

2018 Parent Survey Executive Summary



METHODOLOGY

- Online survey administered Summer 2018
- Response rate: 43%; 986 responses

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

Taylor seeks to provide high quality academic experiences:

- *Major field courses have provided my student with a beneficial learning experience.* (98% Strongly Agree + Agree)
- *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 the following:

- 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:

- Campus events and programs (96% Strongly Agree + Agree)
- An international experience (95%)
- Leadership activities (94%)
- Engaging in external community service (92%)
- Attending Chapel (91%)
- Belonging on his/her wing or floor (90%)

AREAS OF HELPFULNESS

Office Helpfulness

Offices promote student success through the academic year:

- Registrar's office (99% Extremely Helpful + Helpful)
- Admissions office (99%)
- Bursar's office (98%)

Taylor University Concern Response

- *When I have a concern or question, Taylor University staff members are helpful in resolving the issue* (95% Strongly Agree + Agree)

Finance

Over the past 10 years, satisfaction has steadily increased.

- *I have been satisfied with my student's financial aid package.* (8% increase since 2010)
- *I understand the Taylor University billing process.* (9% increase since 2010)

	2010	2016	2017	2018
I have been satisfied with my student's financial aid package.	70%	71%	73%	78%
	2010	2016	2017	2018
I understand the Taylor University billing process.	83%	91%	92%	92%

We want to express our gratitude to Taylor for being such a wonderful experience for three of our children. You are a truly amazing school, and we are so glad some of our children were immersed in the Taylor ethos....You are the best all-around school in the Midwest, and maybe in the entire nation!

- 2018 Parent Survey Participant

Calling and Career Preparation

Parents affirm the Taylor experience has prepared their students in the following areas:

- *Helped prepared him/her for employment* (91% Strongly Agree + Agree)
- *Helped prepare him/her for graduate school* (91%)
- *Helped him/her to develop a sense of vocation and calling* (87%).

OPPORTUNITIES FOR IMPROVEMENT

Learning Outcomes

Among learning outcomes, the following were rated among the lowest:

- Writing Skills
- Scientific Literacy
- Understanding of the Arts

Food Service

Taylor could improve food service in the following areas:

- *I am satisfied with the overall quality of the food my student is served* (82% Strongly Agree + Agree)
- *I am satisfied with the variety of food my student is served* (80%)

Calling and Career Office

Calling and Career Office (73%) is rated lower than other items in the "Office Helpfulness" section and has opportunities for improvement in the following areas:

- *The CCO has assisted my student with internship/practicum resources* (55% Strongly Agree + Agree)
- *The CCO has equipped my student with resources and skills to begin the job search process* (55%)
- *The CCO has equipped my student to find employment* (48%)

DISSEMINATION OF RESULTS

- The 2018 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 will review results. Select items will be shared with the President's Cabinet and included in the University Report Card and Annual Assessment Report to highlight issues of importance.