

College Student for a Day

Brief description of program:

College Student for A Day targets current participants in the Ambassador Program. The focus is to encourage college enrollment after graduation for first-generation, low-income and students of color. In support of the college enrollment emphasis the ambassadors design the day's activities to mirror a typical schedule of a college freshman. The goal is to expose these students to the college environment to eliminate fears and misconceptions about college and create a visual experience.

Who was asked to complete survey:

Participants who attended the event came from seven different local high schools. The majority of the students were seniors and the rest juniors.

Response rates: 45.3% (34 of 75) on February 24, 2010; 73.8% (96 of 130) on November 10, 2010

Administration Type: Paper

Summary of Key Findings:

- Over 48.96% of respondents strongly agreed that this was a worthwhile event to attend.
- Only 43.75% of respondents agreed that communication prior to the event was helpful.
- About 50.00% of respondents agreed that the class lecture was the most important part of the visit while 42.71% said that the campus tour was the most helpful part of the visit.
- Surprisingly 37.5% of respondents said that the student panel was the least helpful part of their visit.
- About 39.58% said that they did not receive any contact information for university representatives.
- 31.25% of respondents indicated that they did not understand the admissions criteria for the University of Utah.
- Overall about 89% indicated that after their visit they felt more comfortable with the University of Utah setting.

Actions Taken:

College Student for A Day will now be available to all students from first-generation college, low income backgrounds instead of just the Student Ambassador Program. We will structure the program different by changing the platform so it will be more organized and the students should hopefully feel less confused. We will also add online pre-registration.

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 survey align with?

1. Student Engagement (1)
2. Commitment to Diversity (3)
3. Collaboration (5)
4. Assessment & Evaluation (6)
5. Best Practices (8)