

2020 Parent Survey Executive Summary



METHODOLOGY

- Online survey administered July 13-August 3, 2020
- Response rate: 57% (2019-45%); 1444 participants

STRENGTHS TO CELEBRATE

College Choice – Highest in survey history

- Given the opportunity to choose a college again, 97% of parents strongly agree or agree that they would support their student’s choice to attend Taylor.

Academic Experiences (Strongly Agree + Agree)

Taylor provides high quality academic experiences. All items reported here reached a survey high in 2020.

- *Major field courses have provided my student with a beneficial learning experience.* (99%)
- *My student experiences quality instruction in the classroom.* (98%)
- *Foundational Core courses have provided my student with a beneficial learning experience.* (98%)
- *My student has benefited from meaningful interactions with faculty.* (98%)
- *My student has received the support he/she needs to succeed academically.* (96%)

Learning Outcomes

Parents affirm greatest areas of growth in the following:

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

Taylor Community Life (Strongly Agree + Agree)

Parents affirm students have benefitted from engaging in:

- Campus events and programs (96%)
- An international experience (94%)
- Attending Chapel (94%)
- Leadership activities (93%)
- Belonging on his/her wing or floor (92%)
- Intramural or club activities (92%)
- External community service (90%)

AREAS OF HELPFULNESS

Office Helpfulness (Extremely Helpful + Helpful)

Offices support student success through the academic year:

- Admissions office (99%)
- Bursar’s office (99%)
- Registrar’s office (98%)

Financial Aid and Billing

Over the past 10 years, satisfaction has steadily increased:

- *I have been satisfied with my student's financial aid package.* (14% increase since 2010)

	2010	2016	2017	2018	2019	2020
I have been satisfied with my student’s financial aid package.	70%	71%	73%	78%	78%	84%

Billing process clarity reached a survey high of 93%

(Agree + Strongly Agree):

- *I understand the Taylor University billing process.*

Our son has grown a lot spiritually during his time at TU. We are thankful for that aspect of the school and that he was influenced by other Christian students. We would do it over again.

- 2020 Parent Survey Participant

Response to Concerns

97% highest in survey history (Strongly Agree + Agree)

- *When I have a concern or question, Taylor University staff members are helpful in resolving the issue.*

Calling and Career Preparation (Strongly Agree + Agree)

Parents affirm that Taylor has prepared their students:

- *Helped prepared him/her for employment* (93%)
- *Helped him/her to develop a sense of vocation and calling* (90%).

OPPORTUNITIES FOR IMPROVEMENT

Learning Outcomes

Among learning outcomes, the following were rated lowest:

- Writing Skills
- Scientific Literacy
- Understanding of the Arts

Food Service (Strongly Agree + Agree)

Taylor could improve in the following area:

- *I am satisfied with the cost of my student’s meal plan.* (83%)
- *I am satisfied with the overall quality of the food my student is served.* (85%)

Calling and Career Office (CCO) (Strongly Agree + Agree)

The CCO had a notable increase in Office Helpfulness (85% in 2020, 70% in 2019). There is room for growth in this area as other offices exceed a 90% threshold.

DISSEMINATION OF RESULTS

- The 2020 Taylor University Parent Survey results are reviewed by the Parents Council.
- Parent Survey results are shared in the monthly *Parent Perspectives* newsletter.
- University Assessment Council reviews results and makes recommendations.
- Reports are shared with the President’s Senior Leadership Team.
- Select items will be included in the University Report Card and Annual Assessment Report to highlight issues of importance.