

# 2019 Parent Survey Executive Summary



## METHODOLOGY

- Online survey administered Summer 2019
- Response rate: 45%; 1072 responses

## STRENGTHS TO CELEBRATE

### College Choice

- Given the opportunity to choose a college again, 95% of parents strongly agree or agree that they would support their student's choice to attend Taylor.

### Academic Experiences (Strongly Agree + Agree)

Taylor seeks to provide high quality academic experiences:

- *Major field courses have provided my student with a beneficial learning experience. (98%)*
- *My student experiences quality instruction in the classroom. (98%)*
- *Foundational Core courses have provided my student with a beneficial learning experience. (97%)*
- *My student has benefited from meaningful interactions with faculty. (96%)*
- *My student has received the support he/she needs to succeed academically. (96%)*

### 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 (Strongly Agree + Agree)

Parents affirm students have benefitted from engaging in:

- Campus events and programs (96%)
- An international experience (93%)
- Intramural or club activities (93%)
- Leadership activities (93%)
- Attending Chapel (92%)
- External community service (91%)
- Belonging on his/her wing or floor (91%)

## AREAS OF HELPFULNESS

### Office Helpfulness (Extremely Helpful + Helpful)

Offices promote student success through the academic year:

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

### Response to Concerns (95% Strongly Agree + Agree)

- *When I have a concern or question, Taylor University staff members are helpful in resolving the issue.*

### 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)*

	2010	2016	2017	2018	2019
I have been satisfied with my student's financial aid package.	70%	71%	73%	78%	78%

*My daughter has experienced community on her wing like never before in her life; she has always had friends, but on her wing she has experienced true Christian community.*

- 2019 Parent Survey Participant

### Calling and Career Preparation (Strongly Agree + Agree)

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

- *Helped prepared him/her for employment (92%)*
- *Helped prepare him/her for graduate school (91%)*
- *Helped him/her to develop a sense of vocation and calling (88%).*

## OPPORTUNITIES FOR IMPROVEMENT

### Learning Outcomes

Among learning outcomes, the following were rated lowest:

- Writing Skills
- Scientific Literacy
- Understanding of the Arts

### Food Service (Strongly Agree + Agree)

Taylor could improve in the following areas:

- *I am satisfied with the cost of my student's meal plan. (81%)*
- *I am satisfied with the variety of food my student is served. (82%)*

### Calling and Career Office (CCO) (Strongly Agree + Agree)

The CCO (70%) is rated lower than others in the "Office Helpfulness" section and has opportunities for improvement in the following areas:

- *The CCO has assisted my student with internship/practicum resources (57%--highest in survey history)*
- *The CCO has equipped my student with resources and skills to begin the job search process (53%)*
- *The CCO has equipped my student to find employment (44%)*

## DISSEMINATION OF RESULTS

- The 2019 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.