

U-Night Survey 2010-2011

Brief description of program:

High school seniors were able to spend a Friday evening and Saturday morning on campus. The program included an information session, campus tour, housing tour, evening activity with current students, and staying in the Resident Halls with a current student overnight.

Who was asked to complete survey:

All students who attended

Response Rate: 91.5% (107 of 117)

Administration Type: paper

Summary of Key Findings:

- 31.78% of participants heard about the U-Night program by the postcard
- 97.19% of participants agree or strongly agree that overall, this was a worthwhile event to attend
- When asked what the most helpful part of their visit was, participants indicated the Campus Tour the most
- 90.82% of participants strongly agree that their student host was friendly and courteous
- 86.67% of participants indicated that the visit impacted them to be more likely to attend the U

Actions Taken:

- Will continue to invite students via postcard
- Plan to incorporate academic advising for all students
- Will increase emphasis on the campus tour

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 / project align with?

- Student Engagement