Spring 2013 Enrollment Information

Brief description of project:

This survey is to provide University administration with a better idea of how many students plan to enroll for the spring 2013 semester. For students choosing not to enroll, this survey offers insight into the reasons why they choose not to enroll. Additionally, this information is critical to strategic planning for the enrollment management offices of Admissions, Financial Aid & Scholarships, Registrar's Office and Orientation & Leadership Development.

Who was asked to complete survey: The survey was distributed to all matriculated undergraduate students.

Response Rate: 25.7% (6,131 of 23,863)
Administration Type: Campus Labs mailing

Summary of Key Findings:

1. 91 percent of respondents indicated they would enroll in Spring 2013
2. Top 3 reasons for not enrolling
   a. 17.95 percent (n=56) indicated they could not afford tuition
   b. 17.63 percent (n=55) indicated religious service
   c. 11.86 percent (n=37) indicated transferring or enrolling in another institution

Actions Taken:

The division of Enrollment Management has used this data to predict enrollment for the Spring 2013 semester. Additionally, this survey data allows the enrollment management units to follow-up with the appropriate academic and student support departments to provide students with further assistance financing their education and securing the academic courses needed to successfully progress through the University.

Which Student Affairs goals does this project align with?

This survey aligns with:

Strategic Objective #6: Utilize a coordinated assessment, evaluation and research approach to promote data-driven decision making.
   a. *Goals and Action 'D'*: Continue to increase assessment methods utilized in Student Affairs (e.g., data-mining, tracking, benchmarking and surveys)

Strategic Objective #8: Promote the effective use of best practices in Student Affairs departments, programs and services.
   b. *Goals and Action 'A'*: Encourage departments to utilize research and benchmarking services to evaluate their services, programs and facilities.