

# Undergraduate Enrollment Survey

*January 2016*

*1/25/16*

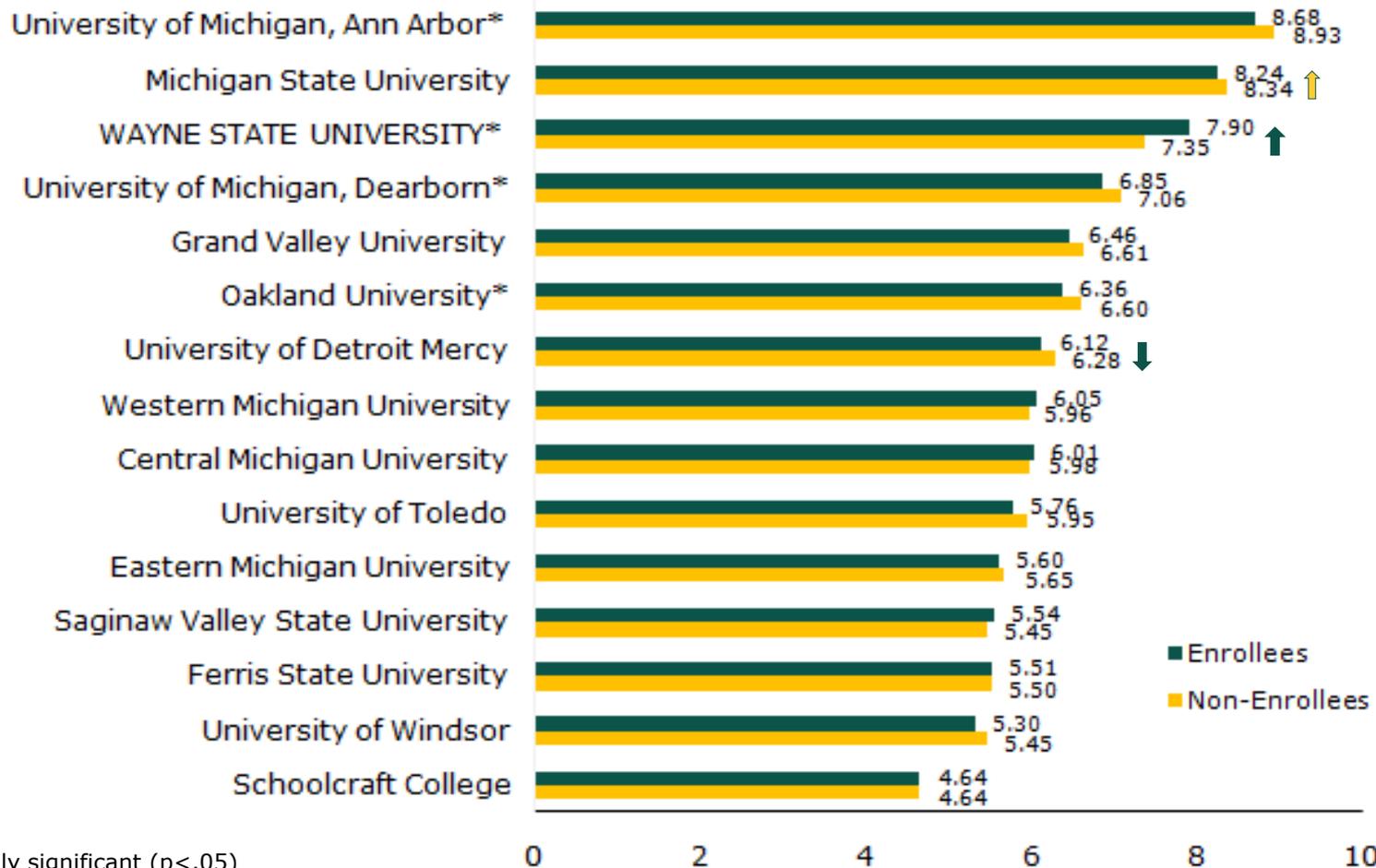


We wish to acknowledge the OBPA for the provision of data in support of the survey process.

# 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*)

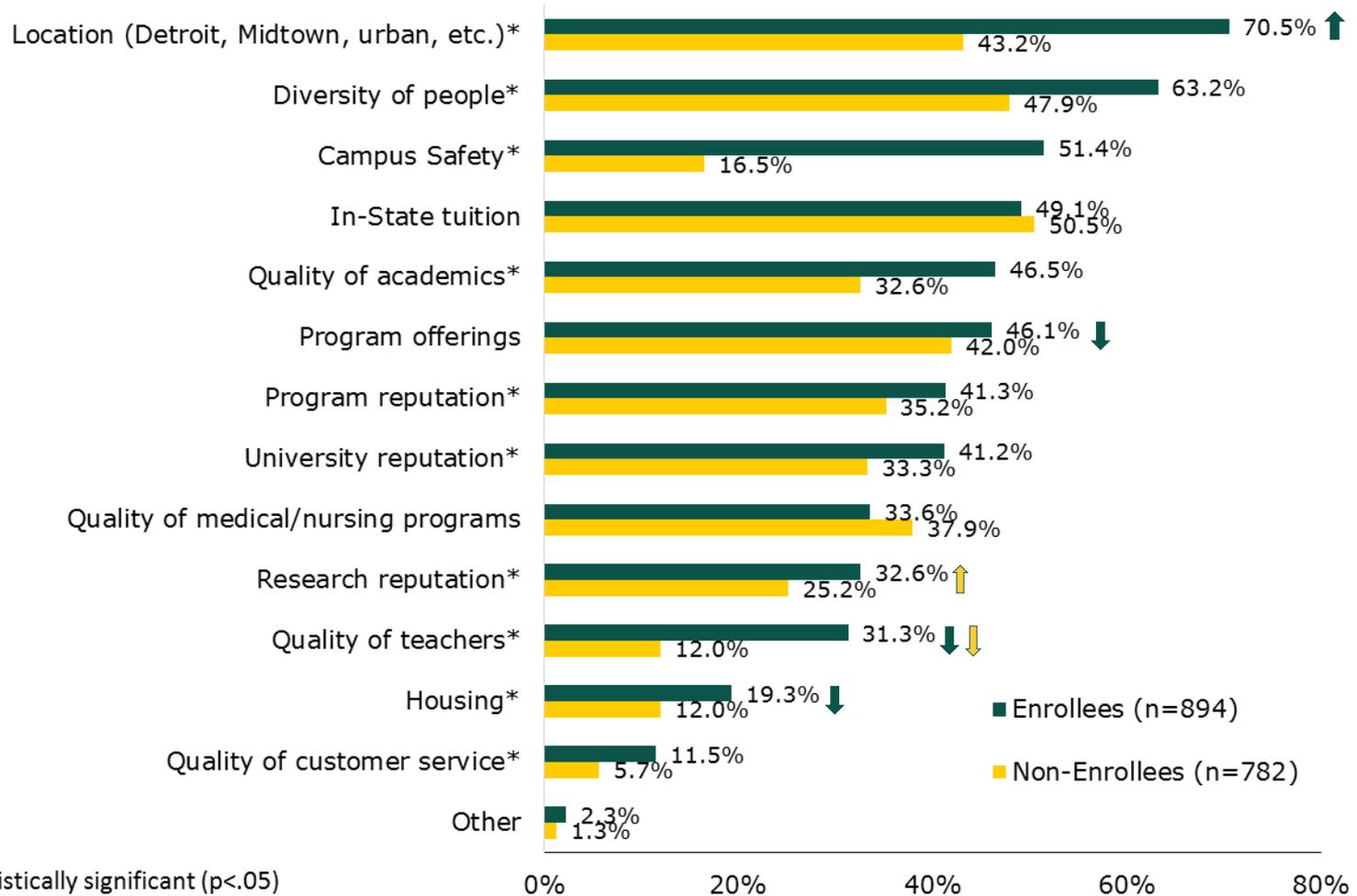


\* statistically significant ( $p < .05$ )

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*



Source: 2015 WSU Undergraduate Student Enrollment Survey

Arrows denote results that are statistically significantly different from last year.

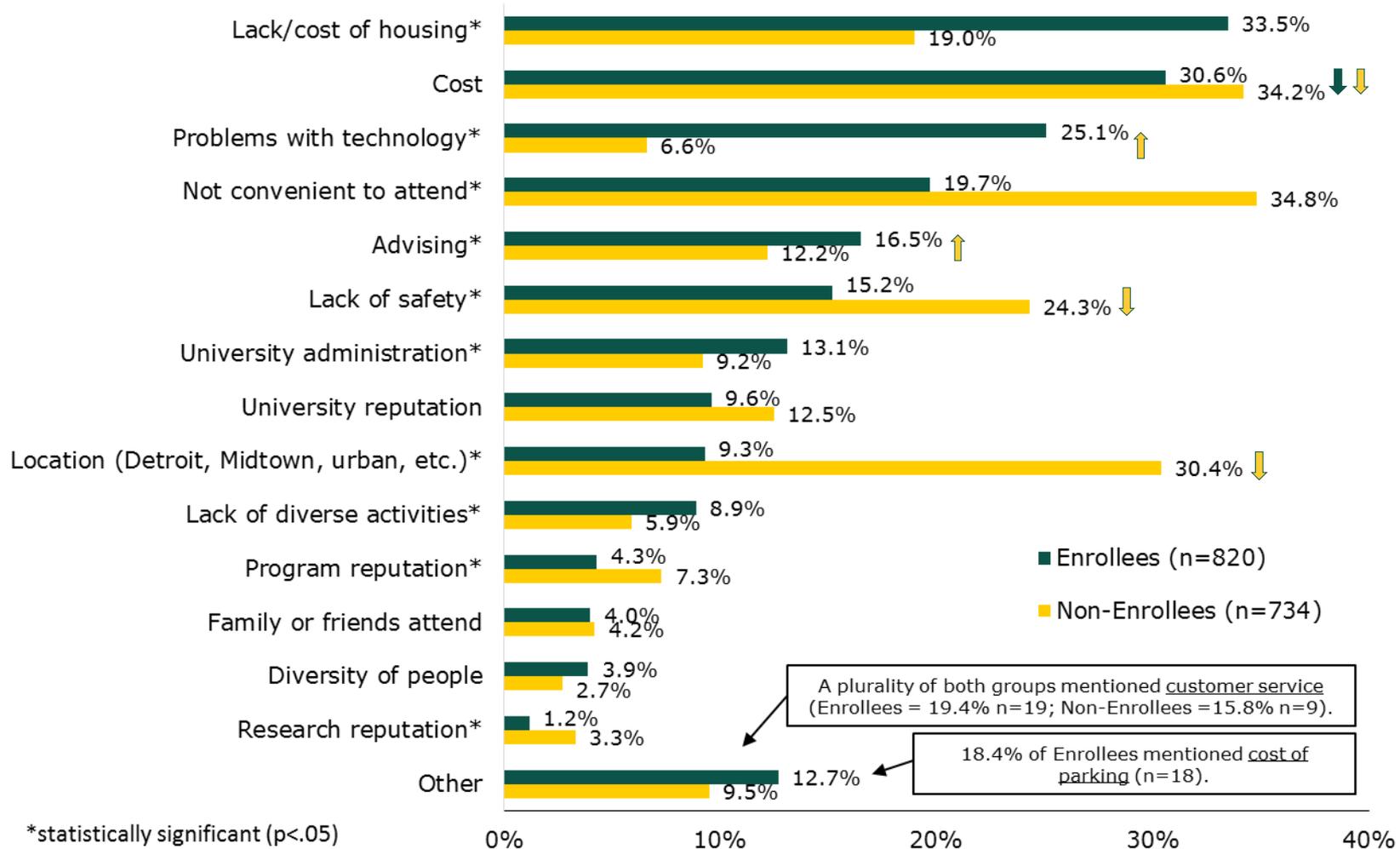
## What do you think are the best things about WSU?

*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*



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

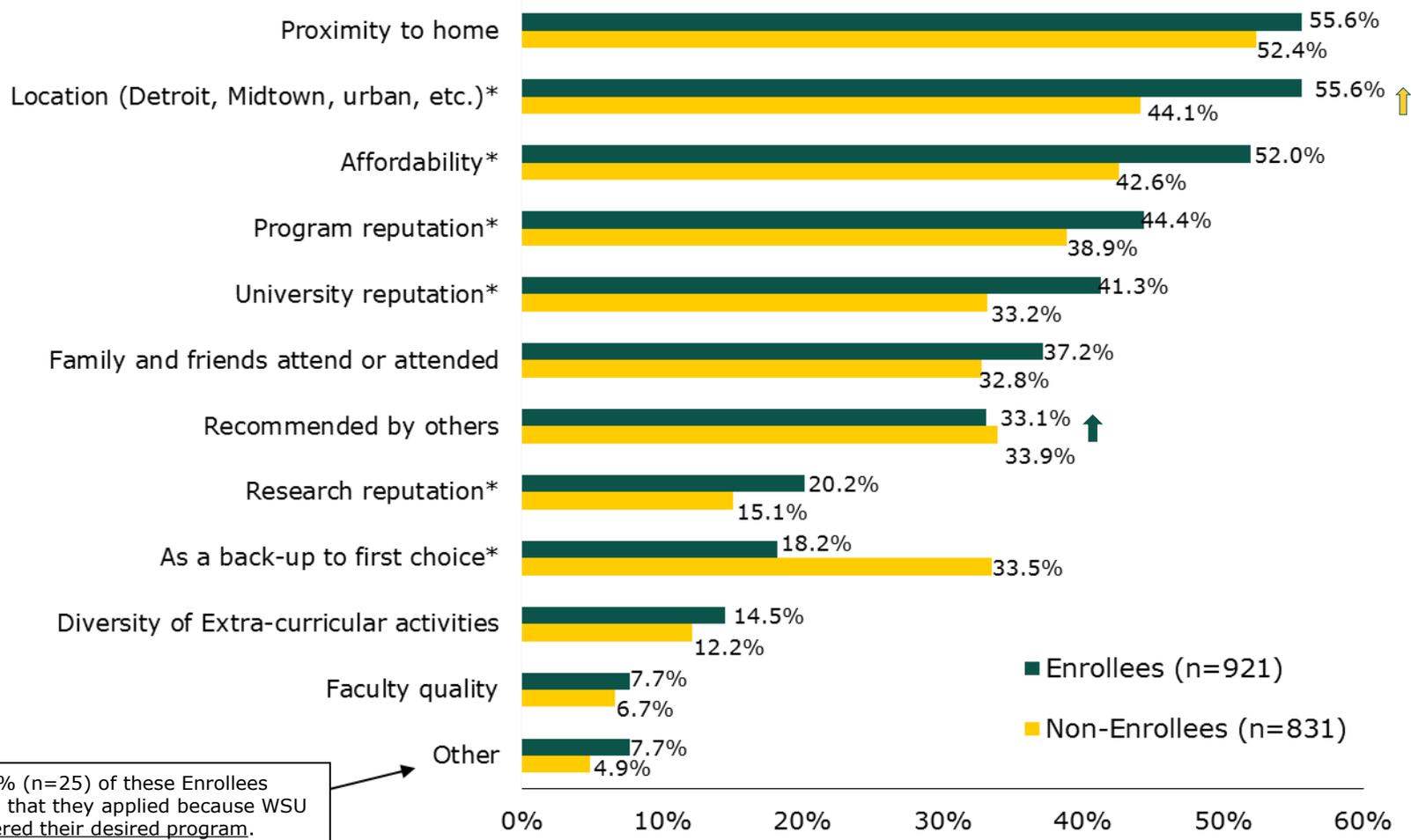
## What do you consider to be WSU's drawbacks?

*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.*



\* 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?

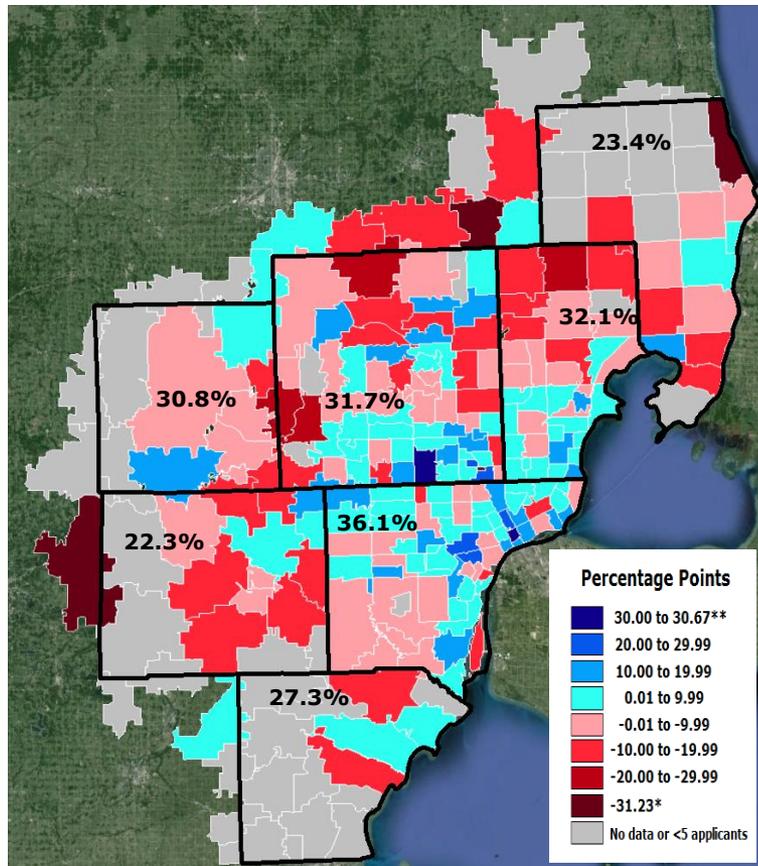
*Themes: Location, Financial Considerations, and Reputation*

- 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.\*

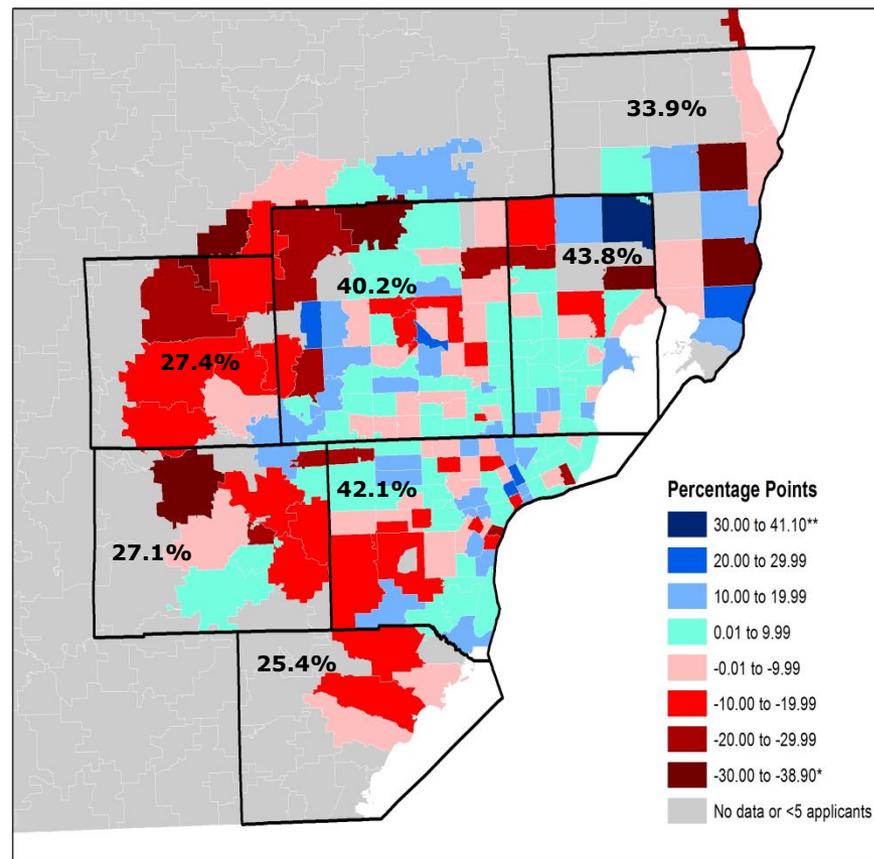
\* statistically significant (p<.05)

## Fall 2014 vs Fall 2015 Enrollment Rates by ZIP-Code: Above or Below Average Yield (31.23% and 38.90%, respectively)

Fall 2014



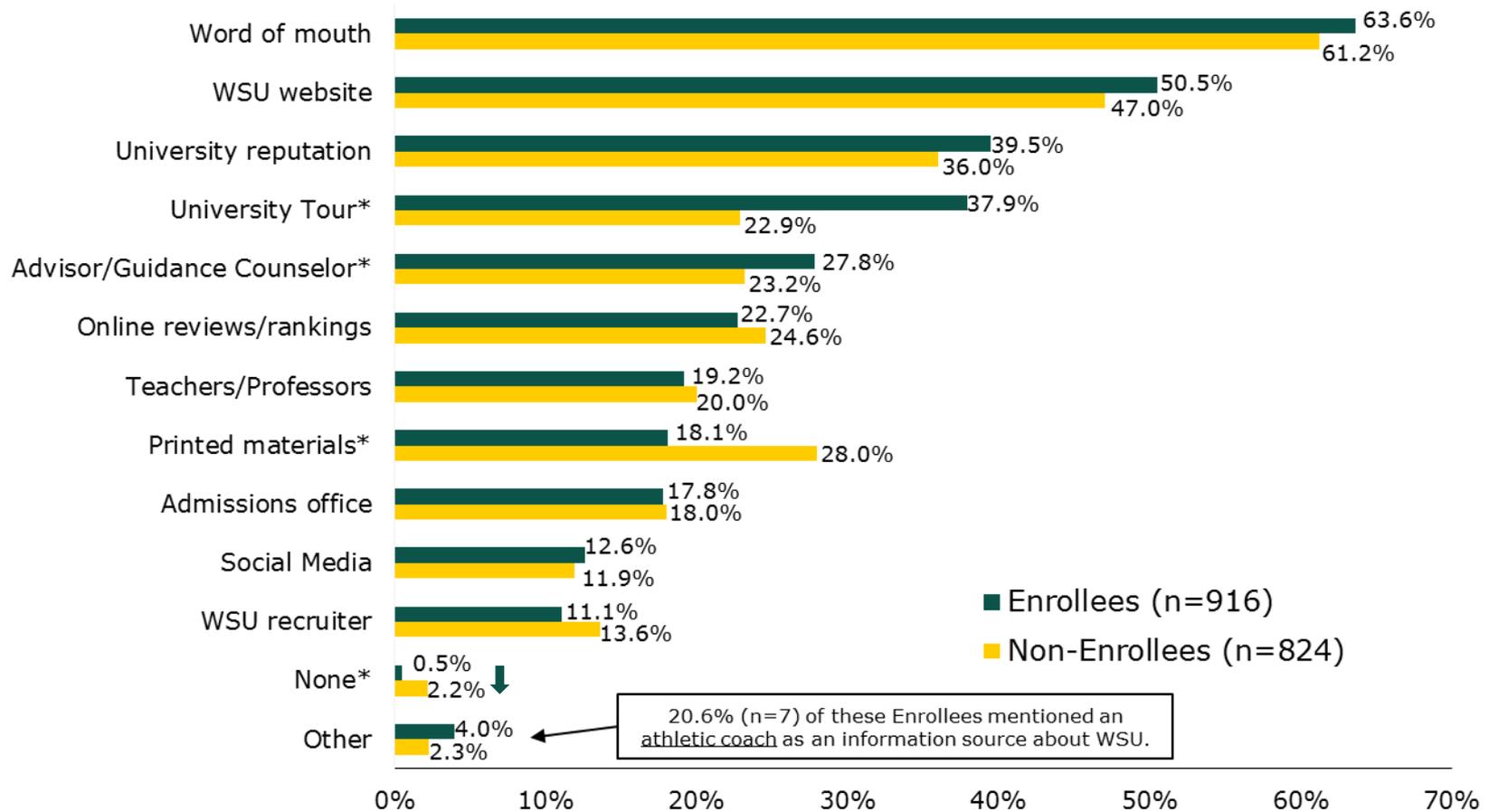
Fall 2015



\*\*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.*



\* statistically significant (p<.05)

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*

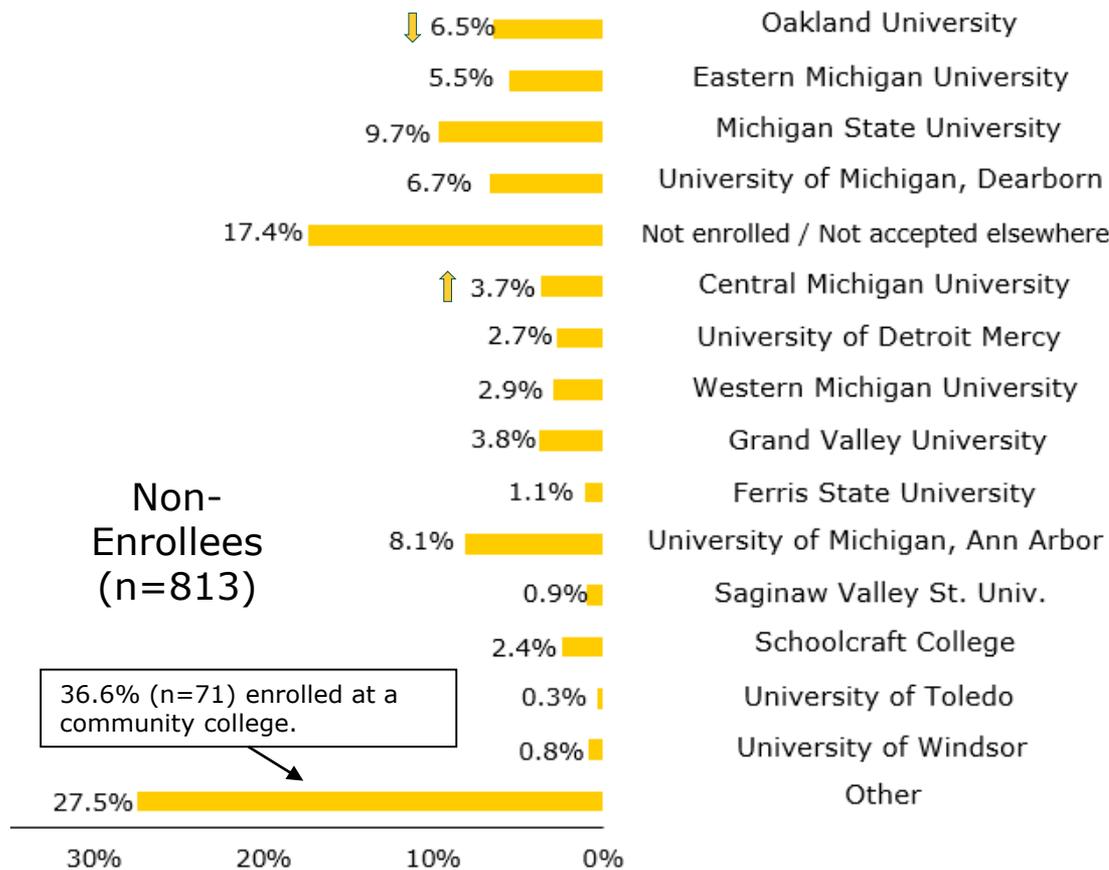
- Consistent with previous survey results, both **Enrollees** and **Non-Enrollees** cited **word of mouth** and the **WSU website** as major sources of information used in deciding to apply to WSU.\*
- Both **Enrollees** (39.5%) and **Non-Enrollees** (36.0%) cited WSU's overall **reputation** as a major 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.

## (Non-Enrollees)

Did you enroll in another college or university? If yes, in what college or university did you enroll?

Select one.

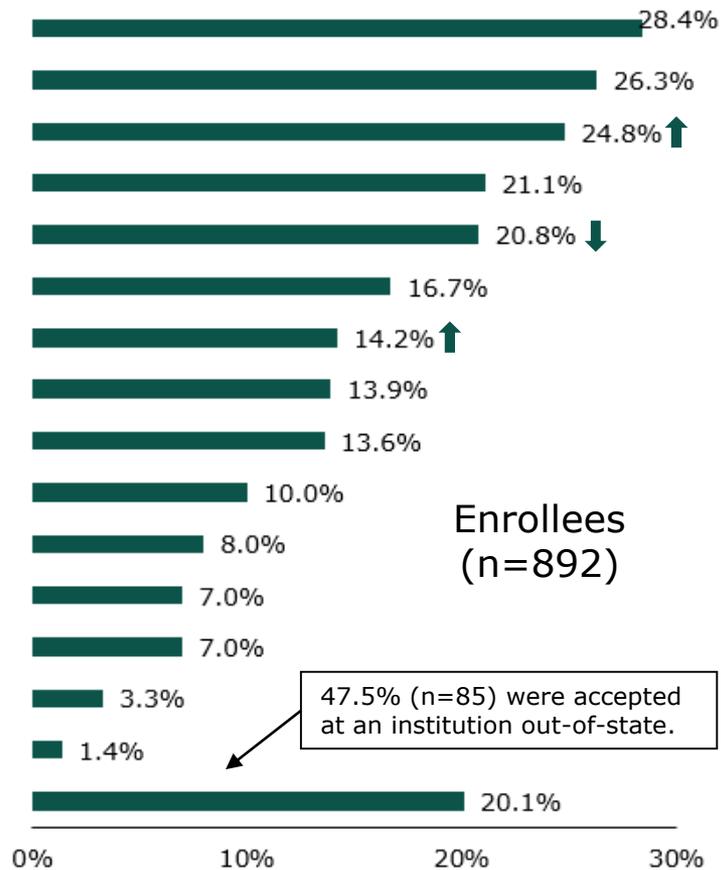


Non-Enrollees (n=813)

36.6% (n=71) enrolled at a community college.

## (Enrollees)

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.



Enrollees (n=892)

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

\* 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.

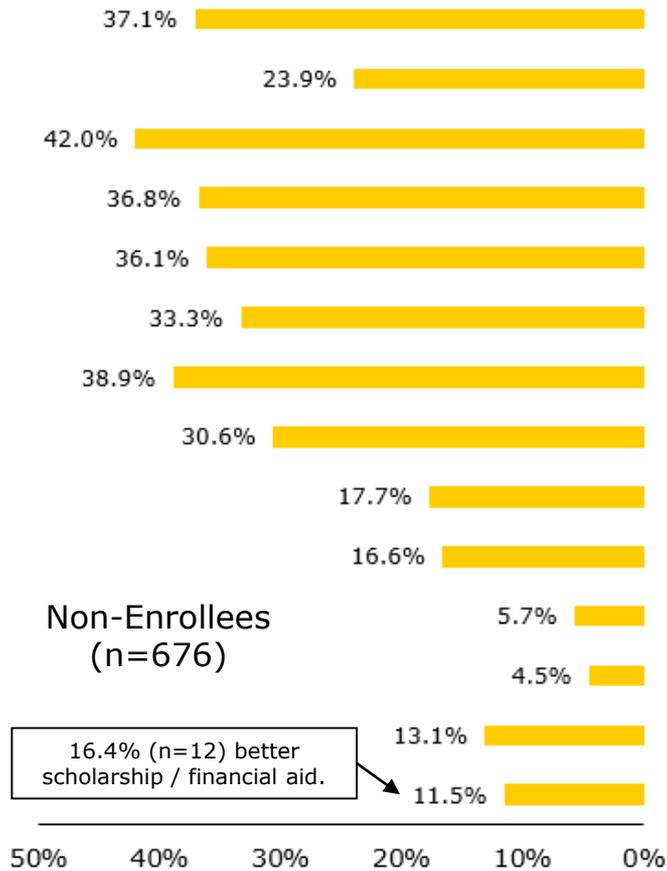
## *Non-Enrollees Who Did Not Enroll Elsewhere: Financial Considerations*

**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.

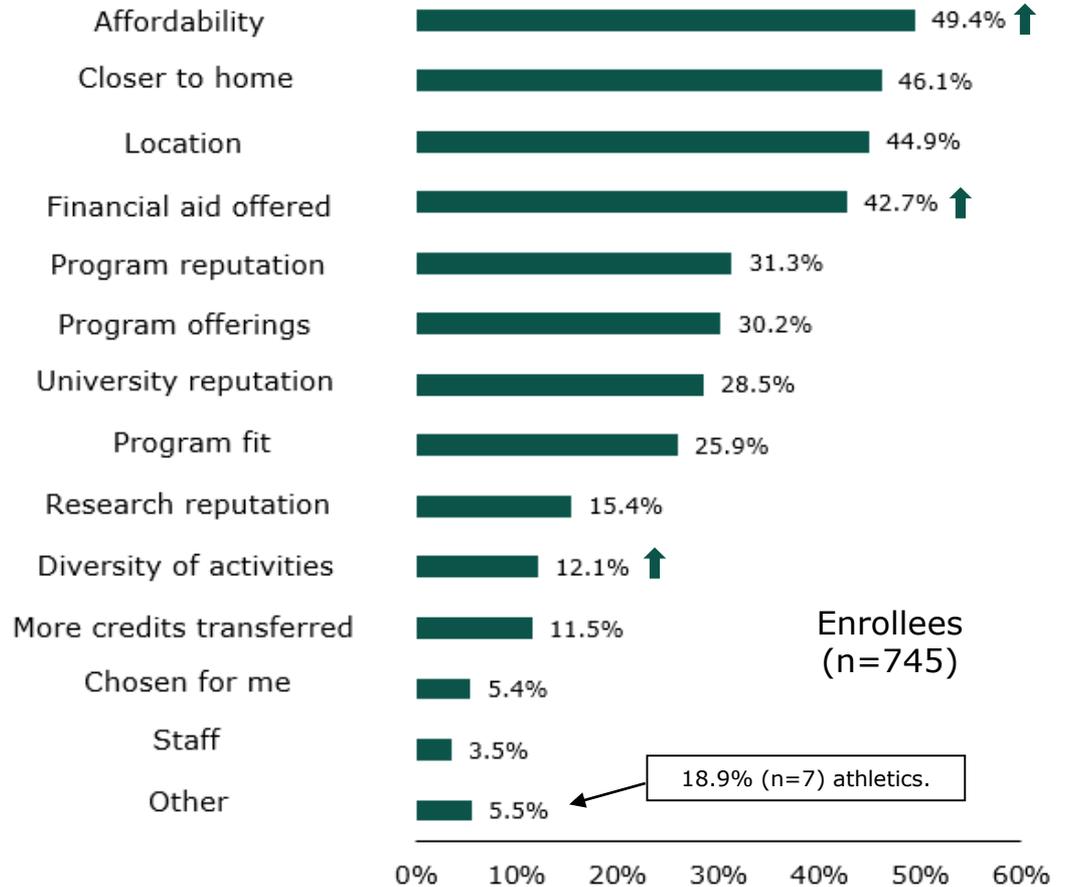
## (Non-Enrollees)

Why did you choose this college or university over WSU?  
*Select all that apply.*



## (Enrollees)

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



\*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.

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

^ 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.