

# 2021 Parent Survey Executive Summary



## METHODOLOGY

- Online survey administered July 13-August 1, 2021
- 46% response rate / 1131 participants (2020-57%)

## STRENGTHS TO CELEBRATE

### College Choice

- Given the opportunity to choose a college again, 96% of parents strongly agree or agree that they would support their student's choice to attend Taylor.

### Academic Experiences (Strongly Agree + Agree)

Taylor provides high quality academic experiences.

- *Major field courses have provided my student with a beneficial learning experience.* (97%)
- *My student experiences quality instruction in the classroom.* (97%)
- *Foundational Core courses have provided my student with a beneficial learning experience.* (96%)
- *My student has benefited from meaningful interactions with faculty.* (96%)
- *My student has received the support he/she needs to succeed academically.* (95%)

### Learning Outcomes

Parents affirm greatest areas of growth in:

- 1) Relationship with God, 2) Critical Thinking Skills, 3) Verbal Communication, 4) Theological Understanding

### Taylor Community Life (Strongly Agree + Agree)

Parents affirm students have benefitted from engaging in:

- Campus events and programs (95%)
- Attending Chapel (93%)
- Leadership activities (93%)
- Intramural or club activities (92%)
- An international experience (91%)
- Belonging on his/her wing or floor (88%)
- External community service (87%)

## CAMPUS SERVICES

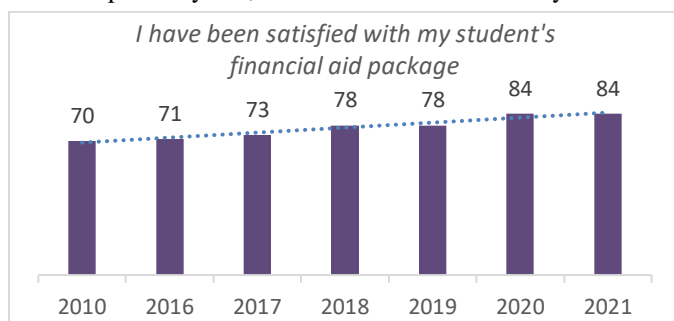
### Office Helpfulness (Extremely Helpful + Helpful)

Offices support student success through the academic year:

- Admissions office (99%)
- Bursar's office (98%)
- Campus Police (98%)
- Registrar's office (97%)
- Financial Aid Office (97%)

### Financial Aid

Over the past 11 years, satisfaction has increased by 14%:



*Greatly appreciated my daughter's professor who referred her to the learning center due to test taking anxiety issues, made a huge difference for her! Thank you to the prof and the learning center!*

- 2021 Parent Survey Participant

## Response to Concerns

- *When I have a concern or question, Taylor University staff members are helpful in resolving the issue.* (96% Strongly Agree + Agree)

## Career Preparation

Parents affirm that Taylor has prepared their students.

- *Helped prepared him/her for employment* (93% Strongly Agree + Agree)

## Pandemic Response (Strongly Agree + Agree)

- *Communication from Taylor University related to the pandemic has been effective.* (98%)
- *Taylor University has provided a quality educational experience for my student during the pandemic.* (94%)
- *Faculty, staff, and administrators were responsive to the needs of my student during the pandemic.* (93%)

## OPPORTUNITIES FOR IMPROVEMENT

### Learning Outcomes

Among learning outcomes, the following were lowest rated:

- Scientific Literacy
- Understanding of the Arts
- Understanding of Diverse Cultures

### Food Service

Taylor could improve in the following area:

- *I am satisfied with the cost of my student's meal plan.* (70% Strongly Agree + Agree)
- *I am satisfied with the overall quality of the food my student is served.* (75%)

## DISSEMINATION OF RESULTS

- The 2021 Taylor University Parent Survey results are reviewed by the Parents Council.
- Parent Survey results are shared in the monthly *Parent Perspectives* newsletter.
- University Assessment Council reviews results and makes recommendations.
- Reports are shared with the President's Senior Leadership Team.
- Select items will be included in the University Report Card and Annual Assessment Report to highlight issues of importance.