

Connecting U Day

Brief description of program / project:

Each fall, the Office of Admissions hosts Connecting U Day. This event provides prospective students and parents the opportunity to visit the University of Utah campus, receive updates on the admissions and financial aid/scholarship processes, as well as learn more about the first-year student programs and student support offices on campus through featured breakout sessions. Attendees also have the opportunity to participate in a campus tour.

Who was asked to complete the survey:

Students and parents who attended the event

Respondents: 152

- Total Respondents 10/5 and 10/26: 56
- Total Respondents 11/23: 46
- Total Respondents 1/11: 50

Administration Type:

- iTouch
- Link for Data-Entry

Summary of Key Findings:

- Total respondents: 152
- 61.84% of respondents said that the ease of planning their visit exceeded their expectations
- 50.00% of respondents said that their expectations were met with the communication received prior to their visit
- 81.33% of respondents said that the event facility exceeded their expectations
- 64.00 % of respondents said that the student speaker exceeded their expectations in identifying ways to create a unique student experience
- 96.00% of respondents said that the length of the presentation was just right
- 70.47% of respondents said that the length of the campus preview was just right
- 82.55% of respondents who took the survey identify as prospective freshmen students
- 78.05% of respondents who took the survey said that they are more likely to apply to the U
- 40.27% of respondents received notification of the event by mailings and publications
- 62.03% of respondents who took the survey identify as female; 37.97% identify as male
- Out of 152 respondents 59.49% identify as White/Caucasian; 35.44% identify as Latino/a/Hispanic/Chicano/a; 11.39% identify as Asian

Actions Taken:

It is the goal of the programming division of the Outreach and Campus Experience team to gain greater insight on the return on investment of the Connecting U Day program series. As such, further research will be conducted to determine how attendees responded to the objective of revisiting campus for a full

campus tour and/or applying for admissions to the U- and subsequently being admitted and enrolling. This yield information will be gathered once the enrollment management snapshot has been finalized for the fall 2014 semester.

Which department and/or program goals does this program / project align with?

Admissions

Which Student Affairs goals does this program / project align with?

6-Utilize a coordinated assessment, evaluation and research approach to promote data driven decision-making

Which Learning Domain(s) does this program / project align with?

Diversity and Inclusion and Campus Community