We wish to acknowledge the OBPA for the provision of data in support of the survey process.
Background

• The purpose of the survey was to identify student and university characteristics that play a role in the enrollment decisions of undergraduate students who enrolled at Wayne State and those who did not.
  
  • **Enrollees**: Students who enrolled at WSU in Sept 2015
  • **Non-Enrollees**: Students who were accepted at WSU but did not enroll

• Online surveys
  
  • Administered over a four-week period in October 2015
    • Previously administered in October 2014
  • Response rates exceeded previous administrations
    • Enrollees: 22.1% (n=927) +/-2.85%
      • 2014 = 18.0%
    • Non-Enrollees: 13.1% (n=842) +/-3.15%
      • 2014 = 6.7%
How would you rate the following institutions’ overall reputation, on a scale of 1 through 10, where 1 is poor and 10 is excellent? (Mean Scores)

* statistically significant (p<.05)

Source: 2015 WSU Undergraduate Student Enrollment Survey

Arrows denote results that are statistically significantly different from last year.
What do you think are the best things about WSU?

Select all that apply

<table>
<thead>
<tr>
<th>Feature</th>
<th>Enrollees (n=894)</th>
<th>Non-Enrollees (n=782)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location (Detroit, Midtown, urban, etc.)*</td>
<td>70.5%</td>
<td>63.2%</td>
</tr>
<tr>
<td>Diversity of people*</td>
<td>47.9%</td>
<td>51.4%</td>
</tr>
<tr>
<td>Campus Safety*</td>
<td>49.1%</td>
<td>50.5%</td>
</tr>
<tr>
<td>In-State tuition</td>
<td>46.5%</td>
<td></td>
</tr>
<tr>
<td>Quality of academics*</td>
<td>46.1%</td>
<td></td>
</tr>
<tr>
<td>Program offerings</td>
<td>42.0%</td>
<td></td>
</tr>
<tr>
<td>Program reputation*</td>
<td>41.3%</td>
<td></td>
</tr>
<tr>
<td>University reputation*</td>
<td>41.2%</td>
<td></td>
</tr>
<tr>
<td>Quality of medical/nursing programs</td>
<td>37.9%</td>
<td></td>
</tr>
<tr>
<td>Research reputation*</td>
<td>32.6%</td>
<td></td>
</tr>
<tr>
<td>Quality of teachers*</td>
<td>31.3%</td>
<td></td>
</tr>
<tr>
<td>Housing*</td>
<td>19.3%</td>
<td></td>
</tr>
<tr>
<td>Quality of customer service*</td>
<td>11.5%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>1.3%</td>
<td></td>
</tr>
</tbody>
</table>

*statistically significant (p<.05)

Source: 2015 WSU Undergraduate Student Enrollment Survey
Arrows denote results that are statistically significantly different from last year.

Center for Urban Studies
What do you think are the best things about WSU?  
Themes: Reputation, Diversity, and Location/Safety

- **Enrollees** were more likely* to identify WSU’s Detroit / urban **location** (70.5%), **diversity of people** (63.2%), and **campus safety** (51.4%) as the best things about WSU, compared to Non-Enrollees.

- **Enrollees** were more likely* to identify aspects of reputation such as their chosen **program’s reputation** (41.3%), WSU’s **overall reputation** (41.2%), and WSU’s **research reputation** (32.6%) as the best things about WSU, compared to Non-Enrollees.

- **Enrollees** were also more likely* to identify aspects of their WSU experience, such as the **quality of teachers** (31.3%) and **housing** (19.3%) as the best things about WSU, although these percentages are significantly* lower than last year.

- Compared to last year, a higher* percentage of Non-Enrollees cited WSU’s **research reputation** (25.2%) as one of the best things about the university.

* Statistically significant (p<.05)
What do you consider to be WSU’s drawbacks?

Select all that apply

- Lack/cost of housing*
- Cost
- Problems with technology*
- Not convenient to attend*
- Advising*
- Lack of safety*
- University administration*
- University reputation
- Location (Detroit, Midtown, urban, etc.)*
- Lack of diverse activities*
- Program reputation*
- Family or friends attend
- Diversity of people
- Research reputation*
- Other

Source: 2015 WSU Undergraduate Student Enrollment Survey. Colored arrows denote results that are statistically significantly different from last year.

A plurality of both groups mentioned customer service (Enrollees = 19.4% n=19; Non-Enrollees =15.8% n=9).

18.4% of Enrollees mentioned cost of parking (n=18).

*statistically significant (p<.05)
What do you consider to be WSU’s drawbacks?

Themes: Financial Considerations, Campus, and Location/Safety

• Both Enrollees (30.6%) and Non-Enrollees (34.2%) identified cost as a major drawback to WSU, although the percentage for Enrollees is significantly lower* than last year.

• Enrollees were more likely* to identify aspects of their WSU experience, such as lack/cost of housing (33.5%) and problems with technology (25.1%), as drawbacks of WSU, compared to Non-Enrollees.

• Consistent with previous years, Enrollees were less likely* to cite lack of safety as a drawback, compared to Non-Enrollees.
  • Nevertheless, compared to last year, significantly fewer* Non-Enrollees cited lack of safety as a drawback.

• Non-Enrollees were more likely* to identify WSU’s Detroit / urban location (30.4%) and inconvenience of attending WSU (34.8%) as drawbacks, compared to Enrollees.
  • Compared to last year, significantly fewer Non-Enrollees cited WSU’s location as a drawback.

* Statistically significant (p<.05)
Why did you apply to WSU? *Select all that apply.*

- Proximity to home: 55.6% (Enrollees), 52.4% (Non-Enrollees)
- Location (Detroit, Midtown, urban, etc.)*: 55.6% (Enrollees), 44.1% (Non-Enrollees)
- Affordability*: 52.0% (Enrollees), 42.6% (Non-Enrollees)
- Program reputation*: 44.4% (Enrollees), 38.9% (Non-Enrollees)
- University reputation*: 41.3% (Enrollees), 33.2% (Non-Enrollees)
- Family and friends attend or attended: 37.2% (Enrollees), 32.8% (Non-Enrollees)
- Recommended by others: 33.1% (Enrollees), 33.9% (Non-Enrollees)
- Research reputation*: 20.2% (Enrollees), 15.1% (Non-Enrollees)
- As a back-up to first choice*: 33.5% (Enrollees), 18.2% (Non-Enrollees)
- Diversity of Extra-curricular activities: 14.5% (Enrollees), 12.2% (Non-Enrollees)
- Faculty quality: 6.7% (Enrollees), 7.7% (Non-Enrollees)
- Other: 7.7% (Enrollees), 4.9% (Non-Enrollees)

40.3% (n=25) of these Enrollees indicated that they applied because WSU offered their desired program.

* statistically significant (p<.05)

Source: 2015 WSU Undergraduate Student Enrollment Survey

Colored arrows denote results that are statistically significantly different from last year.
Why did you apply to WSU?

*Themes: Location, Financial Considerations, and Reputation*

- Both **Enrollees** (55.6%) and **Non-Enrollees** (52.4%) cited WSU’s **proximity to home** as a major reason for applying to WSU, similar to last year.

- More than half (55.6%) of **Enrollees** and 44.1% of **Non-Enrollees** cited WSU’s **Detroit/ Midtown/ urban location** as a reason why they applied to WSU; both up from last year.

- Both **Enrollees** (52.0%) and **Non-Enrollees** (42.6%) cited WSU’s **affordability** as a major reason for applying to WSU; similar to last year.

- Although both **Enrollees** and **Non-Enrollees** continue to cite **university reputation** (44.4% and 38.9%) and **program reputation** (41.3% and 33.2%) as key reasons for applying, the differences between Enrollees and Non-Enrollees are now significant.*

* statistically significant (p<.05)
Fall 2014 vs Fall 2015 Enrollment Rates by ZIP-Code: Above or Below Average Yield (31.23% and 38.90%, respectively)

**Highest value above yield**

*Lowest value below yield.

**Percentage Points**
- 30.00 to 30.67**
- 20.00 to 29.99
- 10.00 to 19.99
- 0.01 to 9.99
- 0.01 to 9.99
- 10.00 to 19.99
- 20.00 to 29.99
- 31.23*

No data or <5 applicants

---

**Highest value above yield**

*Lowest value below yield.
What information or resources did you use in making your decision to apply to WSU? *Select all that apply.*

<table>
<thead>
<tr>
<th>Source</th>
<th>Enrollees (n=916)</th>
<th>Non-Enrollees (n=824)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word of mouth</td>
<td>63.6%</td>
<td>61.2%</td>
</tr>
<tr>
<td>WSU website</td>
<td>50.5%</td>
<td>47.0%</td>
</tr>
<tr>
<td>University reputation</td>
<td>39.5%</td>
<td>36.0%</td>
</tr>
<tr>
<td>University Tour*</td>
<td>22.9%</td>
<td>37.9%</td>
</tr>
<tr>
<td>Advisor/Guidance Counselor*</td>
<td>23.2%</td>
<td>27.8%</td>
</tr>
<tr>
<td>Online reviews/rankings</td>
<td>22.7%</td>
<td>24.6%</td>
</tr>
<tr>
<td>Teachers/Professors</td>
<td>19.2%</td>
<td>20.0%</td>
</tr>
<tr>
<td>Printed materials*</td>
<td>18.1%</td>
<td>28.0%</td>
</tr>
<tr>
<td>Admissions office</td>
<td>17.8%</td>
<td>18.0%</td>
</tr>
<tr>
<td>Social Media</td>
<td>12.6%</td>
<td>11.9%</td>
</tr>
<tr>
<td>WSU recruiter</td>
<td>11.1%</td>
<td>13.6%</td>
</tr>
<tr>
<td>None*</td>
<td>0.5%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Other</td>
<td>4.0%</td>
<td>2.3%</td>
</tr>
</tbody>
</table>

*statistically significant (p<.05)*

20.6% (n=7) of these Enrollees mentioned an athletic coach as an information source about WSU.

Source: 2015 WSU Undergraduate Student Enrollment Survey

Colored arrows denote results that are statistically significantly different from last year.
What information sources did you use in making your decision to apply to WSU?

Themes: People, Campus, and Reputation

- Consistent with previous survey results, both Enrollees and Non-Enrollees cited **word of mouth** and the **WSU website** as major sources of information used in deciding to apply to WSU.*

- Both Enrollees (39.5%) and Non-Enrollees (36.0%) cited WSU’s overall **reputation** as a major source of information in making their decision to apply to WSU.

- Over one third (37.9%) of Enrollees used a **university tour** as a source of information in deciding to apply to WSU, while only 22.9% of Non-Enrollees did so.

- Similar to last year, more Non-Enrollees (28.0%) than Enrollees (18.1%) used **printed materials** as a source of information in deciding to apply to WSU.

*Over 11.9% of both Enrollees and Non-Enrollees cited social media as a source of information.*
Did you enroll in another college or university? If yes, in what college or university did you enroll?  
*Select one.*

**Non-Enrollees**

- 36.6% (n=71) enrolled at a community college.
- 27.5%
- 8.1%
- 5.5%
- 4.8%
- 3.8%
- 2.7%
- 2.4%
- 1.1%

**Enrollees**

- 6.5%
- 5.5%
- 9.7%
- 6.7%
- 17.4%

Were you accepted to any other college(s) or university(s)? If yes, to what college(s) or university(s) were you accepted?  
*Select all that apply.*

- Oakland University
- Eastern Michigan University
- Michigan State University
- University of Michigan, Dearborn
- Not enrolled / Not accepted elsewhere
- Central Michigan University
- University of Detroit Mercy
- Western Michigan University
- Grand Valley University
- Ferris State University
- University of Michigan, Ann Arbor
- Saginaw Valley St. Univ.
- Schoolcraft College
- University of Toledo
- University of Windsor
- Other

- 36.6% (n=71)
- 47.5% (n=85) were accepted at an institution out-of-state.

Colored arrows denote results that are statistically significantly different from last year.

Source: 2015 WSU Undergraduate Student Enrollment Survey

* No tests of significance were conducted due to the variation in the question between survey type.
Non-Enrollees Who Did Not Enroll Elsewhere: Financial Considerations

17.4% (n=141) of Non-Enrollees indicated that they did not attend any other institution. Of these students:

- 23.3% cited “cost of education” as a reason they did not enroll at WSU.
- 35.0% cited “financial reasons” as a reason they did not enroll at WSU.
- 29.0% indicated that they applied to WSU because of WSU’s affordability.
- 29.3% indicated that they were not working.
- 29.7% indicated that they were working part-time.
Why did you choose this college or university over WSU? *Select all that apply.*

- 37.1% Affordability
- 42.0% Closer to home
- 36.8% Location
- 36.1% Financial aid offered
- 33.3% Program reputation
- 38.9% Program offerings
- 30.6% University reputation
- 17.7% Program fit
- 16.6% Research reputation
- Non-Enrollees (n=676) Diversity of activities
- 5.7% More credits transferred
- 4.5% Chosen for me
- 13.1% Staff
- 11.5% Other
- 16.4% (n=12) better scholarship / financial aid.

Why did you choose WSU over this/these college(s) or university(s)? *Select all that apply.*

- 49.4% Affordability
- 46.1% Closer to home
- 44.9% Location
- 42.7% Financial aid offered
- 31.3% Program reputation
- 30.2% Program offerings
- 28.5% University reputation
- 25.9% Program fit
- 15.4% Research reputation
- Enrollees (n=745) Diversity of activities
- 12.1% More credits transferred
- 11.5% Chosen for me
- 5.4% Staff
- 3.5% Other
- 18.9% (n=7) athletics.

*No tests of significance were conducted due to the variation in the question between survey type.
Source: 2015 WSU Undergraduate Student Enrollment Survey
Colored arrows denote results that are statistically significantly different from last year.
Why did you choose one institution over the other(s)?  
Themes: Location, Competition, Reputation, and Financial Considerations

- **Enrollees** cited WSU’s location **closer to home** (46.1%) and **affordability** (49.4%) as major reasons why they chose WSU over other institutions. (Consistent with past)

- Over two-fifths (44.9%) of **Enrollees** indicated that WSU’s Detroit / urban **location** was a reason why they chose WSU over other institutions.

- **Non-Enrollees** cited their chosen institutions’ **overall reputation** (38.9%) as a major reason why they chose to attend another college or university (Consistent with past). In contrast, 28.5% of **Enrollees** cited WSU’s overall reputation as a reason they chose WSU over other institutions.

- Compared to last year, significantly* higher percentages of **Enrollees** cited **affordability** (49.4%) or **financial aid** (42.7%) as a reason why they chose WSU over other institutions. These percentages have been consistently higher than the percentages of **Non-Enrollees** who indicate likewise for their chosen institutions.

* statistically significant (p<.05)
Did WSU’s research reputation affect your enrollment decision?  

**Key Theme: Research**

More* enrollees affiliated with the College of Engineering and the College of Liberal Arts and Sciences indicated that WSU’s research reputation was a major factor in their enrollment decision, compared to enrollees in the College of Fine, Performing, and Communication Arts and the School of Business Administration.

<table>
<thead>
<tr>
<th>Affiliated School/College</th>
<th>Percentage of Enrollees in this school/college who indicated that WSU’s research reputation was a major factor in their enrollment decision (overall = 37.1%)</th>
<th>Total respondents who answered this question (n=893)</th>
<th>Number of Enrollees in this school/college who indicated that WSU’s research reputation was a major factor in their enrollment decision (n=331)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberal Arts and Sciences</td>
<td>44.8%</td>
<td>524</td>
<td>235</td>
</tr>
<tr>
<td>Engineering</td>
<td>37.8%</td>
<td>118</td>
<td>45</td>
</tr>
<tr>
<td>Education*</td>
<td>29.8%</td>
<td>48</td>
<td>14</td>
</tr>
<tr>
<td>Business*^</td>
<td>19.4%</td>
<td>98</td>
<td>19</td>
</tr>
<tr>
<td>Fine, Performing, and Communication Arts*^</td>
<td>16.9%</td>
<td>92</td>
<td>15</td>
</tr>
</tbody>
</table>

^ statistically significantly lower than the College of Engineering  
* statistically significantly lower than the College of Liberal Arts and Sciences
Conclusions

**Location and Safety**

Enrollees and Non-Enrollees both cite WSU’s proximity to home as a major reason for applying, while Enrollees tend to view WSU’s Detroit / urban location, as well as campus safety, more favorably than Non-Enrollees.
Conclusions

Financial Considerations
Enrollees and Non-Enrollees continue to cite WSU’s affordability as a reason for applying, although both groups cite cost as a drawback. Financial aid and affordability have also increased as selection criteria among Enrollees, as has the use of scholarships among accepted students.
Conclusions

Reputation

WSU’s reputation remains positive and is an important selection criterion. WSU’s reputation continues to have a positive asymmetrical effect; reputation attracts applicants to WSU, but it does not appear to be a major cause for losing potential enrollees. Improving reputation and the recognition of reputation should continue to be a major emphasis.
Conclusions

**Competition**

Non-Enrollees tend to select other institutions because of the chosen institutions’ overall reputation and, for community colleges, affordability.
Conclusions

People and Campus
Enrollees tend to see both our people and campus as major strengths of, and information sources about, the university, but Enrollees also tend to view some aspects of the campus experience more negatively than Non-Enrollees.
Conclusions

**Research**

A substantial proportion of undergraduates said WSU’s research reputation was important in their selection of WSU.