

Fall 2009 “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 Sept. 15, 2009, 469 survey responses 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
441	18

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

Top 11 responses:

- University of Missouri – Columbia (88)
- Truman State University (33)
- Southeast Missouri State University (22)
- University of Central Missouri (18)
- Ozarks Technical Community College (13)
- Drury University (12)
- Southwest Baptist (12)
- Missouri University of Science and Technology (11)
- University of Arkansas – Fayetteville (11)
- Saint Louis University (8)
- College of the Ozarks (8)

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
It is less expensive for me to attend the other institution	110	95	122	85	57
The other institution has a better academic program in my chosen field(s)	100	143	75	8	143
I received a better scholarship offer from the other institution	120	119	94	38	98
The location of the other institution is better for me	140	170	45	9	105
I received better service from the other institution	47	78	128	23	193

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
291	128	18	6

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

Yes	No	Not Sure
37	233	130

Question 8. Please indicate where you are from:

- St. Louis / Southeast Missouri (189)
- Kansas City / Northwest Missouri (73)
- Southwest Missouri (72)
- Another area in Missouri (61)
- Another state or country (59)