

Reach Higher High School Leadership Conference

Population for survey: The population for the survey encompassed the participants of the 2009 Reach Higher High School Leadership Conference. This is a population of high-school-aged students from 15-18 years old, representing schools across the Utah valley, female and male, and various ethnicities.

Number of Respondents: 21 respondents of 72 participants

Summary of Key Findings:

The key findings touched on many aspects of the conference. We found that most students learned about the conference from their student advisors (70.37%) and consequently most students attended the conference because their advisor wanted them to attend. In addition, some students attended the conference to see our campus, to take advantage of the low cost, and to gain perspective on leadership from college student leaders. Pertaining to conference structure, participants liked the overnight conference set up (52.38%) and about half of the survey respondents would have enjoyed an even longer conference (47.62%). Additionally, student participants indicated that the service project could have been structured better, and that they wanted some time to discuss sessions and lessons with their schools. The most important key findings were that the conference positively influenced student plans to attend the University of Utah (55% combining very likely and moderately likely responses) and that the conference gave students a positive perception of fraternity and sorority life on campus.

Actions Taken:

In planning the next Reach Higher High School Leadership Conference, we considered all the feedback given by the survey results and incorporated the suggestions. The finding that attending the conference does positively influence students to attend the University of Utah encouraged us to continue with the tradition of the Leadership Conference. We incorporated a more leadership-focused service experience, included a block of time for students to meet with their schools after dinner on the first night, and encouraged a larger portion of fraternity and sorority members to volunteer for the conference to increase the positive perception. Also advertisement of the conference will be primarily directed at the

advisors since the survey indicates that they are the biggest influence in a student's decision to attend the conference.