

Future Student Open-House

This assessment was conducted at the conclusion of our Spring Open House in Spring of 2009. There were a couple of slight modifications made for this open house in that it was open to all students (pre-kindergarten through college transfer) and their families and we did not offer campus tours because the event was held at night. However, the purposes for this event remained similar to the fall open house and include providing information about admissions requirements, scholarships, financial aid, learning communities, and getting involved. Additionally, we provide prospective students an opportunity meet with representatives from various campus colleges, departments, and offices.

Key Findings:

- 47% students and parents said that the most helpful part of the visit was meeting with presenters and 33% said the workshop sessions.
- When asked to indicate their level of agreement with the statement “I have a better understanding of (admissions, financial aid, scholarships, getting involved, and majors/departments), over 80% (and sometimes over 90%) either agreed or strongly agreed. Living on campus rating moved up from the fall open house to 83% agreeing or strongly agreeing.
- 86% of the respondents agreed or strongly agreed that they had the names and contact information for at least two people that they can contact if they have questions.
- 65% of the respondents indicated that their visit influenced their decision to attend the university. 79% said they were coming and 21% remained unsure about where they were going to go to college.
- Some of the written feedback included wanting more time for the event so more workshops could be attended. Some of the participants were frustrated that the scholarship deadline had just past and this event was the first that they were learning of the scholarship process.
- We had a significantly lower attendance (75 for this event compared to over 200 for the fall event).
- For those who indicated they were planning to attend the university, 44% said they were going to live on campus, 31% said no, and 25% were unsure.

Actions Taken

- Because of the continued positive ratings for the format, we will continue with the format for future open houses with the table presenters and workshops.

- We believe one reason for the low turnout was due to the event being held in the evening. So future open houses will be on Saturday mornings/early afternoon.
- While the percentage of respondents indicating that the event influenced their decision to attend the university went down as compared to the fall event, the percentage of those who indicated they were going to attend the university increased. Our belief for this change is that the event occurred later in the year so many more students have made up their mind as to where they plan to attend in the fall.

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.
- Provide specific programs that inform and cultivate relationships with key constituencies who influence the college decision-making process including but not limited to high school and college counselors, teachers, families, and alumni.
- Develop collaborative initiatives with colleges, departments, faculty, alumni, and members of the larger community to enhance the overall recruitment efforts of the University.