

Event: Counselor Conference Evaluation Fall 2013

Brief description of program/project (include purpose and outcome(s)): Each fall, the Office of Admissions hosts the Utah High School Counselor Conference. This event provides middle and secondary school counselors the opportunity to visit the University of Utah campus, receive updates on the admissions and financial aid/scholarship processes, as well as learn more about the academic schools and colleges and student support offices on campus. This year's conference featured several concurrent sessions along with the opportunity for attendees to participate in campus tours.

Number registered/attended:

Counselor Conference

Registered: 249
Walk-in: 12
Total attended: 220

Concurrent Sessions I

Financial Aid and Scholarships Update: 56
Holistic Admissions: Advising Junior High and High School Students: 112
What Employers are Looking For and What Makes a Successful Employee: 30
Mandatory Advising Program: 9

Concurrent Sessions II

Financial Aid and Scholarships Update: 69
Block U and the Importance of General Education: 26
Honors College and the Selection Process: 87
Orientation, Swoop Camp and Leadership Development: 17

Campus Tours

General University of Utah Campus Tour: 14
Honors College & Housing: 7
College of Engineering: 15
School of Business: 6
School of Nursing: 8

Who was asked to complete the survey: All individuals attending the event were asked to complete the survey instrument.

Administration Type: Paper survey with Excel file uploaded into Campus Labs

Respondents: 30 percent or 66 attendees responded to the survey instrument

Summary of Key Findings:

With regard to the Visit Experience, which includes value of the information provided, ease of communication prior to the event, and ability of Admissions staff to answer questions all respondents stated we met and/or exceeded their expectations. Responses to the concurrent sessions also indicated that sessions either met and/or exceeded attendees' expectations. *For detailed information, refer to the full Counselor Conference Evaluation Fall 2013.*

Recommendations:

Based on the evaluation feedback, we will continue to rotate breakout session topics as a means to provide new information about the University of Utah and our admissions and financial aid processes each year. We will also consider using more 'hot topics' in college admissions counseling to better support counselors in preparing and supporting students' transition to post-secondary education. Feedback further revealed a need to look for more ways to better incorporate the student voice/experience into the conference.

Logistically, consideration will be given to moving the conference midweek to better involve school districts that have historically been unable to participate. Additionally, we will seek to use technology to provide access to the material presented for those in more remote areas of the state via video and/or making presentations available online after the conference.

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

Which Student Affairs goals does this program / project align with? Goal 5 a