

Campus Visit Evaluation

Our Daily Campus Visit Program is open to all prospective students and their families. Each visit provides students and families an opportunity to learn about the university; learn about the admissions, financial aid, and scholarship processes and opportunities; tour the campus and residence halls; attend a class; and visit with an academic advisor. At the conclusion of each visit, participants are asked to complete an evaluation of their visit.

Key Findings:

- The most helpful parts of the campus visit are the campus tours (43%), tours of the residence halls and meeting with an admissions counselor (tied at 20%), and departmental visits (17%).
- 91% of the respondents indicated that they have the names and contact information for at least two people that they can contact with questions.
- 88% of the respondents indicated that their visit influenced their decision to attend the university. 21% said they were coming and 75% remained unsure about where they were going to go to college.
- For those who indicated they were planning to attend the university, 33% said they were going to live on campus, 11% said no, and 56% were unsure.
- The biggest finding is that we have very low response rate to the evaluations, less than 1% of the participants.

Actions Taken

- After reviewing the current assessment, there are a couple of changes that will be made to improve its overall strength.
- We are also going to look at alternative ways to administer the assessment since the current paper assessment does not seem to be very useful.

Office objective(s) associated with this assessment

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