

Connecting U Days 2011-2012

Brief description of program:

Connecting U Day is an event for prospective students, their parents and family members to visit campus and get an idea of what the University of Utah has to offer. The schedule allows them to learn more about opportunities at the U and meet several college coordinators, resource representatives, club members, and current students. There are a variety of breakout sessions throughout the day as well as lunch in the middle of the day with an information fair. Attendees are able to go on a campus tour as well as tour the residence halls. The goal of Connecting U Day is to get students and family members excited about the opportunity to attend the University of Utah.

Who was asked to complete survey:

Prospective students, parents, and family members that attended the event

Responses:

November overall evaluation: 199

January overall evaluation: 147

Administration Type: paper responses with entry into Campus Labs

Summary of Key Findings:

- The most common way that attendees heard about the Connecting U Day event was through email (25.68%) and then a postcard (21.96%).
- 99.23% of respondents agreed or strongly agreed that Connecting U Day was a worthwhile event to attend.
- 56.76% of respondents indicated that the workshop sessions were the most helpful part of the visit.
- 37.85% of respondents indicated that the information fairs was the least helpful part of the visit.
- 96.16% of respondents agreed or strongly agreed that the welcome was a good way to kick off the event.

Actions Taken:

- Suggestions provided on what improvements could be made:
 - Better directions to the session rooms
 - More room for the information fair
 - Make sure all of the colleges and departments are represented at the information fair
 - More time for more sessions

Which department and/or program goals does this project 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?

c. Promote experiential learning opportunities (e.g. career development, internships, mentoring programs and part-time employment).

d. Support leadership opportunities (e.g. community engagement, volunteerism, student organizations involvement and peer-to-peer mentoring).