

**Survey Results
& Analysis**

for

**Office of Enrollment Research and Planning Customer
Survey**

August 2010

Enrollment Research and Planning

Executive Summary

This report contains a detailed statistical analysis of the results to the survey titled *Office of Enrollment Research and Planning Customer Survey*. The results analysis includes answers from all respondents who took the survey in the 20 day period from Wednesday, May 26, 2010 to Tuesday, June 15, 2010. 55 completed responses were received to the survey during this time (a 40% response rate).

Respondents were from across the University including academic, administrative, and student services.

We were pleased with the results which indicated a high level of satisfaction overall. We have reviewed the comments, criticisms, and suggestions and can report the following:

Suggestion That Has Been Implemented

It was suggested that we develop a report on the major of admitted new undergraduates. We have developed a report that will come out four times during the fall admissions cycle. The first of these reports was distributed in July. There will be a second later in August.

Suggestions That We are Working on

It was suggested that we expand the fall factbook and disseminate the report more broadly. We will post more of the factbook pages to our website after the next factbook is completed. We will send additional notices of the availability of pdf versions of the factbook after completion. In regards to expansion of the factbook, if you have any suggestions of what else you'd like to see included, please let me know (mduggan@suffolk.edu).

It was suggested that we do a newsletter for each semester. We actually used to do this. We will bring the fall and spring semester newsletters back starting with the fall 2010 semester. The newsletter will include enrollment and admission data as well as some key survey findings and links to reports.

One of the respondents suggested that we add more explanations and keys to go with our reports, charts, and tables. We will work on this.

Inquiries regarding "Live" Excel reports - Some of you are aware that we have implemented a new reporting program called Informer that in some cases allows us to produce reports based in Excel that the end-user can run at any time and that produces "live" data from the system. Please note that not all reports that we produce or that are requested can be done in Informer; this includes the admissions reports, financial aid reports, budget reports, and enrollment reports, the natures of which will not allow

compatibility with Informer. However, every effort will be made to integrate report requests with Informer if the nature of the request allows it.

Things Beyond Our Control

Dissemination of enrollment reports – we have been told on occasion by the External Affairs Office not to release reports. As many of you know, we do many reports on a scheduled basis. If you do not get a report that you usually receive, the reason may well be a “hold order”. If you need a report or set of data, please let us know and we will forward your request asap to the External Affairs Office.

A respondent to the survey expressed a concern that our reports are slanted because we report to Vice-president Dennis. First, all of us in Enrollment Research and Planning are committed to providing the most accurate data we can. We do not slant data at anyone’s request. What often happens is that an office will request data from us and report the data. Once the data leaves our hands, we lose any ability to control how it is used or reported.

A couple of respondents thought that Enrollment Research had taken over alumni surveying and reporting. We have not! We were asked to help develop a five year out survey and did so. The status of the survey is in limbo. We were told not to proceed with it at this point.

There were a few comments about the weekly admission report and suggestions for changes. We have put these suggestions on the table with the directors of admission and the VPs of Enrollment. If they think the suggestions will be helpful, we will certainly implement them.

Survey Results & Analysis

To what extent to do you agree with the following statements about the Office of Enrollment Research and Planning:

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|-----------------------|---------------|----------------|-----------------|--------------------------|
| Information received from Enrollment Research meets my needs | 40.7% (22) | 42.6% (23) | 11.1% (6) | 3.7% (2) | 1.9% (1) |
| Information received from Enrollment Research is dependable and accurate | 41.5% (22) | 39.6% (21) | 15.1% (8) | 1.9% (1) | 1.9% (1) |
| Information is provided from Enrollment Research in a timely manner | 37.0% (20) | 37.0% (20) | 16.7% (9) | 9.3% (5) | 0.0% (0) |
| Information is provided from Enrollment Research in an useful format | 44.4% (24) | 38.9% (21) | 11.1% (6) | 5.6% (3) | 0.0% (0) |
| Information provided from Enrollment Research is clear and understandable | 46.3% (25) | 33.3% (18) | 18.5% (10) | 1.9% (1) | 0.0% (0) |
| I plan to use the services of the Office of Enrollment Research again | 63.0% (34) | 25.9% (14) | 9.3% (5) | 0.0% (0) | 1.9% (1) |
| I would recommend the services of the Office of Enrollment Research to others | 51.9% (28) | 29.6% (16) | 16.7% (9) | 0.0% (0) | 1.9% (1) |
| The Office of Enrollment Research has had a definite positive influence upon Suffolk University | 40.7% (22) | 31.5% (17) | 25.9% (14) | 0.0% (0) | 1.9% (1) |

To what extent to you agree with the following statements about Staff members in the Office of Enrollment Research and Planning:

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|-----------------------|--------------|----------------|-----------------|--------------------------|
| Enrollment Research staff members are courteous and friendly | 71.7% (38) | 28.3% (15) | 0.0% (0) | 0.0% (0) | 0.0% (0) |
| Enrollment Research staff members are available and approachable | 66.0% (35) | 28.3% (15) | 5.7% (3) | 0.0% (0) | 0.0% (0) |
| Enrollment Research staff members demonstrate integrity and ethical behavior | 67.9% (36) | 22.6% (12) | 9.4% (5) | 0.0% (0) | 0.0% (0) |
| Enrollment Research staff members demonstrate creativity and initiative | 43.4% (23) | 26.4% (14) | 28.3% (15) | 1.9% (1) | 0.0% (0) |
| Enrollment Research staff members have the appropriate knowledge and skills to meet my needs | 50.9% (27) | 30.2% (16) | 18.9% (10) | 0.0% (0) | 0.0% (0) |
| Enrollment Research staff members listen and make an effort to understand their customers' needs | 58.5% (31) | 32.1% (17) | 9.4% (5) | 0.0% (0) | 0.0% (0) |
| Enrollment Research staff members show interest in receiving feedback and improving performance | 41.2% (21) | 17.6% (9) | 39.2% (20) | 0.0% (0) | 2.0% (1) |

I have used this product/service:

| | Very Often | Often | Occasionally | Seldom | Never |
|--|-------------------|--------------|---------------------|---------------|--------------|
| Fall Admission and Enrollment FactBook | 17.6% (9) | 29.4% (15) | 27.5% (14) | 5.9% (3) | 19.6% (10) |
| Admission Report | 42.6% (23) | 24.1% (13) | 11.1% (6) | 11.1% (6) | 11.1% (6) |
| Expected Back Report | 9.8% (5) | 7.8% (4) | 13.7% (7) | 9.8% (5) | 58.8% (30) |
| Report of the Results of the First Year Student Survey | 11.5% (6) | 17.3% (9) | 15.4% (8) | 5.8% (3) | 50.0% (26) |
| Report of the Results of the Graduating Senior Surveys | 13.5% (7) | 17.3% (9) | 23.1% (12) | 7.7% (4) | 38.5% (20) |
| Study of First Year Student Retention | 8.0% (4) | 12.0% (6) | 18.0% (9) | 16.0% (8) | 46.0% (23) |
| Links to Enrollment Research and Planning-Related sites | 4.0% (2) | 2.0% (1) | 22.0% (11) | 20.0% (10) | 52.0% (26) |
| Presentation by Enrollment Research and Planning Staff members at meetings | 3.8% (2) | 5.8% (3) | 17.3% (9) | 3.8% (2) | 69.2% (36) |
| Assistance with the design and administration of surveys | 1.9% (1) | 11.5% (6) | 25.0% (13) | 5.8% (3) | 55.8% (29) |
| Information Request Form found on the Enrollment Research Website | 8.0% (4) | 10.0% (5) | 20.0% (10) | 10.0% (5) | 52.0% (26) |
| Contacted an individual Enrollment Research Staff member for information | 20.8% (11) | 26.4% (14) | 32.1% (17) | 5.7% (3) | 15.1% (8) |

Please rate your satisfaction with the following products/services (if used).

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|--|-----------------------|------------------|----------------|---------------------|--------------------------|
| Fall Admission and Enrollment FactBook | 38.6% (17) | 43.2% (19) | 15.9% (7) | 0.0% (0) | 2.3% (1) |
| Admission Report | 22.9% (11) | 58.3% (28) | 14.6% (7) | 4.2% (2) | 0.0% (0) |
| Expected Back Report | 18.4% (7) | 18.4% (7) | 57.9% (22) | 2.6% (1) | 2.6% (1) |
| Report of the Results of the First Year Student Survey | 20.5% (8) | 23.1% (9) | 53.8% (21) | 0.0% (0) | 2.6% (1) |
| Report of the Results of the Graduating Senior Surveys | 20.0% (8) | 20.0% (8) | 55.0% (22) | 2.5% (1) | 2.5% (1) |
| Study of First Year Student Retention | 15.4% (6) | 28.2% (11) | 51.3% (20) | 2.6% (1) | 2.6% (1) |
| Links to Enrollment Research and Planning-Related sites | 15.0% (6) | 12.5% (5) | 70.0% (28) | 2.5% (1) | 0.0% (0) |
| Presentation by Enrollment Research and Planning Staff members at meetings | 13.2% (5) | 21.1% (8) | 65.8% (25) | 0.0% (0) | 0.0% (0) |
| Assistance with the design and administration of surveys | 24.4% (10) | 24.4% (10) | 51.2% (21) | 0.0% (0) | 0.0% (0) |
| Information Request form found on the Enrollment Research Website | 15.8% (6) | 31.6% (12) | 50.0% (19) | 2.6% (1) | 0.0% (0) |
| Information received from contacting a specific ERP Staff | 45.5% (20) | 38.6% (17) | 15.9% (7) | 0.0% (0) | 0.0% (0) |

What do you feel are the strengths of the Office of Enrollment Research and Planning?

Always responsive to needs

efficient and timely information

I think one of the strengths of this office is the fact that they are willing to work with you and the information that you are requesting. They go the extra step to make sure that you have all of the information that you need to get the specific outcome you are trying for.

Accuracy and timeliness. Almost everyone is extremely courteous and approachable.

Very accessible, reliable and efficient

Jake, Barb and Megan! The staff.

The Office of ERP works hard to provide accurate dependable data on student enrollment

Ability to provide information and collect information.

The strengths are that you maintain all of the information that would take too many hours out of my day to try and maintain

Your people are quite knowledgeable and your reports are effective.

Staff friendliness and willingness to help Open to work on new project Timely

Very helpful

Friendly and cooperative

meeting individual needs and the professionalism and responsiveness of the members of the department

Responsiveness to requests for information

Knowledge about research and surveys

consistency in providing this information in a timely and structured way

Willingness to help find answers to questions

Professional and Institutional knowledge.

You ask what people think about you!

Accessibility Thoroughness

Good analysis, timely information

Your willingness to understand the end user.

Very prompt and helpful staff.

Staff

Providing data in a timely manner.

What are areas of improvement for the Office of Enrollment Research and Planning?

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| mmmm... I'm not sure who will be reading these results |
| Why mess with perfection. :-) |
| n/a |
| Properly understanding and evaluating data is a tricky business and I think some additional guidance would be desirable. |
| The expected back report for graduate students is utterly irrelevant. |
| Ask questions that shed light on student environmental attitudes, practices, and interests. |
| Getting out easily understandable accurate numbers for programs (not always your fault) |
| I'd like to see a by-major breakdown of admitted students. It would help significantly in planning. |
| Making departments aware of this useful resource. |
| Turnaround time for mailing lists |
| Like to see an expanded fact book disseminated more broadly |
| Sometimes could be a little faster but, when asked to rush, they do! |
| Timeliness |
| often reports are not in a format that gives the whole picture of a particular topic- we will see percentages without hard numbers, making it hard to develop real analysis and comparison, or true meaning of data is hidden- a perfect example being the admissions report where a true sense of the incoming class is found in NET DEPOSITS, yet we need to sift through the report to find such valuable information. |
| The Dept Chairs often have information needs that could be incorporated into current data collection but are not yet. |
| Cross-functional training. |
| None. |
| Proactive search for ways to be help |
| No specific suggestions |
| More explicit keys and explanations of how the data was/is organized so we interpret your charts more clearly. |
| Long lead time required for information request. However, when I needed something sooner they were able to move the request through more quickly. |

Follow-up of alumni employment and/or graduate study (actual rather than planned)

As someone who works in the arena of admissions/enrollment but not directly in the UG, Grad Admissions office, I think it would be good to have more contact from the enrollment office. I would like to receive admissions reports etc.

Sometimes I have had to submit requests for data more than once.

What could or should the Office of Enrollment Research and Planning do differently?

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| n/a |
| I like that I can walk over and ask them my questions- very approachable. |
| Perhaps a bit more transparency would be advisable, although this shortcoming may be due to polices external to the Office of ERP |
| Fix the expected back report for graduate students by examining who is actually still here and who is not. |
| You should be able to see a history of the requests you have placed on their website and be able to use those to generate new requests instead of having to start from scratch. I usually request the same type of info from them and it would be convenient to be able to refer to a previous request and just change the timeframe on it. |
| Perhaps use the "live" programs that the registrar's office has just started using, that way departments can access their information without having to bother you. |
| see 6 |
| Work with grad students and law school students. |
| Serve in a more independent fashion- your reports and output often seemed filtered through the needs and desires of VP Dennis which means you often seem to lose credibility because the data seems to be tainted by her needs and is not an accurate reflection of actuality. |
| Meet with Department Chairs and/or SBS Deans (particularly Levesque) to revise current surveys so that more on point information can be collected. |
| See 6) |
| An e-newsletter sent out quarterly with availability of specific different reports and what you are working on. |
| I believe you should take over the alumnae data gathering functions. Examples include the post retirement employees, |
| More closely track application yields from the territories traveled by admission counselors. |
| No specific suggestions |
| Provide all the data online so I can access it anytime without requesting it. |
| Format of the weekly admission report - seems like the "net deposited" figures should be on page 1, and probably need to include a breakdown of net deposited for housing vs. not. Maybe call the "deposited" column on page 1 "Gross Deposits" and add a column next to it called "Net Deposits" - break out the housing status. |

Is there any other feedback you would like to provide about the Office of Enrollment Research and Planning

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| Great office, Great people. |
| I really appreciate the speed that the office turns around list requests. |
| I appreciate the timely manner in which my request(s) have been fulfilled and the insight from the staff is always valuable. Thanks for all that you do! |
| This past year up-to-date statistics were sometimes not made available as frequently or as quickly as in previous years. Once again, this may be due policies external to the Office of ERP. |
| I look forward to learning more the information the office has released and how I can work with the office effectively. I am excited to be started a partnership with them regarding campus sustainability. |
| no - Keep up the good work |
| I've always enjoyed working with them and have found them very helpful. |
| I appreciate your office being a resource when I have research questions |
| I've never had a reason to use your services...at least not that I know of. Many of these reports you indicate, I never see. |
| staff is wonderful customer oriented and talented, but not allowed to do the work to dig in to true issues and is instead hampered by a set of surveys and reports that do not tell enough of the story practitioners need |
| Staff is always very responsive and courteous. Thank you! |
| Although I not seen many documents with this flaw lately, the practice of comparing the budget to actual is rationalized, The problem here is that the that many budget base lines are used -- depending on what makes us look good. For example, new student credit hours may be compared to budget, while returning students credit hours may be compared to an average of several team s first throws. |
| Good work...keep it up! |
| N/A |
| Need breakdown of student enrollment from Midwest states for recruiting purposes. Can't seem to get that information..... |