

University Relations/Enrollment Management

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5-2021

## 2021 Virtual Junior Open House

University Relations/Enrollment Management

# **2021 VIRTUAL JUNIOR OPEN HOUSE**

May 2021



## BACKGROUND

Junior Open House, held on Saturday, April 24, was intended for students to learn about the college admissions process. They learned the basics and were given tips for starting their college search, plus an introduction to WVU's academic and student life programs. Attendees also received a fee waiver that will let them apply to WVU for free (a \$50 value) when the 2022 application opens this summer.

Just over 700 attended the event.

## RESEARCH OBJECTIVES

In order to gauge the success of the virtual event and identify ways to improve it, attendees were asked to answer an online survey; 240 completed it.



Q. What are the most important things we should keep in mind regarding the design of future virtual events?

WEST VIRGINIA UNIVERSITY  
UNIVERSITY RELATIONS

## Executive Summary

The majority of students researched WVU before attending the Junior Open House, with most investigating majors, application requirements and tuition - among other things. With so many having researched it beforehand, it is unsurprising that after having attended the event, the overwhelming majority have a great deal of interest in attending WVU. The next step for most are to visit in-person and/or apply in August.

Most had a chance to visit the campus virtually, but far fewer have toured the campus in-person. That said, the Mountaineer Overview session was very helpful to students. The Academic Pathways session did not appear as popular. It's difficult to say why that is the case, since attendees indicated the session provided them with a greater understanding of the admission/enrollment process, as well as a sense of warmth from the presenters.

Tour Talk, held later in the day, was somewhat popular, with just over half opting not to participate in the session. Nonetheless, those who attended it were able to have their questions answered in a comfortable atmosphere.

Attendees provided very positive feedback regarding the overall event. Those who have attended other school's virtual events noted that WVU's Open House was head and shoulders above the others. Things said to be most memorable are:

- Environment/atmosphere: Warm and welcoming, spirited pride, supportive, inviting, positive
- Presentations: Students talking about their experiences, able to have questions answered, informative, knowledgeable speakers



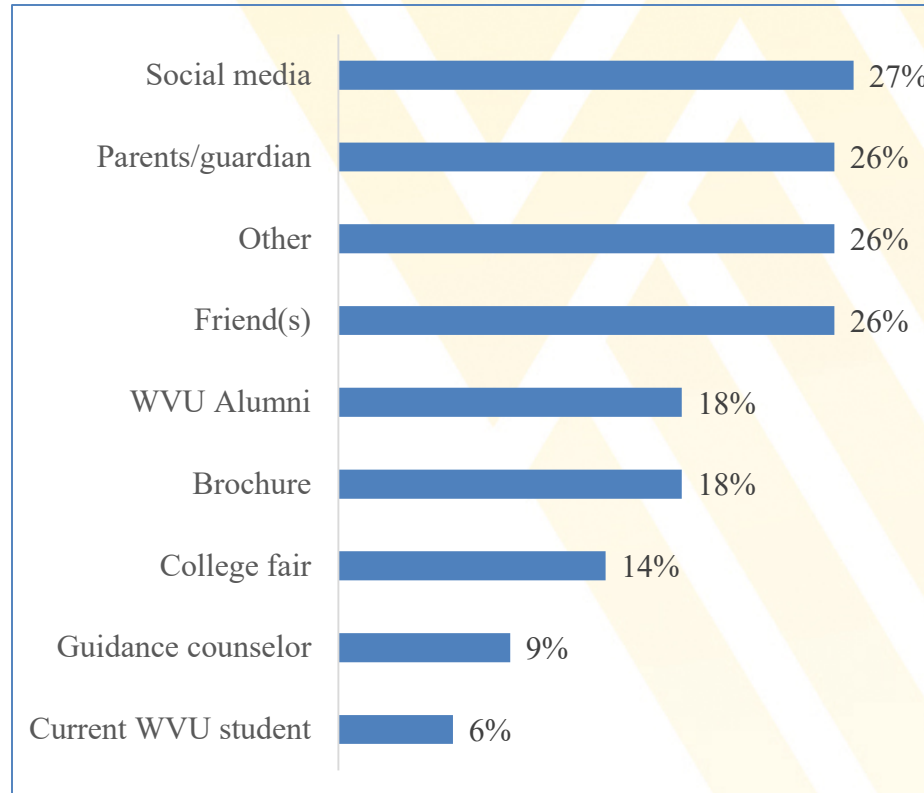
DETAILED FINDINGS



### Awareness of WVU

About three-fourths (76%) of the attendees were students. The remainder were parents/guests.

Social media and parents/guardians and friends were the top three ways attendees learned about WVU. There were a number of “other” ways they learned about the University. They are noted on the next page.



Q. How did you first learn about West Virginia University? (check all that apply)



## Awareness of WVU

The other resources are listed below:

ACT
Admissions Officer Madeleine Ryan
Best of list for Cyber Security Major
Big XII Football
Card mailed from WVU
Class visit
College books
Cousins
Crime scene tech I've talked to
Email (5)
family in WV (2)
Forensic Science list of schools
Google search for his major
grew up around it
I am a WVU Alum
I live in Morgantown
i live right next to it
I was at a hospital in WV and I wanted to be a doctor and considered the program
I was looking at colleges that offered forensics as a major
Ice Skating Teams

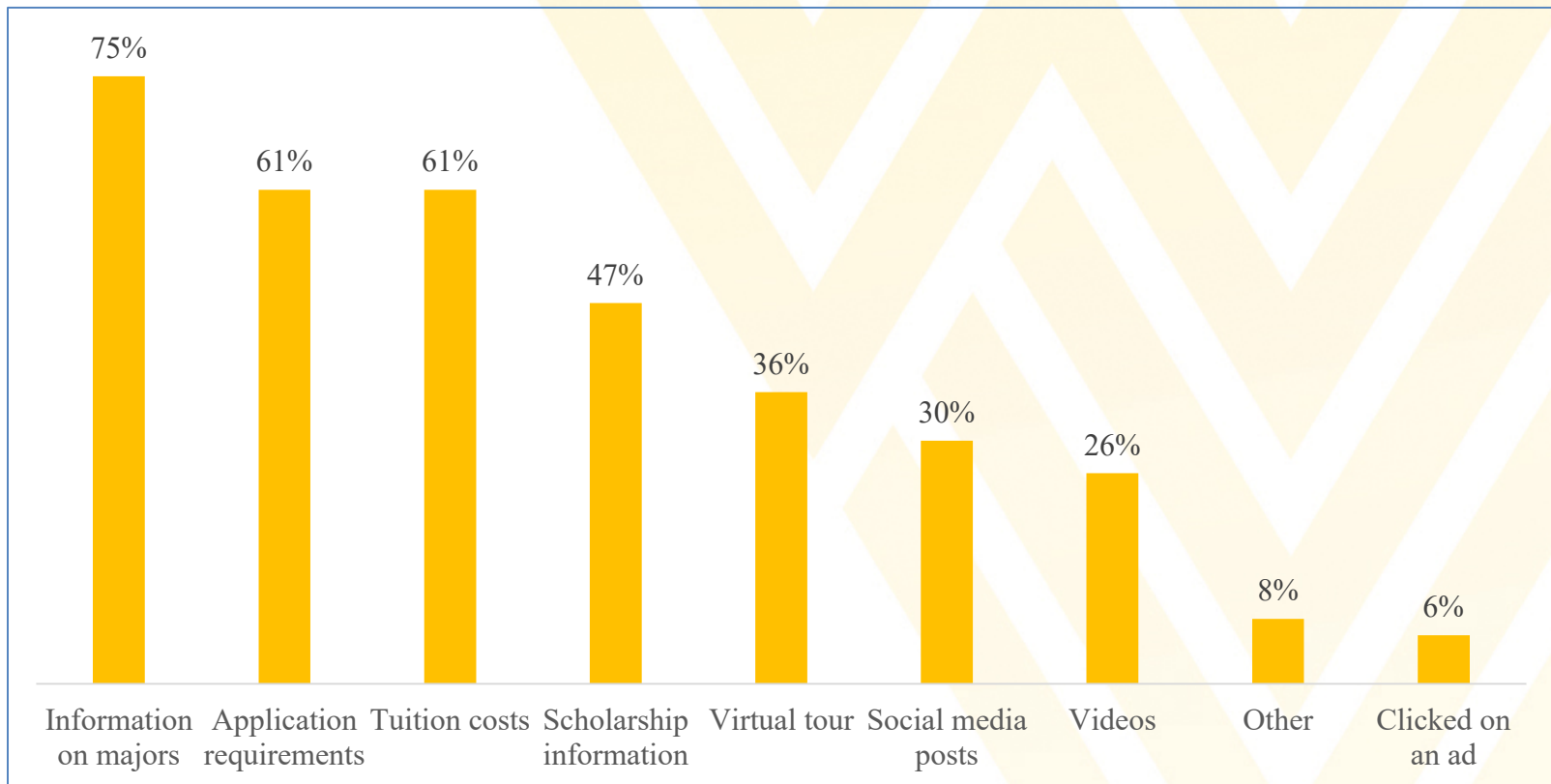
internet research regarding school that offer her major of interest
Kid's Day in Morgantown
Lifelong WV resident (5)
Looking online for Forensic Science
Looking up colleges ourselves
Naviance HS portal
NCAA basketball tournament
NCSA (2)
NCSA
niche
Parent's Friends are alumni
Research
Searched web for nursing
Sister
Sports (2)
Upward Bound
Watching football
Watching NCAA basketball games.
We live 20 minutes from Morgantown and visit WVU often
Web search
WVU tour
WVU Website (2)

Q. How did you first learn about West Virginia University? (check all that apply)



## Researched WVU

The information most students sought about WVU before attending the event was about majors (75%), application requirements (61%), and tuition costs (61%). Significantly fewer (47%) researched scholarship information and considerably less researched other aspects of the University.



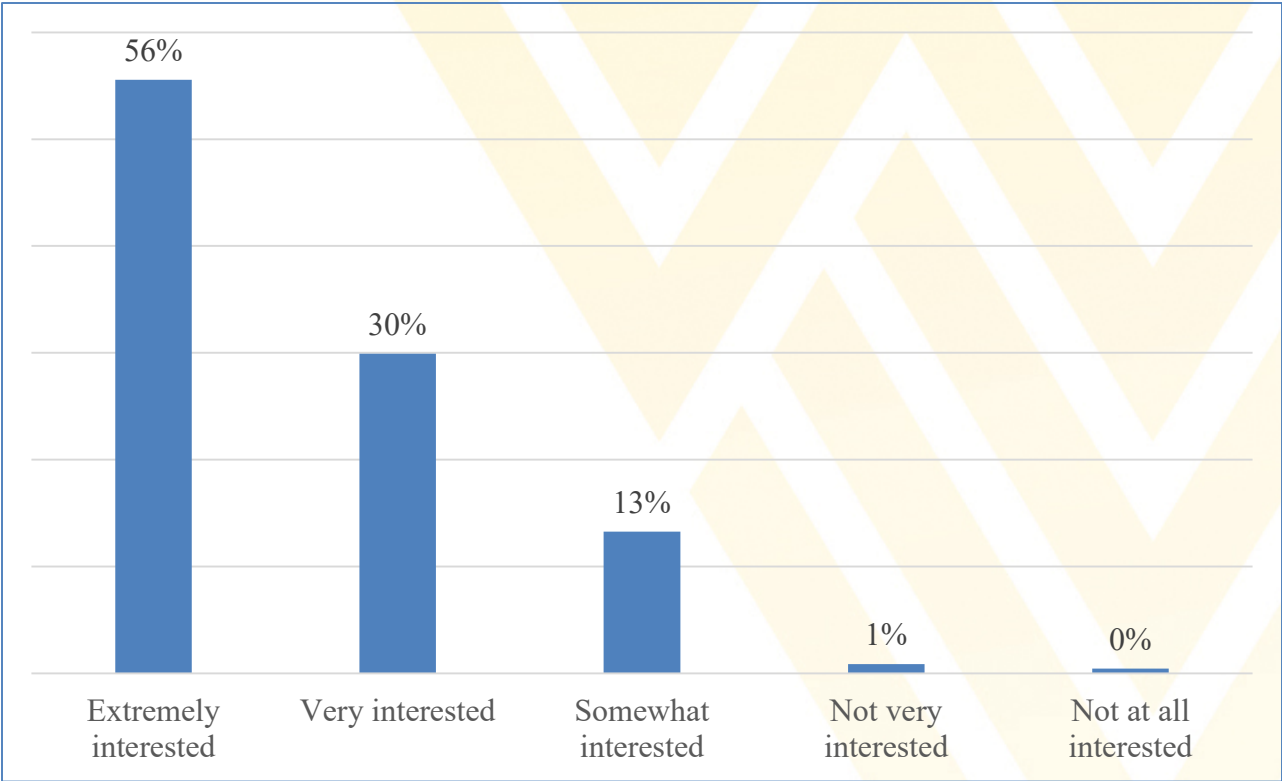
Q. Which of the following, if any, did you check out in order to learn about WVU before attending the virtual event? (check all that apply)





Interest in Attending WVU

Nearly nine in 10 (86%) are extremely or very interested in attending WVU. Thirteen percentage are somewhat interested. Just 1% have little interest. Just 0% have no interest.

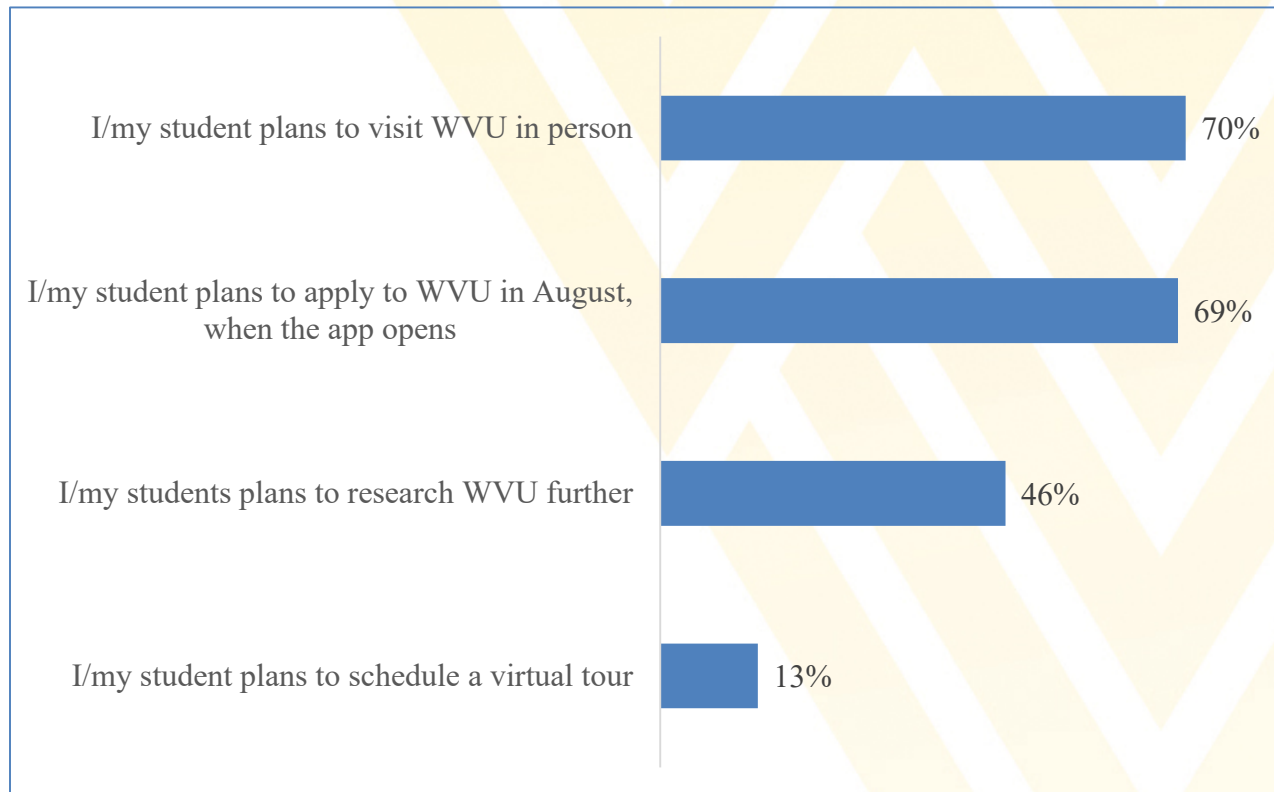


Q. After attending the virtual event, how interested are you/your student in attending WVU?



## Future Intent

About seven in ten plan to visit WVU in person and apply to WVU in August. Just under half (46%) plan to do additional research and 13% indicated they will take a virtual tour.

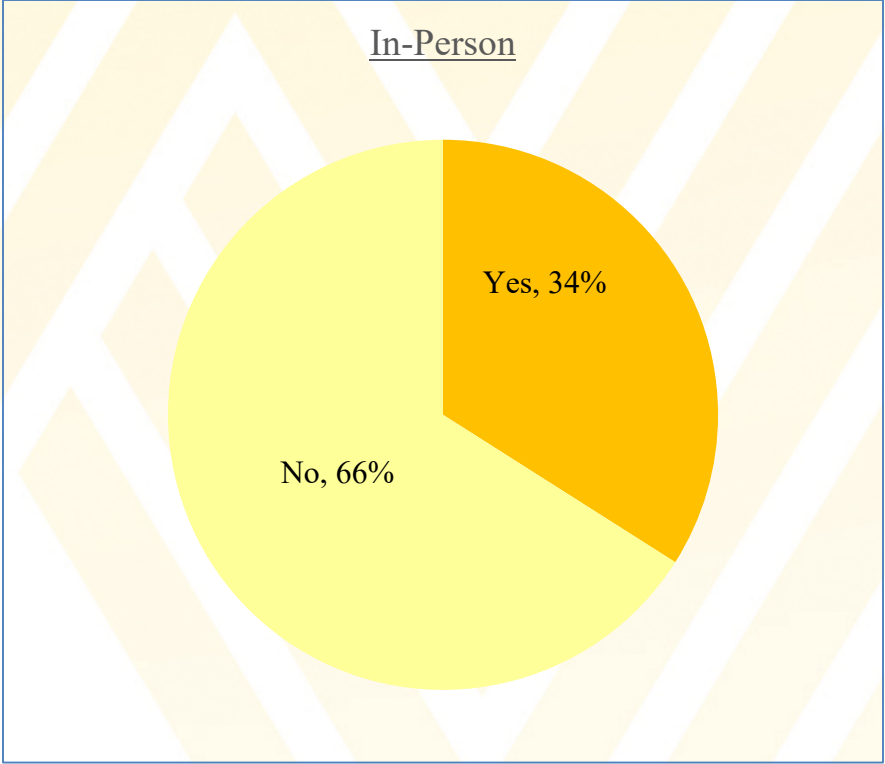
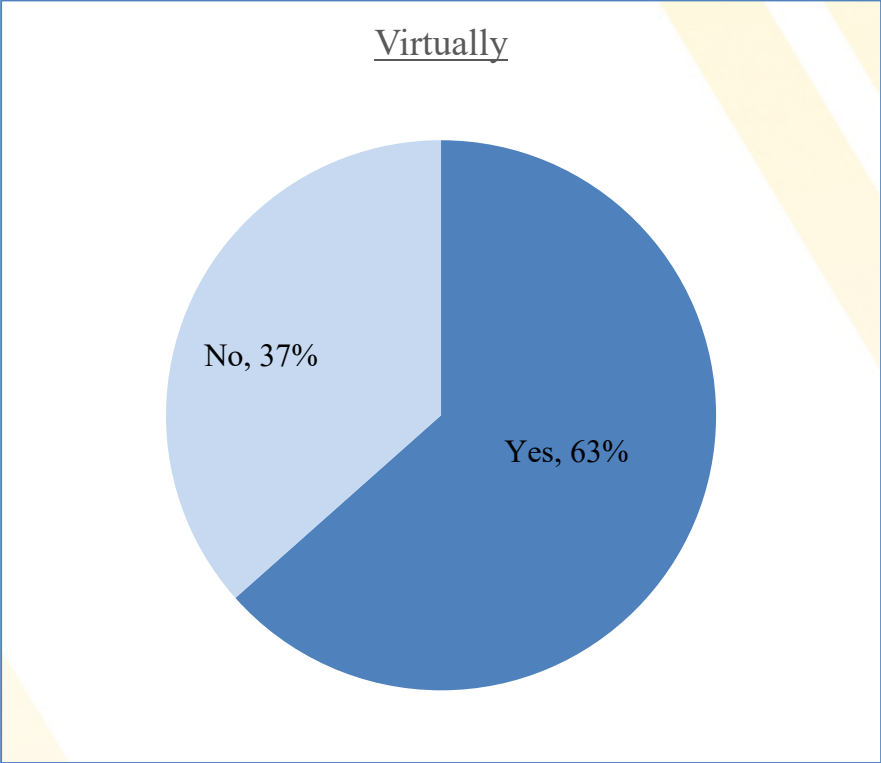


Q. What step do you plan to take, if any. (check all that apply)



Visited WVU

Over six in ten (63%) have toured WVU virtually; about one-third (34%) have done an in-person tour.

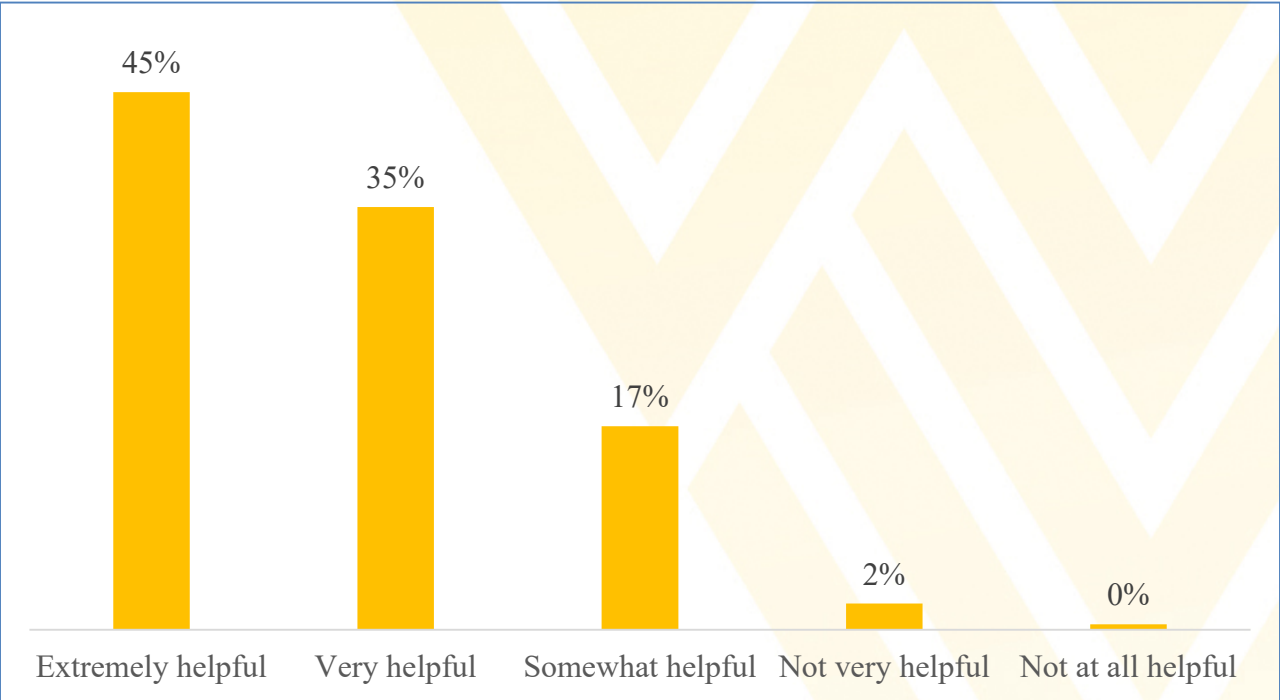


Q. Have you/your student ever visited WVU's campus....



Mountaineer Overview

All but 1% attended the Mountaineer Overview session. Most (80%) found it extremely or very helpful. Another 17% thought it somewhat helpful. Just 2% did not find it valuable.

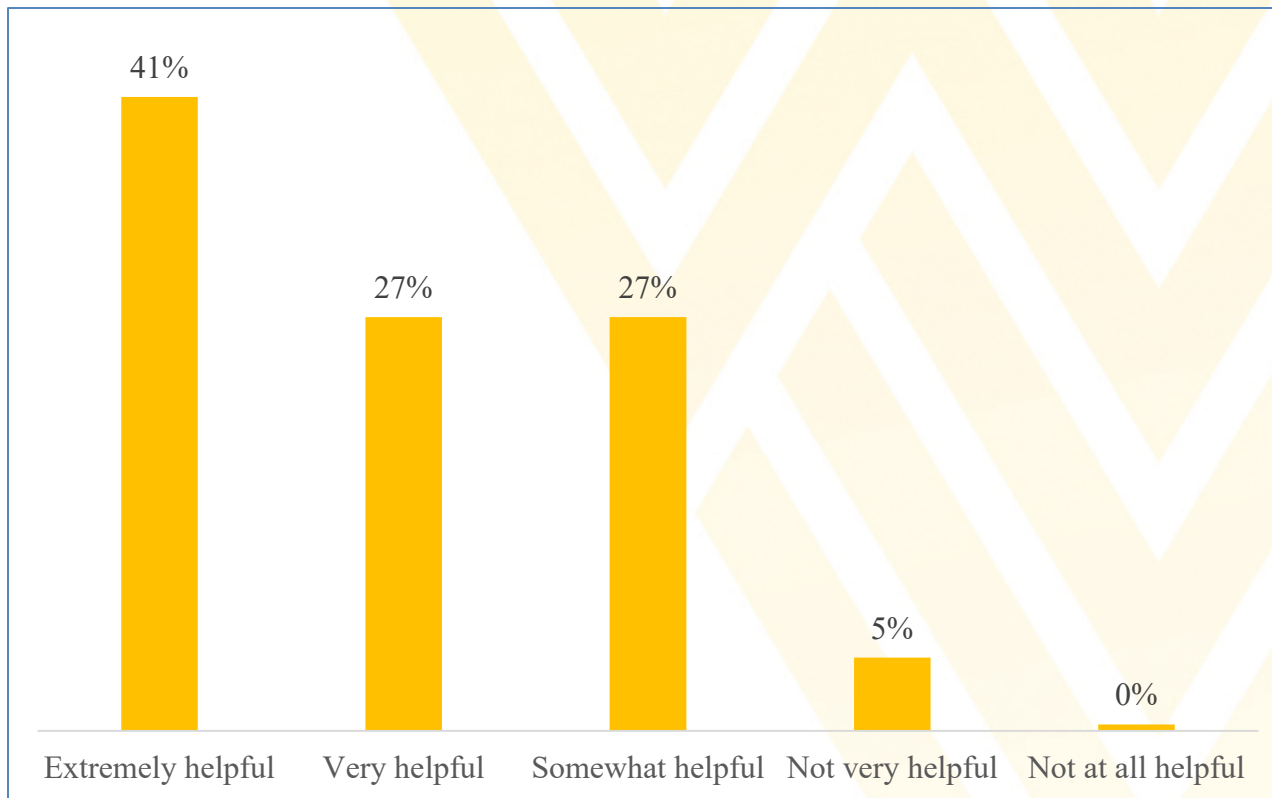


Q. How helpful was the Mountaineer Overview (session: 10-11:00 a.m.) in helping you learn more about WVU?



## Academic Pathways

Nearly seven in 10 (68%) found the session on Academic Pathways extremely or very helpful. Twenty-seven percent found it somewhat helpful, but 5% didn't find much value in it.

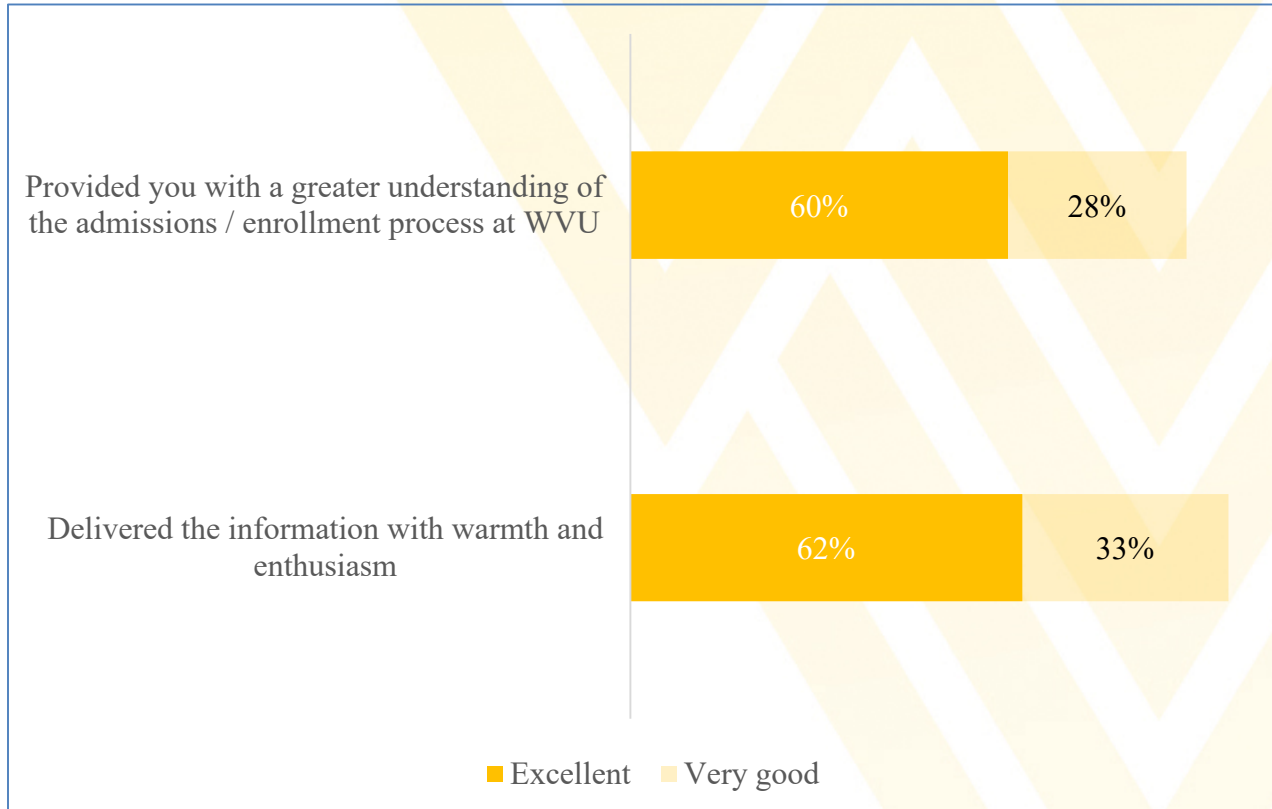


Q. During "Academic Pathways" (session: 11-11:50 a.m.), our students spoke about how they ended up choosing a major and provided examples of some opportunities in their field of interest. How helpful was this session to you/your student?



## Academic Pathways

Close to 80% attended the session in which WVU's Admissions Counselor talked about applying and paying for school. All but 5% thought the counselors did a great job delivering the information with warmth and enthusiasm. Nearly 90% said they gained a better understanding of the admissions/enrollment process at WVU.

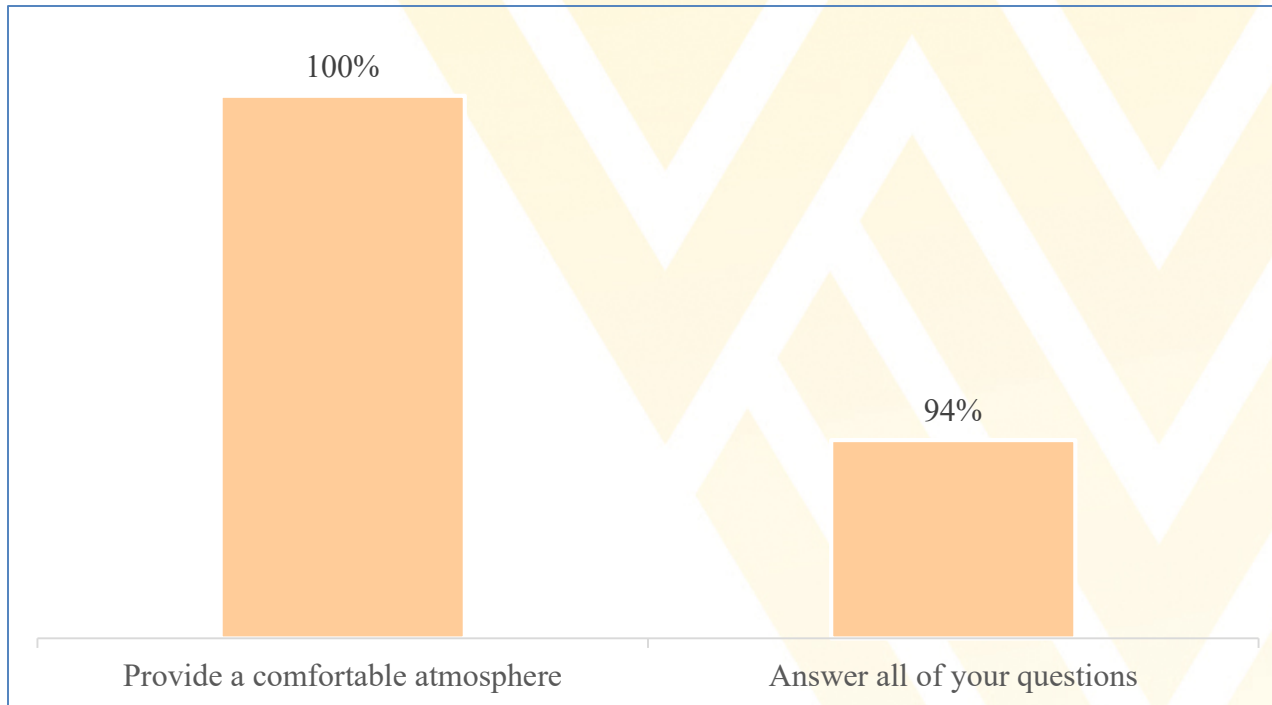


Q. Did you attend the virtual live presentation by the Admissions Counselor? Q. Please let us know if you felt the Admission Counselor...



## Tour Talks

Over half (54%) did not attend the tour talks. However, all of those who did, all felt the atmosphere was comfortable. All but 6% had all their questions answered.



Q. During the Tour Talks session, did the student tour guides....



## Things That Stood Out

- *“A current student in my pathway session was from the same area I am and she helped me understand what the difference is like. She gave me a overview of the application process, the distance, and why she chose WVU over her other options. It really made me feel a part of WVU and I can definitely see myself there one day.”*
- *“I love how friendly and happy to talk about WVU everyone was. Each student/counselor and the president were more than excited to brag about WVU. I'm looking for a very spirited college to study and it makes me so happy and excited that there was no hesitation in the describing of mountaineer pride.”*
- *“I love the atmosphere that WVU gave off! Everyone involved in the event was extremely kind, answered my questions, and had great charisma! I enjoyed learning more about financial aid possibilities and my career path choices from WVU current students”.*
- *“I was able to learn about all the major I could enroll into. It was shocking to learn that there were so many to choose from. I also liked hearing the current student point of view of college. It makes it easier for me to connect and understand when someone tells me their experiences.”*
- *“It was a lot more informative, interesting, engaging, and entertaining than other virtual early college information events.”*
- *“The students who shared their experiences were very relaxed and forthcoming with ideas, inspirations and how genuinely happy they have been at WVU. And there were many students from an array of disciplines so the viewers could get a sense of a wide range of student life and curriculum.”*

Q. What, if any, stands out most about your/your student's visit to the WVU's virtual Junior Open House? if you cannot answer this question, please type "NA" in the text box.





## Things That Stood Out

- *“We've done several virtual Junior Days over the past few months, and WVU's was absolutely outstanding. All others were just talking heads in a box. The live cuts to students in different locations was absolutely fabulous. Even the opening graphic and music isn't something any other school have done.”*
- *“WVU's junior visit has stuck out to me because it was so much more formative than many other college visits I have gone to. Most other schools jump over the school and go to payment options but with the junior open house I felt like I learned a lot about WVU and definitely plan on attending if I am able to.”*
- *“Everybody was extremely helpful and welcoming. I asked questions in the breakout room for people interested in majoring in education and many people answered back to me in the chat which was awesome! I am counting down the days until I can apply!”*
- *“Appreciated the practical info -- where to get food and how to get around! Liked the information about different schools and fields of study, and the interview with the president.”*
- *“I thought that it was very cool that President Gee came to say hello to everyone and to share what made him choose WVU.”*

Q. What, if any, stands out most about your/your student's visit to the WVU's virtual Junior Open House? if you cannot answer this question, please type "NA" in the text box.



## Room for Improvement

- *“The tour talks session really helped give my daughter a sense of what life is like at WVU. The students that facilitated were excellent. One improvement for the HC pathways would be to vet the panel members better. Many did not speak and having a few pre planned questions to help start conversation would have been better. Also, I think participants expected to receive answers specific to their area in HC interest, without understanding that wasn't really possible. Perhaps separate events could be arranged for broad fields in each pathway. Overall the entire event was fantastic and I've shared the experience with many friends and colleagues.”*
- *“Well, Staying at the Hilton Gardens, was nice except for the choppy audio of the virtual presentation. Missed much of the words being presented. Not sure what was the problem.”*
- *“Unfortunately, we got disconnected from the STEM session and were not let back in so we missed out on most of the information we were interested in hearing about.”*
- *“We would have liked to see more of the campus. We also did not like that they grouped business with communications for the breakout rooms. Communications should have its own separate breakout room so it can be more specific and detailed to the major.”*
- *“Everyone was really friendly and we liked all the student participation. We wish that the academic portion had been run differently. We would have liked to have spoken to a professor rather than an admission counselor. It also would have been helpful to have seen a presentation. This was one of our first college visit and our son wasn't sure what questions to ask.”*
- *“I would make the admissions portion a little longer. We went over however people still had questions. Of course, I preferred the in person tour but did a great job putting together the virtual tour.”*

Q. What, if any, stands out most about your/your student's visit to the WVU's virtual Junior Open House? if you cannot answer this question, please type "NA" in the text box.



## High School

Abington Heights High school	Clarks Summit
Altoona Area High School	Altoona, Pa
Annapolis High School	Annapolis, MD
Archbishop Spalding	Severn, MD
Arundel High School	Odenton/ Maryland
B. Reed Henderson	West Chester, PA
Baldwin	Pittsburgh PA
Barrington High School	Barrington, IL
Benbrook	Benbrook tx
Berkeley High School	Moncks Corner, SC
Bethlehem Center	Fredericktown, PA
BHS	Bridgeport WV
Bishop Shanahan	Downingtown, PA
Bourbon County High School	Paris Kentucky
Brandywine Heights HS	Mertztown, PA
Buckhannon Upshur High School	Buckhannon WV
Byron P Steele High School	Cibolo, TX
Cabell Midland High School	Barboursville Wv
Caesar Rodney	Camden Wyoming, DE
Calvert Hall College High	Baltimore MD
Calvert high	Prince Frederick Maryland
Canton Public High School	Canton Mississippi
Cape Henlopen High School	Lewes, DE
Cardinal Gibbons	Raleigh, NC
Carmichaels area High School	Carmichaels/Pennsylvania

Carrollwood Day School	Tampa, FL
Cedar Crest High School	Lebanon, Pennsylvania
Centennial HS	Ellicott City, MD
Central Bucks East	Buckingham Pa
Central Dauphin High School	Harrisburg/PA
Clarksburg	Clarksburg High School
Clarkstown North	New City, NY
Colgan High School	Manassas, VA
Commonwealth Charter Academy	Pennsylvania
Covenant Christian Academy	Peabody / MA
CSI High School for International Studies	Staten Island NY
Dutch Fork High School	Irmo, SC
East Fairmont	Fairmont, WV
East Stroudsburg	Bushkill PA
Elizabeth Forward	Pennsylvania
Elyria High School	Elyria, Ohio
Enloe	Raleigh NC
Enloe Highschool	Raleigh, NC
Ferndale High school	Ferndale/ washington
Flour Bluff High School	Corpus Christi, TX
Forest Park High School	Dumfries
Gaithersburg High School	Gaithersburg, Maryland
Global Impact STEM Academy	Springfield, Ohio
Gonzaga Prep	Spokane Washington
Grafton High School (2)	Grafton WV
Great Mills High School	Great Mills MD

Q. What is the name of your/your student's high school and in which city/state is it located?



## High School

Greater Johnstown Senior High School	Johnstown, PA
Greenbrier East High School (2)	Lewisburg/WV
Greendale High School	Greendale, WI
Greenwood Community High School	Greenwood, Indiana
Hampshire High School	Hampshire, IL
Harrison High School	Harrison, NY
Hedgesville	Hedgesville
Hedgesville high school	Hedgesville wv
Hightstown High School	Hightstown NJ
Hilliard Darby High School	Hilliard, Ohio
Hilliard Davidson High School	Hilliard, Ohio
Hillsborough high school	Hillsborough Nj
Holmdel High School (2)	New Jersey
Howell High School	Farmingdale, NJ
Hudson Catholic Regional School	Hoboken NJ
Huntington High School (2)	Huntington, WV
Huntley High School	Huntley, Illinois
James Madison	Vienna, VA
Jayne Tillman-Bridgett	Columbia SC
Jefferson	Shenandoah Junction/WV
John Handley	Winchester, VA
John Marshall High School (2)	Moundsville, West Virginia
joseph badger	kinsman
Kellam High School	Virginia Beach, Virginia
Kennett high school	Kennett square pa
Kent Island High School	stevensville Maryland

Kettle Run	Nokesville, VA
La Joya High School	Palmview, TX
Laurel Highlands	Uniontown PA
Lenape High School	Mount Laurel, NJ
Leonardtwn High School	Leonardtwn, MD
Liberty	WV
Liberty High School (2)	Clarksburg WV
Ligonier Valley High School	Ligonier, PA
Linsly	Wheeling, WV
Manheim Township	Lancaster, PA
Mayfield high school	Mayfield, Ohio
McDowell High School	Erie/PA
Meade High School	Maryland
Meadowbrook High School	Richmond Virginia
Middlesex High School	Middlesex, New Jersey
Minooka community high school	Minooka IL
Moniteau Junior Senior High School	West Sunbury PA
Monroe Central High School	Woodsfield Ohio
Montgomery High School	Skillman, NJ
Moon Area High School	PA
Morgantown High School (11)	Morgantown, WV
Morris County School of Technology	Denville NJ
Morrisville high school	Morrisville, PA
Mountain Ridge high school	Frostburg, Maryland
Mountain View High School	Stafford Virginia
New Egypt High School (2)	New Egypt, NJ

Q. What is the name of your/your student's high school and in which city/state is it located?



## High School

Niagara Wheatfield (2)	Sanborn, NY
Nitro High School	Nitro, WV
Nordonia High School	Ohio
North Kingstown Senior High School	North Kingstown/Rhode Island
North Marion	Farmington
Northampton Area High School	Northampton, PA
Norwayne	Creston, Ohio
Notre Dame High School	Clarksburg, WV
Oakton	Oakton, VA
Open Door Christian Schools	Elyria/Ohio
Osborn Park Senior High	Manassas/VA
Our Lady of the Sacred Heart	Pittsburgh, PA
Oxford High School	Oxford, Michigan
Parkersburg Catholic High School	Parkersburg, WV
Parkersburg South High School	Parkersburg, West Virginia
Pascack Valley	Hillsdale NJ
Penn Trafford	Harrison City PA
Pequannock Township High School	Pompton Plains, NJ
Perry central school	Perry NY
Peters Township High School	Pennsylvania
Philip Barbour High School Complex	Philippi, West Virginia
Pine-Richland High School	Pittsburgh
Pocahontas County High School	Dunmore, West Virginia
Poland seminary	Youngstown ohio
Potomac Senior High School	Dumfries Va
powell high school	Tennessee

Preston High School (3)	Kingwood, WV
Randolph High School (2)	Randolph/NJ
Red bank Catholic	Red Bank, NJ
Red Lion Area Senior High	Red Lion, PA
Rising Sun	North East, MD
Riverbend	Fredericksburg, Virginia
Robbinsville High School	Robbinsville, Nj
Robert C. Byrd High School	Clarksburg, WV
Rock Hill High School	Rock Hill
Rogers High School	Newport, Rhode Island
Rutherford High School (2)	Rutherford/New Jersey
sachem east	farmingville
sachem high school east	farmingville NY
Saint Albans High School	Saint Albans WV
Saint John the Baptist Diocesan HS	West Islip
Saint Ursula Academy	Cincinnati, Ohio
Sam Houston Math, Science, and Technology Center	Houston, TX
Scotch Plains Fanwood High School (2)	Scotch Plains, New Jersey
Shaker	Latham, NY
Sherwood high school	Olney, MD
Somerville High School (2)	Somerville/NJ
South Charleston High School	South Charleston
South Harrison high school (2)	Lost creek, WV
south lyon high school	south lyon / mi
Southeast Raleigh High School	Raleigh
Spring ford high school	Royersford Pa

Q. What is the name of your/your student's high school and in which city/state is it located?



## High School

St Mark's HS	Wilmington, DE
St. Francis College Prep	Wheaton Illinois
St. Paul VI Catholic High School	Chantilly, Virginia
Stephen Decatur High School	Berlin, MD
Stillwater Area High School	Stillwater
The Gunston School	Centreville, MD
The King's Christian Academy	Callaway, MD
Thornton Fractional South	Lansing Illinois
Toms River High School North	Toms River/NJ
Tuscarora	Leesburg, VA
University High School (3)	Morgantown, WV
Upper Dublin High School	Fort Washington, PA
Victor senior high school	Victor, NY
Voorhees High School	Glen Gardener Nj
W.T. Woodson	Fairfax, Va
Wakefield School	The Plains VA
Walnut Hills High School (3)	Cincinnati Ohio
Walter Johnson High School (3)	Bethesda, MD
Washington County Technical High School	Hagerstown, Maryland
Washington High School	Charles Town, WV
Waynesburg Central	Waynesburg PA
Webster County High School	Upperglade WV
Weir High School	26062
Weirton Madonna High School	Weirton, WV
West Allegheny	Imperial PA
West Morris Mendham High School	Mendham NJ
Westerville South High School	Westerville Ohio
Wheeling Park High School (3)	Wheeling, WV

Williamstown High School	Nj
Wilson High School	West Lawn, Pennsylvania
Wissahickon High School	Ambler, PA
Woodgrove	purcellville, VA
Woodrow Wilson	Beckley, wV
WT Woodson	Fairfax, VA
xaverian brothers high school	westwood, Massachusetts
Xavier High School	New York, NY

Q. What is the name of your/your student's high school and in which city/state is it located?

