

Campus Visit Survey Summer 2011

Brief description of program:

Prospective students and their parents and family members visit campus in order to receive a presentation from our office as well as a campus tour and housing tour as they prepare to select a Higher Education institution. Campus Visits occur daily Monday through Friday year round.

Who was asked to complete survey:

All attendees – prospective students, parents, family members

Respondents:

392 Survey takers

282: High School Students

30: College Students

23: Parents

15: Other

Administration Type:

iTouches and paper with data entry into Campus Labs

Summary of Key Findings:

- 25.71%: Indicated the Information Session was the most helpful part of the visit
- 57.14%: Said the tour of campus was the most helpful part of the visit
- 198 survey takers agreed that the communication prior to coming to campus was helpful
- 44.0% heard about the campus visit through the website.
- 198 survey responses strongly agreed that they have a better understanding of what it would be like to be a student on campus.
- 79.88% strongly agreed the Campus Tour Guide was friendly and courteous
- 85.55% of respondents are more likely to attend the U because of their campus visit

Actions Taken:

- Shortened the information session based on comments within the evaluation.

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

- Educate future undergraduate students about the opportunities available through higher education and at the University of Utah. Specific target groups include in-state and out-of-state freshmen and transfer students, ethnically diverse students, underrepresented students, academically talented students, non-traditional students, and international students.
- Guide, support, and advocate for future students throughout the inquiry to enrolled process.
- Provide future student groups and their families academically enriching experiences and programs on campus.

Which Student Affairs goals does this program align with?

- a. Develop programs and services to promote the value that a diverse population has on the overall educational and campus life experience.
- c. Develop programs and services to make the University more accessible to underrepresented populations (e.g. work with government and community service providers to identify potential students, promote higher education and increase families' understanding of the value of higher education).