Decide WVU Days

Get a taste of college life. Join us for an admitted student open house to prepare for your Mountaineer journey.
Background
A brief online survey was created to gauge attendees’ satisfaction with the March 25, 2017 Decide WVU Day.

Methodology
The online survey was sent to approximately 600 students and between 1500-2000 guests. Thirty percent of students responded. Just two percent of respondents are guests.
Executive Summary
Executive Summary
Overview
The first of two Decide WVU Days open houses scheduled this spring was very well-received by the vast majority of attendees.* The overwhelming majority gave the event a grade of “A.” The fact that it was also a beautiful day elicited many compliments about the campus.

The academic sessions (and tours) were said to be the most valuable part of the open house. With few exceptions, these sessions provided students invaluable insight into their major, as well as helped some affirm that WVU is, in fact, the right choice for them.

Attendees were impressed with the number of students and ambassadors available who readily helped them throughout the day. They described the atmosphere and the people they encountered at WVU as “welcoming,” “friendly,” “welcoming,” “kind,” and “helpful.”

Session Evaluations
The sessions were also highly rated:

<table>
<thead>
<tr>
<th>Excellent/Very Good</th>
<th>Excellent/Very Good</th>
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</thead>
<tbody>
<tr>
<td>Student Conversations: 86%</td>
<td>Honors Program: 74%</td>
</tr>
<tr>
<td>Housing: 81%</td>
<td>Transfer Admissions: 60%</td>
</tr>
<tr>
<td>Adventure WV: 79%</td>
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*95% of survey respondents are high school students.
Executive Summary

Schedule
There was a mixed reaction to the logistics of the program. Most attendees seemed to think the timing of day’s events was perfect, but some felt like events overlapped. Still others were thankful to have a flexible schedule that allowed them to experience the campus on their own.

Room for Improvement
Attendees’ suggestions for improving future Discover WVU Days revolve around four major areas:
• Event timing (eliminate overlapping sessions, add more structure, etc.)
• Housing tour (have more dorms open, improve tour communication)
• Campus tour (include all campuses)
• Communications (make the schedule easier to understand, provide better directions, etc.)
DEMOGRAPHICS

At least three attendees from eleven states attended the open house, with the greatest percentage (27%) residing in WV. All but 5% of survey respondents are high school students. Four percent are transfer students and 1% are guests. *There was also one attendee from each of the following states: CA, D.C., IN, ME, MI, OK, VT

Q. In what state do you currently reside? A. Are you a high school students, transfer study, parent/guardian or other?
Q. Taking everything into consideration, how would you rate Decide WVU Days Open House?

SATISFACTION WITH EVENT
Nearly eight in ten (79%) gave the event an “A,” and nearly two in ten (18%) graded it a “B.”

![Bar chart showing overall grade distribution]
SATISFACTION WITH PRE-COMMUNICATION

Nearly six in ten (57%) were extremely satisfied with the communication they received about Decide WVU Days beforehand; another 39% were almost as satisfied with the communication.

![Satisfaction with Communication](image_url)
SATISFACTION WITH SESSIONS
Attendees were asked to evaluate the sessions they attended. Student Conversations was most well-liked, with 86% rating it “excellent” or “very good.” Nearly as many rated the Honors Program and Adventure WV as highly. While just six out of ten rated the Transfer Admissions session “excellent” or “very good,” few were dissatisfied with that session.
MOST HELPFUL SESSIONS

When asked which session they found most helpful, the academic session/tour was named most often. That session enabled students to learn more about their major and obtain answers to specific questions. For others, the session validated that they chose the right school or it gave them a taste of the student experience.

“The individual college session. I am more than impressed with being able to meet with my individual college because the way the president of Davis College described why the program (the fashion program) was with all the farmers made me smile and really feel excited about attending WVU in the fall. Also, I got to speak to one of my professors Dr. Jones and she was more than helpful explaining my program and making me at home.”

“We found the session with the academic department really helpful. We didn't have much information on the nursing program prior to attending this. The tour that the students got to go on of the hospital was really nice. Overall, I think the academic session they had for the nursing students was extremely nice and helpful.”

“WVU Reed College of Media faculty and student sessions in the Media Innovation Center was very impressive and informative. Their presentations about the opportunities and expectations of the college were very informative and gave me a better appreciation for my future opportunities as a Mountaineer.”

“The session in which we were split into our majors, learning more about the different majors within the business program and the opportunities through the business program further solidified my decision to major in finance as well as my decision to go to WVU.”

“Being in Eberly College of Arts and Sciences was a great experience. I loved listening to the professors answer questions and it really made me feel more comfortable about being away from home and going to college. I am not as worried about it anymore.”

Q. Which session(s) did you/your student find most helpful. Please explain your response.
MOST HELPFUL SESSIONS
The Housing session was also very popular because attendees had very little knowledge of housing beforehand. It served different needs: Some were better able to understand the differences between options. Others had the opportunity to actually see where they will be living, and lastly, it helped some choose a residence hall that suits their needs.

“Housing. Deciding which dorm to live in is one of the most complicated decisions, and this outlined the different buildings pretty well.”

“It was the first time I got to see the dorm that I had already chosen to live in.”

“Housing. I got a good idea of where I should be applying for housing and also what building I wanted to apply to stay at.”

The Student Conversation session was also well-liked because it provided students with an opportunity to hear from someone other than faculty and administrators.

“I think the session where we got to sit down and talk to the current WVU students was the most helpful.”

Some students chose CLASS as their favorite session, and they described it as “amazing,” “very information,” and “thorough.”

Q. Which session(s) did you/your student find least helpful? Please explain your response.
LEAST HELPFUL SESSIONS
Despite being identified as one of the most helpful sessions, the Housing session was also cited most often as being least helpful.

“I would like to have been told what housing is full and what is still open. Other than that, the map was very helpful in guiding me.”

“The housing would have been the most helpful as far as preparation, but there was no guidance and it was very difficult to find our way around. We were given multiple incorrect sets of directions to the show room.”

“The dorm tours were unorganized and our tour guide left us after visiting one dorm room.”

A few students were disappointed with the academic sessions/tour as well.

“My academic session. I am registered as a pre-health professions major. I was hoping see more information about WVU’s Nursing Program and not so much about the general education classes. A lot of the things I was told during this session I was already aware of.”

“When we split up in majors, the Environmental Geoscience program did not have much information other than studying abroad which was not helpful at all.”

“In the Dental Hygiene group, our tour guide was unknowledgeable and couldn’t answer our questions directly.”

One student noted that the Decide WVU Day was not dissimilar to Discover WVU Day.

“Maybe include more relevant information to those who are pretty certain they will be attending WVU. The Decide Day was exactly the same as the Discover Day I attended.”

Q. Which session(s) did you/your student find least helpful? Please explain your response.
SATISFACTION WITH ACADEMIC VISIT

All but 10% visited their student’s academic department. Of those who visited, nearly eight in ten (77%) deemed it extremely helpful; another 19% thought it was very helpful. Just 7% found the visit of little value.

Q. Did you/your student visit their academic department? Q. How helpful was it for you/your student to meet with those in the academic department?
Q. What was your level of interest in WVU before attending Decide WVU Days?

Q. How do you/your student feel about WVU after having attended Decide WVU Days?

INTEREST & INTENT

Prior to attending the open house, most attendees were “extremely interested” (57%) or “very interested” (29%) in their/their student attending WVU. Another 12% said they had some level of interest in the school.

After attending the event, 85% indicated WVU is their top choice and 13% identified the university as one of their top choices. Just 2% are undecided as to whether they will attend WVU.
SATISFACTION WITH FOOD
Most attendees opted to lunch in the Mountainlair Food Court and were satisfied with their experience. About half as many opted to dine at the Evansdale Food Court, and they were highly satisfied as well.

![Satisfaction with Lunch Diagram]

<table>
<thead>
<tr>
<th>Location</th>
<th>Extremely satisfied</th>
<th>Very satisfied</th>
<th>Somewhat satisfied</th>
<th>Not very satisfied</th>
<th>Not at all satisfied</th>
<th>Total Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>67%</td>
<td>17%</td>
<td>11%</td>
<td>6%</td>
<td></td>
<td>(n=18)</td>
</tr>
<tr>
<td>Evansdale Crossing Food Court</td>
<td>50%</td>
<td>43%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>(n=54)</td>
</tr>
<tr>
<td>Café Evansdale</td>
<td>48%</td>
<td>20%</td>
<td>24%</td>
<td>4%</td>
<td>4%</td>
<td>(n=25)</td>
</tr>
<tr>
<td>Mountaineer Food Court</td>
<td>61%</td>
<td>33%</td>
<td>5%</td>
<td>1%</td>
<td></td>
<td>(n=114)</td>
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Q. What, if anything, delighted or disappointed you about your visit to WVU?

DELIGHTS & DISAPPOINTMENTS
Most attendees were delighted with what they experienced during their visit to WVU.

<table>
<thead>
<tr>
<th>The people (14)</th>
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<tbody>
<tr>
<td>Friendly</td>
<td>“I have no complaints. Every student and faculty member I met was welcoming and happy to answer all of my questions and introduce me to more opportunities I did not know WVU had. The Decide WVU Day reassured me that I have made the right choice in choosing WVU.”</td>
</tr>
<tr>
<td>Helpful</td>
<td>“Delighted to get to ride the PRT and get a hug and picture with President Gee!”</td>
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<tr>
<td>Close-knit community</td>
<td>“I love the atmosphere. I go to high school in the city and WVU is like a home away from home.”</td>
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<tr>
<td>Informative</td>
<td>“This was the best college visit we have attended. Very informative and loved the welcoming atmosphere.”</td>
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<tr>
<td>Welcoming</td>
<td>“I liked seeing the activity going on at the campus. I was able to watch the lacrosse game and was also able to attend the baseball game after my tour.”</td>
</tr>
<tr>
<td>Kind</td>
<td>“Being able to go into the buildings and see the major I wanted to go into up close and put the vision in perspective.”</td>
</tr>
<tr>
<td>Eager</td>
<td>“The layout of the campus delighted me. I had seen pictures before I visited and was pleased with what I saw but after visiting, I can see myself living and attending school at WVU.”</td>
</tr>
<tr>
<td>Sincere</td>
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<td>Feels like home</td>
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<table>
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<tbody>
<tr>
<td>Engaged</td>
<td></td>
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<tr>
<td>Nice</td>
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<td>Accessible</td>
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| Experiential (4)                     |                                 |

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<thead>
<tr>
<th><strong>The people</strong></th>
<th><strong>Campus/PRT</strong></th>
<th><strong>Faculty</strong></th>
<th><strong>Experiential</strong></th>
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Experiential (4)
DELIGHTS & DISAPPOINTMENTS

The significant presence of student ambassadors was not missed.

“I loved how many ambassadors were helping. I also loved the informational signs everywhere.”

“Having so many upperclassmen around the campus to help me with directions or information was delightful!”

However, a handful of students also very much appreciated being able to stroll campus at their leisure.

“I liked being free to walk around on my own. I feel like I know the campus better than I did after my guided tour a few months back. Also, everyone I met, not just the people who volunteered to help, were extremely nice to me throughout the day.”

“I loved walking around campus. I got a good feeling of what it will be like, and I enjoyed the beautiful campus. The advisors were extremely helpful and talked to me. They gave me really good advice.”

“I thought it was really nice to be able to walk around and explore the campus on my own. I got a better feeling for the campus.”

“Being able to freely walk the campus and tour it without having to follow a scheduled tour was much more insightful than the regular tour.”
DELIGHTS & DISAPPOINTMENTS

Just a few attendees were disappointed to some extent with the event.

Missed opportunities/lack of direction (4)

“Disappointed in the organization and overall planning of the day. Thought we were always in a rush to do things because some scheduled things overlapped.”

“I was disappointed in the lack of understanding I gained about my major. It was nice to tour the labs and halls I will be in but I would prefer to discuss what you actually do and what it takes to make it other than just walk around and tour rooms and list of semi-irrelevant information.”

“I was hoping there would be an opportunity to sit down with students to learn about student life such as clubs and study groups. The one offered was okay but it did not provide much information into the different activities WVU has to offer.”

“...We didn’t know how to use the PRT or what station to get off at. It would have been helpful to have someone there directly all of us newbies.”
Q. If you could make one change to improve Decide WVU Day, what would you suggest?

SUGGESTIONS
Attendees suggestions for enhancing future Decide WVU Days include:

Improve event timing:

“Don’t make all the academic sessions at the same time. My friend and I went in the same one because we weren’t paying attention and it had nothing to do with her major.”

“I would change the times so not all sessions are overlapping!”

“Spread the events out a little bit more so that it’s easy to do everything on both campuses.”

“Have a schedule available.”

“It would be that the day is more structured and you know which places you are supposed to be at and when.”

“Better scheduling so you can do more things.”

Improve the housing tour:

“Offer better tours exploring the dorms and other residence halls. We were very confused where the show room was and other stuff.”

“Have more dorms open to give students the chance to check out different types of dorms.”

Offer a comprehensive campus tour:

“Offer full campus tours that include Evansdale, not just walking downtown.”

“Offer tours of everything, explaining how to get places.”

“Maybe give out real full campus tours that day instead of just the downtown tour. It was my first time visiting and I would have maybe liked to get a full tour.”

Improve communication:

“I didn’t attend the housing session because I didn’t know about it. If someone explained when and where all of the sessions took place, I would have attending the housing session.”

“Have more information regarding the dorms.”

“Better directions on campus.”

“Make schedule more clear and easier to follow.”