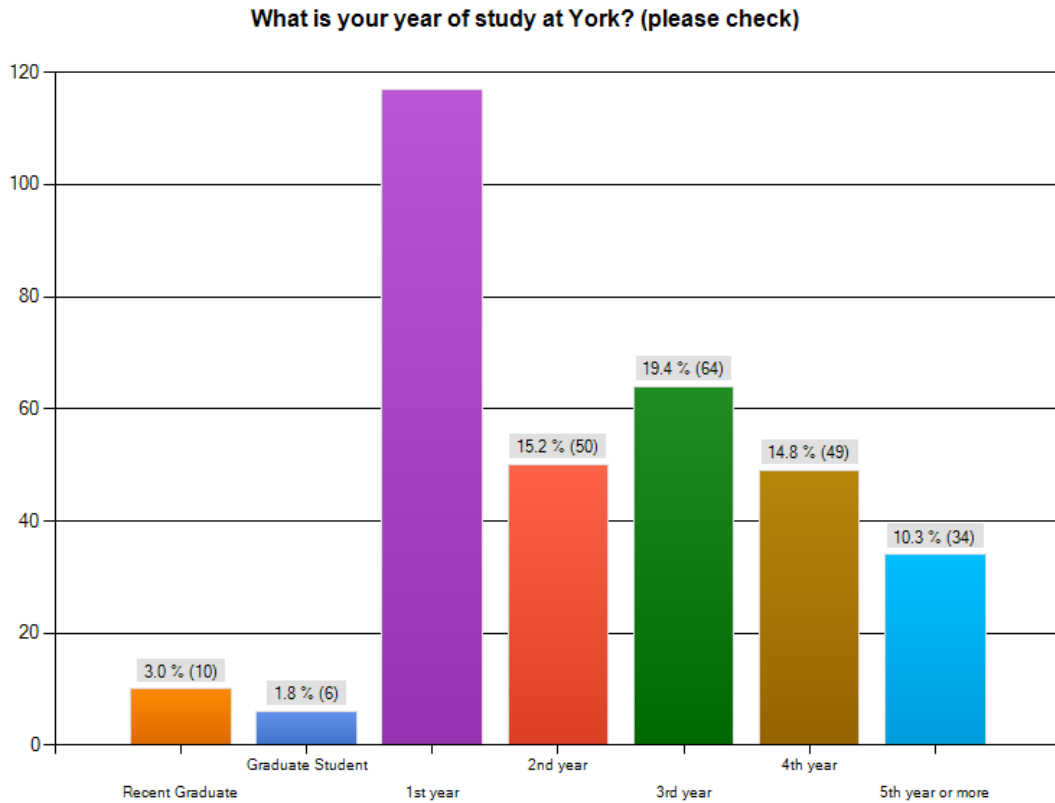
Attendance data:

In all, 1089 attendees were recorded at Fall Co-curricular Week events. Based on attendance data we have, sessions based on career sessions (e.g., resume writing workshops, interview skills workshops, dining etiquette, future skills conference) and academic skills (e.g., note-taking, exam preparation, writing, library skills) were most popular, followed by sessions on mentoring, breakfast with the Master, and drop-in advising, and social events. (See appendix for detailed breakdown of session attendance.)

Demographic data:

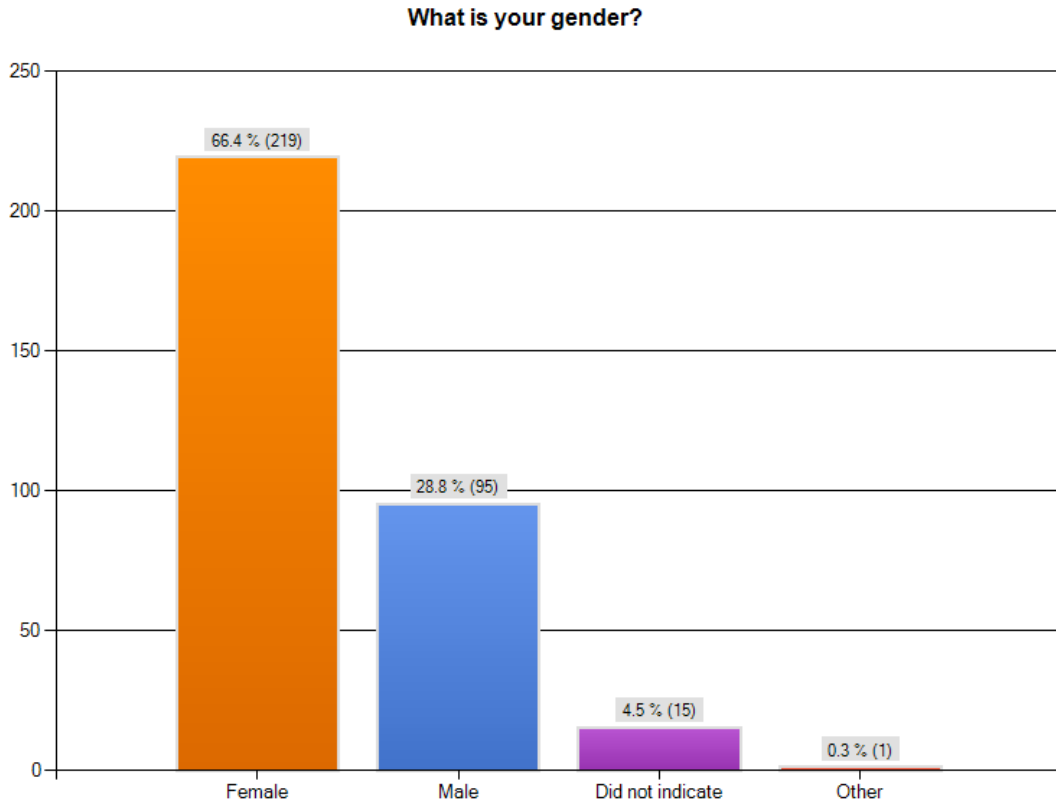
Year of Study

Marketing for Fall Co-curricular Week heavily targeted new students at York, with the aim of supporting them in their transition to academic life at York. The chart below shows the break down of attendees by year (n=330).



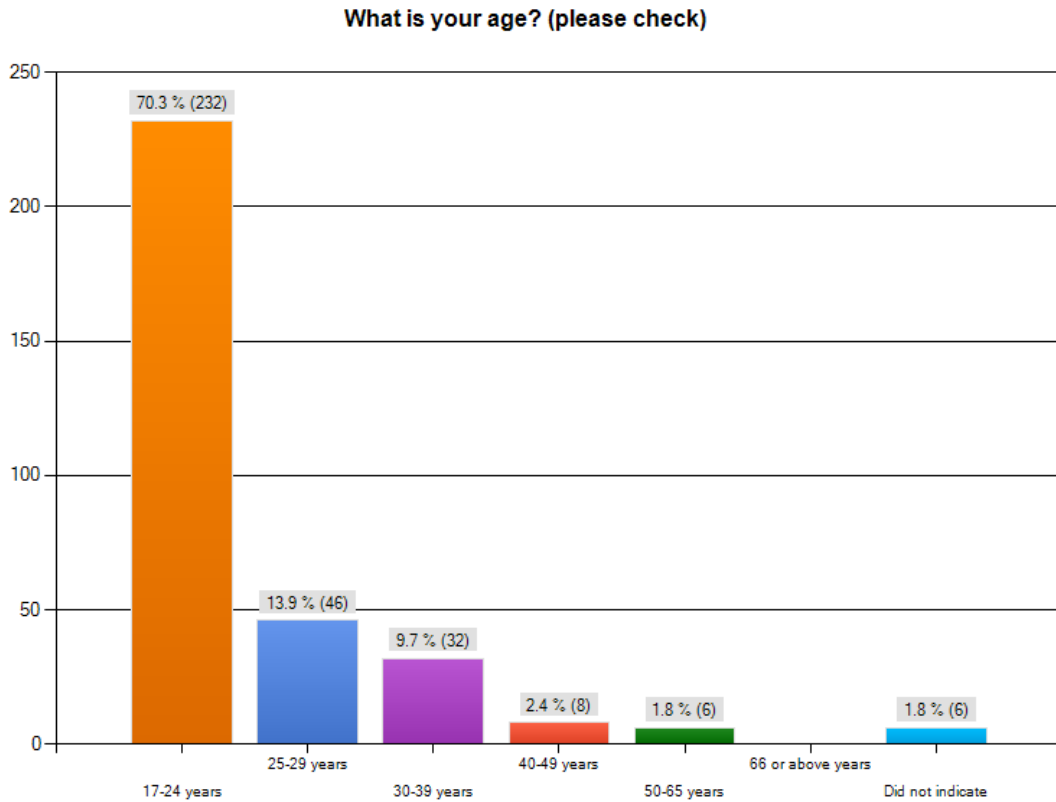
Gender

More than twice as many women attended Fall Co-curricular Week as men as is indicated in the chart below (n=330):



Age

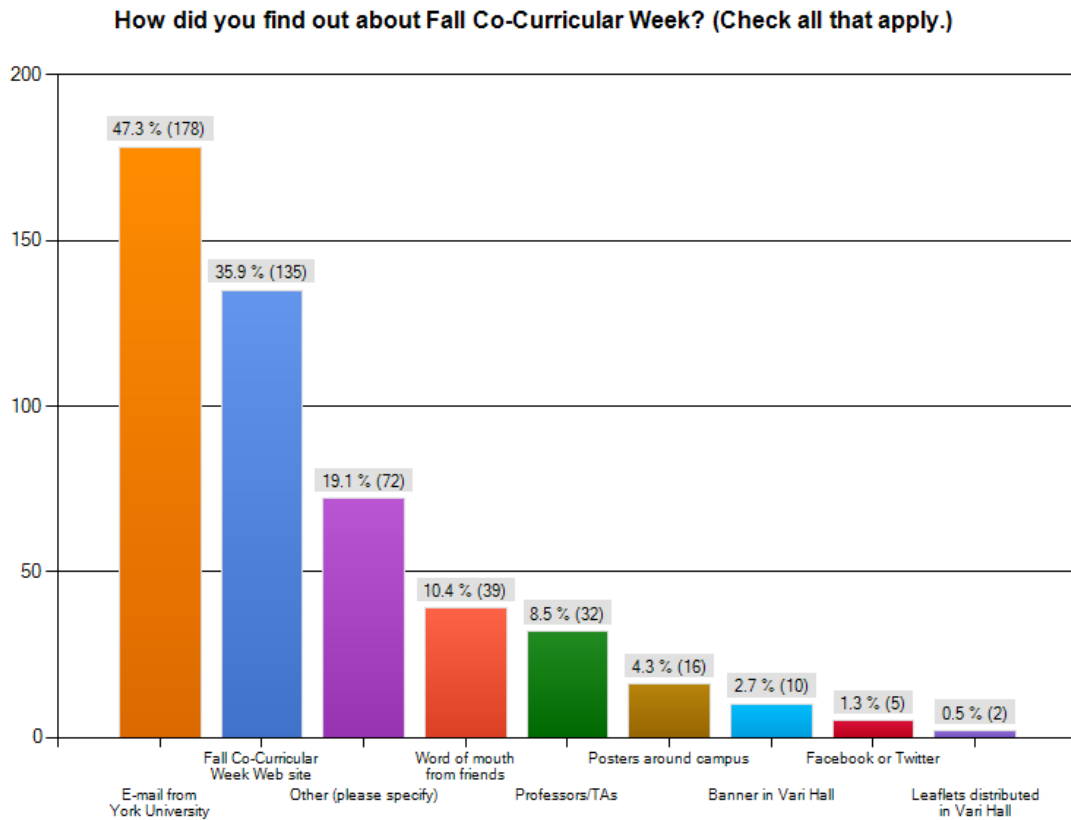
The largest group by far that attended Fall Co-Curricular Week was students aged 17-24 years. This represents approximately 70% of those students for whom we have demographic data. Approximately 30% of students were aged 25 or older, with students in their 20s, 30s, 40s and 50s represented (n=330).



Evaluation Data:

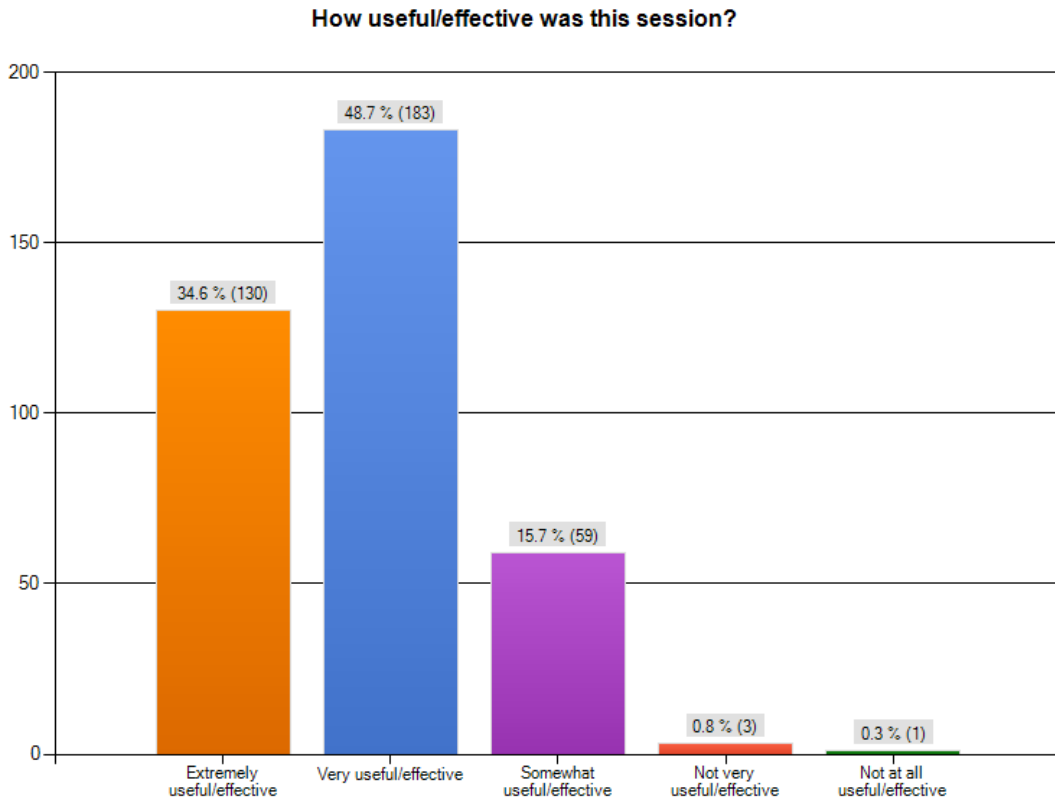
How did you find out about Fall Co-curricular Week?

The chart below shows that students found out about FCW through a variety of sources, chief among them a personalized email from the Vice President Students and the Fall Co-curricular Week web site. Among the “other” category are specific units (e.g., Career Centre, CDS), the York University web site, and other sessions attended (n=376).



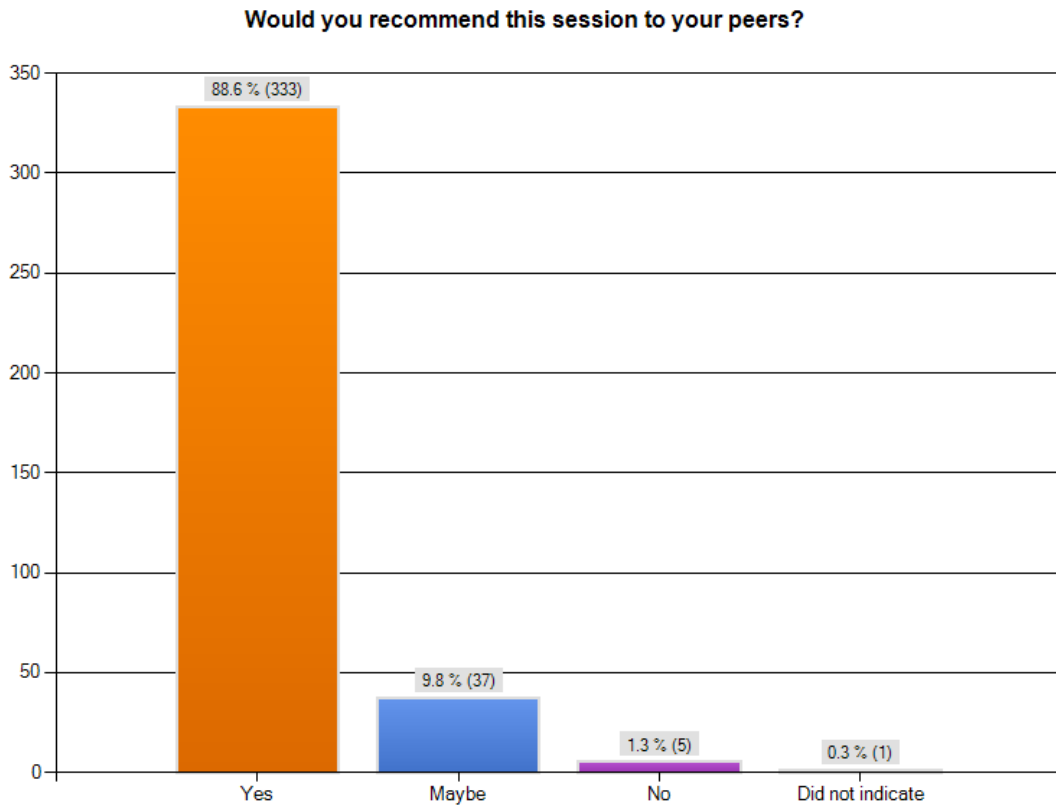
How Useful was Fall Co-curricular Week?

The chart below shows students' overwhelmingly positive response to the usefulness/effectiveness of the sessions they attended. More than 83% rated sessions they attended as very useful/effective or extremely useful/effective (n=376).



Would you recommend this session to your peers?

A very large majority of respondents, nearly 89%, indicated that they would recommend the session they attended to their peers. This outcome offers convincing support not only to the argument that Fall Co-curricular Week has something positive to offer, but also that York's services provide a high quality experience to students, given that most hosts offer similar sessions year-round (n=376).



Looking ahead to FCW 2011:

A primary consideration is to ensure that our window for marketing FCW 2011 is not constrained to the few weeks immediately preceding the events. For 2011, the Year-to-Year subcommittee along with its various campus partners aim to integrate messaging concerning the availability of FCW and its events into the student life cycle. Beginning in the spring, FCW messaging will reach students through a variety of venues including admissions and conversion messaging, Faculty advising sessions, RED Zone, Orientation, University service units and departments, and – we hope – classrooms.

There is some consideration underway at the Senate committee on Academic Standards, Curriculum and Pedagogy (ASCP) regarding the possibility of changing the timing of FCW. The Year-to-Year subcommittee is in contact with ASCP concerning collaborating in their upcoming survey to ensure that the important value that a mid-term scheduling of FCW provides students, especially first year students, is not lost. We also want to explore the notion that faculty members can use FCW to plan meaningful co-curricular academic experiences for the students in their courses.

Our most significant challenge to date remains shifting the culture among students, staff and faculty so that they see that FCW has significant potential to support the academic growth of our students. Participation from all areas of the university remains a key priority in our plans and messaging.