

Red, White & U Day 2014 Evaluation

Brief description of program / project:

Each spring the Office of Admissions hosts Red, White and U Admitted Student Day. This event provides students and parents the opportunity to visit the University of Utah campus, learn about first-year student programs, meet current students, participate in activities and go on an optional tour of campus, housing, the library and the field house. RWU also provides students with the opportunity to meet with academic departments. In addition, many of the student support services were available to answer questions as well. Student support services include the Counseling Center, the Center for Ethnic Student Affairs and Disability Services.

Who was asked to complete the survey:

Students and Parents who attended the event

Respondents: 9

Administration Type:

Excel

Summary of Key Findings:

- 66.6% of respondents expectation were met about the purpose of the event
- 55.56% of respondents expectations were met with the directions to campus
- 44.44% of respondents expectation were exceeded with the event facilities
- 33.33% of respondents housing tour was below their expectation
- 55.56% or respondents agree that they know how to get involved on campus

Actions Taken:

It was recommended to announce in the opening and closing sessions that there are paper surveys for students and parents to fill out and let us know how they enjoyed or did not enjoy the day.

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

3 & 6. Promote diversity on campus through effective programming and active recruitment of staff and students. Utilize a coordinated assessment, evaluation and research approach to promote data driven decision-making

Which Learning Domain(s) does this program / project align with?

Health & Wellness; Leadership; Campus Community