

Introduction and General Findings on Assessment in the Office of Student Recruitment and High School Services

During the 2008-2009 academic year, the Office of Student Recruitment and High School Services conducted eight assessments. These assessments were used to gather information on existing programs, to assess one-time programs, and to assess year-long programs. We use our assessments to both evaluate specific programs but also evaluate whether or not we are fulfilling our mission and objectives (outlined below).

Overall our assessments indicate that the programs we are providing are meeting the needs of the participants; as such few changes really need to be made. This past year we have tried to ask some of the same questions across all our assessments. More analysis needs to be done on how each program does on each of these common questions. We are finding that some programs get a better response than others. Therefore, more work needs to be put into determining ways to increase our response rate. Finally, most of our assessments ask whether or not the student is planning on attending the university and live on campus. Once we have reached the census date, we will be able to look at the percent of students who attended each event and actually enrolled and chose to live on campus. This may provide insight as to how early students actually make up their mind on whether or not to attend the university and live on campus.

Program Mission:

The office of Student Recruitment and High School Services provides information to future students and others who are critical to the college decision-making process. Our goal is to provide future students with enough information to make an informed college choice. Toward that end, we have developed the following mission statement:

The mission of the Office of Student Recruitment and High School Services is to promote the University of Utah and higher education in a positive, honest, informed, and personalized manner. We strive to recruit a diverse undergraduate student body that reflects the University's standard of excellence in all disciplines.

Program Objectives:

- 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.

- 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.
- Provide meaningful experience to our professional staff and student employees for their long-range career and personal development.
- Develop collaborative initiatives with colleges, departments, faculty, alumni, and members of the larger community to enhance the overall recruitment efforts of the University.