



Missouri State University

Phase III Quantitative Report
College Specific Reads

May 2013



College Specific Reads Methodology

Between November 17, 2012, and March 1, 2013, PSB conducted quantitative online surveys among students in the following audiences:

AUDIENCES		SAMPLE SIZE	MARGIN OF ERROR
College of Arts and Letters	All	241	+/-6.31%
	Undergraduate	220	+/-6.61%
	Graduate	21*	+/-21.39%
College of Business	All	167	+/-7.58%
	Undergraduate	89	+/-10.39%
	Graduate	78	+/-11.10%
College of Education	All	149	+/-8.03%
	Undergraduate	75	+/-11.32%
	Graduate	74	+/-11.39%
College of Health and Human Services	All	159	+/-7.77%
	Undergraduate	78	+/-11.11%
	Graduate	81	+/-10.89%
College of Humanities and Public Affairs	All	124	+/-8.80%
	Undergraduate	80	+/-10.96%
	Graduate	44*	+/-14.77%
College of Natural and Applied Sciences	All	108	+/-9.43%
	Undergraduate	76	+/-11.24%
	Graduate	32*	+/-17.32%
School of Agriculture	All	75	+/-11.32%
	Undergraduate	74	+/-11.39%
	Graduate	1*	N/A



Executive Summary



Objectives and Key Findings

OBJECTIVES: In addition to the full quantitative study, PSB conducted a series of college specific questions among current undergraduate and graduate students in each of MSU's six colleges and the School of Agriculture to gauge perceptions and serve as a gut check on performance.

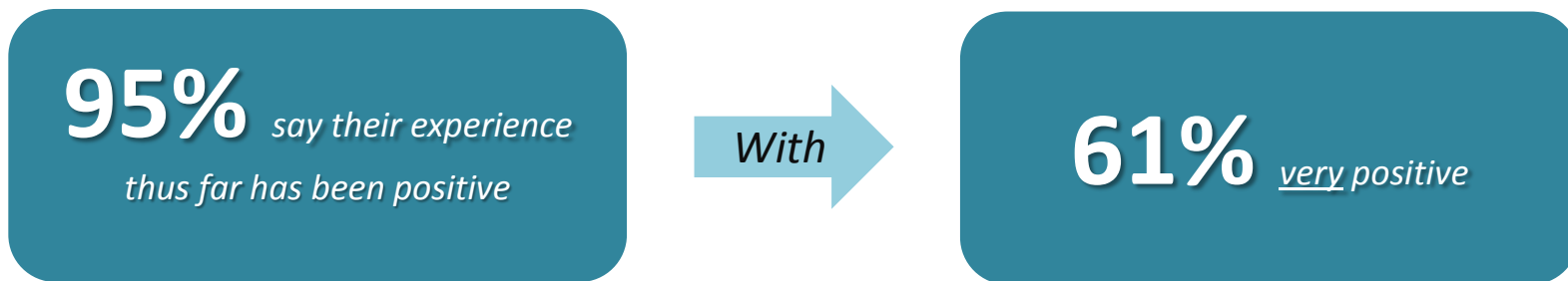
FINDINGS:

1. MSU's colleges are viewed positively and perform well among current students.
2. Students are very satisfied with their experience thus far and would be very likely to recommend their program to others.
3. In particular, students are *very* satisfied with the faculty, staff and professors – mainly the passion that teachers show for their subject.
4. Additionally, the colleges foster a strong sense of belonging and community feel.

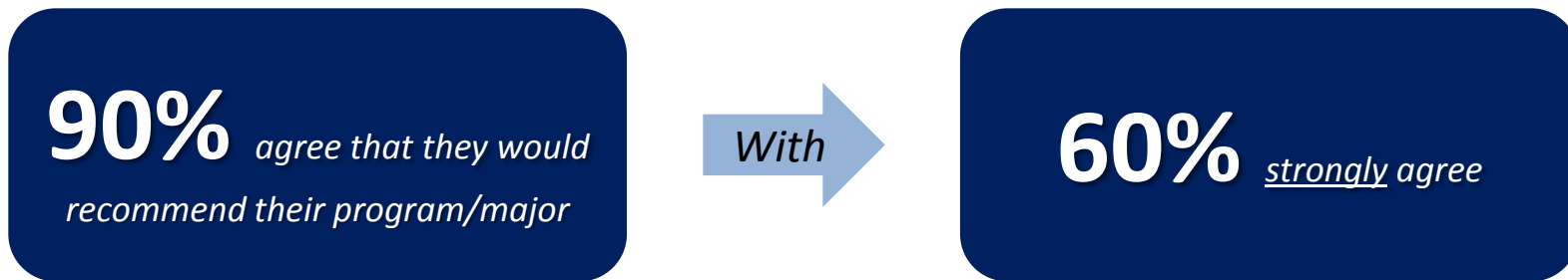
 **NEXT STEPS:** Use colleges to help strengthen the University's brand.

Across Colleges, Students are Satisfied and Likely to Recommend

OVERALL EXPERIENCE: Students are extremely satisfied – with 3 in 5 saying their experience thus far has been *very positive*.



LIKELIHOOD TO RECOMMEND: Additionally, 9 in 10 agree that they would recommend their program/major to others.



All Colleges Are Known for Having Faculty Members Passionate about Their Work

SHOWING % VERY SATISFIED WITH PROFESSORS' PASSION

75% College
of Arts and Letters

60% College
of Natural and
Applied Sciences

70% College
of Education

75% College
of Humanities and
Public Affairs

*“The faculty is very **dedicated, approachable and passionate** about helping students.”
–Undergraduate (College of Arts and Letters)*

*“Some of the **best and most passionate professors** I have seen across my entire education.”
–Undergraduate (College of Education)*

Strong Sense of Belonging and Community

Across colleges, students note a strong sense of belonging and feeling of community within their college.

74% FEEL A STRONG SENSE OF
BELONGING WITHIN THEIR COLLEGE

76% College
of Arts and Letters

70% College of
Business

75% College of
Humanities and Public Affairs

72% College of
Education

The Next Steps

Colleges can serve as a valuable tool to help strengthen the University's brand.

- **PROSPECTIVE STUDENTS:** Promote college offerings within the larger scope of the University's brand.
- **CURRENT STUDENTS:** Continue to improve upon incorporating goals and themes of college as part of the University, orientation events, and in clubs and organizations. Ensure emphasis is across all academic fields.

IN DOING SO...

- Increase awareness of MSU's tagline and mission statement in order to promote sense of belonging within the University.
- Use colleges to promote campus-wide events and traditions.
- Highlight attributes that are true across colleges, such as dedicated faculty and a strong sense of community, to forge an overarching image of MSU.



BREAKOUTS BY COLLEGE





College of Arts and Letters

**Graduate findings for College of Arts and Letters are directional (N=21)*

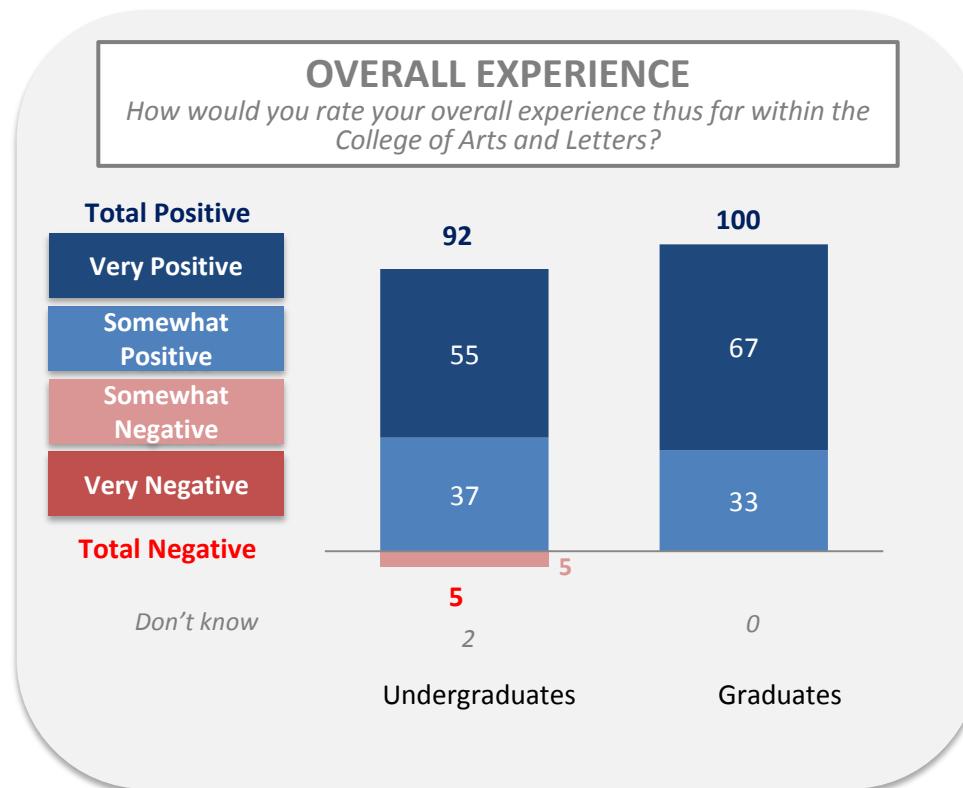


Summary of the College of Arts and Letters

1. Across the board, students are very satisfied with their experience within COAL and would recommend it to others.
2. Students are most satisfied with the professors in COAL and the quality of their experience.
3. Additionally, students feel a strong sense of belonging within the college, particularly undergraduates.
4. The tagline “The College of Human Expression” performs well, with 3 in 4 favorable.
5. Among students, COAL is best known for offering a wide range of opportunities, having small classes and providing a superior education.

Overall Experience is Positive

Students within the College of Arts and Letters are very satisfied with their experience thus far, with over half saying their experience has been very positive.



Students Satisfied with Program Offerings

Respondents are most satisfied with the instructors and the quality of the experience.

- 3 in 4 are *very* satisfied with the passion that instructors show for their subject.

SATISFACTION WITH PROGRAM OFFERINGS <i>(Showing Very Satisfied)</i>	Undergraduates	Graduates
The passion your teachers have shown for their subject	74	76
The quality of your experience in classes in your major/program	53	57
Your advisor	49	52
Your opportunities for involvement in departmental and college activities	43	33
Facilities, equipment, and resources available to students	42	48
The reputation of your major/program outside of the University	36	43
The amount of guidance and support you have received in planning for your career or graduate school	33	62
Your opportunities for internships, assistantships, service learning or research with faculty	27	48

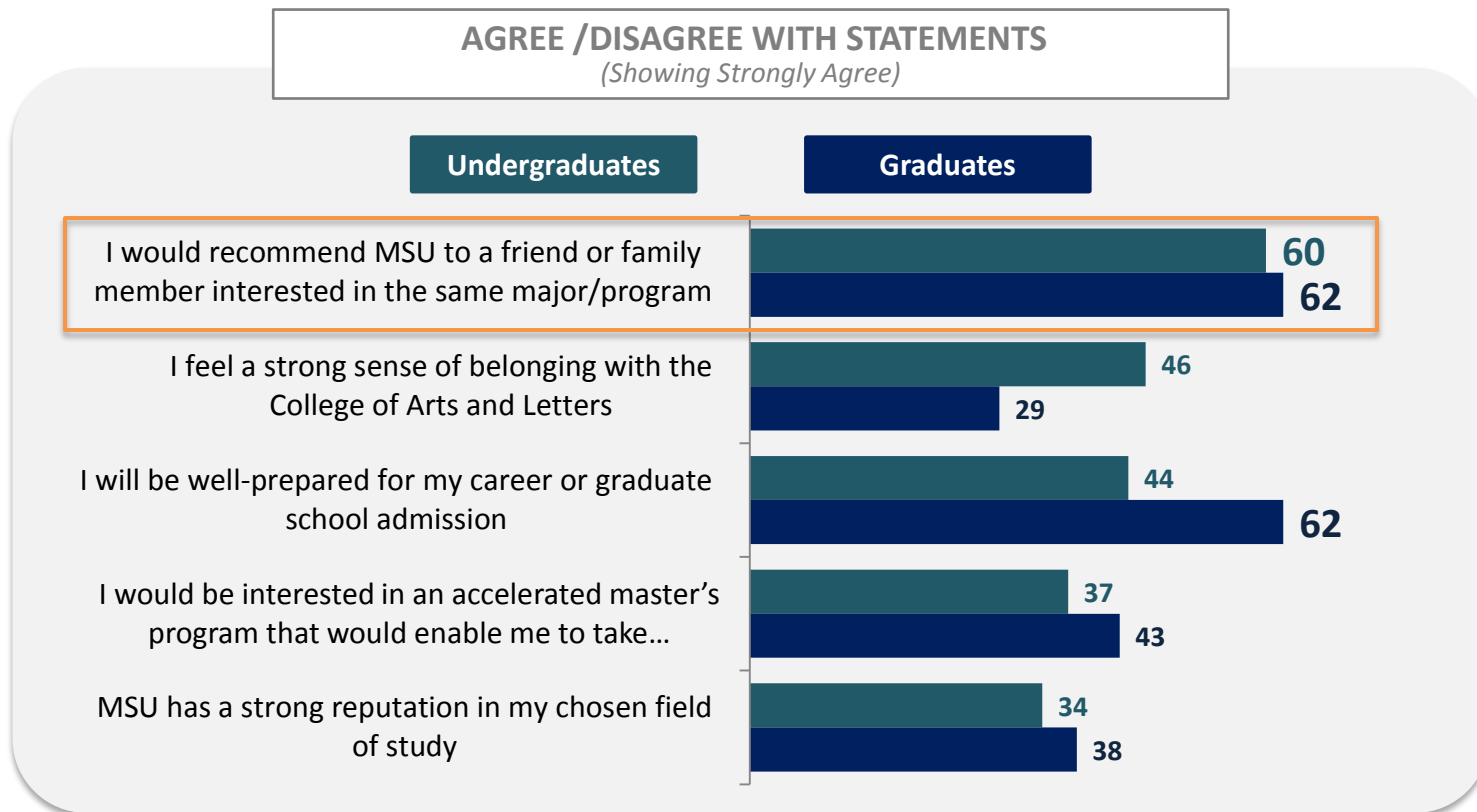
Over half are *very* satisfied with the quality of their experience

Grads *very* satisfied with the level of support – while satisfaction is slightly lower among undergrads

Views of the College of Arts and Letters

Over half *strongly* agree that they would recommend MSU to others interested in the same major/program.

- 3 in 5 graduates *strongly* agree that they will be well-prepared for life after college.
- In particular, undergrads feel a strong sense of belonging.

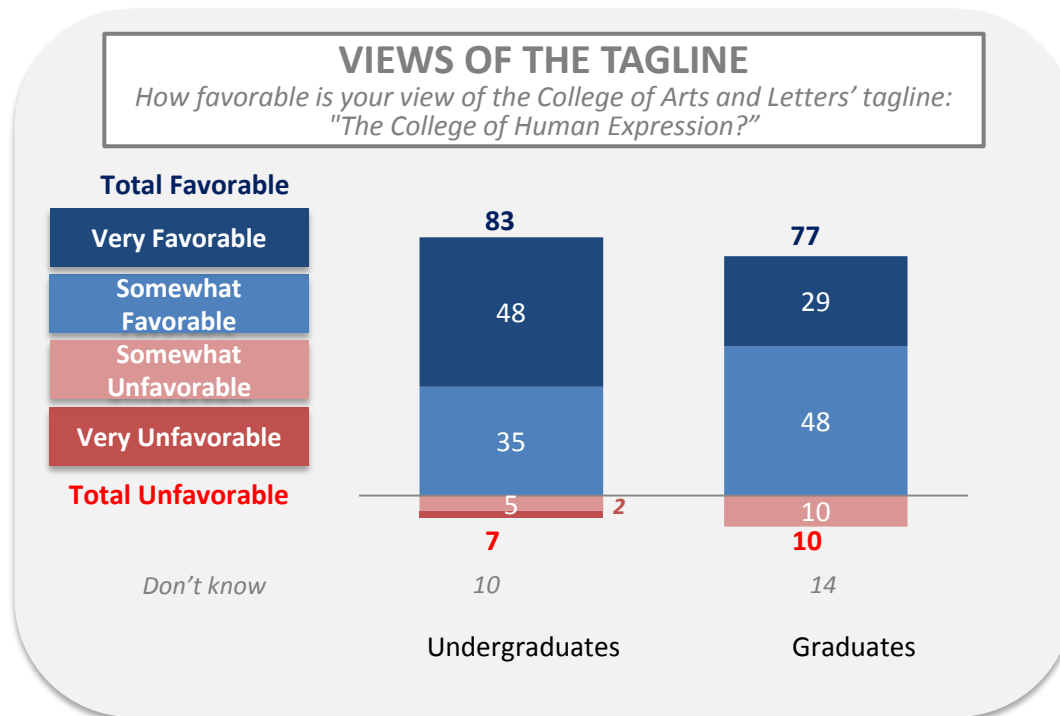


The Current Tagline Works

Respondents, particularly undergraduates, are favorable of the College's tagline, "The College of Human Expression."



While the College's tagline performs well, we recommend focusing efforts on promoting the University's tagline, which currently has low awareness, in order to help strengthen the University's brand.



Strengths of the College of Arts and Letters

The College of Arts and Letters is best known for having dedicated and passionate faculty and staff and an excellent advising program.

PASSIONATE FACULTY AND STAFF

*“The faculty is very **dedicated, approachable and passionate** about helping students.”*

–Undergraduate

*“Very **friendly, approachable, helpful and knowledgeable** faculty, staff and students.”*

–Graduate

*“The faculty and staff are great and you should take advantage of their **experience and willingness to help** you. They will be **your greatest asset!**”*

–Graduate

*“The **variety of passionate teachers** really develops your skills.”*

–Undergraduate

DEDICATED ADVISORS

*“You meet **amazing advisors** and staff who love their jobs and **help you succeed.**”*

–Undergraduate

*“They are **more than willing** to help **guide you** through the program and explore your options and opinions with you.”*

–Graduate

*“My advisors are both lovely people and seem **to genuinely care** about my education.”*

–Undergraduate

Question Text: If you had the opportunity to talk with prospective students interested in coming to MSU to pursue the same major/program as you, what is the one thing you would most want to tell them about The College of Arts and Letters at MSU?

*Graduate findings for College of Arts and Letters are directional (N=21)

Strengths of the College of Arts and Letters

Students also make positive note of the opportunities available, small class size and the overall quality of their education.

NUMBER OF OPPORTUNITIES

*"It's a **great experience** all around from the **quality of the work** and the teachers. Also **it is down town, which makes it fun** not to be in the middle of the campus."*

–Undergraduate

*"The College of Arts & Letters at MSU is a wonderful place to begin your career in theatre, offering **many opportunities both on & off campus.**"*

–Undergraduate

*"There are **so many opportunities** and the faculty go over the top with **tailoring your experience** to your interests."*

–Graduate

SMALL CLASS SIZE

*"I would tell them that since MSU is a large enough university to **have many resources** but small enough to have a **personal experience** in the classroom."*

–Undergraduate

*"Small class sizes and lots of **one-on-one time** with professors."*

–Undergraduate

*"The class sizes are small so you can get one-on-one guidance from some of the **best minds in the field.**"*

–Undergraduate

QUALITY OF EDUCATION

*"It is the strongest program in the region. There is **no comparison** when it comes to **environment** and **quality of learning.**"*

–Undergraduate

*"Programs are designed to **spark interests, gain knowledge** and allow for **creativity.**"*

–Graduate

*"The **quality** of education that you will receive is **incredible.**"*

–Undergraduate

*Graduate findings for College of Arts and Letters are directional (N=21)

Recommendations: College of Arts and Letters


CURRENT ISSUE: While offering a range of opportunities, some students feel that the opportunities can go unnoticed and that the program as a whole can be “pushed to the side,” particularly while the COAL undergoes changes.

“I would **make sure that [students] knew about all of the opportunities** for involvement. Especially if they were an off-campus student.” –Undergraduate

“Right now it is **in a state of limbo** because half of the art department is downtown while the other half is still on campus.” –Undergraduate

“Get involved! There are opportunities, **you just have to find them.**” –Undergraduate

“Things **aren't quite ironed out** but it's getting better.” –Graduate

 **KEY OPPORTUNITY:** Use the website and social media to emphasize the programs and opportunities available to students and help solidify the College’s identity within the overall University.



College of Business



Summary of the College of Business

1. Respondents very satisfied with the COB and likely to recommend the program to others.
2. Quality, program choices and job placement after graduation are among the most important factors that students consider when deciding on a business school.
3. These attributes are also key strengths for MSU, with undergrads most satisfied with the Business Advisement Center and graduates most satisfied with the quality.
4. Students in the College of Business feel a strong sense of belonging – and note the teachers and class size as helping to create a community feel.
5. Students think the COB has a strong reputation, both overall and relative to competitors.
6. The COB is best known among students for having a strong reputation, offering a variety of programs and opportunities, and having dedicated faculty and staff.

Strengths of the College of Business

UNDERGRADUATES: Among undergraduates, job placement is a leading factor in choosing a business school, and an area with which the students are satisfied.

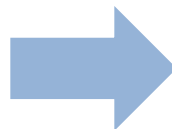
78% *say job placement after graduation is a very important factor in choosing a college*



85% *are satisfied with the Business Advisement Center at the COB*

GRADUATES: Quality is the most important factor in choosing a business school and a strength of the COB.

85% *say quality is a very important factor in choosing a college*



91% *are satisfied with the quality of their experience at the COB*

Important Factors in Choosing a Business School

Across audiences, job placement, quality and choice of major/program are the most important factors when deciding on a business school.

- 78% of undergrads see job placement after graduation as being *very* important.
- Quality is particularly important to graduates, with 85% saying *very* important.

MOST IMPORTANT FACTORS <i>How important are the following factors in your decision to attend a specific university's business major/program? (Very Important)</i>	Undergraduates	Graduates
Job placement after graduation	78	60
Quality	76	85
Choice of major/program	76	77
Cost	70	69
Facilities	40	38
Prestige	31	36
Extra-curricular activities	28	21
Proximity to home	21	44
Friends/ relatives who have attended/ currently attend	7	18
Athletics	7	6

Undergrads lead graduates by +18 on viewing job placement after graduation as very important

Above all else, graduates view quality to be most important

Graduates are twice as likely as undergrads to cite proximity to home as being very important

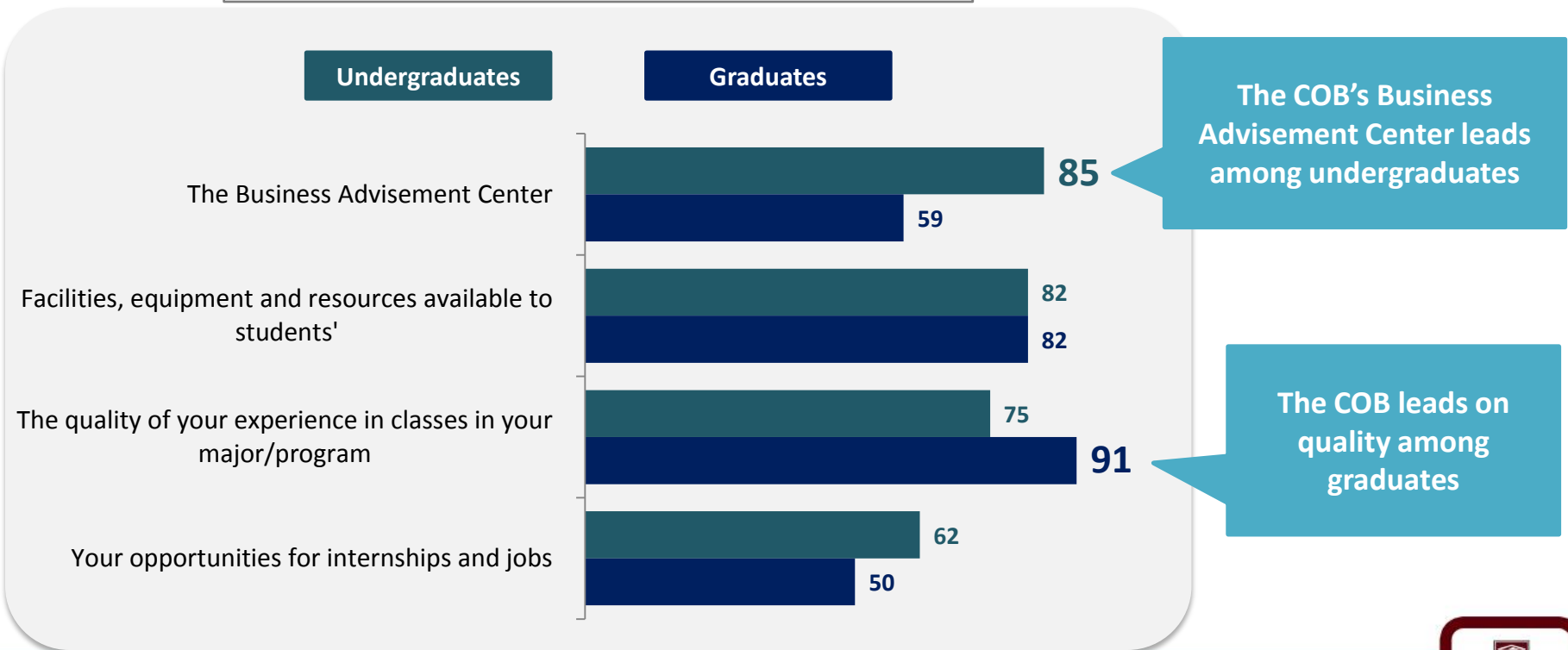
Students Satisfied with Program Offerings

Undergrads are most satisfied with MSU's Business Advisement Center, while graduates are most satisfied with the quality of their experience.

- Additionally, 82% are satisfied with the facilities and resources.

SATISFACTION WITH PROGRAM OFFERINGS

(Showing Total Satisfied)



Views of the College of Business

Across the board, views of the COB are positive.

- In particular, over 9 in 10 agree that they would recommend MSU to a friend or family member interested in the same major/program.

AGREE/DISAGREE WITH STATEMENTS

How much do you agree or disagree with the following statements? (Showing Total Agree)

Undergraduates

Graduates

I would recommend MSU to a friend or family member interested in the same major/program

90

97

More than half (56% of undergrads and 53% of graduates) *strongly* agree

MSU has a strong reputation in my chosen field of study

84

89

The COB's reputation is also identified as a strength

I will be well-prepared for my career or graduate school admission

78

91

Graduates in particular agree that they will be well prepared for life after graduation

I would be interested in an accelerated master's program that would enable me to take graduate courses while still pursuing a bachelor's degree

72

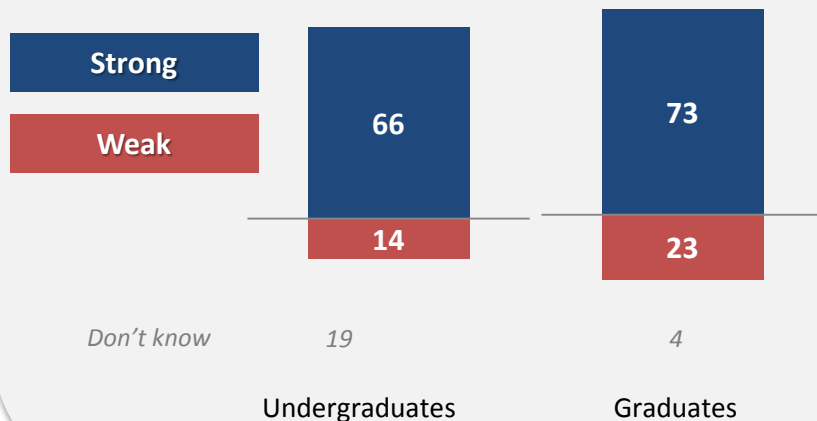
63

Strong Sense of Belonging Exists

Students feel a strong sense of belonging within the College of Business – most likely attributed to the small class size and “hands on” faculty members.

SENSE OF BELONGING

Generally speaking, how would you describe your level of belonging within the College of Business?



*“The atmosphere here **offers the comfort and support you need** to really grasp the topics being taught.” –Graduate*

*“**Smaller classes** with most **teachers available for questions** by email or [their] office.” –Graduate*

*“Faculty and staff are **very easy to talk to and interested** in you.” –Undergraduate*

MSU Leads Competitors on Reputation

Over 3 in 4 think the MSU College of Business has a strong reputation – with significant leads across competitors.

- The majority of undergrads and grads are unfamiliar with competitor reputations.

BUSINESS SCHOOL REPUTATIONS	Undergraduates		Graduates	
	Strong Reputation (Showing 5+6+7)	Don't know	Strong Reputation (Showing 5+6+7)	Don't know
Missouri State University (MSU)	76	15	79	13
University of Missouri (Mizzou)	48	34	69	28
University of Kansas	27	56	42	47
University of Arkansas	27	60	46	47
Drury University (DU)	24	48	43	32
University of Missouri-St. Louis	22	56	37	50
University of Missouri-Kansas City	15	61	33	51
Truman State University	13	60	25	59
<i>Average Score of Competitors</i>	25	54	42	44

Strengths of the College of Business

Current students note the COB as having a strong reputation, offering a variety of strong facilities, programs and opportunities, and having dedicated faculty and staff.

PRESTIGIOUS PROGRAM & STRONG REPUTATION

*"MSU has a very **elite and prestigious** College of Business program...Graduates from MSU's College of Business are **highly thought of** in the business world." –Undergraduate*

*"I would mention the **accreditation** that the College of Business possesses. I think it sets MSU apart from other Business Schools and is a **very prestigious achievement.**" –Undergraduate*

*"I hear its very **prestigious** and from my experience has a good MBA program that is very flexible." –Graduate*

VARIETY OF STRONG FACILITIES, PROGRAMS AND OPPORTUNITIES

*"There is a **wide variety** of instructors to choose from and it is a **large program.**" –Graduate*

*"I would talk a lot about the **Business Advisement Center** and the **Career Center** because they are **great resources** on campus that more students should utilize and know about." –Undergraduate*

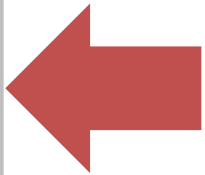
*"It is a very **big program**, with **lots of possible directions** you can go in." –Graduate*

EXCELLENT FACULTY AND STAFF

*"The advisors, professors and directors have all impacted my time in the College of Business, and I have made **lasting relationships.**" –Undergraduate*

*"The professors and facilities are of **high quality.**" –Graduate*

Recommendations: College of Business



REPUTATION OF THE UNIVERSITY: Mizzou and Drury, MSU's top competitors, perform on par or better than MSU on overall University reputation.



REPUTATION OF THE BUSINESS SCHOOL: MSU's College of Business has a very strong reputation – with significant leads across competitors.



KEY OPPORTUNITY: Emphasize the COB's strong reputation in helping to strengthen the University's brand as a whole.



College of Education

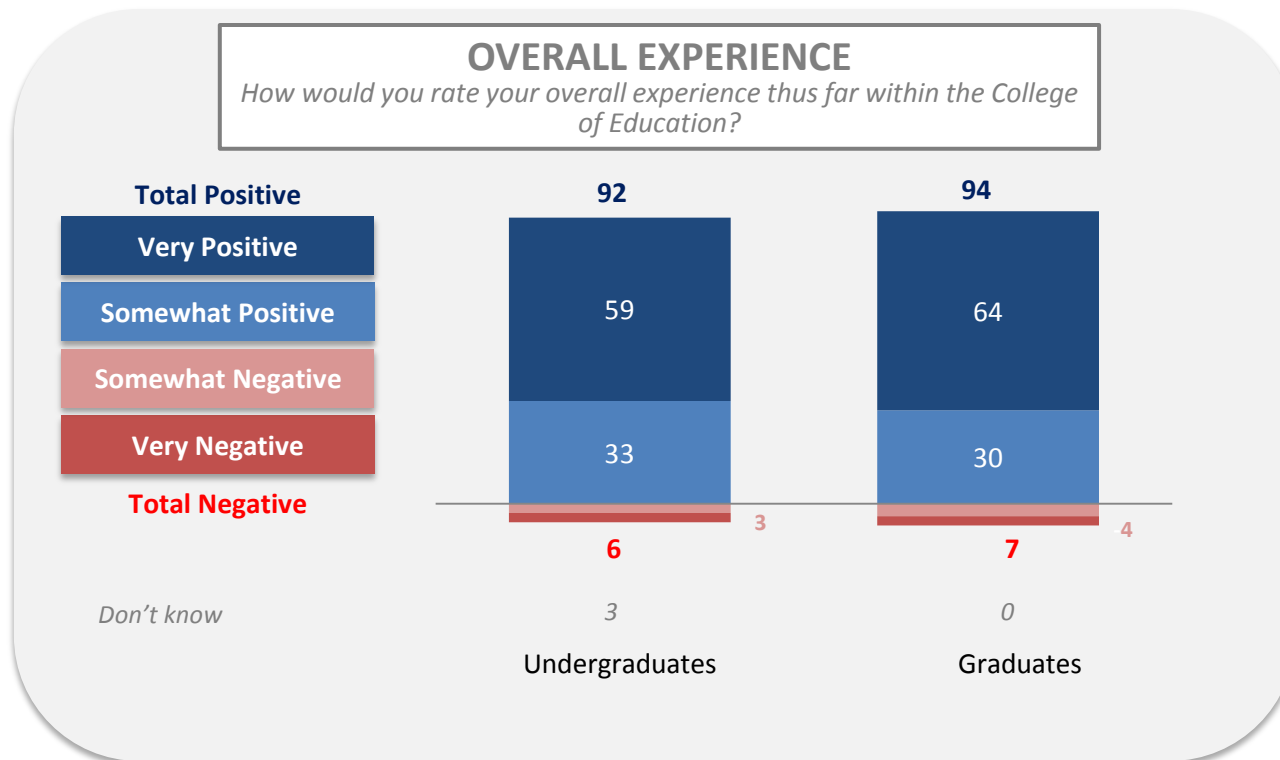


Summary of the College of Education

1. **Students in the College of Education are satisfied with their experience – with over half saying their experience thus far has been *very positive*.**
2. **Respondents feel a strong sense of belonging within the College of Education – and view the faculty and staff to be very welcoming.**
 - The sense of belonging is particularly strong among undergrads.
3. **The COE is recognized among students as offering a variety of programs and opportunities and having passionate faculty members and advisors.**
4. **Additionally, MSU's foundation in education helps to strengthen its reputation and serves as a source of pride among students.**

Students Satisfied With Their Experience

Over half of students view their experience thus far as *very positive*.

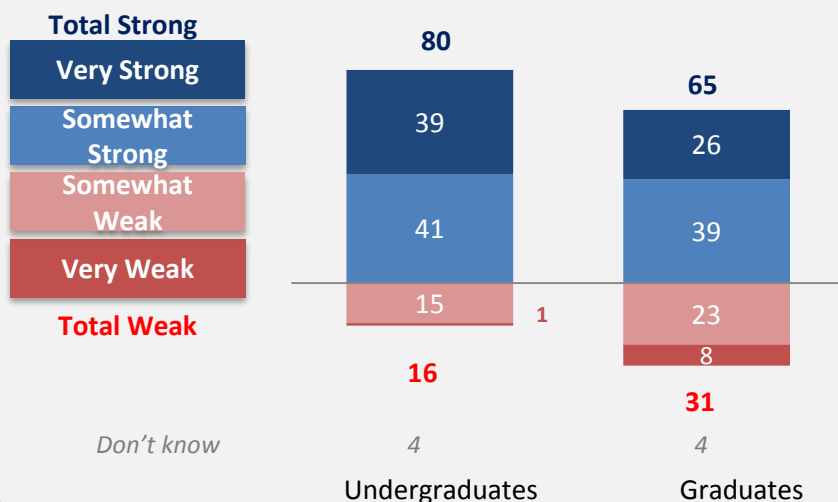


Additionally, Strong Sense of Belonging Among Students

4 in 5 undergrads and 3 in 5 grads feel a strong sense of belonging within the COE, in part due to the passionate professors and welcoming community.

STRONG SENSE OF BELONGING

Generally speaking, how would you describe your level of belonging within the College of Education?



PASSIONATE PROFESSORS AND WELCOMING ENVIRONMENT

"I would tell [prospective students] how close all students are to each other. **We are one big family, including some of the professors** and I love that about MSU."

–Undergraduate

"It is an amazing college to belong to, and is **very welcoming to all** who have a passion for teaching and inspiring students, young or old."

–Graduate

"When **I met with the head of department**, she was very helpful. **I felt very comfortable** coming to MSU."

–Undergraduate

COE Best Known for Passionate Faculty

Across audiences, 3 in 5 *strongly* agree that faculty have a passion for their subject.

- Undergrads also strongly agree that the College of Education prepares students for life after graduation.

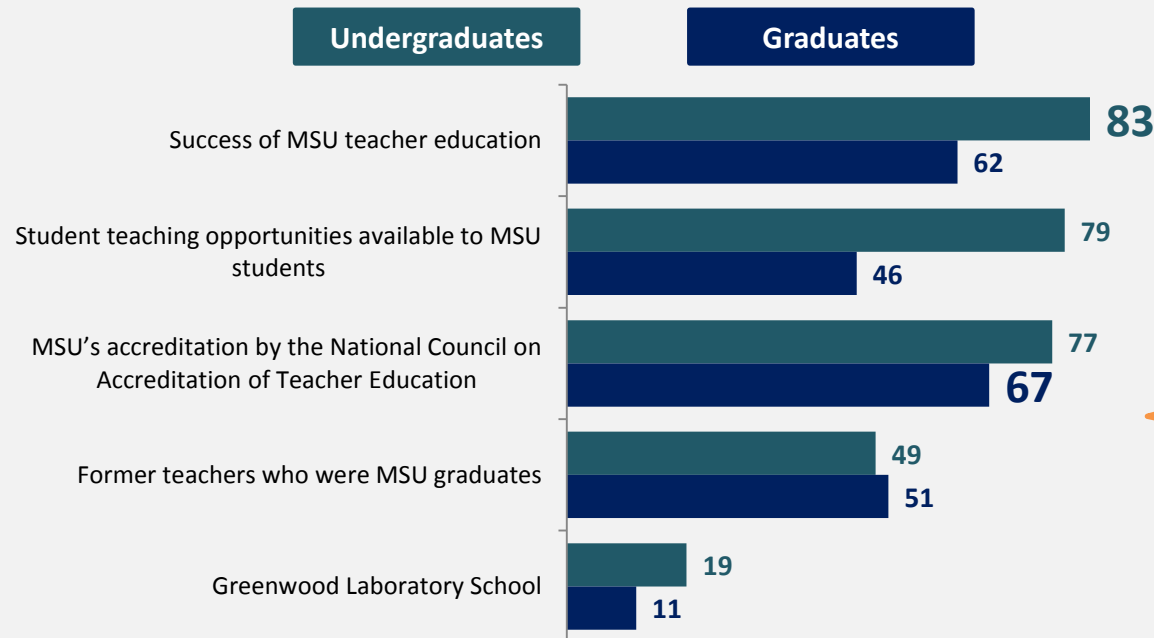
AGREE / DISAGREE WITH STATEMENTS <i>How much do you agree or disagree with the following statements? (Showing Strongly Agree)</i>	Undergraduates	Graduates
My teachers in the College of Education have a passion for their subject	69	70
I believe I will be well-prepared for a successful teaching career when I graduate	67	58
My advisor is helpful to me	57	55
Teachers in the College of Education are accessible to students	55	57
The faculty utilizes and models the use of technology in their teaching	49	45

Success and Accreditation Most Important Factors in Choosing MSU

Among undergrads, success of MSU teacher education was the most important factor when choosing MSU to pursue education, while national accreditation was most important to grads.

IMPORTANCE OF FACTORS

How important were the following in your decision to choose MSU to pursue education? (Showing Total Important)



63% of undergrads consider success of teacher education to be very important; 35% of graduates agree

MSU's accreditation was the most important factor among grads

Strengths of the College of Education

Current students note the COE as offering a variety of programs and opportunities and having passionate faculty and advisors.

VARIETY OF OPPORTUNITIES AND HANDS ON EXPERIENCES AVAILABLE

*"We have an abundance of **practicum experience** (especially in the Middle School field), that allows us to be truly prepared by the time we enter our own classrooms." –Undergraduate*

*"They provide a lot of opportunities for hands on learning through **labs at the childcare center on campus**, and through **practicums** in school classrooms." –Undergraduate*

*"There are so many opportunities for **hands on experience** as well as opportunities to be in the classroom as much as possible." –Graduate*

*"The classes are offered at convenient times, the professors are knowledgeable and passionate, the degree **offers hands-on experience**, and we are seeking CACREP accreditation." –Graduate*

PASSIONATE FACULTY AND ADVISORS

*"The **teachers are very passionate** about what they do and they are honestly **there to help make you the best that you can** be in your field.." –Graduate*

*"Some of the **best and most passionate professors** I have seen across my entire education." –Undergraduate*

*"The **faculty are dedicated to sharing this passion** with the students." –Graduate*

*"MSU College of Education really **wants every student to succeed**. They are **willing to go above and beyond** to help each and every student." –Undergraduate*

*"The **advisors are very dedicated**, helpful and ensure that you are on the right track." –Undergraduate*

Recommendations: Utilize MSU's Background in Education

MSU's foundation in education serves as a source of pride among students and helps to reinforce the COE's reputation.

MSU'S ROOTS IN EDUCATION → UNDERPINS COE'S REPUTATION

"MSU is **known for its Education program**, you can't go wrong with MSU." –Undergraduate

"Missouri State **started as a teacher's college**. It's a great place to pursue this degree and be **fully equipped and totally prepared** for the field of Education." –Undergraduate

"They have a **stellar reputation and rich history in the realm of education**, as they were one of the original teaching colleges established by the state of Missouri in our early history." –Undergraduate

"We were founded as a teacher's college, so **education is the foundation of this University**." –Graduate



EDUCATION AS A PILLAR: Emphasize the University's roots in education when promoting the COE to prospective students. Additionally, incorporate these strengths into the broader University marketing plan to help bolster the overall brand.



College of Health and Human Services



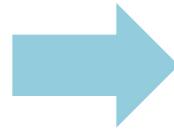
Summary of the College of Health and Human Services

1. **Students in the College of Health and Human Services are happy with their experience thus far, with 9 in 10 saying their experience has been positive.**
 - Half say their experience has been *very* positive thus far.
2. **Students are very likely to recommend the College – with 3 in 5 *strongly* agreeing.**
3. **The majority chose the CHHS for the accredited majors/programs and for job placement after graduation.**
4. **Students are most satisfied with the quality of classes – and agree that their major/program provides strong preparation for life after college.**
5. **Suggestions for additional programs include more internships and research opportunities, additional courses – including online courses – and further preparation for graduate classes.**

Top Drivers of Interest

MAJORS AND PROGRAMS: Accredited majors/programs is the number 1 driver of interest, and an area in which CHHS leads.

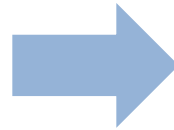
55% chose the CHHS for the
accredited majors and programs
offered



87% are satisfied with the
quality of the classes in their major or
program

CAREER PREPARATION: Job placement is a leading driver of interest and an area in which the CHHS exceeds.

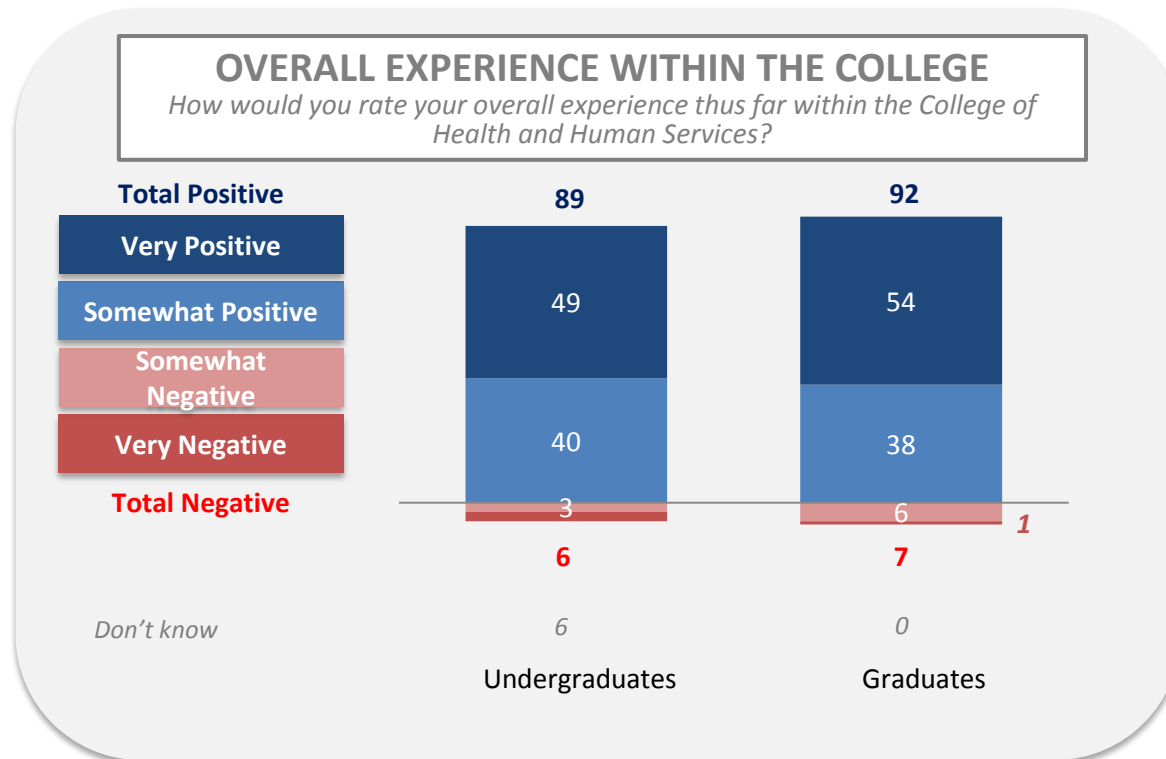
46% chose the CHHS for job
placement after graduation



88% agree that their
major/program provides strong
preparation for a career/grad school

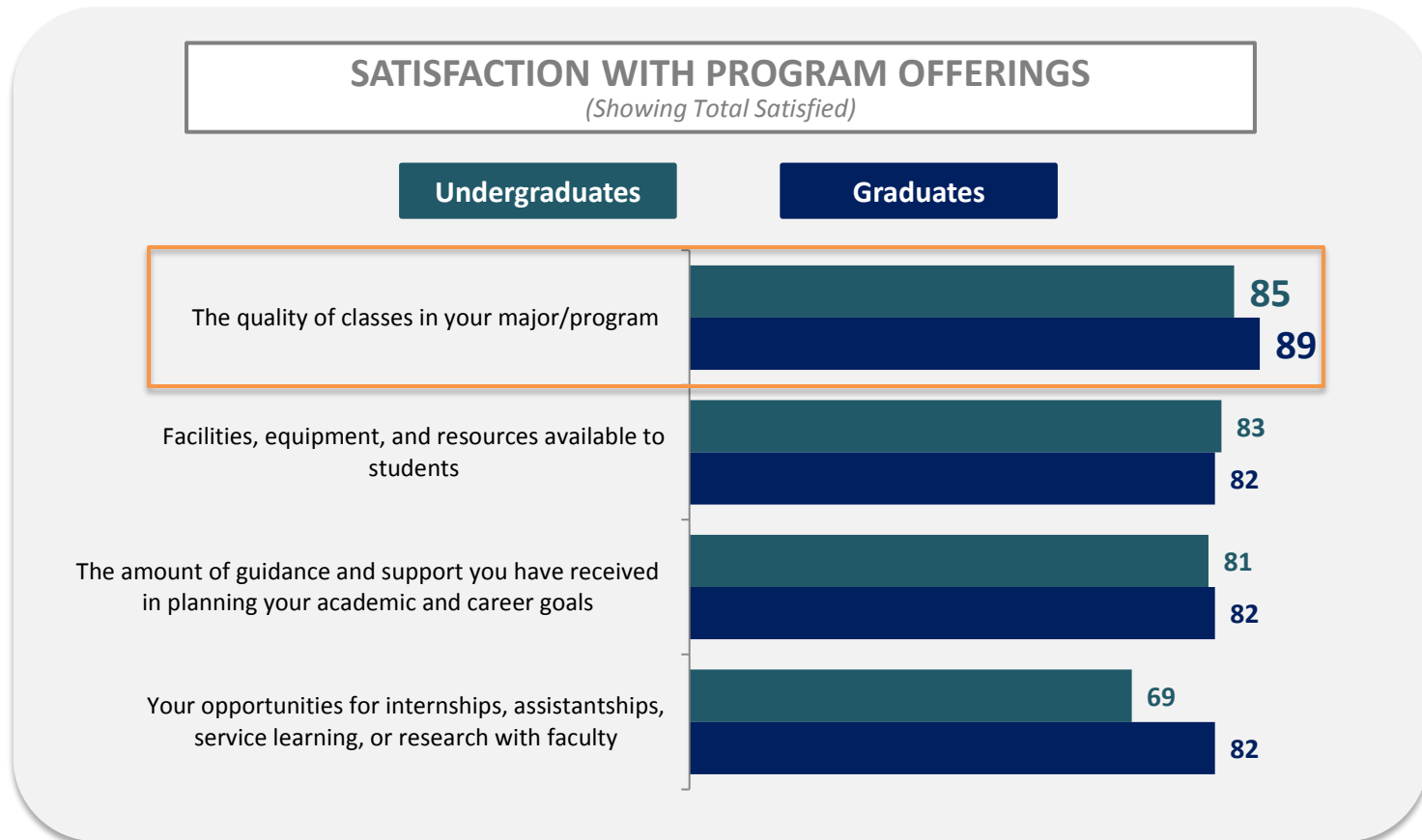
Experience Within the College is Positive

Students are overall satisfied with their experience thus far, with half saying their experience has been *very positive*.



Strong Satisfaction Across Programs

Undergrads and grads are most satisfied with the quality of classes – though satisfaction is high across all attributes .



Most Choose CHHS for Majors

Half of undergrads and 3 in 5 grads chose the College of Health and Human Services for the majors/programs offered.

- Job placement after graduation and supportive faculty are also top mentions, particularly among graduates.
- Many of those who chose “other” cite personal and spiritual reasons.

MAIN REASON FOR CHOOSING CHHS	Undergraduates	Graduates
Accredited majors/programs	50	59
Job placement following graduation	45	47
Recommendations by parents, friends or teachers	33	28
Supportive faculty	22	46
Laboratories, simulation facilities and clinics	19	21
Student research opportunities	19	17
Other	28	22

THOSE WHO CHOSE “OTHER”

*“I felt I was **called to it.**”*
–Undergraduate

*“**Personal** interest; passion for the subject”* –Undergraduate

*“**God called me** into this area of study”* –Undergraduate

Views of the CHHS

Students are very likely to recommend the College – with 3 in 5 *strongly* agreeing.

- Additionally, 71% of undergrads strongly agree that they would be interested in an accelerated master’s program.

AGREE / DISAGREE WITH STATEMENTS <i>How much do you agree or disagree with the following statements? (Showing Strongly Agree)</i>	Undergraduates	Graduates
I would be interested in an accelerated master’s program that would enable me to take graduate courses while still pursuing a bachelor’s degree	71	40
I would recommend the College of Health and Human Services to a friend or family member interested in the same major/program	62	59
My major/program provides strong preparation for a career or admission to professional/graduate school	56	54
I would like the competitive-entry graduate programs in the College of Health and Human Services to offer guaranteed admission for qualified Missouri State University undergraduate students	54	26
The College of Health and Human Services has a strong reputation in my chosen field of study	45	41

Over half of students strongly agree that their major prepares them for life after college

Lower score among grads may reflect lack of applicability

Recommendations: College of Health and Human Services

Undergraduates are *very* interested in taking accelerated masters programs and careers/ graduate school preparation programs.

71% strongly agree that they would be interested in an accelerated master's program.

However, these programs are not being maximized among undergraduates, with respondents wanting to see more.

"More grad school preparation programs" –Undergraduate

"More programs that would prepare us for successful graduation in a 4 year plan &-or to prepare us for admittance-acceptance to graduate programs." –Undergraduate



KEY OPPORTUNITY: Increase offerings and programs among undergraduates.

Additional Suggestions: Students Want More Courses & Offerings

Suggestions for additional programs include more internships and hands-on opportunities, additional courses including more online courses, and further preparation for graduate courses.

INTERNSHIPS, RESEARCH OPPORTUNITIES AND HANDS-ON EXPERIENCE

"I would like to see more **faculty-led study away programs** for majors like psychology." –Undergraduate

"More **hands on classes**; more **internships**." –Undergraduate

"More **Research Opportunities**; More **Guidance by Faculty** with thesis." – Graduate

ADDITIONAL COURSES

"More **classes to choose from**." –Undergraduate

"**Gender related psych courses**." –Undergraduate

"**Applied Behavioral Analysis, Occupational Therapy...**" –Graduate

"I would like to see more **double-major opportunities** that can be **combined with Psychology**." –Undergraduate

GREATER FLEXIBILITY / ONLINE COURSES

"I would like to see more **classes offered online** for those **individuals who work full time and live further away**. Trying to find a graduate school that blends well with a working individual is difficult to find." –Graduate

PREPARATION FOR GRADUATE COURSES

"More **preparation classes** [for Undergrads] covering the same curriculum as the master's programs." –Graduate

"More graduate school **preparation programs**." –Undergraduate



College of Humanities and Public Affairs

**Graduate findings for College of Humanities and Public Affairs are directional (N=44)*

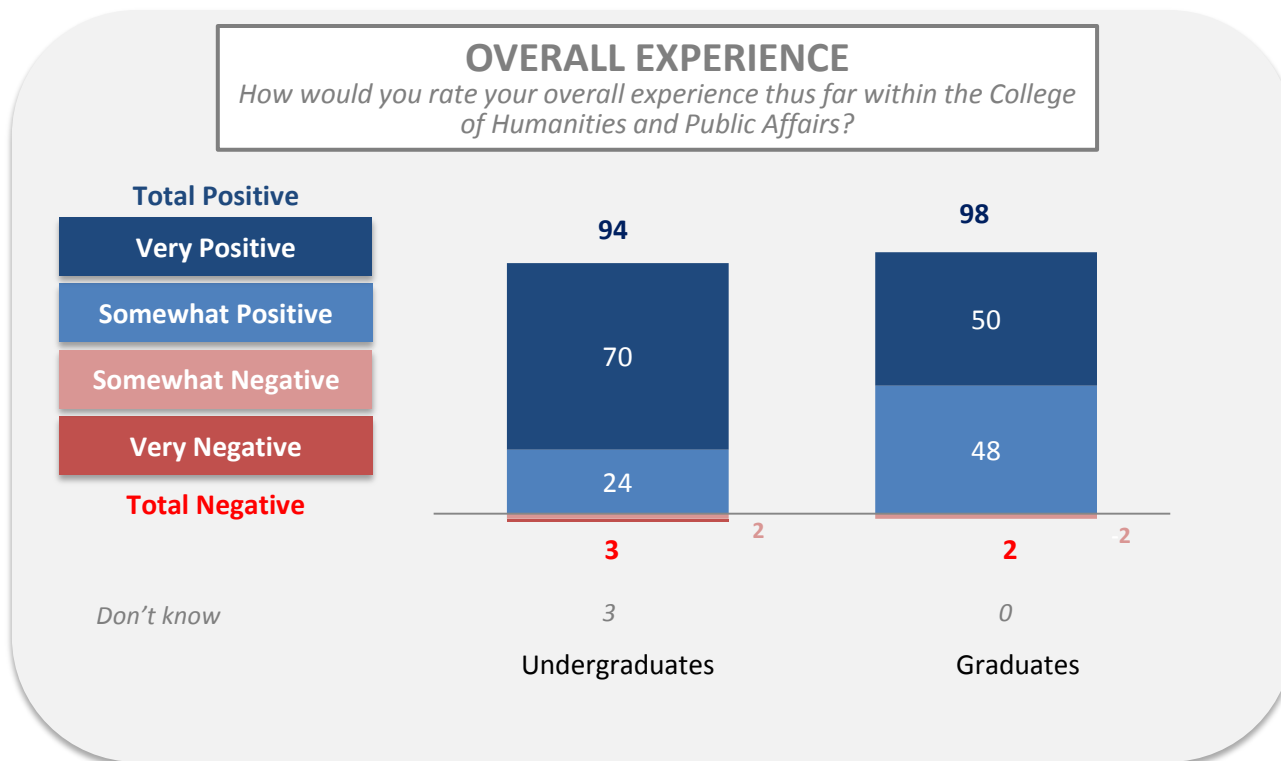


Summary of the College of Humanities and Public Affairs

- 1. Students are very satisfied with their experience within the CHPA.**
 - 94% of undergraduates and 98% of graduates cite having a positive experience.
- 2. Respondents are most satisfied with the quality of the experience and the passion that their faculty have.**
 - 9 in 10 undergrads are also satisfied with the facilities and resources.
- 3. Students strongly agree that the CHPA courses have improved their critical thinking skills and reading for understanding skills.**
- 4. Campus offerings are effective – when used, though current participation in events on campus remains low.**
 - Consider placing further emphasis on promoting campus offerings to current students.
- 5. The CHPA is best known for the resources and opportunities available and for the excellent faculty and community feel.**

Students Overall Satisfied With Their Experience

7 in 10 undergraduates and half of graduates say their experience thus far has been *very positive*.



Satisfaction with Programs and Offerings also High

Undergrads and grads are most satisfied with the quality of the experience and the passion that teachers have.

- 9 in 10 undergrads are also satisfied with the facilities and resources.

SATISFACTION WITH PROGRAMS <i>(Showing Total Satisfied)</i>	Undergraduates	Graduates
The quality of your experience in classes in your major/program	95	95
The passion your teachers have shown for their subject	94	95
Facilities, equipment, and resources available to students	91	75
Your advisor	82	68
The amount of guidance and support you have received in planning for your career or graduate school	76	62
The reputation of your major/ program outside of the University	75	63
Your opportunities for internships, assistantships, service learning, or research with faculty	59	56

61% of undergrads and half of grads are very satisfied with the quality

75% of both undergrads and grads are very satisfied with their teachers' passion



View of the College of Humanities and Public Affairs

Over 9 in 10 agree that the CHPA courses have improved their critical thinking skills and reading for understanding skills.

AGREE / DISAGREE WITH STATEMENTS <i>(Showing Total Agree)</i>	Undergraduates	Graduates
Courses in my major/program have contributed to my critical thinking skills	96	91
Courses in my major/program have contributed to my reading for understanding skills	95	93
I would recommend MSU to a friend or family member interested in the same major/program	91	87
Courses in my major/program have contributed to my understanding of cultural diversity	90	80
Courses in my major/program have contributed to my oral communication skills	89	89
Courses in my major/program have contributed to my writing skills	88	89
I feel a strong sense of belonging within the College of Humanities and Public Affairs	86	54
I would be interested in an accelerated master's program that would enable me to take graduate courses while still pursuing a bachelor's degree	85	41
I will be well-prepared for my career or graduate school admission	77	91
MSU has a strong reputation in my chosen field of study	64	61

44 point difference exists between audiences – with 30 point gap on strongly agrees (55% among undergraduates; 25% among graduates)



Campus Offerings Are Effective – When Used

While the majority haven't taken part in campus offerings, those who have say the experience increased their level of satisfaction within their major/program.

PARTICIPATION IN CAMPUS OFFERINGS	Undergraduates	Graduates
Departmental Club Service Activity	16	18
Internship	15	18
Study Away	14	11
Service Learning	11	7
Field School	4	2
None of the above	62	61



51 *Graduate findings for College of Humanities and Public Affairs are directional (N=44)

Question: Please indicate which of the following, if any, you have participated in as a major/program in the College of Humanities and Public Affairs (multiple responses permitted); Please indicate how important each of the following has been in increasing your level of satisfaction with your major/program.



Strengths of the CHPA

The College is best known among students for the number and variety of resources and opportunities available and for the excellent faculty and community feel.

RESOURCES AND OPPORTUNITIES AVAILABLE

*“The accelerated Master’s program is an **excellent opportunity**, as a graduate degree **opens many doors** in the criminal justice industry.” –Graduate*

*“If you are interested in **Study Away** at all, the College of Humanities is the way to go as far as working in **abroad credits** with your MSU credits.” –Undergraduate*

*“The **DSS program** in Fairfax, VA offers **hands-on learning** with experts in the field and is a **great opportunity** to learn from the best and be in the middle of it” –Graduate*

*“Become fully aware of the **resources available** to students...” –Graduate*

*“Reach out to your advisors. They are your **link to the ‘real world.’**” –Graduate*

FACULTY AND STAFF / COMMUNITY FEEL

*“Provides a **strong support group**, and the professors are always there to encourage your success. Overall, the department feels like a **close-knit family**.” –Graduate*

*“Every staff member who works in the [CHPA] really **enjoys their jobs** and is **very understanding**.” –Undergraduate*

*“All of the **professors are very knowledgeable** in their fields and they are all very helpful in their classes. The professors **care about student** success and it shows.” –Undergraduate*

*“The professors are **very accessible** and **eager to talk** with you about your goals for the program.” –Graduate*

*“Has a wide range of majors and... makes you **feel welcome**.” –Undergraduate*



Recommendations: College of Humanities and Public Affairs

3 in 5 students have *not* taken part in CHPA events on campus; however, those who have note the events as increasing their level of satisfaction.

61% OF STUDENTS HAVE NOT
TAKEN PART IN CHPA EVENTS
ON CAMPUS



CHPA EVENTS INCREASE
SATISFACTION WITHIN MAJOR/
PROGRAM



RECOMMENDATION: Place more emphasis on CHPA events and offerings to current students.



College of Natural and Applied Sciences

**Graduate findings for College of Natural and Applied Sciences are directional (N=32)*

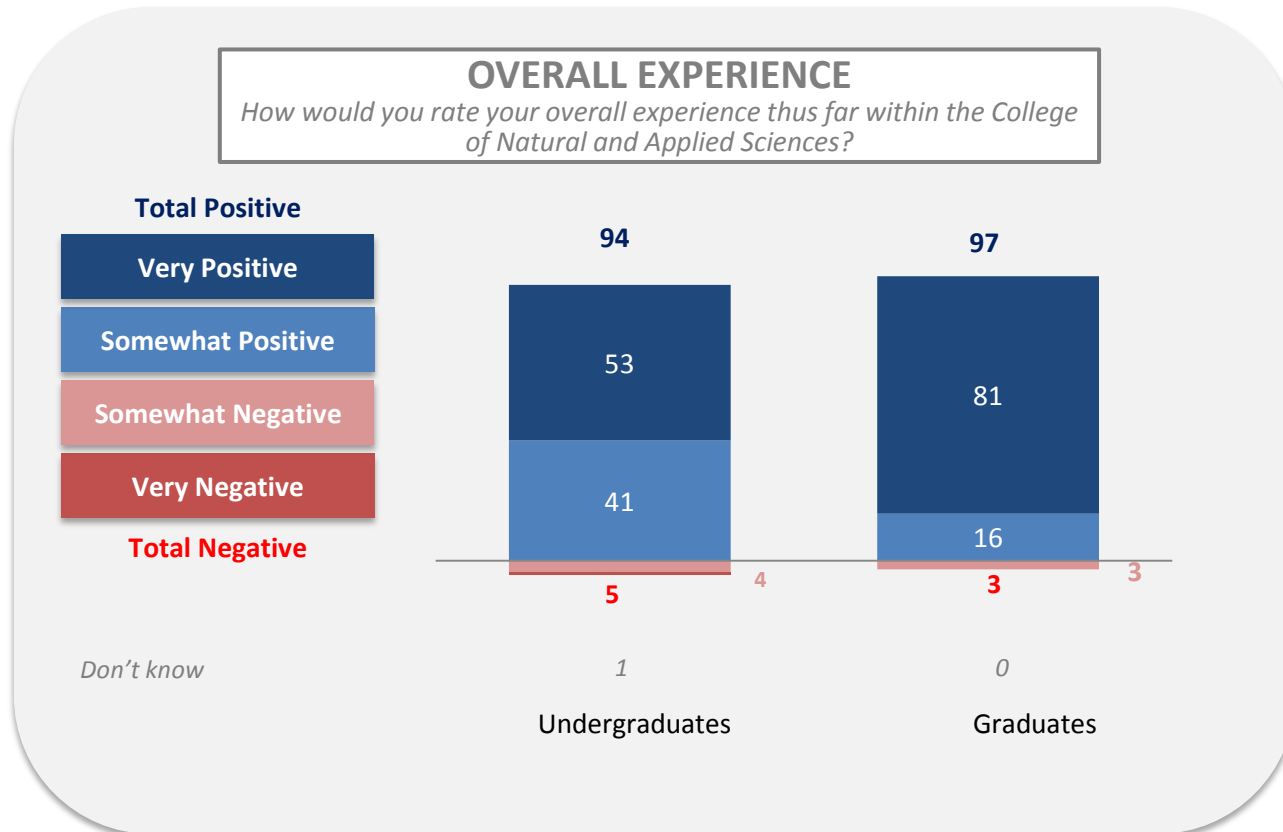


Summary of the College of Natural and Applied Sciences

- 1. Experiences within the College of Natural and Applied Sciences are positive.**
 - 4 in 5 graduates and over half of undergraduates cite having a *very* positive experience.
- 2. Students are most satisfied with the class size and their teachers' passion.**
- 3. Over 4 in 5 think the program leaves them well-prepared for life after college and would be likely to recommend MSU to others interested in a similar field of study.**
- 4. The majority of students did not attend any CNAS events on MSU's campus while in high school.**
 - Among those who did, the events had *some* influence on their decision to attend MSU.
- 5. The CNAS is best known for offering a wide range of programs and organizations, small classes, and helpful and supportive professors.**

Experience Within College is Positive

Over half of undergraduates and 81% of graduates cite having a very positive experience.



High Satisfaction with Class Size & Teachers

Respondents are most satisfied with the class size and passion that faculty show for the subject.

- Students diverge on satisfaction of research opportunities – with undergrads trailing significantly.

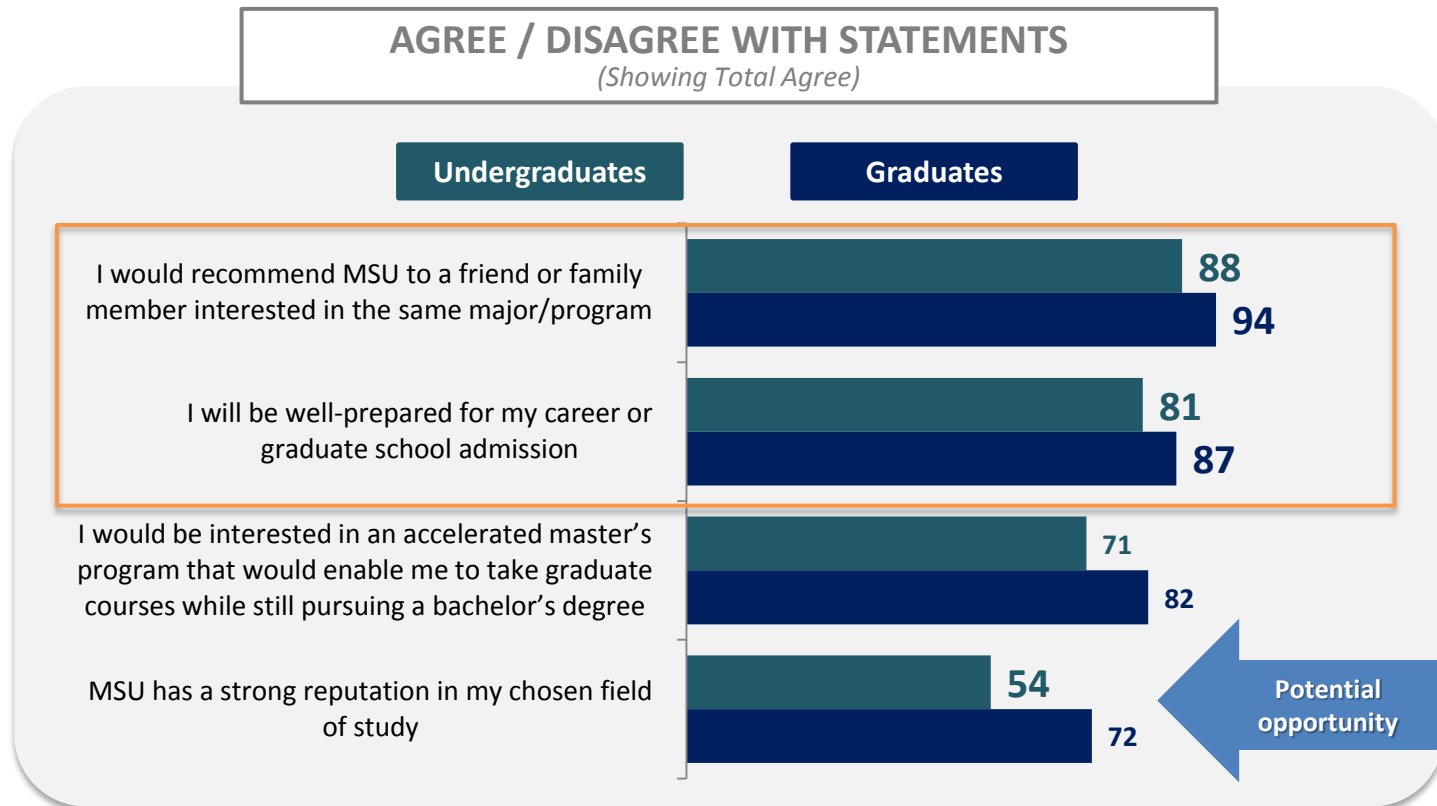
SATISFACTION WITH PROGRAM OFFERINGS <i>(Showing Total Satisfied)</i>	Undergraduates	Graduates
Class size	90	93
The passion your teachers have shown for their subject	86	93
Facilities, equipment, and resources available to students	83	91
The quality of your experience in classes in your major/program	81	93
Your advisor	80	84
The reputation of your major/program outside of the University	74	78
The amount of guidance and support you have received in planning for your career or graduate school	69	78
Opportunity to meet new people by studying abroad or meeting international students on campus	62	63
Your opportunities for research with faculty or internships in your discipline	56	90

34 point gap between audiences

Students Likely to Recommend Program

Over 4 in 5 think that the program leaves them well-prepared for life after college and would be likely to recommend MSU.

- Undergrads score slightly lower on reputation (54% overall agreeing), indicating the opportunity exists to further strengthen this area.



Low Participation at Campus Events

The majority of students did not take part in CNAS events on MSU's campus while in high school.

- Those who did note the Science Fair and Science Olympiad as having *some* influence.

PARTICIPATION IN EVENTS AT MSU	Undergraduates	Graduates
Science Fair	12	9
Pummill Relays or other math competition	4	6
Science Olympiad	4	9
Missouri Academy of Science	1	0
Baker Observatory Viewing Night	1	3
Expanding Your Horizons	0	3
Chemistry Olympiad	0	3
None of the above	82	75

INFLUENCE ON DECISION*

Please indicate how much your participation in these events influenced your decision to attend MSU

Science Fair



Science Olympiad



Pummill Relays



Significant Influence



Some Influence



No Influence



Strengths of the CNAS

- Strengths of the CNAS include small classes and supportive professors.
- Students also mention the wide range of programs, courses and organizations.

CLASSES ARE SMALL AND PROFESSORS ARE HELPFUL

“The instructors are **approachable, personable** and very **professional** in their ability to effectively convey information-course material to the students.” –Graduate

“**Smaller class** sizes... Professors are **always available to help** you.” –Graduate

“[The] program is highly respected, yet **very small**, so you know all the professors and students on a **first-name basis.**” –Undergraduate

“I would tell them the teachers are very **nice and understanding** and the class sizes are about the same as a **high school class size.**” –Undergraduate

“Develop a **strong relationship** with professors. They are an **excellent resource** for advice as they are **experts in their field.**” –Undergraduate

LOTS OF PROGRAMS, COURSES AND ORGANIZATIONS

“This program offers a **wide variety of classes** that enable the student to engage in **multiple areas of interest.**” –Graduate

“There is **a lot of opportunity for volunteering and getting involved** on campus and in the community. There are many interesting people and professors. It's a wonderful experience.” –Undergraduate

“The opportunity to choose the best course to fit with your schedule is **numerous...**” –Undergraduate

“There is a **huge variety of classes** to take.” –Graduate

“Just take the time to look through **all the help and resources** you are offered, because a lot of them aren't taken advantage of.” –Undergraduate

Recommendations: CNAS

Only 56% of undergraduates are satisfied with the availability of research opportunities and internships.

SATISFACTION WITH RESEARCH OPPORTUNITIES AND INTERNSHIPS <i>(Showing Total Satisfied)</i>	Undergraduates	Graduates
Your opportunities for research with faculty or internships in your discipline	56	90

 **Recommendation:** Increase availability of research opportunities and internships.

Additionally, just over half of undergraduates agree that CNAS has a strong reputation.

STRENGTH OF REPUTATION <i>(Showing Total Agree)</i>	Undergraduates	Graduates
MSU has a strong reputation in my chosen field of study	54	72

 **Recommendation:** Promote CNAS's strong reputation when marketing College.



School of Agriculture

**Graduate findings for School of Agriculture not reported due to limited sample size (N=1)*



Summary of the School of Agriculture

1. **Students are familiar with the School of Agriculture's facilities and events – and view them *very favorably*.**
 - Karls Hall and the Darr Agricultural Center are the most visited.
2. **High school teachers, friends and relatives played the largest role in influencing students' decisions to pursue the School of Agriculture.**
3. **While the majority of students did not take part in MSU sponsored events before attending the University, those who did participate say the events influenced their decision to attend MSU.**
4. **Students recognize the School of Agriculture as having a strong sense of community and supportive and passionate faculty and staff.**

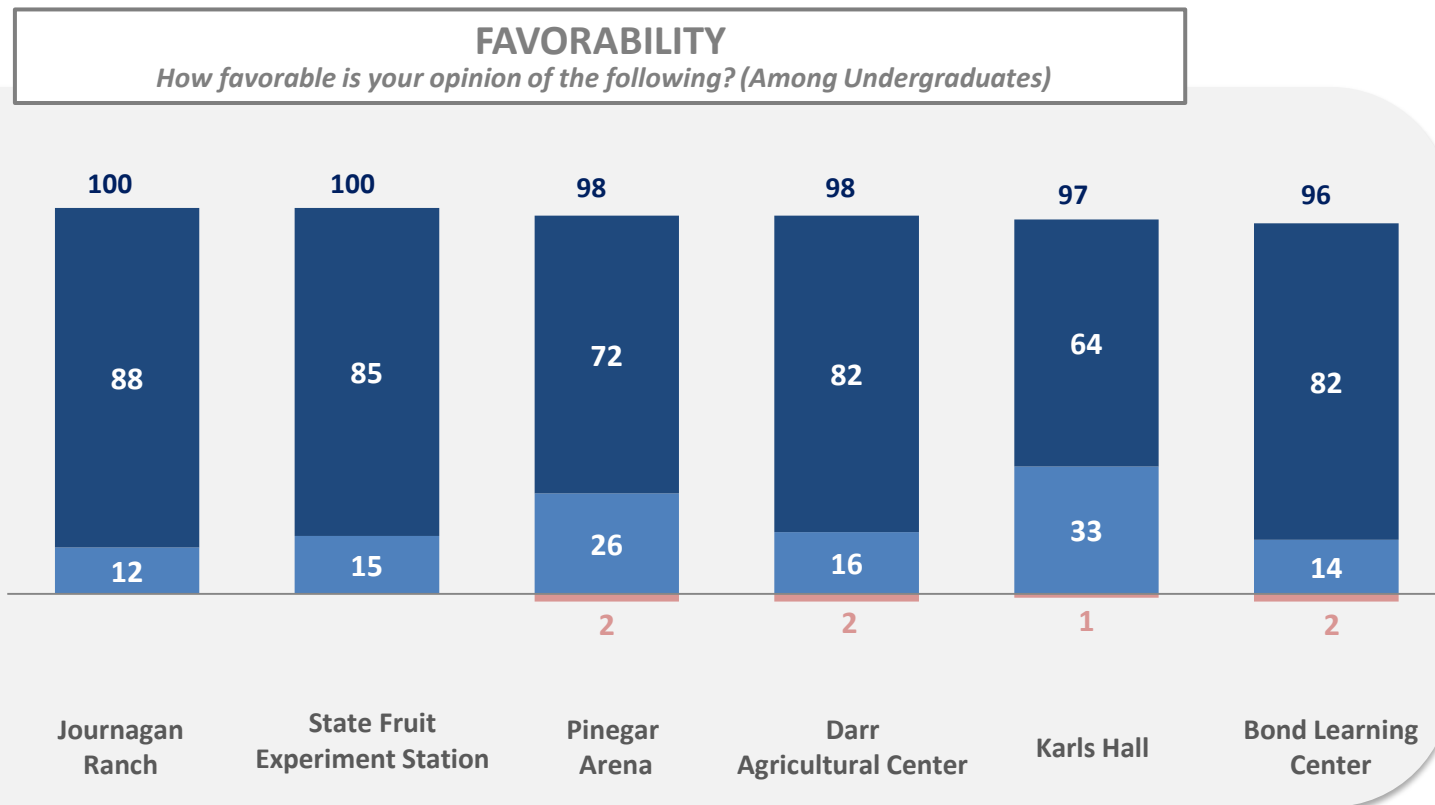
Strong Familiarity with Facilities and Events

Karls Hall and the Darr Agricultural Center are the most visited locations among Undergraduates in the School of Agriculture.

FACILITIES AND EVENTS AT MSU <i>Please indicate which of the following you have visited.</i>	Undergraduates
Karls Hall	93
Darr Agricultural Center	74
Bond Learning Center	66
Pinegar Arena	58
Journagan Ranch	22
State Fruit Experiment Station	18
None of the above	7

Facilities and Events are Well Received

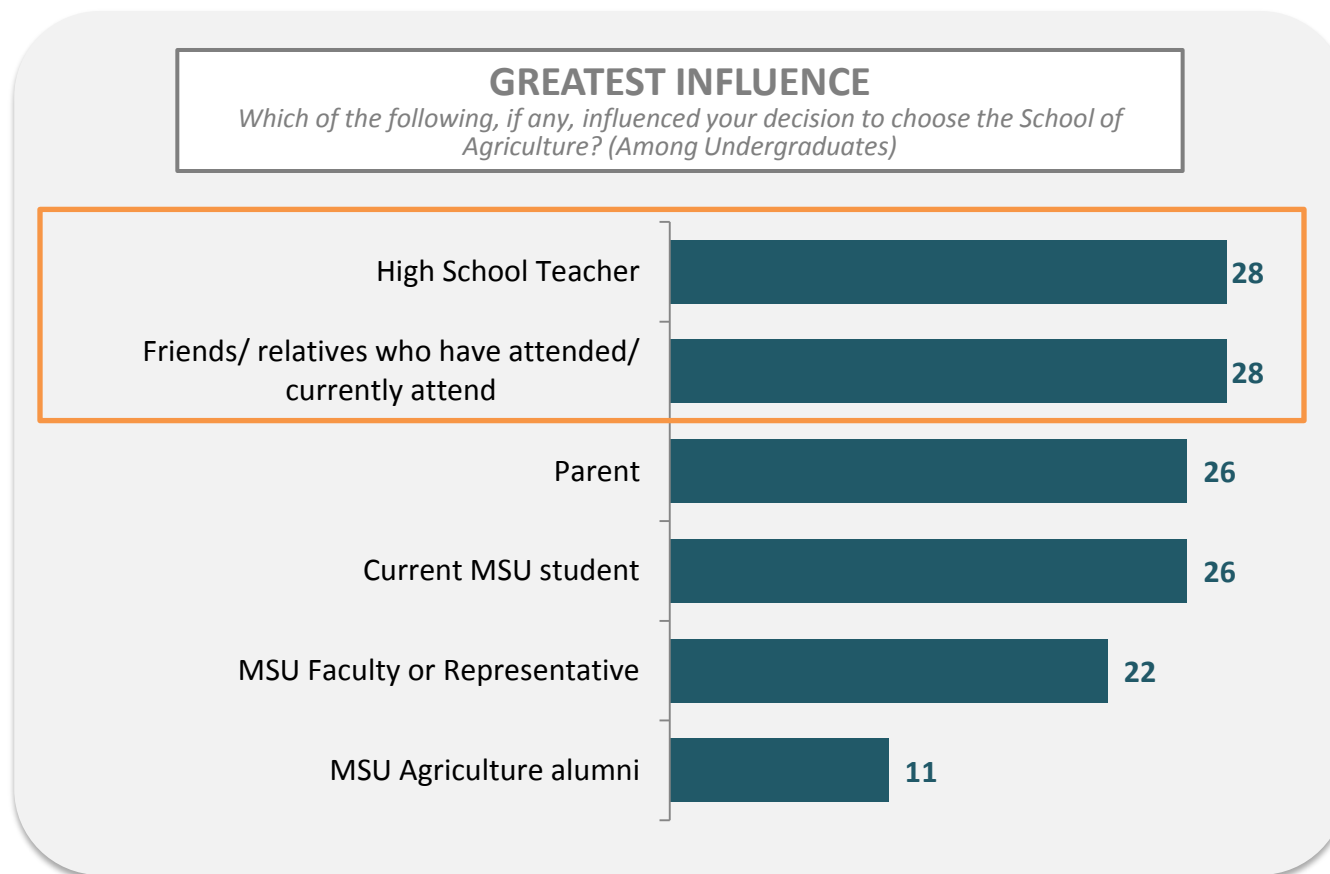
Students are very favorable of all the facilities and events – with over half *very* favorable.



Greatest Influence on Decision to Choose School of Agriculture

High school teachers, friends and relatives played the largest role in influencing students to choose the School of Agriculture.

- MSU alumni are not being fully utilized.



Past Participation in MSU Sponsored Events

While only 1 in 5 took part in MSU sponsored events, those who did attend say the events significantly influenced their decision to choose MSU.

- The District FFA Contest and the Agricultural Expo are most popular and very influential.

PARTICIPATION IN MSU SPONSORED EVENTS BEFORE COLLEGE	Undergraduate
District FFA Contest	22
Agricultural Expo	20
Salute to Agriculture Basketball Game	7
Block and Bridle Livestock Show	4
None of the above	69



Strengths of the School of Agriculture

Students recognize the School of Agriculture as having a strong sense of community and supportive and passionate faculty and staff.

SENSE OF COMMUNITY

*“The **sense of community and family** within the Agriculture Department.”*

–Undergraduate

*“They maintain a very **small-town ‘homey’ atmosphere.** You will **feel right at home.**”*

–Undergraduate

*“The School of Agriculture is **just like a small town.** Everybody knows everybody, everybody is willing to help, and the professors are more like friends than teachers. It is a **homey feeling** at a big university.”* –Undergraduate

*“Every student in the School of Ag. is a friend. Walking into Karls Hall especially, **you feel like a part of something.** Anyone and everyone here is willing to help you achieve your goals.”* –Undergraduate

PROFESSORS ARE PASSIONATE AND HELPFUL

*“The professors are right there on your level and **never too busy to chat or help you out** with something. You can walk into the office at any time and **there is always someone there to help you out.**”*

–Undergraduate

*“All the professors are **extremely intelligent** in their field(s) and are **very involved.**”* –Undergraduate

*“The teachers are **well qualified** and **easy to access.**”*

–Undergraduate

*“**Great teachers.**”* –Undergraduate

68 *Graduate findings for School of Agriculture not reported due to limited sample size (N=1)

Question Text: If you had the opportunity to talk with prospective students interested in coming to MSU to pursue the same major/program as you, what is the one thing you would most want to tell them about the School of Agriculture at MSU?



Recommendations: The School of Agriculture

CURRENT ISSUE: Participation in college sponsored events before college is low, with 69% citing “none of the above.”

HOWEVER → Those who did attend these events, say the events significantly influenced their decision to choose MSU.

- **ADDITIONALLY**, among current students, the School of Agriculture is best known for its strong professors and tight knit community.



KEY OPPORTUNITY: Focus efforts on increasing participation at school sponsored events, and use these events to highlight the school’s strong community and dedicated professors.



Supporting Data

Phase II Full Report — Audience Breakouts



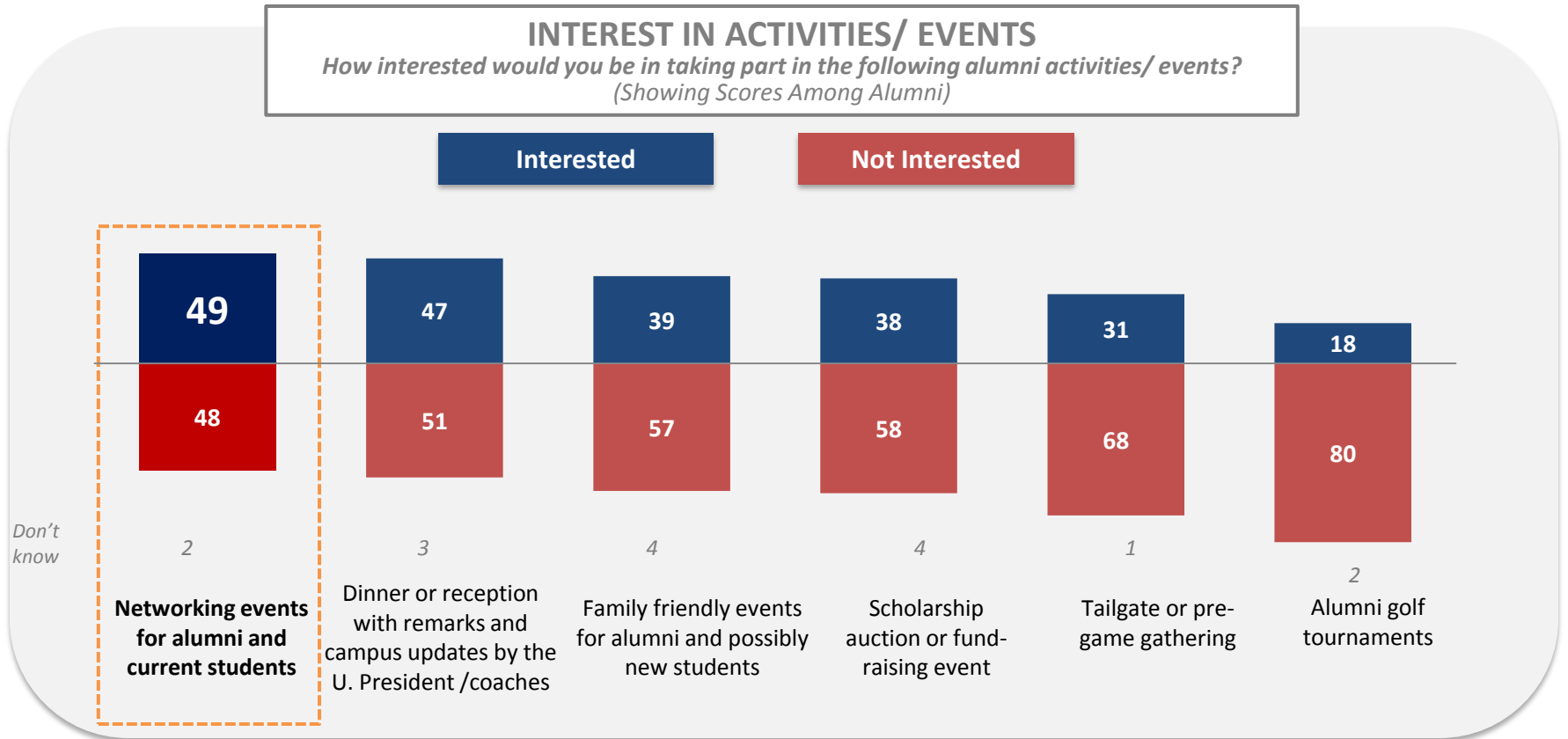


Alumni



Alumni Are Interested in Taking Part in Events That Involve Current Students

With almost half interested in taking part in networking events with current students.



*Question asked of Alumni in Phase II Quantitative Survey



Graduate Students

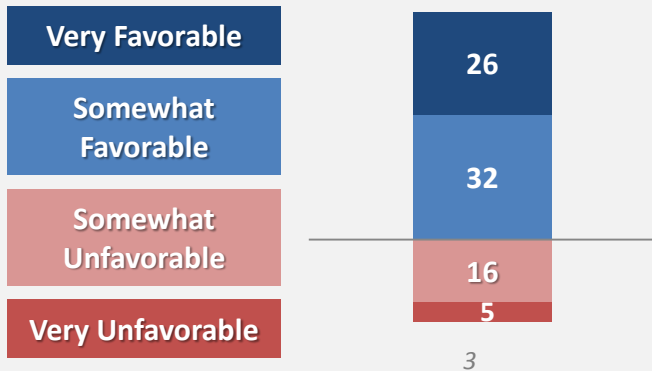


Combined Courses

Graduate students are favorable toward combined classes and view them as beneficial.

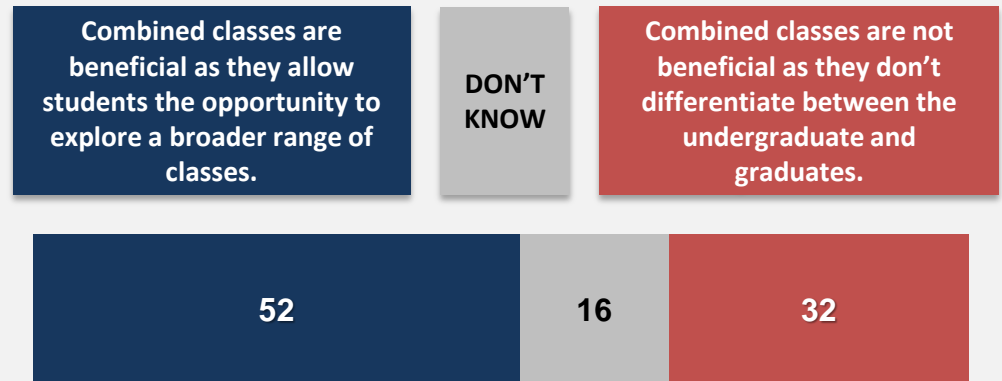
FAVORABILITY

If you have been or are currently in a combined class (containing both graduate and undergraduate students), how favorable would you say you are to the idea of combined classes?



COMBINED CLASSES AS BENEFICIAL

Which of the following is closer to your view?



*Question asked of Graduates in Phase II Quantitative Survey

Course work at MSU

However, over half think the level of instruction varies across classes and fields, particularly online courses.

- Respondents note wanting a more structured online curriculum.

CONSISTENCY ACROSS CLASSES
Which of the following is closer to your view?

The level of instruction at MSU is consistent across classes and fields of study.

DON'T KNOW

The level of instruction at MSU varies across classes and fields of study.

35

9

56

What would you suggest, specifically, in order to improve the graduate programs?

*“More **structured online curriculum**...current [curriculum] has different requirements for different classes and no two classes are the same, makes it very challenging to stay on track!” — Graduate*

*“**Quality standards for online classes**. Some instructors work really hard and have great classes. Others just make you read the book and take tests without ever teaching you anything, so you are basically teaching yourself the material without any guidance.” — Graduate*

*Question asked of Graduates in Phase II Quantitative Survey

Suggestions for Improving the Graduate Program

Suggestions include the number and variety of courses offered, both online and traditional, internship and career support and communication between departments.

GREATER VARIETY OF CLASSES/ CLASS TIMES

"More options for one class each semester. Class fills too quickly causing classes needed to graduate to close before some can even register."

"Offer the option to 'build' individualized graduate programs."

"If you are going to offer evening classes, make sure they are after normal work hours."

COMMUNICATION BETWEEN DEPARTMENTS

"Better communication between each department."

"Advertise the programs to more undergrad students. I have a BS in Econ from MSU, but because I was not part of COBA, I didn't know about the accelerated master's program and knew very little about the MBA program."

NUMBER AND QUALITY OF ONLINE COURSES

"More courses offered for full-time professionals seeking graduate degrees outside of normal business hours & more online options."

"Make more classes available online with instructors who are all comfortable and effective with online instruction."

"More online classes for working individuals."

INTERNSHIPS/ CAREER INFORMATION

"Greater availability of assistantships, internships, maybe a Career Center just for graduate students as their needs can be quite different."

"Improve the career help and opportunities for graduate students."

*Question asked of Graduates in Phase II Quantitative Survey

Messages — Evaluating MSU's Brand

Graduate students view information about assistantship offerings to be extremely compelling.

TITLE	MESSAGE TEXT	SCORE
Graduate Assistantships	At MSU, graduate students have the opportunity to take part in a variety of graduate assistantships. These assistantships not only help students with the financial burdens of college, but enhance learning and experience at the graduate level. Graduate assistantships are offered in both administrative and academic areas and involve administrative, research and/or teaching responsibilities and cover up to 15 hours of graduate coursework.	201
Faculty and Staff	MSU is committed to providing students with the highest quality education. Nearly 90 percent of MSU's 700 full-time faculty members have a doctorate or the highest degree in their field.	159
Public Affairs Mission	MSU is committed to a statewide mission in public affairs, with a focus on ethical leadership, cultural competence, and community engagement. Across the campus, there are numerous ways to engage in public affairs activities, including volunteer opportunities, conferences, speakers' series, film series, and service activities	152
Community Involvement	In furthering its public affairs mission, MSU has launched a number of programs that integrate traditional classroom work with service to the community. Several courses offer the option of a service-learning component, allowing students to earn course credits while doing volunteer work for an organization that is close to them	150
Financial Aid	MSU takes pride in its level of financial support, and is committed to working with its students to fit even the most unique needs. Along with a range of student employment opportunities and assistantships, 75% of MSU students currently receive some form of financial aid.	142
Graduate Funding	At Missouri State, graduate students are provided the opportunity to work with top-tier faculty and engage in specified research within their chosen field. In 2011-2012 alone, Missouri State received nearly \$19 million in grant and research funding.	142
Programs	MSU is the state's second largest university, offering more than 150 undergraduate majors and more than 50 graduate programs, many of which are the strongest and largest in the state. MSU's offerings are also top of the line – with more than 300 student organizations, Division I NCAA athletics and vibrant city life in the heart of Springfield.	130
Graduate Programs	MSU takes pride in the breadth of programs and offerings at the graduate level. MSU graduate students have the opportunity to choose from more than 50 master's, specialist and doctoral programs, as well as 20 graduate certificate programs.	123

**Question asked of Graduates in Phase II Quantitative Survey*

Score = net believability + 2 much more favorable*



Undergraduate Students



Messages — Evaluating MSU's Brand

Undergrads view information about faculty and staff to be most compelling.

TITLE	MESSAGE TEXT	SCORE
Faculty and Staff	MSU is committed to providing students with the highest quality education. Nearly 90 percent of MSU's 700 full-time faculty members have a doctorate or the highest degree in their field.	199
Financial aid	MSU takes pride in its level of financial support, and is committed to working with its students to fit even the most unique needs. Along with a range of student employment opportunities and assistantships, 75% of MSU students currently receive some form of financial aid.'	174
Programs	MSU is the state's second largest university, offering more than 150 undergraduate majors and more than 50 graduate programs, many of which are the strongest and largest in the state. MSU's offerings are also top of the line – with more than 300 student organizations, Division I NCAA athletics and vibrant city life in the heart of Springfield.	168
Tagline Test	At Missouri State, we want you to follow your passion through your pursuit of a major, your involvement with student organizations, your volunteer work in the community, and all aspects of your college life. And we are committed to helping you find your place by connecting you with those organizations and opportunities and, after you graduate, to helping you find your place in your career or graduate school.'	168
Affordability	MSU is committed to providing the highest quality of education while remaining among the most affordable public universities. Not only are MSU's overall costs lower than state and national averages, but MSU offers among the lowest room and board rates in the state.	160
Experience	MSU allows students to gain a worldwide perspective while enjoying the benefits of a small town experience. The Springfield campus includes a community of more than 20,000 students, from nearly every state in America and from over 85 countries.'	158
Public affairs mission	MSU is committed to a statewide mission in public affairs, with a focus on ethical leadership, cultural competence, and community engagement. Across the campus, there are numerous ways to engage in public affairs activities, including volunteer opportunities, conferences, speakers' series, film series, and service activities. 72. In furthering its public affairs mission, MSU has launched a number of programs that integrate traditional classroom work with service to the community. Several courses offer the option of a service-learning component, allowing students to earn course credits while doing volunteer work for an organization that is close to them.	153
Undergrad	MSU is dedicated to ensuring diversity and inclusion across the campus and the greater Springfield community. That's why MSU has taken on a 5-year commitment to enhance the diversity of its campus and build an inclusive community in greater Springfield.	132

*Question asked of Undergraduates in Phase II Quantitative Survey

Score = net believability + 2* much more favorable



Prospective HS Students



Messages – Evaluating MSU’s Brand

- ‘Financial aid’ and ‘programs’ are the top messages among prospective students.
- Parents find ‘community involvement’ and ‘faculty and staff’ to be the most engaging.
- ‘Public affairs mission’ is the weakest performing message across audiences.

TITLE	MESSAGE TEXT	Students	Parents
Financial Aid	MSU takes pride in its level of financial support, and is committed to working with its students to fit even the most unique needs. Along with a range of student employment opportunities and assistantships, 75% of MSU students currently receive some form of financial aid.	139	164
Programs	MSU is the state's second largest university, offering more than 150 undergraduate majors and more than 50 graduate programs, many of which are the strongest and largest in the state. MSU’s offerings are also top of the line – with more than 300 student organizations, Division I NCAA athletics and vibrant city life in the heart of Springfield.	137	158
Community Involvement	In furthering its public affairs mission, MSU has launched a number of programs that integrate traditional classroom work with service to the community. Several courses offer the option of a service-learning component, allowing students to earn course credits while doing volunteer work for an organization that is close to them.	135	182
Faculty and Staff	MSU is committed to providing students with the highest quality education. Nearly 90 percent of MSU’s 700 full-time faculty members have a doctorate or the highest degree in their field.	134	180
Public Affairs Mission	MSU is committed to a statewide mission in public affairs, with a focus on ethical leadership, cultural competence, and community engagement. Across the campus, there are numerous ways to engage in public affairs activities, including volunteer opportunities, conferences, speakers' series, film series, and service activities.	112	150

*Question asked of Prospective HS in Phase II Quantitative Survey

Score = net believability + 2* much more favorable



Prospective Transfer Students



Messages — Evaluating MSU's Brand

'Programs' is the top performing message among prospective transfers.

TITLE	MESSAGE TEXT	All
Programs	MSU is the state's second largest university, offering more than 150 undergraduate majors and more than 50 graduate programs, many of which are the strongest and largest in the state. MSU's offerings are also top of the line — with more than 300 student organizations, Division I NCAA athletics and vibrant city life in the heart of Springfield.'	183
Community Involvement	In furthering its public affairs mission, MSU has launched a number of programs that integrate traditional classroom work with service to the community. Several courses offer the option of a service-learning component, allowing students to earn course credits while doing volunteer work for an organization that is close to them.'	164
Financial Aid	MSU takes pride in its level of financial support, and is committed to working with its students to fit even the most unique needs. Along with a range of student employment opportunities and assistantships, 75% of MSU students currently receive some form of financial aid.	158
Public Affairs Mission	MSU is committed to a statewide mission in public affairs, with a focus on ethical leadership, cultural competence, and community engagement. Across the campus, there are numerous ways to engage in public affairs activities, including volunteer opportunities, conferences, speakers' series, film series, and service activities.	155
Faculty And Staff	MSU is committed to providing students with the highest quality education. Nearly 90 percent of MSU's 700 full-time faculty members have a doctorate or the highest degree in their field.	120

*Question asked of Prospective HS in Phase II Quantitative Survey

Score = net believability + 2* much more favorable



College Demographics



Demographics For College Specific Reads

Please identify your gender.	All	Undergrad	Grad
Male	34	31	50
Female	66	69	50

Which of the following best describes your ethnic or racial background?	All	Undergrad	Grad
White, Caucasian, European, European-American	83	86	66
Black, African-American, Caribbean, African, Caribbean-American	4	4	1
Hispanic, Latino, Latin American	3	3	3
Asian-American, Asian, Pacific Islander	5	3	22
Arab, Middle Eastern	0	0	2
American Indian, Native American	0	1	0
2 or more races	2	3	1
Other	1	1	3
Don't know	1	0	3