

Executive Summary of Transfer Survey – 4yr (Fall 2011)

128 Respondents

- From: Drury (8), College of the Ozarks (7), Evangel, MSSU, Missouri Valley College, SBU, Truman and MU (6), Columbia College and UCM (5) and various others
- The largest major cited was undecided (10), followed by Criminology (7). No others had more than five.
- 71.1% were 21 or younger, 9.4% were 22-24, and 19.5% were 25 or older.
- 66.4% female & 95.3% white/Caucasian.
- 57.8% considered transferring to a school other than Missouri State.
 - o Other schools of interest: Mizzou (18), Drury (11), and OTC (5).
- 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 Imp./Important	Better at MSU	About the same at both
Location	69.5%	51.4%	32.4%
Cost	85.9%	71.6%	21.6%
Academic Quality	89.9%	47.3%	40.5%
Scholarships	50.0%	20.3%	58.1%

- o **Observation: Like the 2yr (non-OTC) students, location is not as big of a factor as academic quality and cost. Academic quality is an area for improvement.**
 - **If we only consider those whose alternate choice was a “prestigious” school (for example, MU), these students considered MSU to have “better” academic quality 50% of the time, and the same 40% (which mirrors the overall).**
- o **Observation: While half identified scholarships as important, we don’t seem to be “worse” than the competition. Considering that 4yr transfers are not eligible for scholarships, it’s actually somewhat surprising that students would consider us as “better” compared to other schools.**
- When students were asked what they used our website for, the most common responses were “applying and application procedures” (39) “review majors/class schedule/registering” (23), “transfer equivalencies” (29), “directory info” (12), “general info” (20) and “transfer checklist and online orientation” (18).
 - o **Observation: We need to remember that many these students were considering at least one other school (57.8%) and could have considered staying at their previous institution, so these students are shopping. Our website will need to continue to provide up-to-date, easy to understand, transfer-friendly info, especially since 97% indicated they used the web as part of their college search.**
- 40.6% made their first contact with MSU just 1-3 months prior to enrolling, and 46.1% did so 4-6 months in advance – **once again, the web is a key aspect for these “stealth” applicants. Additionally, since most of these students are making contact with us near or after most of our deadlines, it will be important to provide substantial information about next steps in the Admissions packet (actually, already occurring) and on the web.**
- 34.4% transferred in with 24-40 credit hours, 28.9% with 41-60 hours and 31.3% with 60 or more hours.
- 62.5% felt their credit transferred the way they expected (a slight increase from last year’s 58.6%).
 - o Those that had issues indicated three areas of complaint: 1) feeling that a course they took was similar to one they are being required to take at MSU, 2) credit only transferring in as general elective (the biggest complaint), and 3) different general education requirements between previous school and MSU (something that they took doesn’t count toward gen ed here).
 - o Many indicated going through the reevaluation process.
- 79.7% felt that day classes were appealing, 5.5% are interested in evening classes and 4.7% in online courses and 7.8% indicated an interest in a combination of options. **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.
- 85.2% applied for financial aid, with 71.6% satisfied with their service and 15.6% neutral.
 - o While most comments related to customer service or length of time to complete process, there were several comments about the lack of scholarships.

- **Observation: with 40% of the students waiting until 1-3 months before the semester starts to apply, it shouldn't be surprising that the processing of financial aid was delayed for some. At times, students have unrealistic expectations.**
- 28.9% of these students are living in the residence halls, with 83.4% satisfied with their experience and 13.5% neutral.
- 65.3% of the students found the online orientation to be helpful, with 27.3% neutral. The 8 "complaints" fell into two categories: 1) transfer students don't need orientation, and 2) a more in-depth transfer orientation is needed.
 - 42.2% of students indicated they would have been interested in an on-campus orientation prior to classes starting.
- Students indicated the learned how to register through the Transfer To Do Checklist (57.0%), the website (52.3%), viewing the online orientation (30.5%) or by calling Admissions (24.2%) or their academic department (37.5%) – obviously, they could chose more than one option.
- When the Business and Ed advisement centers are included, most students were advised by the department of their major – 90.0%

○ Students were asked if they were satisfied with the following (with % answering "yes"):

	<u>FA11</u>	<u>FA10</u>
▪ Advice from MSU advisor	93.6%	79.6%
▪ Ease of scheduling appointment with advisor	90.3%	81.8%
▪ Time spent with MSU advisor	87.9%	78.1%
▪ Explanation of degree requirements by MSU advisor	87.9%	75.9%
▪ Process of registering	91.1%	78.9%
▪ Understanding of Transfer Evaluation of Credit	83.9%	72.3%

- The Public Affairs mission was not a big factor for students in their transfer decision, with only 3.1% indicating it was a main reason for choosing MSU, and 26.6% indicating it wasn't a main factor, but was important.
- **91.4% indicated they were satisfied with their decision to transfer to MSU, and 5.5% were neutral.**
- Students were asked about the following services:

<u>Service</u>	<u>Would Like More Info</u>	<u>Interested in Using</u>
Bear CLAW	17.2%	26.6%
Career Services	38.3%	37.5%
Taylor Health & Wellness	25.0%	24.2%
Student Organizations	43.8%	53.1%
Intramurals	25.8%	30.5%
Athletics	18.8%	32.8%
None of the above	30.5%	14.8%

- **Observation: Compared to all 2yr students who responded, the 4yr students seem more interested in taking advantage of services/opportunities for involvement. As with all 2yr 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. Additionally, to assist in promoting these and other services, Admissions developed an online transfer orientation.**
- 66.4% of 4yr transfers indicated feeling connected, with 23.4 neutral (both increases over last year).
- When asked what MSU could do to strengthen their connection with MSU, respondents had three main comments: 1) "more" advertising, 2) nothing, I feel connected, and 3) nothing, it's really up to me.
- When asked about especially positive experiences regarding MSU, 88 comments were made. Overwhelmingly, they fell into two categories: 1) Faculty/staff were very friendly – a significant subsection of this group mentioned their advisor, and 2) the process of transferring was easy.
- When asked about especially frustrating experiences regarding MSU, 76 comments were made. Interestingly, one of the most popular comments was "none". Other significant themes regarded Financial Aid, transferability of courses, difficulty scheduling an appointment, and lack of scholarships.
 - When asked to suggest ways to better serve students 21 offered suggestions. Only two real themes arose: 1) accept more credits, and 2) provide more assistance through the process/hold an orientation.