

2025 Parent Survey Executive Summary



SURVEY METHODOLOGY

Administered June 2025 | 28% response rate (828 / 3093)

Unless otherwise noted, percentage reported:

Strongly Agree + Agree

STRENGTHS TO CELEBRATE

College Choice

97% of parents report they would support their student's choice to attend Taylor University. 79% selected *Strongly Agree*—highest in survey history and an increase of 6% since 2023.

High Quality Academic Experiences

- 98% Major field courses have provided my student with a beneficial learning experience.
- 97% My student experiences quality instruction in the classroom.
- 96% My student has benefited from meaningful interactions with faculty.
- 95% Foundational Core courses have provided my student with a beneficial learning experience.
- 93% My student has received the support he/she needs to succeed academically (highest in survey history).
- 89% My student has benefited from meetings with his/ her academic advisor.
- 88% My student's learning has been enriched through participation in a faculty member's research or scholarship.

Growth in Learning Outcome Areas

Parents affirm areas of greatest growth for students at Taylor:

- 1) Relationship with God, 2) Theological Understanding
- 3) Critical Thinking Skills 4) Verbal Communication

While all learning outcome areas play an essential role in shaping the holistic education of Taylor students, the prominence of *Relationship with God* and *Theological Understanding* at the top underscores their central role and alignment with our mission.

Taylor Community Life

Parents affirm that students have benefitted from engaging in:

- 97% Campus events/programs (highest in survey history)
- 94% Chapel
- 91% Intramural or club activities
- 91% International experience
- 90% Leadership activities
- 87% External community service

Vocation & Career Preparation

Parent satisfaction with vocation and career preparation:

- 90% Helped prepare him/her for employment
- 88% Helped to develop a sense of vocation and calling
- 74% My student has benefited from engaging with the Calling and Career Office.

We have found the ease of student engagement, and the opportunities for involvement in activities and building relationships, both in and outside of class, to be unique, exceptional and incredibly enriching and Fun for our daughter!

We are so grateful that Taylor has continued to be used by the LORD Jesus Christ for His glory. We know that there are many challenges and are encouraged to see the way that staff, faculty and students continue to grow. Praise God from whom all blessings flow!

- 2025 Parent Survey Participants

CAMPUS SERVICES

Office Helpfulness (*Extremely Helpful + Helpful*)

Offices support student success throughout the academic year:

- 98% Admissions Office
- 97% Student Development Office/Student Life
- 97% Bursar's Office
- 96% Campus Police
- 94% Financial Aid Office
- 93% Registrar's Office
- 91% Residence Hall Staff

Taylor University Services

- 95% The website provides useful and beneficial info.
- 93% When I have a concern or question, Taylor University staff members are helpful in resolving the issue.
- 91% My student's Taylor experience matches the description that was provided during the admissions process.

IMPROVEMENT & OPPORTUNITIES

Food Service

- 70% I am satisfied with the cost of my student's meal plan. (61% in 2024; 39% in 2023)
- 68% I am satisfied with the overall quality of the food my student is served. (66% in 2024; 21% in 2023)

Health Services (*Helpful + Extremely Helpful*)

- 79% TU Health Center (76% in 2024; 72% in 2023)

RECOMMENDATIONS

This year's results revealed no major concerns; however, we observed subtle downward trends in certain areas. As we continue to grow, it will be important to monitor these patterns and ensure we safeguard what matters most—our mission and the alignment of our branding with that mission.

DISSEMINATION OF 2025 SURVEY RESULTS

- Reviewed by Parents Council.
- Shared in the monthly parent newsletter: *In the Loop*.
- Shared with the President's Senior Leadership Team.
- Reviewed by University Assessment Council who makes recommendations to relevant groups.