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## 2019 New Jersey Counselor Survey Results\_FINAL\_02.27.19

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NEW JERSEY COUNSELORS  
MEETING  
SURVEY RESULTS

February 2019

## BACKGROUND AND RESEARCH OBJECTIVES

### Background

The New Jersey Counselors reached out to West Virginia University to present at their January meeting at the Asbury Hotel in New Jersey. A total of one-hundred thirty-nine counselors attended the event. WVU chose to offer a one-on-one touch point experience, rather than do a formal presentation, and it was called “Camp WVU.”

### Research Objectives

A brief follow-up survey was sent to the counselors to gauge their familiarity with and opinion of West Virginia University before and after the event, as well their receptivity to “Camp WVU.”

## EXECUTIVE SUMMARY

New Jersey Counselors appreciated the University's unique "Camp WVU" approach in contrast to formal presentations typically done by other colleges and universities at their meetings. Counselors' interactions with WVU staff, students and faculty gave them a good understanding of what the University offers, as well as its culture, and that favorably impressed the counselors.

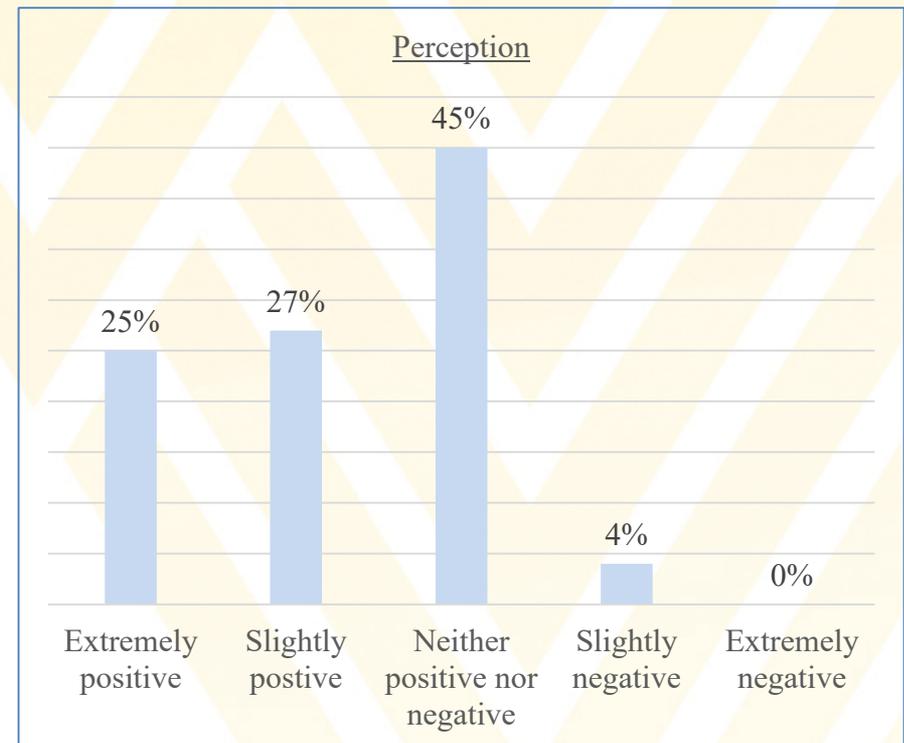
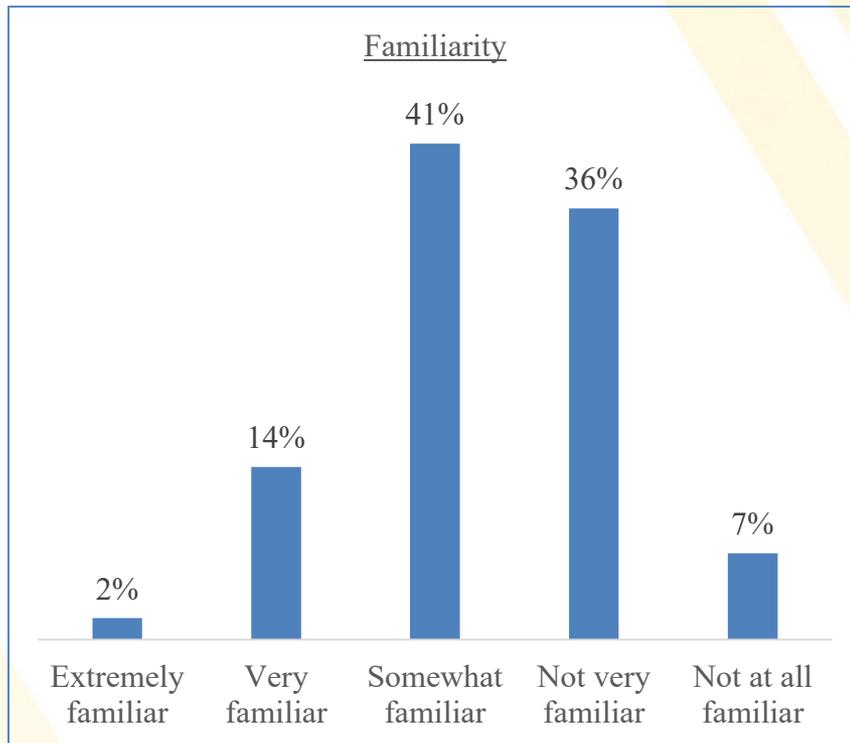
The vast majority of counselors had little, if any knowledge of West Virginia University prior to attending "Camp WVU." Despite this, about half had a positive perception of the college. However, nearly as many had ambivalent feelings about the University.

Counselors, even those who indicated they were familiar with the school before attending the event, were surprised to learn the breadth of majors available at WVU. Others were surprised to find the staff and students were so friendly, enthusiastic and welcoming and the faculty so engaged. Still others learned that the small classes sizes help make the large university feel smaller. A few others were surprised to learn how innovative the University is.

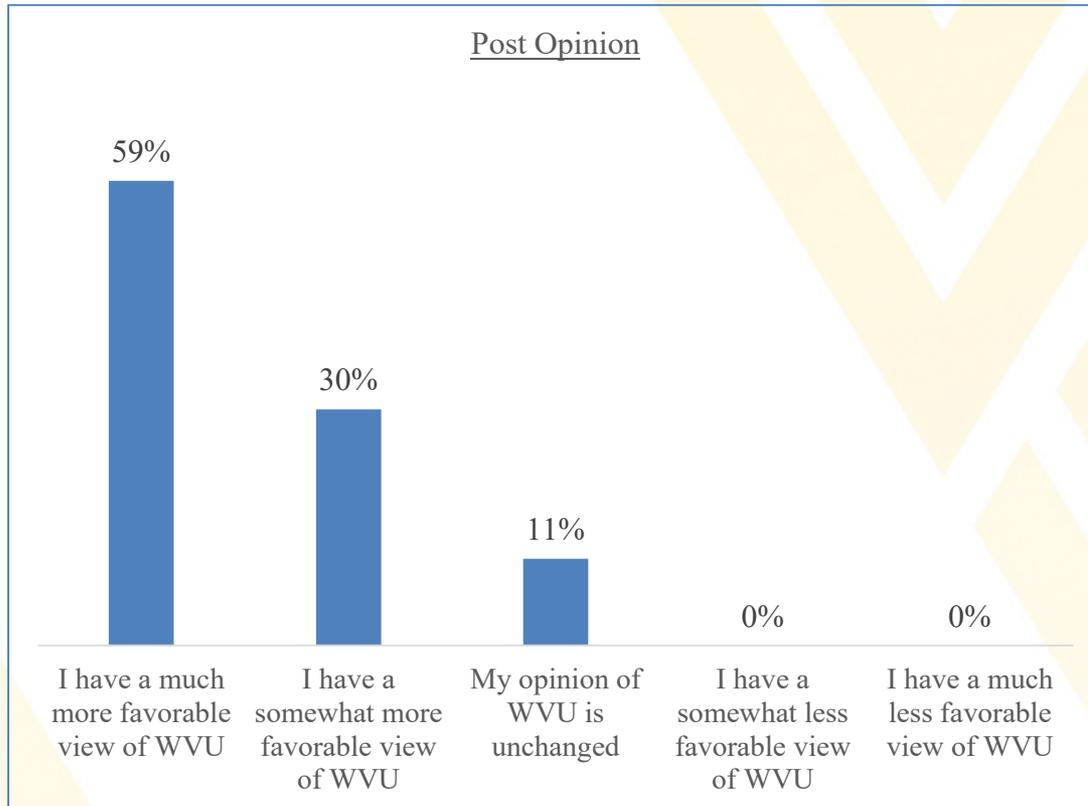
In combination, their experience at the event helped significantly more counselors acknowledge that going forward, they will recommend their students consider attending WVU.

## DETAILED FINDINGS

Just 16% were extremely/very familiar with WVU before attending “Camp WVU.” Most (41%) were somewhat familiar, and 43% were not very or not at all familiar with the University.



About six in ten (59%) have a much more favorable view of WVU as a result of attending the event. Another three in ten have a somewhat more favorable view. Just 11% said their opinion was unchanged.



Most Important Thing Learned

- The variety of majors offered (7)
- Friendly, warm, welcoming (5)
- Large university with a small feel (5)
- Innovative (4)
- Enthusiastic staff (3)
- Involved, caring faculty (2)
- Impressive pharmacy program (2)



This is what some counselors said was the most important thing they learned about WVU, segmented by their familiarity with WVU prior to attending the event.

### Extremely/very familiar

- *“WVU has a diverse choice of programs/major fields of study for the students. I was happy to learn about the different colleges and schools ... most especially the Engineering and Pharmacy programs.” - High school counselor*
- *“The various majors.” – “Other” unspecified counselor*

### Somewhat familiar

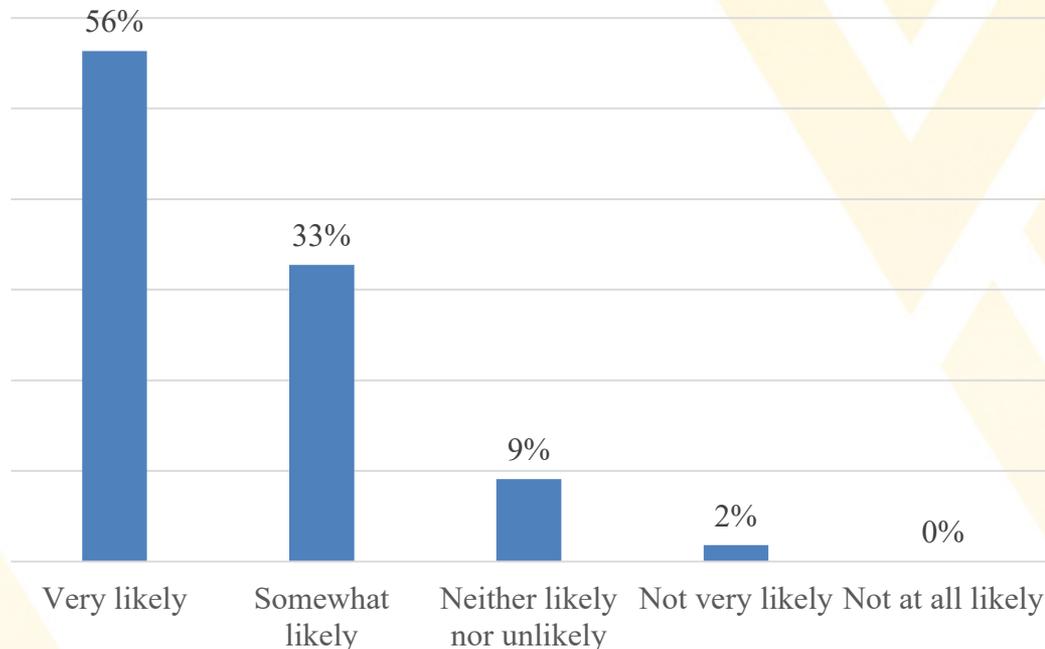
- *“I loved the hands on approach and welcoming atmosphere they provided - from the set up to the activities - it was very welcoming. I also thought the large amount of representatives present really shows how involved their staff is for student success.” – Middle school counselor*
- *“I enjoyed learning about the academic support and opportunities available to students. The WVU faculty & current students that presented the school to the Counselors were extremely knowledgeable, professional, passionate and excited to share their love of the school with us.” – High school counselor*
- *“Very informed and involved faculty.” – High school counselor*

### Not very familiar

- *“I learned that they have strong agricultural science programs. We have a strong program at our high school and for those students, so this might be another choice to continue in that area.” – High school counselor.*
- *“Their hands-on approach to learning and the modern programs and opportunities they offer students.” – High school counselor*
- *“The variety and diversity of programs offered. The faculty-to-student ratio.” – Community college counselor*

Over half (56%) are very likely to and one-third (33%) are somewhat likely to recommend WVU to their students. Just 9% said they are uncertain. Even more than eight in ten (84%) of counselors who didn't have an opinion of WVU before the event said they are now likely to recommend that their students consider attending WVU.

Likely to Recommend



	Neither positive nor negative (n=25)
Very likely	42%
Somewhat likely	42%
Neither likely nor unlikely	13%
Not very likely	4%
Not very likely	

Nearly seven in ten (68%) liked “Camp WVU” more than other schools’ presentations. Twenty-one percent had no preference, and 11% prefer a traditional presentation.

Just over half the attendees (52%) were high school counselors; nearly eight in ten (18%) were middle school counselors, and 13% were grade school counselors. Another 18% fell into the “other” category.

