2021 Parent Survey Executive Summary

METHODOLOGY
- Online survey administered July 13-August 1, 2021
- 46% response rate / 1131 participants (2020-57%)

STRENGTHS TO CELEBRATE

College Choice
- Given the opportunity to choose a college again, 96% 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.
- Major field courses have provided my student with a beneficial learning experience. (97%)
- My student experiences quality instruction in the classroom. (97%)
- Foundational Core courses have provided my student with a beneficial learning experience. (96%)
- My student has benefited from meaningful interactions with faculty. (96%)
- My student has received the support he/she needs to succeed academically. (95%)

Learning Outcomes
Parents affirm greatest areas of growth in:
1) Relationship with God, 2) Critical Thinking Skills, 3) Verbal Communication, 4) Theological Understanding

Taylor Community Life (Strongly Agree + Agree)
Parents affirm students have benefitted from engaging in:
- Campus events and programs (95%)
- Attending Chapel (93%)
- Leadership activities (93%)
- Intramural or club activities (92%)
- An international experience (91%)
- Belonging on his/her wing or floor (88%)
- External community service (87%)

CAMPUS SERVICES
Office Helpfulness (Extremely Helpful + Helpful)
Offices support student success through the academic year:
- Admissions office (99%)
- Bursar’s office (98%)
- Campus Police (98%)
- Registrar’s office (97%)
- Financial Aid Office (97%)

Financial Aid
Over the past 11 years, satisfaction has increased by 14%:

Response to Concerns
- When I have a concern or question, Taylor University staff members are helpful in resolving the issue. (96% Strongly Agree + Agree)

Career Preparation
Parents affirm that Taylor has prepared their students.
- Helped prepared him/her for employment (93% Strongly Agree + Agree)

Pandemic Response (Strongly Agree + Agree)
- Communication from Taylor University related to the pandemic has been effective. (98%)
- Taylor University has provided a quality educational experience for my student during the pandemic. (94%)
- Faculty, staff, and administrators were responsive to the needs of my student during the pandemic. (93%)

OPPORTUNITIES FOR IMPROVEMENT
Learning Outcomes
Among learning outcomes, the following were lowest rated:
- Scientific Literacy
- Understanding of the Arts
- Understanding of Diverse Cultures

Food Service
Taylor could improve in the following area:
- I am satisfied with the cost of my student’s meal plan. (70% Strongly Agree + Agree)
- I am satisfied with the overall quality of the food my student is served. (75%)

DISSEMINATION OF RESULTS
- The 2021 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.

Greatly appreciated my daughter’s professor who referred her to the learning center due to test taking anxiety issues, made a huge difference for her! Thank you to the prof and the learning center!
- 2021 Parent Survey Participant

![Graph showing satisfaction with financial aid package from 2010 to 2021]