2011 Parent Survey Summary Results

Methodology:

- Online Survey regarding Academic Experience, Campus Experience, and University Services
- 54% Response Rate (827/1519)
- Both parents were given the opportunity to respond

Strengths to Celebrate

- Parents expressed a very high degree of overall satisfaction. 95% strongly agree or agree that they would support their student’s choice to attend TU again.
- High Satisfaction with Major Field and General Education Courses
- 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 expressed that University billing processes are unclear.
- Respondents indicated moderate satisfaction with their engagement in the Taylor community.
- Parents expressed moderate satisfaction with food service options and some expressed a desire for flexible meal plan options (ex. 14 meal plan).
- 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.
- While parents do believe that Taylor is helping students develop a sense of vocation and prepare for employment, only 46% believe that the Career Development Office is equipping their students to find employment. However, this is an 11% improvement from the 2010 Parent Survey.

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