

## Connecting U Days

### Brief description of program:

Connecting U Day is large event for prospective, admitted and current students, parents and family members, and community members. The event includes a light breakfast with a welcome, a variety of breakout sessions, an information fair during lunch, a campus tour, and a tour of the resident halls. This daylong event allows students and family members to try the University on to determine if this is the school for them. It was held four times during the 2010-2011 year.

### Who was asked to complete survey:

All participants – students, family members, etc.

**Respondents:** Approximately 2,200 were given the evaluation, 629 completed

**Administration Type:** Paper

### Summary of Key Findings:

- 89.96% of participants averaged between the 4 events strongly agreed or agreed that the event was a valuable experience.
- The most common way that participants heard about the program was through the postcard (35.43%) with the email being the next most common (20.62%) between all 4 events.
- 42.38% of participants were planning to attend the U prior to coming to Connecting U Day.
- 49.76% of participants indicated that Connecting U Day provided them with information influencing their decision to attend the U.
- Only 4.10% of participants completing the survey were current students, the majority being prospective students with 51.46%.
- The 'Welcome' was listed most often when participants were asked what the least helpful part of the day was.

### Actions Taken:

- Will continue to market the event by sending a postcard to eligible participants
  - Increase efforts for High School counselors to mention this event in their schools
- No longer inviting current students to this event
- Restructuring the welcome to be a more exciting kick-off for the event
- Keep one consistent evaluation for all 4 events

### 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?**

- Student Engagement
- Provide diversity on campus through effective programming and active recruitment of staff and students.