

# 2023 Parent Survey Executive Summary



## METHODOLOGY

- Survey administered June 2023
- 35% response rate (825 / 2480)
- Percentage reported: *Strongly Agree + Agree*

## STRENGTHS TO CELEBRATE

### College Choice

- Given the opportunity to choose a college again, **97%** of parents would support their student's choice to attend Taylor University.

### Academic Experiences

Taylor provides high quality academic experiences.

- **98%** Major field courses have provided my student with a beneficial learning experience.
- **96%** My student experiences quality instruction in the classroom.
- **96%** My student has benefited from meaningful interactions with faculty.
- **96%** Foundational Core courses have provided my student with a beneficial learning experience.
- **93%** My student has received the support he/she needs to succeed academically.
- **87%** My student's learning has been enriched through participation in a faculty member's research or scholarship.

### 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

Parents affirm students have benefitted from engaging in:

- **97%** Campus events/programs – highest in survey history
- **94%** Chapel
- **94%** Intramural or club activities
- **93%** Leadership activities
- **93%** International experience
- **91%** External community service

## CAMPUS SERVICES

### Office Helpfulness (Extremely Helpful + Helpful)

Offices support student success through the academic year:

- **98%** Admissions office
- **98%** Campus Police
- **96%** Bursar's office
- **96%** Registrar's Office
- **95%** Financial Aid Office

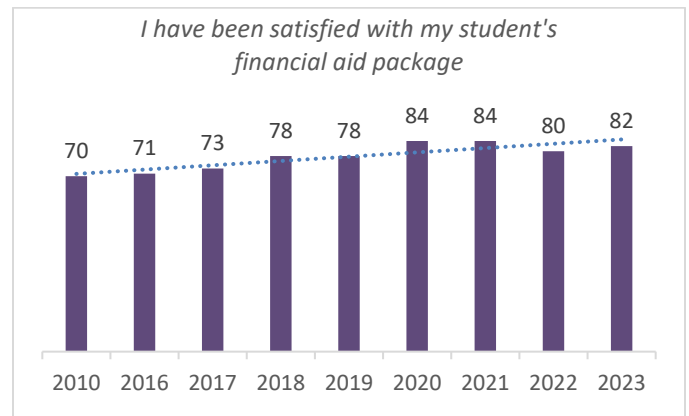
### Taylor Responsive to Parent Concerns

- **93%** When I have a concern or question, Taylor University staff members are helpful in resolving the issue.

We are happy to say both of our students are transfers to Taylor. Our oldest finished his first year last year and our next starts there this fall. Taylor is meeting and exceeding our expectations for faith integration, fellowship, and scholarship.  
- 2023 Parent Survey Participant

### Financial Aid

After over a decade of increased satisfaction, parents have rated financial aid at 80% or higher the past four years.



### Career Preparation

Parents affirm that Taylor has prepared their students.

- **90%** Helped to develop a sense of vocation and calling
- **89%** Helped prepare him/her for employment

## OPPORTUNITIES FOR IMPROVEMENT

Taylor could improve in the following area:

### Food Service

- **39%** I am satisfied with the cost of my student's meal plan.
- **21%** I am satisfied with the overall quality of the food my student is served.

As of June 2023, Taylor has contracted with a new food service provider, AVI Fresh.

### Health Services (*Helpful + Extremely Helpful*)

- **71%** TU Health Center (trending downward)

## DISSEMINATION OF RESULTS

The 2023 Taylor University Parent Survey results are:

- Reviewed by the Parents Council.
- Shared in the monthly *Parent Perspectives* newsletter.
- Reviewed by University Assessment Council who makes recommendations to relevant groups.
- Shared with the President's Cabinet.