2010 Parent Survey Summary Results

Methodology:
- Online Survey regarding Academic Experience, Campus Experience, and University Services
- 62% Response Rate (915/1476)
- Both parents were given the opportunity to respond

Strengths to Celebrate
- Parents expressed a very high degree of overall satisfaction. 96% strongly agree or agree that they would support their student’s choice to attend TU again.
- High Satisfaction with General Education and Major Field Curricula
- Parents report that their students are growing in their relationships with God.
- High satisfaction with the campus experience (events and programs, leadership, service opportunities)
- High satisfaction with the Taylor University Health Center
- Parents report that Taylor University Offices and staff are helpful when they have questions.

Opportunities for Improvement
- Parents recognize the need for improvement in the faculty advising experience.
- While parents do believe that Taylor is helping students develop a sense of vocation and prepare for employment, they do not believe that the Career Development Office is equipping their students to find employment.
- Parents are satisfied with the helpfulness of the Financial Aid Office but expressed low satisfaction with Financial Aid packages. Some parents mentioned that other schools were able to offer better financial aid packages to their student.
- Parents expressed moderate satisfaction with food service options and some expressed a desired for flexible meal plan options (ex. 14 meal plan).
- Respondents indicated that they did not feel engaged in the Taylor community.
- Parents expressed that University billing processes are unclear.

Next Steps:
- These results will be shared in the monthly Parent Perspectives newsletter
- Results will also be added to the University Report Card and Annual Assessment Report and reviewed by the University Assessment Council
- The University Assessment Council will forward priorities to the University Planning Council
- The University Planning Council will use the data to make recommendations and inform budget priorities
- Administer 2011 Parent Survey in July 2011