

# Creating a Culture of Inquiry

Division of Student Affairs  
Leadership Retreat  
January 5, 2012

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# New Student Survey

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Administered in September, 2011 to first year and new transfer students.

- ▶ 1619 invited to participate
- ▶ 618 respondents, 38% overall response rate
- ▶ FY response rate = 38.2%
- ▶ Transfer response rate = 37.1%

Non-response study indicates respondents are relatively representative of the group as a whole

Administered annually since 2005

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Fall 2011  
First Year Results





# Reasons for Attending UC Merced

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Top five reasons for attending UC Merced selected by the 2011 first years as “very important” were:

1. Financial aid offer
2. Opportunity to be part of a new campus
3. Small size of the campus
4. Reputation of campus and UC system
5. Opportunity to work closely with faculty



# Longitudinal Reasons for Attending

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- ▶ Increase in “Very Important” 2005 to 2011
  - ▶ Campus visit (13.2 to 38.8)
  - ▶ Friendliness/helpfulness of staff (28.5 to 51.7) and faculty (30.2 to 52.3)
  - ▶ Financial Aid offer (22.5 to 64.9)
  - ▶ Not offered FA by preferred campus (5.2 to 22.8)
- ▶ Decrease in “Very Important” 2005 to 2011
  - ▶ Personal attention from faculty and staff (71.9 to 55.5)
  - ▶ Opportunity to work closely with faculty (69.7 to 58.2)



# Satisfaction with College Experiences

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	Percentage non-NA Respondents			NA
	Very Satisfied	Somewhat Satisfied	Very Dissatisfied	
<b>Opportunities to explore the community</b>	55	41	4	3
<b>Opportunities to make new friends</b>	66	32	2	1
<b>Opportunities to get involved on campus outside the classroom</b>	52	45	3	5
<b>Overall sense of community among students</b>	56	42	3	2
<b>Overall college experience</b>	53	43	3	< 1



# Satisfaction with Academic Services

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	Percentage of non-NA Respondents			NA
	Very Satisfied	Somewhat Satisfied	Very Dissatisfied	
<b>Academic advising</b>	55	42	2	16
<b>Registration process</b>	52	44	4	3
<b>Financial aid services</b>	61	34	5	9
<b>Library services</b>	76	23	1	5
<b>Tutoring or other academic assistance</b>	60	38	2	29
<b>Career Center services</b>	58	40	2	34



# Satisfaction with Wellness Services

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	Percentage of non-NA Respondents			NA
	Very Satisfied	Somewhat Satisfied	Very Dissatisfied	
<b>Student Health Center</b>	62	35	3	36
<b>Psychological Counseling</b>	61	39	< 1	57
<b>Recreational Programs</b>	61	35	4	30





# Satisfaction with Services

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	Percentage of non-NA Respondents			NA
	Very Satisfied	Somewhat Satisfied	Very Dissatisfied	
Dining Commons	27	54	19	7
The Lantern	50	47	4	13
The Marketplace	45	45	10	18
Housing services	57	39	4	18
Cat Tracks/Welcome Week	48	39	13	27
Cat Tracks/Fall Semester	52	39	10	12



# Satisfaction with Events

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	Percentage of non-NA Respondents			NA
	Very Satisfied	Somewhat Satisfied	Very Dissatisfied	
Summer Orientation	54	43	4	18
Variety of WoW events	59	38	3	7
Timing of WoW events	54	44	2	5
Ascend Conference	46	45	9	5
Organized campus social activities	54	44	2	7





# 3 Fairs in 3 Days

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	Percentage of Respondents		
	Attended	Collected Information	Signed Up
UCM Clubs & Organizations	69	91	85
Merced Area Non-profits	29	80	45
Merced Area Businesses	21	64	26

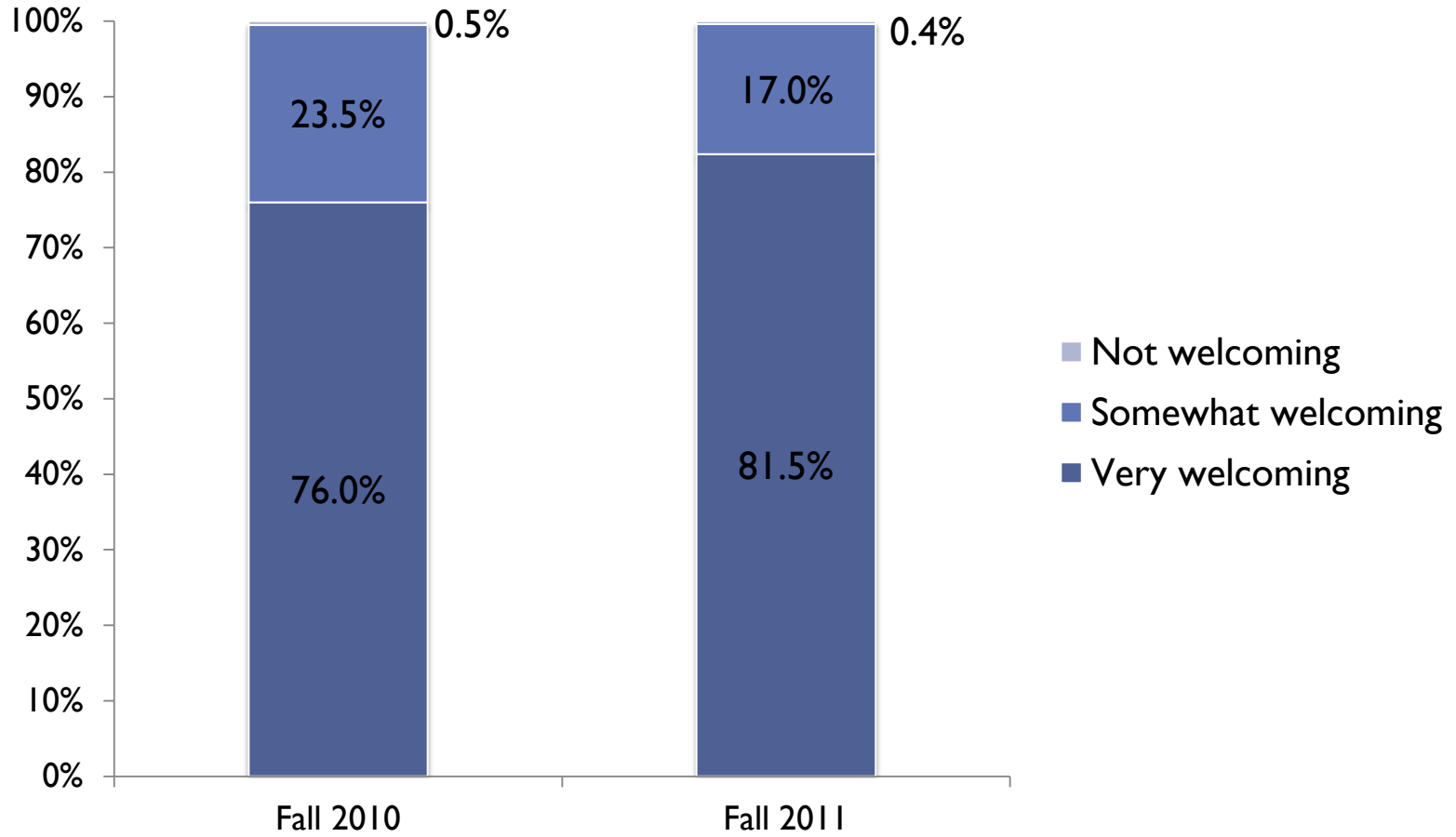




# First Year Longitudinal Data

# Welcoming Environment

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# Intriguing Longitudinal Findings

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Percentage of “Very Satisfied” responses changed over time from 2005-2011 in:

- ✓ Academic advising
- ✓ Financial Aid services
- ✓ Career Center services\*
- ✓ Health Center services\*
- ✓ Counseling and Psychological services\*
- ✓ Recreation Center services\*
- ✓ Overall sense of community among students
- Timing and variety of WoW events (decreased)

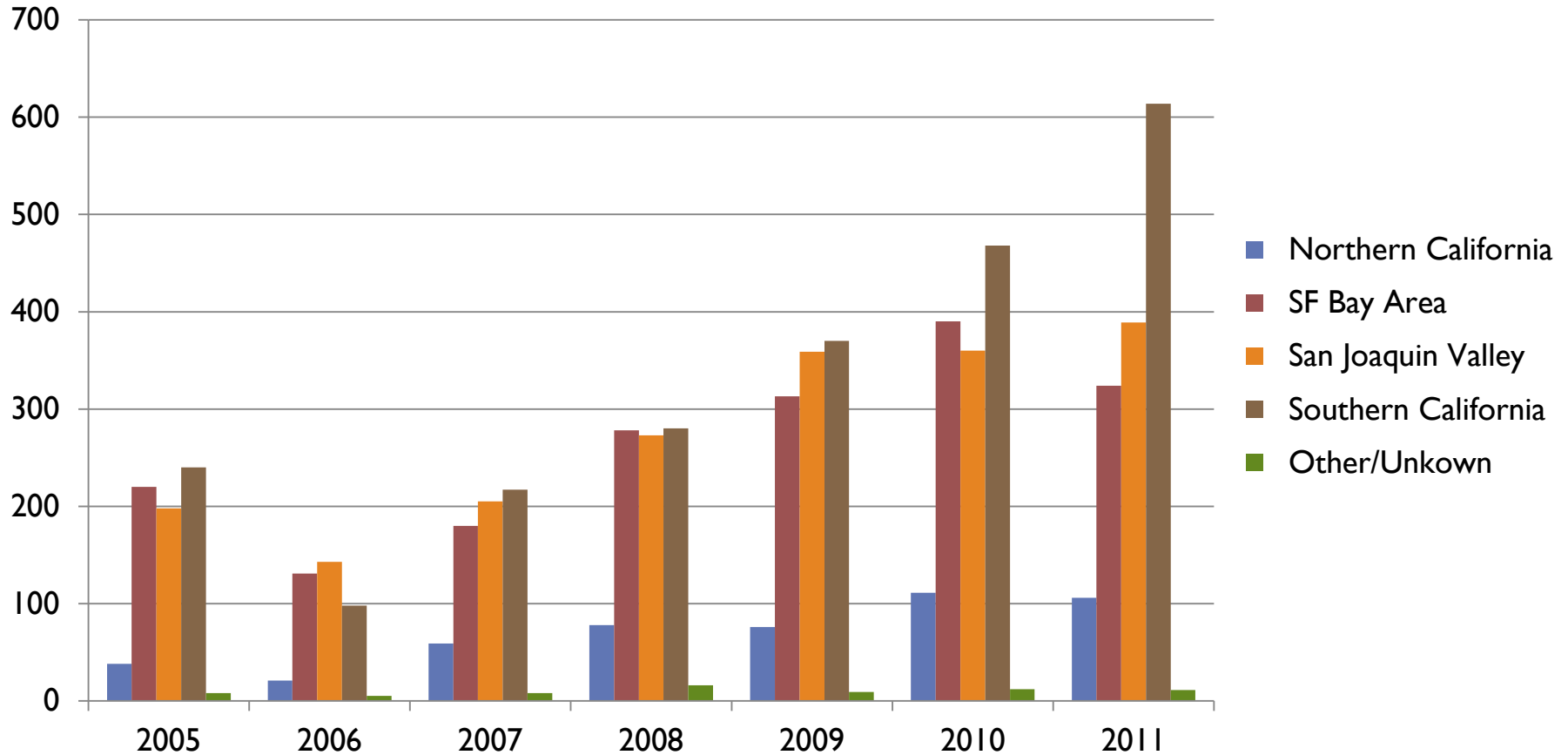
\*Note: these areas also show increased NA over time

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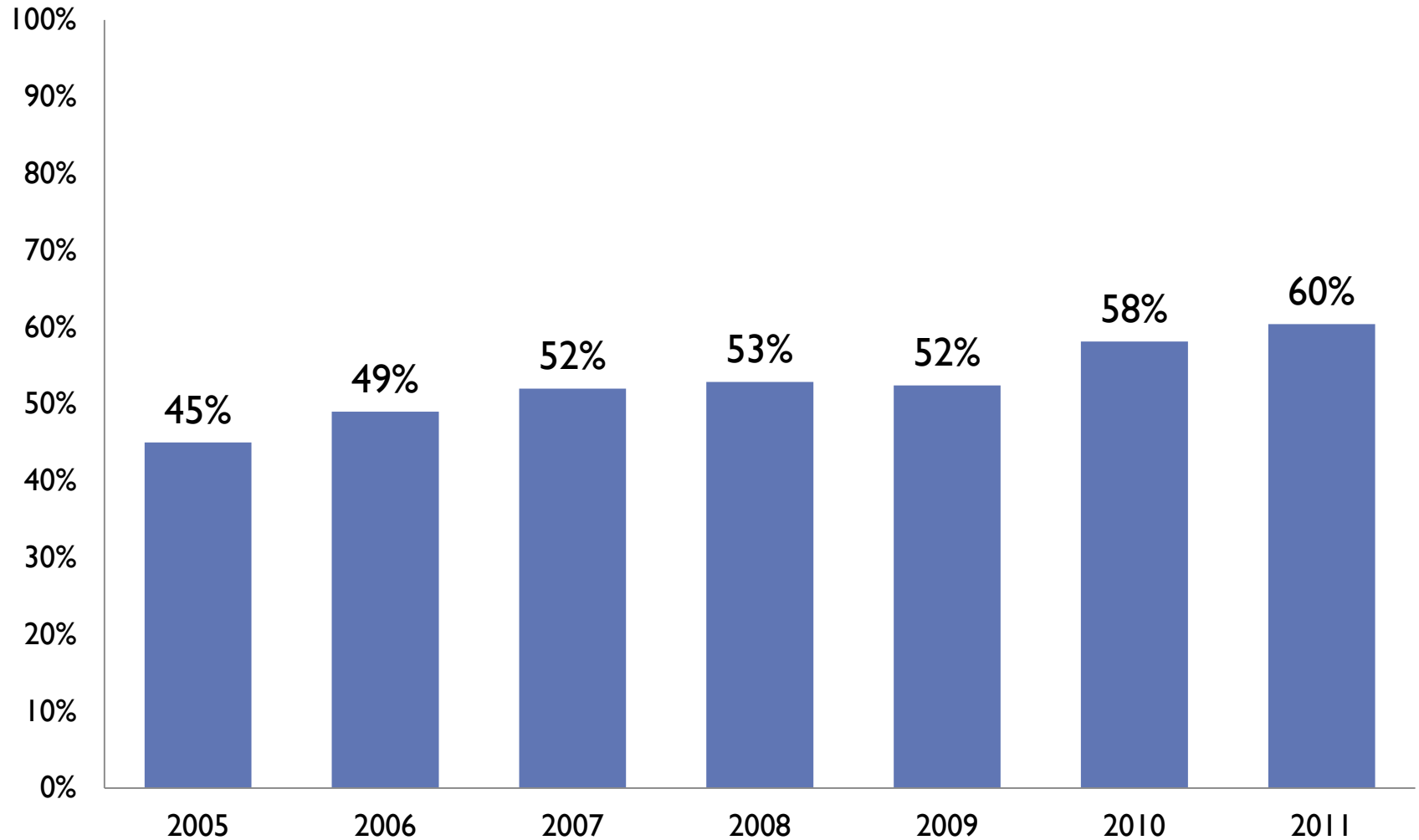
# First Year Students by Region

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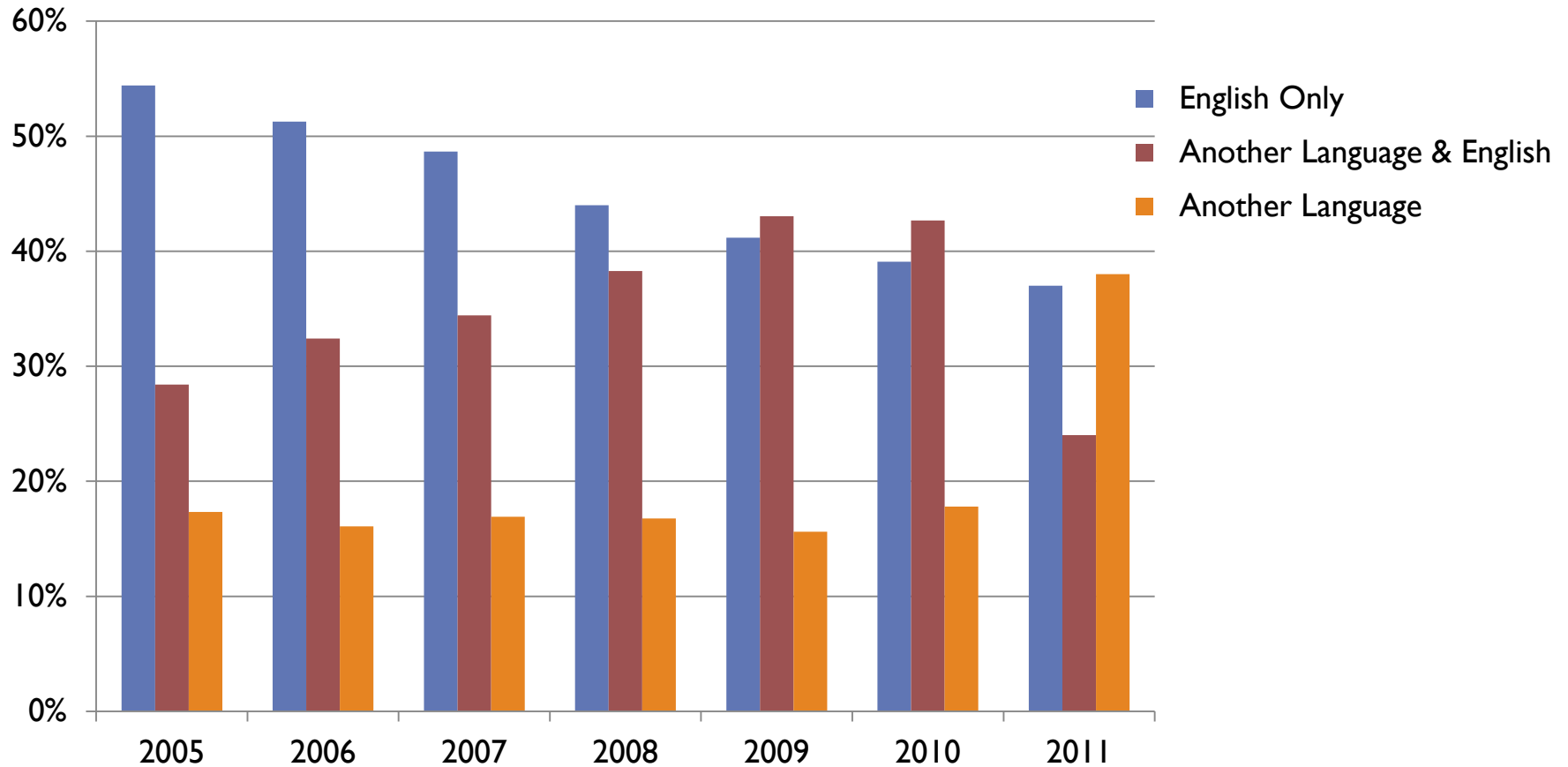
# First Generation College Students

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# Language Spoken at Home



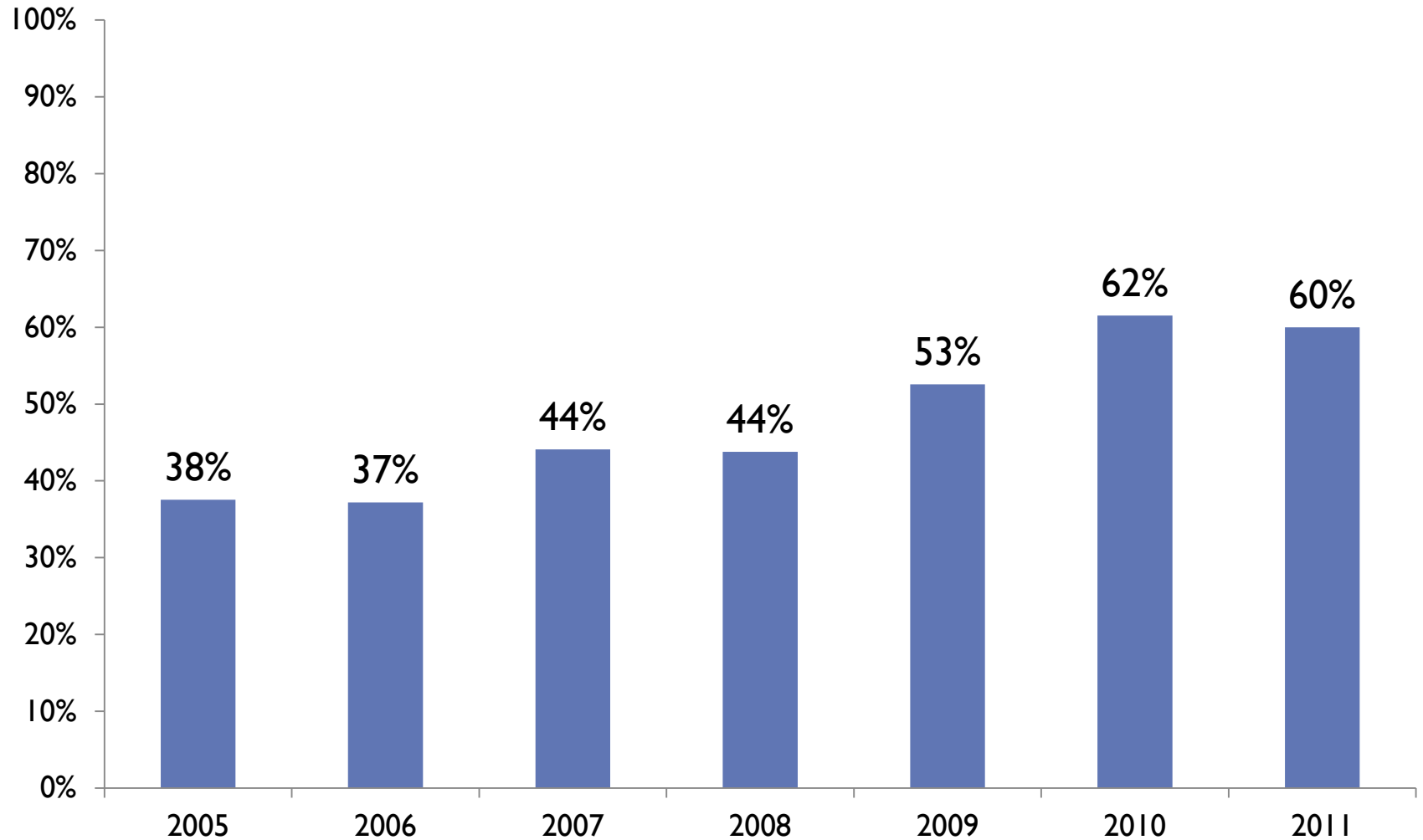
\*Note: A change in the UC admissions application changed 2011 data





# Eligible for Pell Grants

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# Choice of UCM in College Selection

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	2005	2006	2008	2009	2010	2011
Percent first choice	24	20	17	20	20	18
Percent second choice	19	20	29	23	25	29
Percent third choice	18	25	20	18	18	20
Percent less than third choice	39	35	34	39	37	33

\*Note: due to a technical issue, 2007 survey data were not separated for freshmen

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# On-campus and Off-campus

First Year Students

# First Year Students Living On-campus

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- ▶ More likely to select “Very Welcoming”
- ▶ More likely to be “Very Satisfied” with:
  - ▶ Opportunities to make new friends
  - ▶ Opportunities to get involved on campus outside the classroom
  - ▶ Overall sense of community among students
  - ▶ Overall college experience



# First Year Students Living Off-campus

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- ▶ More likely to select “Did not Attend”:
  - ▶ **WoW events**
    - ▶ 3% on-campus and 22% off-campus
  - ▶ **Organized campus social activities**
    - ▶ 4% on-campus and 15% off-campus
- ▶ Slightly more satisfied with opportunities to explore the community
- ▶ More likely to report transferring as “Highly Unlikely”





# Transfer Students





# Transfer Student Satisfaction

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- ▶ Less likely to find the campus “Very Welcoming”
- ▶ Less likely to be “Very Satisfied” than freshmen with:
  - ▶ Opportunity to make friends
  - ▶ Registration (process, class schedule, availability of classes)
  - ▶ Tutoring or other academic assistance
  - ▶ Housing services
  - ▶ Summer orientation
  - ▶ Variety and timing of WoW activities
  - ▶ Ascend Conference
  - ▶ Organized campus social activities





# Transfer Student Satisfaction, cont.

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- ▶ More likely to be “Very Satisfied” than freshmen with:
  - ▶ Overall quality of instruction
  - ▶ Financial Aid services\*
  - ▶ Career Center services\*
  - ▶ Counseling and Psychological services
  - ▶ Dining\*

\* These units, as well as Recreation, showed increased levels of “Very Satisfied” from 2005-2011 (fewer transfers than freshmen reported visiting the recreation center or working out there)

- ▶ Selected UCM as 1<sup>st</sup> choice 43.3% (Freshmen: 18.1%)
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# Comments or Questions



# Discussion in AVC Groups

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- ❖ As a team, please discuss your reactions to the student data especially any differences between your “perceptions” as a staff member and their “responses” as new students.
  - ❖ Please have each member of the team select one item/issue represented in the New Student Survey dataset that she/he might be able to impact. Then identify a new initiative or renewed commitment designed to “influence” that result in the Fall, 2012 survey. Be prepared to report those commitments in the large group.
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