Project Summary

Admissions / Campus Visit Survey 2014-2015

Goal and desired outcomes of the program or service:
The campus tour is the primary way prospective students and parents get exposed to the University of Utah.

Goal of assessment:
To assess the Campus Visit Experience by surveying our guests asking about their experience related to the pre-visit, campus tour, housing tour, information session and demographic information

Population sampled:
Freshman and transfer students, parents, alumni, Salt Lake community

How many people were asked (if known)? 2689
Respondents: 2211
Response Rate: 81%
Administration Type: Paper responses with data entry into Campus Labs

Summary of Key Findings

Did your assessment accomplish your assessment goal? Was the desired outcome of the program or service achieved? Describe why/why not and what was learned. Include data to support your statements.

79.43% of respondents indicated they are more likely to apply or attend the U after taking a tour
85% of respondents were freshmen students

56.90% of respondents indicated they are more likely to live in the residence halls

Actions Taken/Planned based on the findings from this assessment:
No major actions are being taken for campus tours based on results from this assessment. Visitors seem pleased with the overall structure and length of their tour. Minor tweaks are being made to better streamline the tour, and provide more information up front during the admissions information session.

Alignment
Student Affairs Key Activity: [still in process]
Departmental Key Activity: Campus Experience
Departmental goal this project addresses: Click here to enter text.

Departmental Key Activity: Brand Awareness
Departmental goal this project addresses: Click here to enter text.

Student Affairs Learning Domain Connection: Campus Community

*Please explain how this project connects to this Learning Domain:* Campus Tours are a continuous pipeline of recruitment and enrollment for students into the U