

Executive Summary of Transfer Survey – OTC (Fall 2011)

87 Respondents to Survey

- The largest majors cited were Elementary Ed and undecided, with 6 each.
- 37.3% were 21 or younger, 30.1% were 22-24, and 32.6% were 25 or older.
- 67.5% female & 91.6% white/Caucasian.
- 58.6% indicated they knew they were going to transfer to MSU when they enrolled at OTC and 33.3% decided while at OTC.
 - o This is interesting because 60.9% said they considered another college as a transfer destination
 - o Other schools considered included Drury – 15, Mizzou – 10, Oklahoma – 3 and several with 2
- 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	84.9%	61.5%	32.7%
Cost	87.2%	76.9%	15.4%
Academic Quality	88.4%	32.7%	50.0%
Scholarships	57.0%	21.2%	67.3%

- o **Observation: Academic quality is slightly more important than location and cost, yet only a small percentage think we were better than the competition (29%) and most thought we were just as good (60%). When compared against “prestigious” schools, fewer think we’re better and more think we are the same (similar to what we saw with other surveys this year).**
- o **Observation: While a majority identified scholarships as important (barely, 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 anyone (as seen later in the report)**
- o **Location was a much more important factor for the OTC students than it was for the other 2yr or 4yr survey takers, as we would expect.**
- Students were asked which of the following they used (could select more than one), and then asked to rank how helpful they were.

Service/tool	Utilized	Extremely or Very Helpful (FA11)	Ex. or Very Helpful (FA10)
MSU Transfer Guides	68.6%	87.9%	76.6%
MSU Help Desk at OTC	48.8%	73.1%	75.5%
MSU Website	84.9%	76.4%	69.1%
MSU’s OTC-specific Website	29.1%	83.3%	85.7%
None	3.5%		

- o **Observation: Transfer guides and OTC Help Desk both saw significant increases in “utilized” percentages. However, we still need to continue to find ways to promote the OTC-specific website, MSU help desk at OTC and our transfer guides.**
- When students were asked what they used our website for, the most common responses were “review majors/class schedule/registering” (22), “transfer equivalencies” (19), “admission process” (17), “next steps after admission” (14) and “directory info” (14).
 - o **Observation: We need to continue to remember that while many of these students indicated they planned on transferring to MSU from the start, there was also the indication that they were considering at least one other school (60.9%), so these students are shopping. Our website will need to continue to provide up-to-date, easy to understand, transfer-friendly info.**
- 47.1% of students indicated they had asked their OTC advisor about transferring credit to MSU.
 - o 60% indicated that the advisor was helpful in providing information needed to assist in transferring to MSU
 - o 50% considered the advisor helpful in selecting pre-reqs for MSU that could be completed at OTC.
- 31.8% made their first contact with MSU just 1-3 months prior to enrolling, and 31.8% did so 4-6 months in advance.
- 67.1% of respondents received an Associate’s degree.
- 80.0% felt their OTC credit transferred the way they expected.
 - o The main area of complaint for those who had issues was the feeling that a course they took was similar to one they are being required to take at MSU.

- 67.5% felt that day classes were appealing, 9.6% are interested in evening classes, 9.6% in online courses and 12.1% indicated that the combination of evening and online would be interesting. **Observation: Drury attracts many of OTC's "evening" students, while we get mostly those interested in "day" classes, 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 (14 students), and 11 of these students indicated they were likely to attend without it.
- 98.8% applied for financial aid, with 72.0% satisfied with their service and 14.6% neutral (both increases over last year).
- Only 3 of these students are living in the residence halls.
- 66.3% found the online transfer orientation helpful, with 24.1% neutral.
- Students indicated the learned how to register through the Transfer To Do Checklist (63.9%), the website (57.8%), calling Admissions (22.9%) calling their academic department (33.7%), or through the online orientation (30.1%) – 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 – 75.3%

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

	FA11	FA10
▪ Advice from MSU advisor	90.2%	85.6%
▪ Ease of scheduling appointment with advisor	87.8%	83.1%
▪ Time spent with MSU advisor	86.6%	81.2%
▪ Explanation of degree requirements by MSU advisor	86.6%	80.5%
▪ Process of registering	86.6%	78.0%
▪ Understanding of Transfer Evaluation of Credit	84.2%	78.8%

- o All indications of satisfaction were improvements over the previous year.
- The Public Affairs mission was not a big factor for students in their transfer decision, with only 2.4% indicating it was a main reason for choosing MSU, and 20.5% indicating it wasn't a main factor, but was important.
- **89.2% indicated they were satisfied with their decision to transfer to MSU, and 6.0% were neutral.**
- Students were asked about the following services:

Service	I would have like more info	Interested in Using
Bear CLAW	22.9%	30.1%
Career Services	28.9%	30.1%
Taylor Health & Wellness	32.5%	24.1%
Student Organizations	27.7%	34.9%
Intramurals	14.5%	16.9%
Athletics	15.7%	21.7%
None of the above	31.3%	21.7%

- o **Observation: Each of the transfer students registered at least one month prior to the start of the semester received a CD with information on opportunities to get involved at MSU. All transfer students with 24 or more transferable hours were required to complete an online transfer orientation.**
- o **The findings above are similar to last year.**
- 60.2% said they felt connected at MSU, with 28.9% neutral. When asked what MSU could do to strengthen their connection with MSU, respondents had two main comments: 1) nothing, I feel connected/I'm not looking to connect (I'm older, I commute, I have a family, I work, etc., etc.), and "transfer more of my classes".
- When asked about especially positive experiences regarding MSU, 62 comments were made. Overwhelmingly, they fell into two categories: 1) Faculty/staff were very friendly, and 2) the process of transferring was easy.
- When asked about especially frustrating experiences regarding MSU, 55 comments were made. Interestingly, one of the most popular comments was "none". Of the others, most related to financial aid concerns, class scheduling/availability and overall customer service.
 - o When asked to suggest ways to better serve students 16 suggestions were offered. No consistent themes were noticed, though.