

2019 Adult Student Priorities Survey (ASPS): Admissions & Financial Aid

Satisfaction assessments are a key indicator of the current situation for the institution. The data from the assessment provides direction for the university to make improvements in the areas that matter most to students. The survey asks students to indicate both the level of importance they place on an item, as well as their level of satisfaction that the institution is meeting this expectation. The results provide a roadmap for next steps that the university can and should take to respond to the issues that students have identified.

This report provides a top line overview of our results and shows the items clustered within Admissions & Financial Aid.

Performance gaps range from -0.32 to 2.35 and are the result of the importance score minus the satisfaction score.

The lower the gap, the more satisfied students are.

The reliability and validity of the survey tools from Ruffalo Noel Levitz are very strong. Please refer to the survey specific guide found in the addendums of “The Interpretive Guide” posted on our intranet page for additional details.

ASPS	2017	2019
Response Rate	9%	20%
n	277	626

Demographics: The results of this survey reflect the perceptions of the group that was surveyed.

DC & GRAD	ASPS 2017		Our 11-Day Census 2018		ASPS 2019	
	n	%	n	%	n	%
Gender						
F	180	77.59%	2,416	75.64%	423	81.19%
M	52	22.41%	778	24.36%	98	18.81%
No Answer	45				105	
Class Level						
First Year	26	9.92%			53	10.27%
Second Year	23	8.78%			58	11.24%
Third Year	39	14.89%			66	12.79%
Fourth Year	40	15.27%			105	20.35%
Special Student	2	0.76%			0	0%
Graduate/Professional	120	45.80%	1,386	43.39%	210	40.70%
Other Class Level	12	4.58%			24	4.65%
No Answer	15				110	
Ethnicity/Race						
African -American	10	4.05%	134	4.20%	18	3.47%
American Indian / Alaskan Native	0	0%	41	1.28%	7	1.35%
Asian / Pacific Islander	12	4.86%	171	5.35%	24	4.62%
Caucasian / White	101	40.89%	1,086	34%	165	31.79%
Hispanic	90	36.44%	1,531	47.93%	257	49.52%
Other Race	11	4.45%			24	4.62%
Prefer Not to Respond	23	9.31%			24	4.62%
No Answer	30				107	
Current Residence						
Own House	125	48.25%			257	42.48%
Rent Room/Apartment/House	71	27.41%			181	29.92%
Relative's Home	43	16.60%			126	20.83%
Other Residence	20	7.72%			41	6.78%
No Answer	18				21	
Students who are at their first-choice institution tend to feel more satisfied with their educational experience.						
Institution Was My 1 st Choice	196	75.38%			439	72.68%
Institution Was My 2 nd Choice	60	23.08%			144	23.84%
Institution Was My 3 rd Choice or Lower	4	1.54%			21	3.48%
No Answer	17				22	

Scale	Our University									National Adult Students
	Importance			Satisfaction			2017 Performance Gap	2019 Performance Gap	↑↓	2019 Performance Gap
	2017	2019	↑↓	2017	2019	↑↓				
Admissions & Financial Aid	6.50	6.52	↑	5.65	5.77	↑	0.85	0.75	↓	0.74
Itemized										
6. Financial aid counselors are helpful to adult students.	6.40	6.37	↓	5.27	5.42	↑	1.13	0.95	↓	0.82
10. Admissions representatives are knowledgeable.	6.55	6.61	↑	6.00	6.17	↑	0.55	0.44	↓	0.45
23. Adequate financial aid is available for most adult students.	6.55	6.49	↓	5.62	5.58	↓	0.93	0.91	↓	1.00
25. Admissions representatives respond to adult students' unique needs.	6.57	6.61	↑	6.08	6.21	↑	0.49	0.40	↓	0.47
34. I receive complete information on the availability of financial aid.	6.46	6.53	↑	5.30	5.51	↑	1.16	1.02	↓	0.97

Satisfaction ↑ (students appear more satisfied)

Satisfaction ↓ (students appear dissatisfied)

Performance Gap ↓ (previous intervention(s) may have been effective)

Performance Gap ↑ (intervention may be needed)

= (no change)

PLEASE NOTE: Our students may be relatively more satisfied when compared with other institutions and/or other national 4-year private institutions on an item, but it is still a challenge for us. Likewise, our students may be significantly less satisfied on an item, but it is still a strength for our institution. Be aware of this but use our particular strengths and challenges to determine how to respond to this item.

Importance

Item	Our University			National Adult Students
	2017	2019	↑↓	2019
71. Cost as factor in decision to enroll.	6.10	6.23	↑	6.15
72. Financial aid/scholarship opportunities as factor in decision to enroll.	6.18	6.33	↑	6.08
73. Academic reputation as factor in decision to enroll.	6.28	6.45	↑	6.26
74. Size of institution as factor in decision to enroll.	5.59	5.64	↑	5.34
75. Future employment opportunities as factor in decision to enroll.	6.24	6.36	↑	6.15
76. Recommendations from family/friends/employer as factor in decision to enroll.	5.66	5.93	↑	5.53
77. Campus location (close to home/work) as factor in decision to enroll.	5.91	6.23	↑	5.96
78. Availability of evening/weekend courses as factor in decision to enroll.	6.21	6.60	↑	6.02
79. Personalized attention prior to enrollment as factor in decision to enroll.	5.88	6.15	↑	5.85

PLEASE NOTE: According to Ruffalo Noel Levitz, since it appears that financial aid is a primary factor in our students' decisions to enroll—more so than for national adult students, our financial aid policies may need to be reexamined.

Strengths to Share with Recruits

Item (listed in order of importance)	Percent Satisfied
54. Campus item: Males and females are treated with equal respect on this campus.	92%
59. Campus item: My studies here are adequately preparing me to compete in the workplace or go on to graduate work.	85%
42. Nearly all faculty are knowledgeable in their field.	85%
44. When students enroll at this institution, they develop a plan to complete their degree.	85%
45. I am able to complete most of my enrollment tasks in one location.	91%
5. Classroom locations are safe and secure for all students.	90%
27. This institution has a good reputation within the community.	90%
3. Classes are scheduled at times that are convenient for me.	86%
64. Campus item: Students are made to feel welcome on this campus.	88%
24. There is a commitment to academic excellence at this institution.	86%
22. Security staff respond quickly in emergencies.	87%
63. Campus item: It is an enjoyable experience to be a student on this campus.	85%
70. Campus item: My coursework has improved my ability to think critically about complex problems.	87%
40. Faculty are usually available for adult students outside the classroom by phone, by e-mail or in-person.	83%
31. I am able to register for classes by personal computer, fax, or telephone.	87%
20. Registration processes are reasonable and convenient for adults.	84%
60. Campus item: Students are adequately exposed to issues of diversity in their coursework.	86%
69. Campus item: My written skills have improved throughout my program.	84%

Items in bold indicate our students are more satisfied than adult students attending other national institutions.

Budgetary requests based on the RNL survey results:

RNL data indicating need for additional financial resources	Amount Requested	How will the funds improve student life & learning?	Describe the results of the budget request from the previous RNL Action Plan (include what happened, when it was reviewed, and any further action necessary).