

Campus Visit 2012-2013 Evaluation

Brief description of program / project:

The campus visit is currently designed for prospective freshmen students. This is an opportunity for individuals to visit campus to learn more about the University of Utah history, admissions process and criteria, campus expansion activity, student life and the on-campus residential experience. The survey created for this program is designed for informational purposes so that improvements could be made to the campus visit experience.

Who was asked to complete survey:

Prospective students, parents, campus visitors and special interest groups were asked to complete the survey at the end of their campus tour.

Respondents: Summer 2012: 200

Fall 2012, Spring 2013, and Summer 2013: 2146

Administration Type:

Most surveys were administered by iPod Touch. However, in instances when the iPod Touch was unavailable, paper surveys were given and responses were later input into Campus Labs.

Summary of Key Findings:

2012 Summer Semester

69.79% of our respondents strongly agreed that this was a worthwhile event to attend

69.27% of our respondents said that the tour of campus was the most helpful part of the campus visit

58.85% of our respondents agreed that as a result of their visit that the University of Utah provides ways to make education affordable

64.06% of respondents strongly agree that as a result of their visit they have a better understanding of ways to get involved at the University of Utah

75.92% of our respondents strongly agree that the campus tour guide was knowledgeable about campus resources

29.18% of our respondents said that the tour of the residence hall was the least helpful part of the campus tour

85.11% of our respondents are more likely to attend the University of Utah because of their visit

66.32% of our respondents are more likely to live in the residence halls

Fall 2012, Spring 2013 & Summer 2013

80.34 % of our respondents were high school students

49.08% of our respondents heard about the campus visit through the Admissions website

68.16% of our respondents strongly agreed that the campus visit was worthwhile to attend

66.25% of our respondents stated the tour of campus was the most helpful part of their visit

57.09% of our respondents stated they have contact information of at least two people on campus

58.80% of our respondents agree that the University of Utah provides a way to make education affordable

57.77% of our respondents strongly agreed that they have a better understanding of ways to get involved on campus

57.44% of our respondents strongly agreed that they have a better understanding of what it would be like to be a student at the University of Utah

50.07% of our respondents strongly agreed that they have a better understanding of what it would be like to live in the residence halls

38.78% of our respondents agreed that they felt the admissions counselor was able to provide information they needed

69.43% of our respondents strongly agreed that the campus tour guide was knowledgeable about campus resources

66.62% of our respondents strongly agreed that their housing tour guide was welcoming and friendly

36.72% of our respondents agreed that their academic advisor was able to provide them information about their major

87.30% of our respondents are more likely to attend the University of Utah because of their visit

69.92% of our respondents are more likely to live in the residence halls

Actions Taken:

From summer 2012 to summer 2013, campus tours occurred three times per day at 9:00 am, 11:00 am and 1:00 pm. During summer 2013, research was conducted on PAC 12 schools, and in-state peers regarding campus visits. As a result of this research, the Office of Admissions implemented several changes.

Those changes included designing a completely new tour route, making adjustments to the timing of the tour, incorporating the housing portion of the tour into the flow of the overall campus tour, as well as a revision to the information session provided to visitors. Overall, changes to the tour allow us to showcase the campus community in the residence halls, incorporate campus expansion efforts into the tour in a natural and meaningful way, and give students the opportunity to see a classroom, the library, and more areas of campus where students spend time learning and engaging with one another. The change in frequency and timing of tours from three times daily at 9:00, 11:00 and 1:00 to twice a day at 10:00 am and 1:00 pm to better accommodate visitors. We continue to hold campus tours one Saturday per month 10:00 am to accommodate those who could not attend during the week.

Lastly, the tour survey was revised to collect better data to inform visitors' experiences. The survey is broken down into sections that identify the process of the campus experience. Sections include the pre-visit, campus tour, housing tour, information session and optional demographic information.

Which department and/or program goals does this project align with?

No strategic plan at this time.

Which Student Affairs goals does this project align with?

- Utilize a coordinated assessment, evaluation and research approach to promote data driven decision-making.

The changes stated above within the 'Actions Taken' section were driven by the results from the 2012-2013 survey. The data collected provided awareness that the current tour was too long and not up to our visitor's expectations.