

Fall 2010 “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 Aug. 2, 2010, 283 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
275	4

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

Top 12 responses:

- University of Missouri – Columbia (36)
- Truman State University (19)
- Southeast Missouri State University (11)
- University of Missouri – Kansas City (11)
- University of Arkansas – Fayetteville (9)
- University of Central Missouri (9)
- Drury University (8)
- College of the Ozarks (7)
- St. Louis Community College (7)
- Lindenwood 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
It is less expensive for me to attend the other institution	81	48	69	56	29
The other institution has a better academic program in my chosen field(s)	65	88	46	10	74
I received a better scholarship offer from the other institution	98	59	50	21	55
The location of the other institution is better for me	89	84	54	4	52
I received better service from the other institution	39	43	84	23	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
180	76	17	4

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

Yes	No	Not Sure
29	145	103

Question 8. Please indicate where you are from:

- St. Louis / Southeast Missouri (124)
- Kansas City / Northwest Missouri (24)
- Southwest Missouri (48)
- Another area in Missouri (36)
- Another state or country (42)