

Title of Assessment: Future Student Open House and CommUnity Day November 2009

Population for Survey: About 1,000 people at the event (parents and students of all ages)

Respondents:

61 students, 15 parents and 1 other

Summary of key findings:

- The most helpful part of the event included meeting with table presenters (49.32%), the tours were the most helpful event according to (23.29%) and workshops were most helpful for (19.18%)
- 32.89% of participants strongly agreed that the communication before the event was helpful while 55.26 agreed.
- 21.33% of participants strongly agreed that they understand the scholarship opportunities while 62.67% agreed and 13.33% disagreed.
- When understanding the admissions procedures, 57.89% of people agreed and 28.95 strongly agreed.
- 80.60% of participants said their visit influenced their decision to attend, while 19.40% said no.
- 63.89% said that they are planning on attending the University of Utah and 33.33% said they are unsure.
- 31.15% said they plan on living in the resident halls, 39.34% said they were not and 29.51% said they were not going to live on campus.

Actions Taken:

Based on the low percentage of people attending the early morning break-out sessions, we made sure to only offer the tours of campus and housing at the end of the day in the spring open house. Everyone seemed to go on tour first. This was our largest event we have ever had in our office times 3, so we were not as prepared for food and budget as we could have been. We ran out of food right away, so in the future we made sure to order enough food for the participants for our upcoming Connecting U Days. We have also combined efforts with Orientation and UNP for our events for 2010 and 2011. The largest change that we made for our spring open house was to have all of the colleges and departments who wanted to participate to have their own breakout sessions. This allowed them more one on one time with interested students. We still had the same tabling format to give students and departmental representatives as much time as possible to interact.