2020 Virtual Decide WVU

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DISCOVER WVU OPEN HOUSE
BACKGROUND AND OBJECTIVES

BACKGROUND
Discover WVU is held twice a year in the fall. These open houses are an opportunity for prospective students to ask questions, tour the campus, chat with students and professors and find out more about their major. Due to COVID, the 2020 events were held virtually rather than in person.

RESEARCH OBJECTIVE
The objective of the survey is to measure satisfaction with and the effectiveness of the program, as well as to determine areas for improving future Discover WVU events.

A brief online survey was created to gauge attendees’ satisfaction with the November 20-21 virtual Discover WVU Open House. The survey was emailed to approximately 500 attendees.
EXECUTIVE SUMMARY
Overall satisfaction ratings for WVU’s second virtual Discover WVU open house were on par with October’s event. However, the actions students anticipate taking as a result of attending it differ:

- **Plans to tour in person:**
  - October: 45%
  - November: 53%
- **Going to apply to WVU:**
  - October: 41%
  - November: 35%
- **Will investigate financial aid/scholarships:**
  - October: 38%
  - November: 50%
- **Plans to attend other WVU virtual events:**
  - October: 24%
  - November: 27%

More attendees took part in other schools’ virtual open houses, so cost might be a more decisive factor in their choice of a school.

As was true last month, most learned of the event by way of email and the WVU Trek brochure. However, this month, more attendees also became aware of it through the website and fewer via the print invitation. The top reasons students were decided to attend WVU’s event remain the same: WVU offers their intended field of study, it has a reputation for strong academics, it’s affordable and has school spirit.

The highest rated sessions (excellent/very good) on Friday and Saturday, respectively, are as follows:

- **Friday:**
  - President Gee Welcome: 87%
  - TGIF: 82%
  - Honors College: 81%
  - Mountaineer Country: 81%

- **Saturday:**
  - Crime Scene 101: 97%
  - President Gee Welcome: 90%
  - Academic Sessions: 88%
  - Admissions/Financial aid: 85%
A relatively small number of attendees offered suggestions for improving the event, though far more encountered technical difficulties this month. Those suggestions voiced by more than one attendee are to have smaller academic sessions, make all sessions available multiple times throughout the day, provide easy accessibility to scholarship information, have more students speak and provide information on clubs, activities, etc.
DETAILED FINDINGS
Email (71%), the WVU Trek brochure/email (42%) and WVU’s website (38%) did the best job promoting the event.

Q. How did you learn about Discover WVU? (Check all that apply)
The fact that WVU offers their field of study was the most important reason (62%) they attended the virtual event. Affordable tuition (53%), school spirit (53%), academic reputation (50%) and location (47%) were also among the most important reasons.
ARRIVED WITH QUESTIONS

Just 28 students indicated what the most important question was that they wanted answered at the event.

FORENSICS PROGRAM
“Learn more about the forensics program in general.” (2 mentions)
“Should I double major in forensic science and criminology or should I just minor in criminology?”
“I had a lot of questions about the Forensic Science program and they all got answers.”

FINANCIAL
“Could you still get scholarships without submitting test scores?”
“General timeline stuff about aid/ scholarships.”
“The scholarship application process.”

GENERAL EDUCATION/OTHER MAJORS
“How likely is it to graduate on time in 4 years for biology majors?”
“Is it ok to take an astronomy minor, if I want to go into wildlife management? Or would that be a bit odd?”
“We wanted to see what labs looked like, what rooms looked like and what the Evansdale campus looked like.”
“What type of hands on experience is available for my major.”
“Admission process as it relates to the nursing program.”
THE CULTURE/HOUSING
“How many different types of housing options are there and what are they like?”
“Understanding the campus set-up and the difference between Downtown and Evansdale campuses.”
“Will WVU have what I’m looking for in my education as well as student life?”
“Why did the current students choose WVU? What makes the university stand out?”
“We wanted to see the dining areas and enjoyed learning about the Crime Houses.”
“What does being a Legacy mean for WVU?”
“What is the difference between the campuses?”
“What opportunities are available in the Honors College and do I still like the vibe of the university.”

MISCELLANEOUS COMMENTS
“I was impressed with all the precautions that the school is taking to keep incoming freshmen safe.”
“Just wanted to say thank you! To everyone.”
“The brief tours gave a sense of the campus layout as we have not been able to tour the campus as planned in March 2020.”
Q. Taking everything into consideration, how would you rate Discover WVU?

All but 8% rated the overall event “excellent” or “very good.” Another 7% rated it good or fair. No one thought the event was poor.
Three-fourths (75%) of students were extremely or very interested in WVU before attending the virtual event. After attending Discover WVU, 41% said WVU is their top choice; 41% said it’s among their top choices. Another 18% indicated they are not sure they would attend WVU.
As a result of attending WVU’s Open House, 45% are planning to visit when in-person tours are available, 41% are going to apply to WVU and 38% plan to further investigate WVU’s financial aid/scholarships. About one-fourth (24%) plan to attend additional WVU virtual events. Just 5% acknowledge they didn’t plan to take any action.

Q. What actions are you/your student planning to take after the Open House? (check all that apply)
ACTIVITIES
### SATISFACTION WITH FRIDAY ACTIVITIES

<table>
<thead>
<tr>
<th>Friday Sessions</th>
<th>Excellent</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome from President Gee</td>
<td>55%</td>
<td>32%</td>
</tr>
<tr>
<td>Welcome to TGIF</td>
<td>46%</td>
<td>36%</td>
</tr>
<tr>
<td>Experience Honors: Honors College Meet and Greet</td>
<td>50%</td>
<td>31%</td>
</tr>
<tr>
<td>Meet Mountaineer Country</td>
<td>48%</td>
<td>33%</td>
</tr>
<tr>
<td>Biology: A Real Life 101</td>
<td>23%</td>
<td>55%</td>
</tr>
<tr>
<td>Lecture: Universal Connections with Assistive Technology</td>
<td>11%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Legend: Excellent ▶️ Very good ▶️
**Q. Please rate the following Discover WVU activities, if you were able to take part in them.**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Excellent</th>
<th>Very Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crime Scene 101: An Inside Look at WVU…</td>
<td>71%</td>
<td>26%</td>
</tr>
<tr>
<td>Welcome from President Gee</td>
<td>63%</td>
<td>27%</td>
</tr>
<tr>
<td>Academic Sessions</td>
<td>56%</td>
<td>32%</td>
</tr>
<tr>
<td>Admissions and Financial Aid Presentations</td>
<td>48%</td>
<td>37%</td>
</tr>
<tr>
<td>Mountaineer Parents Club</td>
<td>35%</td>
<td>41%</td>
</tr>
<tr>
<td>Getting Involved</td>
<td>40%</td>
<td>34%</td>
</tr>
<tr>
<td>View Hatfields and Mountainlair Food Court</td>
<td>40%</td>
<td>42%</td>
</tr>
<tr>
<td>Housing Pop-Up Shop</td>
<td>30%</td>
<td>43%</td>
</tr>
<tr>
<td>Live Walking Tour of Downtown or Evansdale</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Admissions Pop-Up Shop</td>
<td>31%</td>
<td>38%</td>
</tr>
<tr>
<td>View Evansdale Crossing Food Court</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>ROTC Opportunities: Army and Air Force</td>
<td>0%</td>
<td>56%</td>
</tr>
<tr>
<td>Legacy Information Session</td>
<td>15%</td>
<td>38%</td>
</tr>
</tbody>
</table>
SATISFACTION WITH RESIDENCE HALL TOURS

All but 8% said the tour of Summit Hall was excellent or very good. That was true of 86% and 72% of those who toured Honors Hall and Oakland Hall, respectively.
Q. Which session(s) did you find most helpful? Please explain your response.

These sessions were identified as being most helpful.

**Academic (27)**
- “Academic sessions really helped me figure out what my major would look like if I came to WVU.”
- “Academic Sessions gave a lot of insight to the possible programs, majors and paths possible.”
- “Academic sessions, the people at Statler were more than helpful in covering any gray areas.”
- “Biology went over things in the course and on campus life. I was also a lot more immersed in it because of the activities and questions.”
- “The Academic session on Engineering was fantastic. It was very informative and I just really liked the way it was presented.”

**Crime Scene (12)**
- “Crime Scene 101: An Inside Look at WVU Forensics. I am looking to go into the forensics field and seeing how WVU's forensic program differed from other schools' programs helped.”
- “The Crime Scene 101, I had a lot of questions about the program and how the classes work and they described it very well and with a lot of information.”

**Financial Aid (11)**
- “I found the financial aid most helpful because it described some scholarships.”
- “The financial aid to see what options there were when applying.”
- “The financial aid one. They said information I wasn't aware of.”

**Honors (6)**
- “The Honors informational session. It provided me with lots of helpful information to help me understand the WVU Honors College.”
- “I found all the sessions about Honors College extremely helpful because I was curious about requirements, acceptance rate, and what all it entails.”
LEAST-HELPFUL SESSIONS

Just a couple of sessions were mentioned several times as being unhelpful – the tours of the residence halls and the dining halls.

“Dining hall and cookie info, too long of time for something so basic, but only gave 15 minute session to view dorms.”

“I thought the tours of the halls could of been a bit better (they were great) but the camera quality was not too good and it was very shaky (but otherwise great experience).”

“I wish that the dorm zoom tour was bigger so that I could see it fuller on screen (but maybe that was my lack of experience with zoom?). The Oakland tour guide was really great though.”

“The Evansdale Crossing food court was the least helpful because the tour guide continuously looked at her phone for what to say next and was inaudible.”

“The financial aid session was least helpful in my opinion because I’ve already learned about financial aid at school multiple times and it was kind of a repeat of everything I already knew.”

“I found the tour of the Honor’s College Dorms least helpful as it felt rushed and was as informative as I thought it would be.”
Two in ten (20%) said they experienced a technical issue(s) during the virtual event. These were the problems:

- Had difficulty finding links
- Didn’t receive some of the links
- Links didn’t work
- Trouble sending a message
- Had a strong connection that froze on WVU’s end
- Significant Zoom delays
- Not able to access the Summit Hall and Housing
- Breakout room issues

“At the end of the walking tour of downtown, it kicked me off. They were just answering extra questions but it still kicked me off.”

“When I tried to send a message through the interactive site, when I left the page for less than a minute and came back, my message thread was gone.”

“I had difficulty finding the links to some of the events - I checked my email and the website and couldn't find them.”

“Sometimes the classes wouldn't load so I couldn't attend them.”

Q. Please share the details of the technical difficulties you experienced.
Q. If you could make one suggestion to improve the Discover WVU Open House, what would you suggest?

SUGGESTIONS

There were few, but nevertheless a variety of suggestions given regarding how to improve the event.

“I wish the sessions were available throughout the day. I wasn’t able to attend as many sessions as I would have liked due to the limited amount of time slots. By having more opportunities spread throughout the day, students with busy schedules could still have the chance to take part in these events.”

“For the major-based zoom open houses, it would be helpful to break down the groups a little more. I am looking at education, but feel like my zoom did not address it at all. My suggestion is to either make sure every topic is equally covered or separate the groups a little more.”

“Have a video slot designated for scholarships and the types of scholarships you can apply for, private or public.”

“Physical tours of classrooms and teachers would be a cool thing to see more of.”

“Maybe we missed it - but a overall university intro(other in-person college visits had a video that did a overview before heading to breakout sessions). Not having looked into other online info as much as my son I would have appreciated the opening sessions to have that.”

“It was amazing! Would love to learn more about student activities on campus (clubs, IM sports, etc.)”

“It would be nice to hear from a larger population of students.”
Eight in ten (80%) of participants were high school students; 18% were parent/guardians. Just 2% were transfer students.
Most attendees joined the virtual event from PA, WV, OH, VA, NJ, NY and MD.
Q. Excluding WVU, how many universities/colleges invited you/your student to attend their virtual Open House this fall?

OPEN HOUSE ATTENDANCE

Most (45%) attended 1-3 other virtual open houses. Another 45% attended at least four of them. Just 10% did not participate in another school’s virtual event.