

## U-Night Survey

There are approximately 14 U-Nights that occur throughout the course of the academic year. Each U-Night provides an opportunity for prospective first-year students who are currently in their senior year of high school to have a more extensive campus visit experience. During their visit, the students attend an information session with an admissions counselor where we discuss admissions, scholarships, and the multiple opportunities available at the U. Additionally, U-Night participants eat in the Heritage Center, attend a campus activity during the evening, and stay overnight in the residence halls with a current student. An assessment is conducted at the conclusion of each individual U-Night.

### Key Findings:

- The most helpful parts of the U-Night visit are the evening activities (36%), the tours of campus (29%), tours of the residence halls (17%), meeting with an admissions counselor (7%), and departmental visits (5%).
- 83% of the respondents indicated that they have the names and contact information for at least two people that they can contact with questions.
- While the meeting of with the admissions counselors ranked 4<sup>th</sup> in being most helpful, 88% of the respondents agreed or strongly agreed that the admissions counselors provided them with the information they needed.
- 84% of the respondents indicated that their visit influenced their decision to attend the university. 36% said they were coming and 57% remained unsure about where they were going to go to college.
- For those who indicated they were planning to attend the university, 29% said they were going to live on campus, 8% said no, and 63% were unsure.

### Actions Taken

- Overall, the participants are pleased with the format for the U-Night so we will not change the format.
- After reviewing the current assessment, there are a couple of changes that will be made to improve its overall strength.

### 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.

- Develop collaborative initiatives with colleges, departments, faculty, alumni, and members of the larger community to enhance the overall recruitment efforts of the University.