UBelong @ UAlbany will support targeted outreach to new students to keep them engaged with the university in the summer and throughout their first year. Students will gain a connection to current UAlbany students which will foster a sense of belonging and social connection to the University at Albany. This connection will support higher yield rates of students selecting the university, reduce summer melt, as well as increase retention and persistence rates.

Peer phone calls to students prior to their first semester. Current UAlbany students will call deposited students to answer any questions they may have and encourage them to register for Orientation. Following their Orientation session, first generation college students as well as out of state students will receive an additional phone call from a UAlbany student to discuss their orientation experience, answer any additional questions, and maintain engagement with the student. Success to be measured by comparing 2019 yield rate with the previous three years.

Resident Assistants will meet with first generation students to ask them about their experience transitioning to UAlbany. If the interactions prove to be valuable, Residential Life may expand to all students in the fall of 2020. Success to be measured by comparing 2019 six week survey results as well as first year retention rates for first generation students with the previous three years.