

Fall 2011 “Not Coming” Survey Report

The “Not Coming” survey is administered to students who notify the Office of Admissions that they have decided not to attend Missouri State University. Surveys are mailed to students or are administered over the phone by student Telecounselors.

General Observations

- As of August 23, 2011, 359 survey responses were received. In 2010, a total of 283 were received.
- The online survey is located at: www.missouristate.edu/notattending
- Not all respondents answered every question.

Question 1. Will you be attending another university or college?

Yes		No	
2011	2010	2011	2010
349	275	6	4

Question 2. Which college or university will you be attending?

Top responses:

2011	2010
University of Missouri – Columbia (54)	University of Missouri – Columbia (36)
Truman State University (33)	Truman State University (19)
Southeast Missouri State University (21)	Southeast Missouri State University (11)
University of Central Missouri (18)	University of Missouri – Kansas City (11)
Drury University (14)	University of Arkansas – Fayetteville (9)
Ozarks Technical Community College (13)	University of Central Missouri (9)
Saint Louis University (10)	Drury University (8)
Northwest Missouri State University (7)	College of the Ozarks (7)
Missouri University of Science & Technology (7)	St. Louis Community College (7)
University of Arkansas – Fayetteville (7)	Lindenwood University (6)
Southwest Baptist University (6)	Saint Louis University (6)
	University of Missouri – St. Louis (6)

Question 3. What was your most important reason for choosing the other school over Missouri State?

There were a wide variety of responses to this question, but the most common ones seemed to fall into a number of categories. Note that some students listed responses that fell into more than one category. The categories are listed below.

- Cost - The student received a better scholarship or financial aid package, or the other school was ultimately less expensive compared to Missouri State.
- Academics - The other school had an academic program that Missouri State doesn't offer or was perceived to have a better specific academic program or better programs in general.
- Location – The distance the other school was from the student's home. Most students who indicated this response wanted to be closer to home.

- Better fit – A number of students listed a general perception that the school was a better fit for various, sometimes intangible, reasons. Some reported that they liked the campus, felt more at home there, knew more people, had always wanted to go there, etc.
- Sports - The other school offered the student a spot on a sports team. An athletic scholarship was often mentioned as being included.
- Size - The size of Missouri State's campus or student population or perceived classroom sizes.

Question 4. Please indicate your level of agreement with the following:

	Strongly Agree		Agree		Disagree		Strongly Disagree		No Opinion or N/A	
	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010
It is less expensive for me to attend the other institution	97	81	66	48	97	69	57	56	42	29
The other institution has a better academic program in my chosen field(s)	75	65	121	88	48	46	6	10	109	74
I received a better scholarship offer from the other institution	118	98	69	59	66	50	25	21	81	55
The location of the other institution is better for me	112	89	116	84	48	54	9	4	74	52
I received better service from the other institution	37	39	76	43	94	84	16	23	136	94

Question 5. How satisfied have you been with the service and information you received from Missouri State?

Very Satisfied		Somewhat Satisfied		Somewhat Dissatisfied		Very Dissatisfied	
2011	2010	2011	2010	2011	2010	2011	2010
212	180	114	76	15	17	5	4

Question 6. At this time, do you have any plans to attend Missouri State in the future?

Yes		No		Not Sure	
2011	2010	2011	2010	2011	2010
26	29	193	145	129	103

Question 8. Please indicate where you are from:

2011	2010
St. Louis / Southeast Missouri (127)	St. Louis / Southeast Missouri (124)
Southwest Missouri (64)	Southwest Missouri (48)
Another state or country (56)	Another state or country (42)
Kansas City / Northwest Missouri (48)	Another area in Missouri (36)
Another area in Missouri (43)	Kansas City / Northwest Missouri (24)