2023 Parent Survey Executive Summary

**METHODOLOGY**
- Survey administered June 2023
- 35% response rate (825 / 2480)
- Percentage reported: Strongly Agree + Agree

**STRENGTHS TO CELEBRATE**

**College Choice**
- Given the opportunity to choose a college again, 97% of parents would support their student’s choice to attend Taylor University.

**Academic Experiences**
Taylor provides high quality academic experiences.
- 98% Major field courses have provided my student with a beneficial learning experience.
- 96% My student experiences quality instruction in the classroom.
- 96% My student has benefited from meaningful interactions with faculty.
- 96% 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.
- 87% My student’s learning has been enriched through participation in a faculty member’s research or scholarship.

**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**
Parents affirm students have benefitted from engaging in:
- 97% Campus events/programs – highest in survey history
- 94% Chapel
- 94% Intramural or club activities
- 93% Leadership activities
- 93% International experience
- 91% External community service

**CAMPUS SERVICES**

**Office Helpfulness** (Extremely Helpful + Helpful)
Offices support student success through the academic year:
- 98% Admissions office
- 98% Campus Police
- 96% Bursar’s office
- 96% Registrar’s Office
- 95% Financial Aid Office

**Taylor Responsive to Parent Concerns**
- 93% When I have a concern or question, Taylor University staff members are helpful in resolving the issue.

**Financial Aid**
After over a decade of increased satisfaction, parents have rated financial aid at 80% or higher the past four years.

**Career Preparation**
Parents affirm that Taylor has prepared their students.
- 90% Helped to develop a sense of vocation and calling
- 89% Helped prepare him/her for employment

**OPPORTUNITIES FOR IMPROVEMENT**
Taylor could improve in the following area:

**Food Service**
- 39% I am satisfied with the cost of my student’s meal plan.
- 21% I am satisfied with the overall quality of the food my student is served.

As of June 2023, Taylor has contracted with a new food service provider, AVI Fresh.

**Health Services** (Helpful + Extremely Helpful)
- 71% TU Health Center (trending downward)

**DISSEMINATION OF RESULTS**
The 2023 Taylor University Parent Survey results are:
- Reviewed by the Parents Council.
- Shared in the monthly Parent Perspectives newsletter.
- Reviewed by University Assessment Council who makes recommendations to relevant groups.
- Shared with the President’s Cabinet.