

## **UW DIVERSITY OUTREACH AND RECRUITMENT**

### **Shaping Your Future 2001**

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#### **INTRODUCTION**

The University of Washington (UW) Office of Minority Affairs hosts *Shaping Your Future* each spring for underrepresented minority students, including African American, Native American, Hispanic, and Pacific Islander students and their parents. The event celebrates the admission of these students to the UW fall quarter, orients them to campus support and information offices, and assists them during initial enrollment at the University. The Saturday morning event opens with a keynote speaker, provides sessions concerning college student life and campus support systems, and ends with a luncheon.

Although first offered before the passage of Initiative 200, this program is one of a number provided by the UW as a means to encourage minority student enrollment at the University. Building on its success in past years, *Shaping Your Future* is dedicated to imparting solid, timely information to minority students and their parents.

This spring, *Shaping Your Future* was held on April 14, 2001, in the Husky Union Building (HUB) on the UW campus. Invitations to the event were sent to approximately 600 underrepresented minority students who had been accepted for admission to the UW. Students and their parents were encouraged to attend the celebration of admittance. The opening session included keynote speaker, Dr. Ana Mari Cauce, Director of the UW Honors Program, who enlightened students concerning the caliber of education at the UW and the vast opportunities for students here. The UW CD-ROM, *A Diverse Perspective*, was also viewed at the opening session. The first panel of current UW students focused on college student life in a session entitled, "My University of Washington Experience." Included were topics on academic and personal opportunities at the UW, campus support services and mentors, and internships. A second UW student panel, "Making the Transition," provided tips on being successful college students, procuring financial aid and seeking advice while a UW student. The UW Office of Minority Affairs and Educational Opportunity Program presented information on their services. Other sessions included new student orientations and academic support services at the UW. A luncheon and performance by UW Pacific Island students concluded the morning and allowed time for students to continue conversations and to ask questions of UW faculty, staff and students.

#### **METHODOLOGY**

To ensure that the program was successful and to plan for future program improvement, questionnaires for students and parents were developed by staff in the UW Office of Minority Affairs and the Office of Educational Assessment. The questionnaires asked participants to rate their satisfaction with each session on a scale of 1 to 5 and to provide open-ended responses to questions concerning the most useful information they learned and their suggestions for improving the event. Seventy-three of 84 students responded to the survey, an 87% response rate, and 69 of the 120 parents responded, a 58%

response rate. The quantitative data was analyzed for frequency of responses and average ratings; the qualitative data were coded and inductively analyzed for major categories of response.

## RESULTS

Results of the analysis indicated an overwhelmingly positive response to the event by both students and parents. No sessions had average ratings below satisfactory -- the students' average rating of the overall event was 4.67, with corresponding ratings of 4.83 from the parents.

For students, their small discussion groups were rated the highest, with the advising and counseling session and the first student panel, "My UW Experience," following closely behind. Response frequencies for all the sessions are shown in Figure 1.

Figure 1. Student Response Percentages and Means

	Not Applicable/ Don't Know (1)	Very Dissatisfied (2)	Somewhat Dissatisfied (3)	Somewhat Satisfied (4)	Very Satisfied (5)	Mean <sup>1</sup>
1. How satisfied were you with the keynote speaker's presentation?	0	0	4.2%	40.8%	54.9%	4.51
2. How satisfied were you with student panel #1?	0	0	2.8%	28.2%	69.0%	4.66
3. How satisfied were you with the new student orientation session?	1.4%	0	5.6%	52.8%	40.3%	4.35
4. How satisfied were you with the advising/counseling session?	0	0	0	30.6%	69.4%	4.69
5. How satisfied were you with the academic support services session?	1.4%	0	4.2%	34.7%	59.7%	4.56
6. How satisfied were you with student panel #2?	0	0	13.9%	47.2%	38.9%	4.25
7. How satisfied were you with your small discussion group? Fill in your group number: _____	1.4%	0	1.4%	20.0%	77.1%	4.77
8. Overall, how satisfied were you with this <i>Shaping Your Future</i> event?	0	0	1.4%	30.0%	68.6%	4.67

Student responses to the open-ended questions supported these ratings. They seemed to feel that learning about college student life and UW programs was beneficial, as was learning about support available at the UW. Students did want more time for focused discussions and some variety in the morning activities, since sitting all morning did not appeal to some. Categories of student responses are shown in Figure 2.

<sup>1</sup> Responses of "1" were removed before means were calculated.

Figure 2. Student Response Categories to Open-ended Questions.

9. What was the most useful information you learned today?

	Frequency	Percent
College student experiences	21	28.8%
UW majors and programs	20	27.4%
Opportunities at the UW	16	21.9%
Support available at the UW	16	21.9%
EOP/OMA	10	13.7%
Information about the UW orientation	5	6.8%

10. What specific suggestions do you have to improve the *Shaping Your Future* program?

	Frequency	Percent
More time for focused discussions	16	21.9%
None	15	20.5%
More variety in activities	9	12.3%

Responses to the survey indicated that 77.8% of the students attending *Shaping Your Future* had already decided to attend the UW, with 5.6% deciding to attend that very day. A small group of students (16.7%) had not decided yet about enrolling at the UW. An noteworthy piece of information was supplied when students responded to the question, "Are you the first generation in your family to attend college?" Although the UW limits the definition of "first generation" to a student who does not have a parent who has earned a college degree, students attending this event may have interpreted the term more broadly. Of the students who responded, 30.6% reported being the first generation in their family to attend college, with 69.4% reported having family members who had already attended college.

Parents were also highly positive in their response to the event. For parents, the first UW student panel, "My UW Experience," was rated the highest, with the second UW student panel, "College Life in the Year 2001," following as a close second. Response frequencies for all the sessions are shown in Figure 3.

Figure 3. Parent Survey Response Percentages and Means.

	Not Applicable/ Don't Know (1)	Very Dissatisfied (2)	Somewhat Dissatisfied (3)	Somewhat Satisfied (4)	Very Satisfied (5)	Mean <sup>2</sup>
1. How satisfied were you with the keynote speaker's presentation?	1.5%	0	1.5%	22.1%	75.0%	4.75
2. How satisfied were you with student panel #1?	1.4%	0	0	8.7%	89.9%	4.91
3. How satisfied were you with the new student orientation session?	1.6%	0	4.9%	21.3%	72.1%	4.68
4. How satisfied were you with the OMA/EOP services session?	1.5%	0	0	21.5%	76.9%	4.78
5. How satisfied were you with the academic support services session?						

<sup>2</sup> Responses of "1" were removed before means were calculated.

	1.6%	0	0	34.9%	63.5%	4.65
6. How satisfied were you with the College Life in the Year 2001 panel?						
	1.5%	0	1.5%	16.7%	80.3%	4.80
7. Overall, how satisfied were you with this <i>Shaping Your Future</i> event?						
	1.5%	0	0	16.9%	81.5%	4.83

Parents indicated that the most useful information was finding out about support that is available for their students while at the UW. They also appreciated learning about positive UW student experiences. A category of interest to parents was how to be a supportive parent of a first-year college student. Parents did want more time to ask questions and suggested the use of a microphone so all in attendance could hear. They were concerned about how well their students would adapt to college life and take advantage of the opportunities the UW provides.

The strongest indicator of support for the program was the response of parents to the last survey question, "How has the *Shaping Your Future* event changed your perception of the University of Washington as an institution of higher education?" The event changed parent perception for the positive for 47.8% of the parents, with some parents mentioning they already were extremely positive about the UW, and helped parents realize there is more support on campus for their students than they previously thought. Categories of parent responses are shown in Figure 4.

Figure 4. Parent Response Categories to Open-ended Questions.

8. What was the most useful information you learned today?

	Frequency	Percent
Support that is available at the UW	30	43.5%
Positive student experiences	19	27.5%
How to be a supportive parent	15	21.7%
All of the information was useful	8	11.6%

9. What specific suggestions do you have to improve the *Shaping Your Future* program?

	Frequency	Percent
None	15	21.7%
More time for questions	11	15.9%
Use a microphone so all can hear	7	10.1%
Specific questions about UW programs	6	8.7%

10. What concerns do you have about your student attending the University of Washington?

	Frequency	Percent
Adapting to college life and taking advantage of opportunities	23	33.3%
Large campus and class size	16	23.2%
No concerns	9	13.0%
Safety	5	7.2%
Finances	5	7.2%

11. How has the *Shaping Your Future* event changed your perception of the University of Washington as an institution of higher education?

	Frequency	Percent
For the positive	33	47.8%
More support at the UW than I thought	11	15.9%

## CONCLUSIONS

The most obvious conclusion from the results of the student and parent responses is that *Shaping Your Future* was a huge success. Every session during the morning event was rated highly by both students and parents, and responses to open-ended questions were also extremely favorable. Students enjoyed learning about college life and wanted even more time for discussions with college students. Parents appreciated knowing that support is available on campus for their students, but they too wanted more time to ask questions. Gauging success by these perspectives, *Shaping Your Future* is a significant tool for orienting others to the UW commitment to minority students and to cultural diversity.