Red, White & U 2015 Survey

Brief description of program / project:
Each spring the Office of Admissions hosts Red, White and U Admitted Student Day. This year’s program was held on Saturday, April 11, 2015.

This event provides students and parents the opportunity to visit the University of Utah campus, learn about first-year student programs, meet current students, participate in activities and go on an optional tour of campus, housing, the library and the Student Life Center. RWU also provides students with the opportunity to meet with academic departments and view their facilities. In addition, many of the student support and student life services hosted info sessions to showcase their services.

Who was asked to complete the survey?
Students and Parents who attended the event

Attendance Figures:
RSVP: 1662
Students Attended: 549
   Students from Utah: 418
   Students from Out of State: 132
Parents/Guests Attended: 641
Total Attended: 1190

Respondents: 305

Administration Type:
Paper evaluation included with agenda, later imputed into Campus Labs

Summary of Key Findings:
- 58.08% of respondents felt the overall program was “outstanding”
- 98.18% of respondents indicated their interest in the University of Utah increased after attending Red White & U
- Over 200 respondents indicated that this was NOT their first visit with the University of Utah.
- The most popular Student Life and Services sessions were Financial Aid, Residence Hall Tours, and Pre-Med Advising
- The most popular Academics & U sessions were the College of Engineering, the College of Fine Arts, and the College of Science.
**Actions Taken:**
This year’s paper evaluation did not include an option to indicate which person is filling out the evaluation (parent or student). This will be fixed for the 2016 program and beyond.

The most common guest criticism involved our lunch options. To anticipate crowds, we spread food out over four locations, however, the crowds predicted to eat on Upper Campus did not come, and instead the Library food tent was swamped following the two tours, quickly followed by the food tent at HPER. Additionally, requests for veggie burgers overwhelmed our supplies, and the windy day caused food to grow cold.

We are already exploring different possibilities for next year, which may include involving the food trucks that regularly frequent our campus, and continue working with Chartwells to provide water and snack stations.

It was also difficult for guests to identify tables during the college browse/information expo in the morning due to crowds. For next year, we will explore having large signs printed and hung in the Huntsman Center.

Lastly, the location to pay the enrollment deposit was too far out of the way, and we will be seeking a different, more prominent computer lab for 2016.

**Which department and/or program goals does this program / project align with?** Admissions

**Which Student Affairs goals does this program / project align with?**
3 & 6. Promote diversity on campus through effective programming and active recruitment of staff and students. Utilize a coordinated assessment, evaluation and research approach to promote data driven decision-making

**Which Learning Domain(s) does this program / project align with?**
Health & Wellness; Leadership; Campus Community