2013 PARENT SURVEY SUMMARY RESULTS

Methodology

- The 2013 TU Parent Survey was administered online and focused on Academic Experience, Campus Experience, and University Services.
- Response rate for the survey was 49% (839/1,830).
- 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.
- Parents were highly satisfied with Major Field (97%) and General Education (95%) courses.
- 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.
- Parents expressed high levels of agreement that their student(s) benefitted from engagement in: events and programs (95%), chapel (94%), leadership activities (93%), service opportunities (93%), and international experiences (93%).
- Parents were highly satisfied with the Taylor University website as a source of useful information (96%).
- Parents report that Taylor University offices and staff are helpful when they have questions and need to resolve issues (95%).
- In response to prior TU Parent Surveys, billing processes were reviewed and changes were implemented. Parent agreement increased by 5% for the item: “I understand the TU billing process” (83% in 2010-12; 88% in 2013).

Opportunities for Improvement

- Parents were moderately satisfied with food service options. 73% expressed interest in flexible meal plan options (ex. 14 meal plan) even though this would change meal plan pricing. Parents overwhelmingly (97%) value the opportunity for all on-campus students to eat meals together to foster intentional community.
- Parents are satisfied with the helpfulness of the Financial Aid Office but expressed low satisfaction with financial aid packages (67%).
- While parents do believe that Taylor is helping students to develop a sense of vocation and to prepare for employment, only 40% believe that the Calling and Career Office is equipping their students to find employment.

** 92% of Taylor graduates gain full-time employment, part-time employment, or graduate school admission within 6 months of graduation.
*** A 3-year Action Project was launched in 2012 to improve quality of services.

Next Steps:

- The 2013 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 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 to increase the quality of education for Taylor University students and to enhance the experience for parents.