

Counselor Conference 2010 Evaluation

Brief description of program: High School Counselors from the state of Utah were invited to the University of Utah's campus for updates on Admission Requirements, Scholarships, and Financial Aid. A variety of breakout sessions were provided as well as lunch and a mingle with College representatives.

Who was asked to complete survey: All High School Counselor participants

Response Rate: 76.4% (84 of 110)

Administration Type: paper

Summary of Key Findings:

- 59% of participants strongly agreed that they were able to receive clear responses to their questions from University representatives.
- Responses to what the strengths of this year's conference were:
 - Diverse presentations; new information every year
 - Right length of time in sessions and enough in between to visit with colleagues
 - Location was great
 - Handouts were very helpful
- Responses to what improvements could be made:
 - More certain Admission update answers
 - Business cards for each presenter
 - Provide a campus tour
 - Add a session on Athletic recruiting, scholarships, and NCAA regulations
 - Hand out an Undergraduate Bulletin at check-in

Actions Taken:

- Will add new breakout session to next year's conference including an Athletic session
- Continue to hold conference in the Union building
- Provide handouts at check-in and during all presentations including an Undergraduate Bulletin
- Will add a campus tour given by current students to the conference schedule

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

- Guide, support, and advocate for future students throughout the inquiry to enrolled process.
- Provide specific programs that inform and cultivate relationships with key constituencies who influence the college decision-making process including but not limited to high school and college counselors, teachers, families, and alumni.

Which Student Affairs goals does this survey align with?

a. Develop formal and informal reciprocal partnerships with campus and community constituents, providing on-going events and engagement opportunities that bridge the University community with the greater Salt Lake community.

b. Develop programs and services aimed to educate the University community about the experiences and challenges faced by underrepresented populations through greater collaboration with Academic Affairs and other divisions.