

Executive Summary of Transfer Survey – 2yr (Fall 2011)

140 Respondents

- From: MSU-WP (21), Crowder (19), St. Louis CC (17), St. Charles CC (12), Metropolitan CC (8), East Central (8), Other MO CC (32) & Out-of-state CC (23)
- The largest major cited was undecided (11). No other major had more than 7 students.
- 74.1% were 21 or younger, 11.1% were 22-24, and 14.8% were 25 or older.
- 63.0% female & 93.3% white/Caucasian.
- 24.3% indicated they knew they were going to transfer to MSU when they enrolled at their CC (22.7% in FA10) and 67.9% decided while at their CC (65.0%).
 - o Other schools of interest: Mizzou (17), Arkansas (9), SEMO (8), UMSL (7), Arkansas St., UCM & MSSU (5 each)
- Students were asked how important certain characteristics were in choosing a transfer destination and then asked to rank how we compared to their first alternate choice school. Below is a brief overview of the four areas of inquiry:

Characteristic	Extremely/Very Important	Better at MSU	About the same at both
Location	67.6%	51.9%	36.5%
Cost	89.2%	59.6%	28.9%
Academic Quality	90.6%	50.0%	45.2%
Scholarships	56.8%	27.9%	63.5%

- o **Observation: Location is not as big of a factor as those who attended OTC (not surprisingly, as OTC is local). Academic quality and cost, were both important. Most interesting is that the perception of MSU compared to the alternate choice school is significantly better for these 2yr transfers compared to those from OTC. Still, this is an area for improvement (as we were only considered equal for 46% of the students).**
 - However, for those students who considered a “prestigious” school (MU, KU, Arkansas, etc.), 28.6% of students considered us better and 67.9% the same. This means that students who considered other schools considered us better far more often than the average.
- o **Observation: While more than half identified scholarships as important (with 57%), we don’t seem to be “worse” than the competition. And, of the students that indicated they did receive a scholarship, the majority indicated they would have come anyway (as seen later in the report)**
- When students were asked what they used our website for, the most common responses were “applying and application procedures” (25) “review majors/class schedule/registering” (34), “general information on school (44), “transfer equivalencies” (31), “transfer checklist” (23), “directory info” (17), and “financial aid/scholarship information” (14).
 - o **Observation: We need to remember that many these students were considering at least one other school (75.0%), so these students are shopping. Our website will need to continue to provide up-to-date, easy to understand, transfer-friendly info, especially since 98% indicated they used the web as part of their college search.**
- 61.6% of students indicated they had asked their CC advisor about transferring credit to MSU, with 65% indicating it was a positive experience.
- 28.3% made their first contact with MSU just 1-3 months prior to enrolling, and 37.0% did so 4-6 months in advance – **once again, the web is a key aspect for these “stealth” applicants.**
- 59.4% of respondents received an Associate’s degree, versus 67.1% from those who attended OTC.
- 81.2% felt their CC credit transferred the way they expected (slightly higher than last year – 78.5%).
 - o Those that had issues indicated to areas of complaint: 1) the expectation that getting an AA meant “all” classes would have direct transfer equivalency, and not just that the Gen Ed’s would be considered completed, and 2) feeling that a course they took was similar to one they are being required to take at MSU. Many of the students with issues also noted that they did not speak with their CC advisor about course selection.

- 83.1% felt that day classes were appealing, 2.9% are interested in evening classes, 5.9% in online courses and 8.1% a combination of evening/online. **Observation: Many of these students fall into the “traditional” age range of college students, so it shouldn’t be surprising that many of these students prefer the “day” option.**
- General impression of admissions staff, procedures and information sent were positive.
- Very few of the students indicated they have received a scholarship (25 students), and 14 of these students indicated they were likely to attend without it.
- 93.4% applied for financial aid, with 71.7% satisfied with their service and 15.0% neutral.
- 32.4% of these students are living in the residence halls, with 88.6% satisfied with their experience.
- 63.0% found the online transfer orientation helpful, with 32.6% neutral.
- Students indicated they learned how to register through the Transfer To Do Checklist (52.2%), the website (45.6%) or by calling Admissions (21.3%) or their academic department (35.3%), and the online Orientation (39.0%) – obviously, they could choose more than one option.
- When the Business and Ed advisement centers are included, most students were advised by the department of their major – 88.2%

- o Students were asked if they were satisfied with the following (with % answering “very satisfied or satisfied”):

	<u>FA11</u>	<u>FA10</u>
▪ Advice from MSU advisor	90.2%	85.0%
▪ Ease of scheduling appointment with advisor	83.3%	79.1%
▪ Time spent with MSU advisor	80.3%	78.5%
▪ Explanation of degree requirements by MSU advisor	82.6%	82.4%
▪ Process of registering	87.9%	79.7%
▪ Understanding of Transfer Evaluation of Credit	83.3%	78.4%

- The Public Affairs mission was not a big factor for students in their transfer decision, with only 3.7% indicating it was a main reason for choosing MSU, and 25.0% indicating it wasn’t a main factor, but was important.

- **90.4% indicated they were satisfied with their decision to transfer to MSU, and 6.6% were neutral.**

- Students were asked about the following services:

<u>Service</u>	<u>I would have like more info</u>	<u>Interested in Using</u>
Bear CLAW	21.3%	19.9%
Career Services	31.6%	33.1%
Taylor Health & Wellness	26.5%	17.7%
Student Organizations	35.3%	47.8%
Intramurals	19.1%	26.5%
Athletics	19.1%	33.1%
None of the above	30.9%	16.2%

- o **Observation: With more of these students living on campus, and more in the “traditional” age range, it’s likely that they are more apt to view or read the information provided. As with OTC students, each of the transfer students enrolled at least one month prior to the start of the semester received a CD with information on opportunities to get involved at MSU.**
- 69.1% said they felt connected, with 19.9% neutral. When asked what MSU could do to strengthen their connection with MSU, respondents had two main comments: “more” advertising (12), and nothing, I feel connected (41).
- When asked about especially positive experiences regarding MSU, 85 comments were made. Overwhelmingly, they fell into two categories: 1) Faculty/staff were very friendly (55) – a significant subsection of this group mentioned their advisor, and 2) the process of transferring was easy (14).
- When asked about especially frustrating experiences regarding MSU, 78 comments were made. Interestingly, one of the most popular comments was “none” (18). There were 19 comments regarding financial aid, 12 about poor advising or difficulty scheduling an appointment, and several random others.
 - o When asked to suggest ways to better serve students, 17 offered suggestions. Unfortunately, there was no common theme.