U-Night Survey 2011-2012

Brief description of program:
High school seniors were able to spend a Friday evening and Saturday morning on campus. The program included an information session, campus tour, housing tour, evening activity with current students, and staying in the Resident Halls with a current student overnight.

Who was asked to complete survey: High School student participants
Respondents: 210 participants over 21 weekends
Administration Type: Campus Labs app on Ipod Touches and link for posting

Summary of Key Findings:
• 44.02 % of the students who attended found out about the Unight Program from the postcard mailed 4 weeks before registration opened.
• 33.33% of students surveyed said the time spent with the Student Host was the most helpful part of U-Night.
• 177 of respondents are more likely to attend the U because of the U-night program.
• 171 said they are more likely to live in the residence halls.
• 75.71% strongly agreed that this event was worthwhile to attend.
• For Fall Semester 2011, 21.05% said the classroom visit was the least helpful part of their visit.

Actions Taken:
• From fall to spring semester, the schedule was changed to a shortened version that would fit the time frame of the afternoon. The new schedule did not have a classroom visit as an activity.
• This program was cancelled at the end of Spring Semester 2012.

Which department and/or program goals does this survey align with?
• Educate future undergraduate students about the opportunities available through higher education and at the University of Utah. Specific target groups include in-state and out-of-state freshmen and transfer students, ethnically diverse students, underrepresented students, academically talented students, non-traditional students, and international students.
• Guide, support, and advocate for future students throughout the inquiry to enrolled process. Provide future student groups and their families academically enriching experiences and programs on campus.

Which Student Affairs goals does this program align with?
• 1.c. Promote experiential learning opportunities
• 1.d. Support leadership opportunities