

## Campus Visit Survey 2011-2012

### Brief Description of Program:

Prospective students and their parents and family members visit campus in order to receive a presentation from our office as well as a campus tour and housing tour as they prepare to select a Higher Education institution. Campus Visits occur daily Monday through Friday year round.

### Who was asked to complete the survey:

All attendees – prospective students, parents, family members

### Respondents:

678: Survey takers

481: Current High School Students

70: College students

62: Parents

15: Other

### Administration Type

iTouches and paper with data entry into Campus Labs

### Summary of key Findings:

- 69.38%: Strongly agreed the campus visit was worthwhile to attend
- 61.44%: Said the campus tour was the most helpful part of the visit
- 26.51%: Said the information session with the Admissions Counselor was the least helpful part of their visit
- 32.18%: Said the tour of housing was the least helpful part of their visit
- 84.24%: Students said they are more likely to attend the U
- 66.1%: Students said they are more likely to live in the residence halls

### Actions Taken:

- New campus visit times were implemented August 1, 2011 to allow students more opportunities to visit campus. Also implemented was a transfer student specific time slot.
- The information session was shortened to allow more time touring campus.

### 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?**

- a. Develop programs and services to promote the value that a diverse population has on the overall educational and campus life experience.
- c. Develop programs and services to make the University more accessible to underrepresented populations (e.g. work with government and community service providers to identify potential students, promote higher education and increase families' understanding of the value of higher education).