

2024 Parent Survey Executive Summary



TAYLOR
UNIVERSITY

METHODOLOGY

- Survey administered June 2024
- 29% response rate (799 / 2742)
- Percentage reported (unless otherwise noted):
Strongly Agree + Agree

STRENGTHS TO CELEBRATE

College Choice

97% of parents report they would support their student's choice to attend Taylor University. 78% selected *Strongly Agree*, an increase of 5% compared to 2023 results.

Academic Experiences

Taylor provides high quality academic experiences.

- **97%** Major field courses have provided my student with a beneficial learning experience.
- **97%** My student has benefited from meaningful interactions with faculty.
- **97%** Foundational Core courses have provided my student with a beneficial learning experience.
- **96%** My student has received the support he/she needs to succeed academically (highest in survey history).
- **96%** My student experiences quality instruction in the classroom.
- **86%** My student's learning has been enriched through participation in a faculty member's research or scholarship.

Learning Outcome Gains

Parents affirm areas of greatest growth:

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

These items have remained rather stable over time. In 2024 both *Relationship with God* and *Theological Understanding* increased by 2%, a notable gain.

Taylor Community Life

Parents affirm students have benefitted from engaging in:

- **97%** Campus events/programs (highest in survey history)
- **95%** Chapel
- **94%** Leadership activities
- **94%** Intramural or club activities
- **92%** International experience
- **92%** External community service

Vocation & Career Preparation

Parent satisfaction with vocation and career preparation:

- **90%** Helped prepare him/her for employment
- **89%** Helped to develop a sense of vocation and calling
- **77%** My student has benefited from engaging with the *Calling and Career Office* (highest in survey history).

Thank you for providing an exceptional educational experience for our kids. We pray for leadership regularly and are grateful for the godly intentionality and sacrifices made to raise up a new generation of servant leaders!

As parents living faraway, we are so grateful for Taylor's community which is a reflection of Jesus. Our son felt at home since the very beginning. The love, compassion and support he has received just make our hearts filled with joy and thankfulness.

- 2024 Parent Survey Participants

CAMPUS SERVICES

Office Helpfulness (*Extremely Helpful + Helpful*)

Offices support student success throughout the academic year:

- **98%** Admissions Office
- **98%** Campus Police
- **96%** Student Development Office
- **96%** Bursar's Office
- **95%** Registrar's Office
- **92%** Financial Aid Office

Taylor University Services

- **94%** My student's Taylor experience matches the description that was provided during the admissions process.
- **93%** When I have a concern or question, Taylor University staff members are helpful in resolving the issue.

OPPORTUNITIES FOR IMPROVEMENT

Some improvement....More to go!

Food Service

- **61%** I am satisfied with the cost of my student's meal plan. (39% in 2023)
- **66%** I am satisfied with the overall quality of the food my student is served. (21% in 2023)

June 2023, Taylor contracted with a new food service, **AVI Fresh**. Dining Commons renovations necessitated fall 2023 meals be served out of mobile kitchens with limited options. Full dining services and operations are slated to resume fall 2024.

Health Services (*Helpful + Extremely Helpful*)

- **76%** TU Health Center (72% in 2023)

DISSEMINATION OF RESULTS

The 2024 Taylor University Parent Survey results are:

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