

Methodology

- Online survey administered July 2016
- Response rate: 40% (833 responses) (35% in 2015)
- Survey focus: Academic Experience, Campus Experience, University Services, Food Service, and Professional and Vocational Preparation

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.** 98% of parents strongly agree or agree:
 - Major field courses have provided my student with a beneficial learning experience.
 - My student has benefitted from meaningful interactions with faculty.
 - My student experiences quality instruction in the classroom.
- **Growth by Learning Outcome.** Parents report greatest areas of growth for their students in the following areas:
 - Relationship with God, 2) Critical Thinking, 3) Verbal Communication, and 4) Theological Understanding.
- **Academic Advising.** Improvement in academic advising: My student has benefitted from meetings with his/her academic advisor (90% in 2016; 87% in 2013).
- **Campus Community Life.** Parents strongly agree or agree that their students have benefitted from engaging in: Campus events and programs (97%), An international experience (96%), Chapel (95%), and Leadership activities (95%).
- **Admissions Process.** 94% of parents strongly agree or agree:
 - My student's Taylor experience matches the description that was provided during the admissions process.
- **Office Helpfulness.** Registrar's Office (99% extremely helpful or helpful), Bursar's Office (98%), and Admissions (98%) were highest rated. There have been consistent increases in the results for: "I understand the Taylor University billing process" (91% in 2016; 83% in 2010). This is the highest in survey history. Based on earlier assessment results, the Office of Alumni and Parent Relations and the Parents Council took action to improve this area.
- **Responsiveness of the TU.** 93% of parents agree or strongly agree with the statement: When I have a concern or question, Taylor University staff are helpful in resolving the issue.
- **Professional and Vocational Preparation.** In response to prior survey results, Taylor has attempted to improve career services. Parents strongly agree or agree that their student's Taylor experience has: Helped prepared him/her for employment (93%), Helped prepare him/her for graduate school (92%), and Helped him/her to develop a sense of vocation and calling (90%). Longitudinally, the greatest gains have been noted in the area of preparation for employment:

We love Taylor. [Our student] has grown immensely. He has had significant interaction with faculty and staff, some of which we consider close friends to us as parents. It is a tremendous sacrifice financially for us to send [our student] to Taylor. But it is a sacrifice I would make again. May God bless Taylor University for all it has given our son.

-- 2016 Parent Survey Participant

	2016	2015	2014	2013	2012	2011	2010
My student's Taylor experience has helped prepared him/her for employment.	93%	77% 19% neutral	75% 21% neutral	89%	90%	86%	85%

Opportunities for Improvement

- **Learning Outcomes.** Writing Skills, Scientific Literacy, and Understanding of the Arts were among the lower rated items regarding the growth parents believe students have experienced as a result of the Taylor experience.
- **Food Service.** Overall, there has been a decline in satisfaction with food service items:
 - I am satisfied with the overall quality of the food my student is served. (78% in 2016; 91% in 2013; 84% in 2012).
 - I am satisfied with the variety of food my student is served. (77% in 2016; 83% in 2012).
 - Note: Parents convey high levels of agreement that Food Service staff members are courteous and helpful (96%) and they place a high value on the benefits of students being able to eat together as a means of fostering intentional community (98%).
- **Financial Aid.** Parents are satisfied with the helpfulness of the Financial Aid Office (94%) but expressed lower levels of satisfaction with financial aid packages (71%). Although this percentage is lower than other items in the University Services section, 71% for financial aid packages is highest in survey history.
- **Campus Services.** Health (88%) and Career (74%) services are rated lower than other items in the "Office Helpfulness" section, and continue to be opportunities for improvement. Spring 2017, Masters of Arts in Higher Education students will be investigating student satisfaction with university health services in an attempt to understand the lower ratings for this service.

Dissemination of Results

- The 2016 TU Parent Survey results are reviewed by the University Cabinet and Parents Council.
- Parent Survey results are shared in the monthly *Parent Perspectives* newsletter.
- University Assessment Council has reviewed results and select items have been included in the University Report Card and Annual Assessment Report to highlight issues of importance.