2014 PARENT SURVEY SUMMARY RESULTS

Methodology
- The 2014 TU Parent Survey was administered online and focused on Academic Experience, Campus Experience, and University Services.
- Response rate for the survey was 42% (788/1878).
- Both parents were given the opportunity to respond.

Strengths to Celebrate
- Given the opportunity to choose a college again, 93% of parents strongly agree/agree that they would support their student’s choice to attend Taylor.
- Among Academic Experiences items, 90% of parents strongly agree/agree with the statement: “Major field courses have provided my student with a beneficial learning experience. Additionally, parents expressed high levels of agreement that their students have experienced Meaningful interactions with faculty (88%) and Quality instruction in the classroom (88%).
- 90% of parents strongly agree/agree that during the admissions process, the TU Admissions Office accurately described the TU experience.
- Parents report greatest areas of growth for their students in the following areas:
  1) Relationship with God, 2) Critical Thinking, 3) Verbal Communication, and 4) Theological Understanding.
- 89% of parents strongly agree/agree with the statement: “I value that all on-campus students are able to eat together, if they choose, to foster intentional community.”
- Among Campus Experience items, parents indicated highest levels of agreement that their students have benefitted from: Engaging in campus events and programs (90%); Developing a sense of vocation (87%); Sense of belonging on his/her wing or floor (87%); and Attending chapel (86%).
- 88% of parents are very satisfied/satisfied with the helpfulness of TU staff when they have a concern or question.

Opportunities for Improvement
- Writing Skills, Understanding of the Arts, and Scientific Literacy were among the lower rated items regarding the growth parents believe students have experienced as a result of the Taylor experience.
- Parents are moderately satisfied with food service options (61%; 14% neutral). 33% (31% neutral) indicated that they would be willing to pay more for an increased range of food options, although only 54% (28% neutral) were satisfied with the cost of their student’s meal plan.
- Parents are moderately satisfied with the helpfulness of the Financial Aid Office (78%; 18% neutral) but expressed low satisfaction with financial aid packages (59%; 20% neutral).
- While parents do believe that Taylor is helping students to develop a sense of vocation and to prepare for employment, only 27% (53% neutral) believe that the Calling and Career Office is equipping their students to find employment.
- Compared to other campus service items, parents rated the Calling and Career Office and Health Center as less helpful. (Note: Results of other surveys indicate that the Calling and Career Office is making progress to improve services.)

Next Steps:
- The 2014 TU Parent Survey results will be reviewed by the President, University Cabinet, and Board of Trustees.
- Parent Survey results will be shared in the monthly Parent Perspectives newsletter.
- Results will be reviewed by the University Assessment Council and added to the University Report Card and Annual Assessment Report.
- The University Assessment Council will forward key findings to the University Planning Council.
- The University Planning Council will use the data to make recommendations and inform budget priorities to increase the quality of education for Taylor University students and to enhance the experience of parents.