

High School Counselors Conference

Key Findings:

- Overall, each aspect of the conference had high ratings with 93.26% of the respondents stating the conference met or exceeded their expectations.
- In response to the question about “the strongest parts of this year’s conference”, the following seemed to stand out
 - The admissions, financial aid, and scholarship updates
 - The breakout session format
 - University student participation and perspective
 - Like the idea of being able to watch all sessions as podcasts
- In response to the question about “what improvements would you like to see for next year?”, the following stood out
 - Want to hear from more students; “bring back the student panel”
 - More handouts particularly in admissions, financial aid, scholarships; make sure to have enough handouts
 - Several people mentioned they would like a campus tour

Actions Taken:

- Will maintain most of the format from last year with one adjustment to accommodate a student panel that everyone will be able to attend
- Will offer a campus tour at the conclusion of the event
- Encourage all presenters to have handouts and to have an adequate supply
- Will continue to record and podcast sessions

Student Recruitment Office objective(s) associated with this assessment

- 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.

- Develop collaborative initiatives with colleges, departments, faculty, alumni, and members of the larger community to enhance the overall recruitment efforts of the University.