

## **Campus Visit Survey 2010-2011**

**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:** 519 responded (some guests opted out)

**Administration Type:** iTouches and paper

### **Summary of Key Findings:**

- 51% of guests that completed the survey indicated that they heard about the Campus Visit through our website.
- 47% of guests that completed the survey said that the Campus Tour was the MOST helpful part of their visit.
- 1.67% of guests that completed the survey disagreed or strongly disagreed that overall the event was worthwhile to attend.
- 15% of guests that completed the survey disagreed that they have the names and contact information for at least 2 people they can speak with if they have questions.
- 82.7% of guests that completed the survey indicated that they or their student is more likely to attend the University of Utah after visiting campus.

### **Actions Taken:**

- Need to make sure that our website is up to date and accurate at all times since it is the most common way that guests learn about our campus visits.
- Will evaluate how to inform the guests of multiple people they can contact in the future as further questions arise.

- Will continue to improve upon our campus visit program to ensure that we are meeting the needs of our prospective students.

### **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 survey 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).