

## EXECUTIVE SUMMARY

In the spring of the 2005-06 school year, the USU Logan Center conducted a needs assessment of high school (HS) students taking classes through the USU Concurrent Enrollment (CCE) program. The needs assessment was part of a larger effort by the USU Logan Center to increase the number of HS students in the USU CCE program choosing to pursue a degree at USU.

A census was conducted of CCE classes being taught during the third trimester of the 2005-06 school year at the three high schools in Cache Valley (Logan and Cache School Districts) which are involved in the USU CCE program, and which are under the supervision of the USU Logan Center with Vincent Lafferty as Executive Director.

The survey questionnaire asked questions about students' needs and expectations for an undergraduate (UG) program; including academic instruction, advising, extra-curricular activities, housing, and financial aid (see Appendix A). CCE Administrators for Logan HS, Mountain Crest HS, and Sky View HS were contacted and asked for permission to administer the survey. A letter of information for students and their parents was presented prior to administering the survey. A total of 1,201 surveys were collected between April 11<sup>th</sup> and May 16<sup>th</sup>, 2006.

Once the duplicates and incompletes were taken out, the total N was 1,000 students. Following are highlights from the study:

- 25% - 35% of all students in the three high schools are taking CCE classes.
- More female students (60%) were in the classes surveyed.
- 68% of the CCE students said that they had decided on a university to attend.
- 64% of all CCE students answered that they had decided to attend USU.
- **466 Seniors said that they had decided on a university that they wanted to attend, and 436 Seniors said they had decided to attend USU (94%).**
- Student satisfaction with the USU Concurrent Enrollment Program is above 90%.

Students who had decided to attend USU (n=637) were asked about the importance of 18 factors (see Appendix A )and chose the following five factors as the most important:

Decided "Yes" to USU
1. Education for a better job
2. Quality program for my career
3. Affordable tuition
<b>4. Ability to get credit for CCE classes</b>
5. Availability of scholarships

**Recommendations:** Because the factor representing the importance of receiving USU credit hours occurred in the top four factors, it is recommended that the CCE Program be maximized as a marketing tool. The following are recommended to forward the effort:

1. Use the information that this survey provides as a baseline measure.
2. Create a website to allow CCE students and parents to track their accumulated USU credit hours.
3. Conduct a needs assessment of CCE parents and teachers to understand their perceptions of USU and their students' needs for an UG program to inform marketing efforts to recruit local HS students to USU.