Troy University

New Student Survey Report

Fall 2007

Office of Institutional Research, Planning, and Effectiveness

Contents

Troy University Fall 2007 New Student Survey Report

Executive Summary

As an annual institutional effectiveness effort, the Office of Institutional Research, Planning, and Effectiveness (IRPE) conducted the *New Student Survey* in Fall 2007. This was the third time that this survey has been conducted. The purpose of the *survey* was to identify the satisfaction of the Fall 2007 new students with their experiences at Troy University and to determine how well the University served their needs as new students.

The *Survey* was administered through an online survey program. The target population was the new students who enrolled at the University for the first time in Fall 2007. In October 2007, the online survey was distributed via email to the first group of 5,617 students who enrolled during the first part of the Fall semester, and in December, the second group of 2,696 students who started in the second half of the Fall Semester were surveyed. After two follow-up emails to each group every two weeks after the first emailing, data collection was completed in the middle of January 2008, and a total of 2,934 responses were received, representing a 35% response rate.

The descriptive method of data analysis was used to identify the areas with which students were most and least satisfied, based on campuses, colleges, and academic levels. Comparative analyses were also conducted to determine if significant differences existed in student satisfaction based on gender, ethnicity, age, and selection of Troy University as first choice. The major findings are reported in "Highlights of the Findings," and more detailed information, including frequencies of the responses, mean comparisons, demographic information and other related information can be found in the appendices. For the 2007 report a column was added to the tables which compared the rankings to those of the prior year.

Highlights of the Findings

Demographic Information:

The majority of the respondents were female (69%), white (49%), and non-traditional students (25 years or older) (70%). This distribution reflected the distribution of the new students in Fall 2007; however, because the TROY campuses serve different types of students (Troy serves traditional students and other campuses serve predominantly non-traditional students), the generalization of survey findings should be made with caution.

Of all the respondents, 63% were undergraduate students (27% first-time freshmen, 34% transfer students, and 2% transient students) and 28% were graduate students (24% new graduate students, 3% transfer, and 1% transient). Overall, 39% were business majors, 28% were Arts & Sciences students, 17% were College of Education students, 13% were Health and Human Services students, and 3% were Communication and Fine Arts students. Additionally, 38% of the students were enrolled on campuses in Alabama (23% in Troy and Phenix City, 9% in Montgomery, 6% in Dothan), 21% were students of University College, and 41% were Distance

Learning students. The percentage of distance learning students responding was up from 34% from the previous year.

College Choice and reason for choosing Troy University:

Of all the new students who responded to the survey, 74% selected Troy University as first choice when applying for college admission and 21% had Troy University as their second choice. The survey also found that approximately 56% of the students selected Troy University because of its flexibility of schedule, 54% because of location, and approximately 46% indicated that they chose Troy University because of its academic programs and affordability. Additionally, approximately 40% of the respondents had visited the Troy campuses before they enrolled at Troy University.

Student Satisfaction - Strengths:

As indicated in Appendix 1, overall, new students were satisfied with their experiences at Troy University. The majority of the students (80%) agreed or strongly agreed that they were receiving a quality education at Troy University; 79% indicated that they would recommend Troy University to a friend; and 79% responded that the semester/term format implemented at Troy University accommodated their learning.

Among the top items ranked by agreement level were "Classes are offered at convenient times" (75%), "Registration dates, times, and procedures were made clear to me prior to enrollment." (75%), and "Troy University has a good reputation in their communities" (76%). Furthermore, the survey found that most of the new students were satisfied with the classes they attended (73%), the knowledge and helpfulness of Troy personnel (75%), and care from the faculty (74%).

These were the strengths of the University as a whole, and these strengths were reflected in most of the campuses, colleges, and in different academic levels (Appendix 2 – 16). Analyses found strong positive correlations between all these areas and the item Q13: "I would recommend Troy University to a friend who is planning to go to college". This item was ranked in second place of all satisfaction items (Appendix 1) and indicates that students might help advertise the University.

Student Satisfaction – Weaknesses

Based on the student agreement levels, the survey identified some areas of weakness. These include the convenience of on-campus bookstore hours, sufficiency of the convenience of tutorial services, purchasing textbooks through Troy Virtual Bookstore, the availability of student organizations, the on-site registration process, and the frequency of students getting the 'run around' when seeking information. In these areas, less than two-thirds of the respondents were satisfied. In particular, 22% of the respondents disagreed that "Students seldom get the 'run around' when seeking information" (18% were neutral; and 53% agreed). These items were also rated low or ranked at the bottom in most locations and colleges. Other areas, such as the registration process, academic advising, and class times, were in need of improvement on some

campuses. Special attention should be directed to these items and plans to improve should be developed and implemented. (See reports in Appendixes 1 – 12.)

An item which ranked low in student perceptions in 2006 was "Students seldom get the "run around" when seeking information. In 2007 this item was no longer the lowest ranked perception item. It moved from 25th to 21st showing improvement in this perception.

<u>Comparison</u>

Group means for students with different characteristics were compared to identify possible significant differences in student satisfaction for these groups. The analyses found that the satisfaction means for males and females were significantly different with males more satisfied for:

- Knowledge and helpfulness of personnel
- Faculty's concern for students as individuals
- Feeling of being able to talk with faculty about academic concerns
- Sufficiency of financial aid options
- User-friendliness of on-site registration
- Students seldom getting the 'run-around' when seeking information
- Benefit of the tuition payment plan
- The University's offering of a variety of majors, and
- Semester/term format accommodating students' learning

(See Appendix 17)

Furthermore, the satisfaction means for students of Other Minorities/Blacks and Whites were significantly different, with Whites more satisfied for:

- Availability of sufficient financial aid options
- Tuition payment plan being beneficial for students
- Sufficiency of tutorial services
- Convenience of on-campus bookstore hours
- Convenience of purchasing textbooks through Troy Virtual Book Store, and
- Availability of student organizations

(See Appendix 18)

Additionally, the satisfaction means for non-traditional students (aged 25 or older) and traditional students (under age 25) were significantly different with non-traditional students more satisfied for:

- Availability of sufficient financial aid options
- Classes being offered at convenient times
- Convenience of on-campus bookstore hours, and

- Usefulness of the printed schedule

(See Appendix 19)

Further analysis found that the satisfaction means for students who selected Troy University as their first choice were significantly different than the means of students who did not select Troy as their first choice for:

- Knowledge and helpfulness of personnel
- Faculty's concern about students as individuals
- Feeling of being able to talk with faculty about academic concerns
- Adequacy of academic advising
- Availability of sufficient financial aid options
- User-friendliness of the online registration process
- Students seldom getting the 'run-around' when seeking information
- Online schedule of classes being informative and easy to follow
- The University offering a variety of majors at student's location
- Troy University having a good reputation in the student's community
- Student recommending Troy University to a friend planning to attend college
- Benefit of the tuition payment program
- Helpfulness of information provided prior to enrollment
- Clarity of registration information
- Organization of courses
- Quality of education
- Semester/term format accommodating student's learning

 (See Appendix 20)

Learning about Troy University: 46% of the new students indicated that they learned about Troy University through "Word of Mouth" (Question 12) while 56% learned about the registration dates and times via "Internet" (Question 13). (See Appendix 27)

Best way to advertise Troy University: 45% of the new students thought that "Word of Mouth" was the best way to advertise Troy University and 29% indicated that the best way was through "Internet" (Question 14). (See Appendix 27)

New Student Description of Troy University:
67% of the new students described Troy University as "Convenient," 47% thought it was of a "Good Value for the price," 42% considered it to be academically challenging, and 40% believed that the staff of the University were "Friendly" (Question 15). (Appendix 27)

<u>Implications</u>

1. Troy University has done a good job in meeting the needs of new students even though there are areas that need to be improved.
2. The University might use the following in its recruitment and advancement efforts:
   - 80% of new students responded that they were receiving a quality education at Troy University;
   -79% of the new students indicated that the semester/term accommodated their learning;
   -79% of the new students indicated that they would recommend Troy University to a friend;
   -67% of the new students described Troy University as convenient;
   -56% of the new students selected Troy University because of its flexibility of schedule.
3. New student satisfaction results may be used as information to assist student recruitment efforts.
4. Efforts should be made to maintain the strengths of the University and improve areas of weakness.
5. Significant differences in satisfaction of students with different characteristics should be considered as student services personnel work to meet the needs of a diverse student population.

Note: In Appendices 1-16 which follow, the instruction for all items was: "Q11: Please rate your agreement with the following statements with regard to academic programs, student services, and administrative procedures at Troy University."

Appendix 1. New Student Perceptions about Troy University - Overall
Ranked by Frequency of Agreement

Academic programs, services, and administration	RANK	Prior Year Rank	Agree*	Neutral	Disagree*	N
I am receiving a quality education at Troy University.	1	1	80.2%	8.8%	4.7%	2,821
I would recommend Troy University to a friend who is planning to go to college.	2	2	79.3%	8.8%	5.7%	2,836
The semester/term format at my location accommodates my learning.	3	3	78.5%	9.5%	4.6%	2,823
Troy University has a good reputation in my community.	4	5	75.5%	10.9%	5.1%	2,824
Classes are offered at convenient times.	5	4	75.3%	8.5%	6.8%	2,826
Registration dates, times, and procedures were made clear to me prior to enrollment.	6	8	75.1%	9.5%	10.4%	2,835
Troy personnel are knowledgeable and helpful.	7	7	74.5%	12.1%	9.9%	2,862
Faculty care about students as individuals.	8	12	74.1%	14.8%	7.0%	2,863
The classes I attend are well organized and well taught.	9	10	73.2%	11.0%	8.6%	2,819
I feel I can talk to faculty about my academic concerns.	10	11	72.7%	13.3%	8.3%	2,834
The online Schedule of Classes is informative and easy to follow.	11	9	71.9%	11.5%	7.3%	2,834
The printed Schedule of Classes is informative and easy to follow.	12	6	70.7%	10.4%	5.7%	2,818
Class information provided prior to enrollment was helpful.	13	15	69.9%	13.8%	10.7%	2,838
The University offers a variety of majors at my location.	14	17	68.2%	11.3%	10.4%	2,827
The tuition payment plan is beneficial for students.	15	13	65.6%	14.4%	5.7%	2,814
Sufficient financial aid options are available.	16	16	64.6%	13.5%	7.6%	2,826
Class drop/add procedures are appropriate.	17	14	64.4%	13.4%	5.9%	2,820
Academic advising is adequate.	18	20	63.7%	15.8%	12.5%	2,816
The online registration process is user-friendly.	19	19	63.4%	13.4%	8.9%	2,839
The on-site registration process is user-friendly.	20	18	56.4%	14.2%	7.3%	2,808
Students seldom get the "run around" when seeking information.	21	24	53.3%	17.6%	22.1%	2,831
Purchasing textbooks through Troy Virtual Book Store is convenient.	22	21	51.4%	17.1%	9.5%	2,816
On-campus bookstore hours are convenient for students.	23	22	47.7%	16.5%	5.5%	2,812
Tutorial services are sufficient.	24	23	43.0%	20.2%	6.0%	2,801
Student organizations are available for my participation.	25	25	41.1%	20.3%	7.5%	2,806

* Note: Agree = Agree + Strong Agree / Disagree = Disagree + Strongly Disagree   Total respondents = 2,934

Appendix 1A. New Student Perceptions about Troy University - Overall
Ranked by Frequency of Agreement

Academic programs, services, and administration	RANK	Prior Year Rank	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N
I am receiving a quality education at Troy University.	1	1	43.1%	37.1%	8.8%	1.9%	3.2%	2,821
I would recommend Troy University to a friend who is planning to go to college.	2	2	45.2%	34.1%	8.8%	1.7%	4.0%	2,836
The semester/term format at my location accommodates my learning.	3	3	38.1%	40.4%	9.5%	1.6%	3.0%	2,823
Troy University has a good reputation in my community.	4	5	37.6%	37.9%	10.9%	1.9%	3.2%	2,824
Classes are offered at convenient times.	5	4	36.9%	38.4%	8.5%	3.5%	3.3%	2,826
Registration dates, times, and procedures were made clear to me prior to enrollment.	6	8	35.8%	39.3%	9.5%	5.8%	4.6%	2,835
Troy personnel are knowledgeable and helpful.	7	7	36.1%	38.4%	12.1%	5.1%	4.8%	2,862
Faculty care about students as individuals.	8	12	34.8%	39.3%	14.8%	3.1%	3.9%	2,863
The classes I attend are well organized and well taught.	9	10	35.0%	38.2%	11.0%	4.1%	4.5%	2,819
I feel I can talk to faculty about my academic concerns.	10	11	32.8%	39.9%	13.3%	4.1%	4.2%	2,834
The online Schedule of Classes is informative and easy to follow.	11	9	32.7%	39.2%	11.5%	3.8%	3.5%	2,834
The printed Schedule of Classes is informative and easy to follow.	12	6	32.2%	38.5%	10.4%	2.4%	3.3%	2,818
Class information provided prior to enrollment was helpful.	13	15	31.4%	38.5%	13.8%	5.8%	4.9%	2,838
The University offers a variety of majors at my location.	14	17	31.0%	37.2%	11.3%	6.3%	4.1%	2,827
The tuition payment plan is beneficial for students.	15	13	32.2%	33.4%	14.4%	2.2%	3.5%	2,814
Sufficient financial aid options are available.	16	16	30.9%	33.7%	13.5%	3.4%	4.2%	2,826
Class drop/add procedures are appropriate.	17	14	28.1%	36.3%	13.4%	2.2%	3.7%	2,820
Academic advising is adequate.	18	20	26.6%	37.1%	15.8%	7.1%	5.4%	2,816
The online registration process is user-friendly.	19	19	30.0%	33.4%	13.4%	4.7%	4.2%	2,839
The on-site registration process is user-friendly.	20	18	25.8%	30.6%	14.2%	3.7%	3.6%	2,808
Students seldom get the "run around" when seeking information.	21	24	23.7%	29.6%	17.6%	11.6%	10.5%	2,831
Purchasing textbooks through Troy Virtual Book Store is convenient.	22	21	25.4%	26.0%	17.1%	4.5%	5.0%	2,816
On-campus bookstore hours are convenient for students.	23	22	21.4%	26.3%	16.5%	2.7%	2.8%	2,812
Tutorial services are sufficient.	24	23	17.9%	25.1%	20.2%	2.9%	3.1%	2,801
Student organizations are available for my participation.	25	25	18.6%	22.5%	20.3%	3.5%	4.0%	2,806

Appendix 1.B. New Student Perceptions about Troy University - Overall Comparison
Fall 2007 vs. Fall 2006 vs. Fall 2005

Academic programs, services, and administration	Agree*				Disagree*			
	FA07	FA06	FA05	Diff	FA07	FA06	FA05	Diff
I am receiving a quality education at Troy University.	80.2%	85.8%	85.2%	-5.0%	4.7%	5.9%	5.9%	-1.2%
I would recommend Troy University to a friend who is planning to go to college.	79.3%	84.6%	83.0%	-3.7%	5.7%	7.1%	7.8%	-2.1%
The semester/term format at my location accommodates my learning.	78.5%	83.3%	82.6%	-4.1%	4.6%	5.5%	5.9%	-1.3%
Classes are offered at convenient times.	75.3%	82.6%	79.3%	-4.0%	6.8%	7.7%	9.2%	-2.4%
Troy University has a good reputation in my community.	75.5%	82.6%	79.8%	-4.3%	5.1%	5.7%	6.6%	-1.5%
The printed Schedule of Classes is informative and easy to follow.	70.7%	80.5%	80.2%	-9.5%	5.7%	7.4%	6.8%	-1.1%
Troy personnel are knowledgeable and helpful.	74.5%	79.2%	77.4%	-2.9%	9.9%	8.4%	10.1%	-0.2%
Registration dates, times, and procedures were made clear to me prior to enrollment.	75.1%	78.4%	N/A	3.3%	10.4%	12.0%	N/A	1.6%
The online Schedule of Classes is informative and easy to follow.	71.9%	78.4%	74.5%	-2.6%	7.3%	8.9%	9.9%	-2.6%
The classes I attend are well organized and well taught.	73.2%	78.2%	77.9%	-4.7%	8.6%	9.1%	9.1%	-0.5%
I feel I can talk to faculty about my academic concerns.	72.7%	77.2%	76.7%	-4.0%	8.3%	9.6%	8.7%	-0.4%
Faculty care about students as individuals.	74.1%	76.8%	76.0%	-1.9%	7.0%	7.3%	7.9%	-0.9%
The tuition payment plan is beneficial for students.	65.6%	75.3%	74.6%	-9.0%	5.7%	6.4%	6.8%	-1.1%
Class drop/add procedures are appropriate.	64.4%	75.3%	71.3%	-6.9%	5.9%	7.7%	8.7%	-2.8%
Class information provided prior to enrollment was helpful.	69.9%	75.2%	N/A	5.3%	10.7%	11.6%	N/A	-0.9%
Sufficient financial aid options are available.	64.6%	73.2%	69.3%	-4.7%	7.6%	10.1%	11.0%	-3.4%
The University offers a variety of majors at my location.	68.2%	73.2%	71.5%	-3.3%	10.4%	10.8%	12.0%	-1.6%
The on-site registration process is user-friendly.	56.4%	71.6%	67.4%	-11.0%	7.3%	9.7%	11.5%	-4.2%
The online registration process is user-friendly.	63.4%	71.2%	67.8%	-4.4%	8.9%	11.6%	12.6%	-3.7%
Academic advising is adequate.	63.7%	69.8%	67.3%	-3.6%	12.5%	12.5%	14.2%	-1.7%
Purchasing textbooks through Troy Virtual BookStore is convenient.	51.4%	64.7%	57.4%	-6.0%	9.5%	11.1%	12.1%	-2.6%
On-campus bookstore hours are convenient for students.	47.7%	63.2%	61.4%	-13.7%	5.5%	9.9%	11.7%	-6.2%
Tutorial services are sufficient.	43.0%	61.6%	57.2%	-14.2%	6.0%	8.4%	8.2%	-2.2%
Students seldom get the "run around" when seeking information.	53.3%	61.5%	56.7%	-3.4%	22.1%	20.9%	24.8%	-2.7%
Student organizations are available for my participation.	41.1%	55.8%	55.0%	-13.9%	7.5%	11.0%	12.2%	-4.7%

* Note: Agree = Agree + Strong Agree   Disagree = Disagree + Strongly Disagree

Appendix 2. New Student Perceptions about Troy University - Dothan
Ranked by Agreement Level

Academic programs, services, and administration	RANK	Prior Year Rank	Agree*	Neutral	Disagree*	N
Troy University has a good reputation in my community.	1	2	85.0%	4.2%	7.8%	162
The printed Schedule of Classes is informative and easy to follow.	2	3	82.6%	7.2%	5.4%	163
I am receiving a quality education at Troy University.	3	1	80.8%	6.6%	7.2%	162
I would recommend Troy University to a friend who is planning to go to college.	4	4	79.6%	7.8%	7.8%	162
On-campus bookstore hours are convenient for students.	5	10	77.2%	8.4%	4.2%	162
The semester/term format at my location accommodates my learning.	6	6	76.6%	11.4%	5.6%	162
I feel I can talk to faculty about my academic concerns.	7	12	73.6%	12.0%	10.8%	163
Troy personnel are knowledgeable and helpful.	8	5	73.0%	10.8%	12.0%	162
Faculty care about students as individuals.	9	7	72.4%	14.4%	8.4%	161
The University offers a variety of majors at my location.	10	16	71.2%	12.6%	4.8%	163
Registration dates, times, and procedures were made clear to me prior to enrollment.	11	15	70.0%	9.0%	15.6%	163
Academic advising is adequate.	12	17	70.0%	13.2%	12.6%	162
The classes I attend are well organized and well taught.	13	9	68.2%	15.6%	9.6%	161
The tuition payment plan is beneficial for students.	14	8	66.4%	14.4%	3.6%	162
Sufficient financial aid options are available.	15	14	64.6%	15.0%	9.0%	160
Class information provided prior to enrollment was helpful.	16	20	63.5%	19.2%	12.0%	163
The online Schedule of Classes is informative and easy to follow.	17	13	61.6%	14.4%	6.6%	162
Classes are offered at convenient times.	18	18	60.5%	16.2%	19.2%	163
The on-site registration process is user-friendly.	19	19	56.9%	21.6%	9.0%	159
Class drop/add procedures are appropriate.	20	11	54.5%	16.8%	4.6%	163
Student organizations are available for my participation.	21	21	53.9%	18.0%	4.2%	159
Students seldom get the "run around" when seeking information.	22	25	46.7%	24.6%	24.6%	163
The online registration process is user-friendly.	23	22	42.0%	22.2%	4.2%	163
Purchasing textbooks through Troy Virtual Book Store is convenient.	24	24	37.2%	18.0%	8.4%	162
Tutorial services are sufficient.	25	23	34.8%	21.6%	2.4%	160

* Note: Agree = Agree + Strong Agree / Disagree = Disagree + Strongly Disagree   Total respondents = 167

Appendix 2.1. New Student Perceptions about Troy University - Dothan
Fall 2007 vs. Fall 2006 vs. Fall 2005

	Agree*				Disagree*			
Academic programs, services, and administration	**FA07**	**FA06**	**FA05**	**Diff**	**FA07**	**FA06**	**FA05**	**Diff**
I am receiving a quality education at Troy University.	80.8%	84.4%	86.3%	-5.5%	7.2%	4.7%	5.5%	1.7%
Troy University has a good reputation in my community.	85.0%	83.8%	86.1%	-1.1%	7.8%	3.8%	4.2%	3.6%
The printed Schedule of Classes is informative and easy to follow.	82.6%	82.8%	78.5%	4.1%	5.4%	5.5%	6.9%	-1.5%
I would recommend Troy University to a friend who is planning to go to college.	79.6%	82.8%	77.8%	1.8%	7.8%	7.0%	6.9%	0.9%
Troy personnel are knowledgeable and helpful.	73.0%	82.2%	72.5%	0.5%	12.0%	5.4%	12.1%	-0.1%
The semester/term format at my location accommodates my learning.	76.6%	80.2%	74.3%	2.3%	5.6%	6.3%	6.9%	-1.3%
Faculty care about students as individuals.	72.4%	79.7%	70.9%	1.5%	8.4%	5.5%	13.5%	-5.1%
The tuition payment plan is beneficial for students.	66.4%	78.0%	66.7%	-0.3%	3.6%	4.2%	10.6%	-7.0%
The classes I attend are well organized and well taught.	68.2%	75.8%	78.1%	-9.9%	9.6%	7.0%	10.3%	-0.7%
On-campus bookstore hours are convenient for students.	77.2%	75.8%	70.6%	6.6%	4.2%	9.4%	11.9%	-7.7%
Class drop/add procedures are appropriate.	54.5%	75.7%	62.5%	-8.0%	4.6%	9.3%	10.9%	-6.3%
I feel I can talk to faculty about my academic concerns.	73.6%	75.0%	73.5%	0.1%	10.8%	11.7%	10.9%	-0.1%
The online Schedule of Classes is informative and easy to follow.	61.6%	72.8%	66.2%	-4.6%	6.6%	7.9%	11.0%	-4.4%
Sufficient financial aid options are available.	64.6%	70.1%	68.1%	-3.5%	9.0%	9.4%	14.1%	-5.1%
Registration dates, times, and procedures were made clear to me prior to enrollment.	70.0%	70.0%		0.0%	15.6%	14.6%		1.0%
The University offers a variety of majors at my location.	71.2%	70.0%	62.3%	8.9%	4.8%	15.4%	15.8%	-11.0%
Academic advising is adequate.	70.0%	69.0%	60.4%	9.6%	12.6%	10.1%	20.1%	-7.5%
Classes are offered at convenient times.	60.5%	66.9%	56.8%	3.7%	19.2%	15.4%	18.9%	0.3%
The on-site registration process is user-friendly.	56.9%	65.3%	58.6%	-1.7%	9.0%	17.8%	25.6%	-16.6%
Class information provided prior to enrollment was helpful.	63.5%	63.1%		0.4%	12.0%	16.2%		-4.2%
Student organizations are available for my participation.	53.9%	62.7%	64.0%	-10.1%	4.2%	9.8%	9.6%	-5.4%
The online registration process is user-friendly.	42.0%	61.7%	53.9%	-11.9%	4.2%	9.6%	14.8%	-10.6%
Tutorial services are sufficient.	34.8%	57.3%	38.2%	-3.4%	2.4%	8.5%	6.9%	-4.5%
Purchasing textbooks through Troy Virtual Book Store is convenient.	37.2%	54.8%	44.4%	-7.2%	8.4%	9.5%	8.1%	0.3%
Students seldom get the "run around" when seeking information.	46.7%	52.0%	49.0%	-2.3%	24.6%	25.6%	31.0%	-6.4%

11

Appendix 3. New Student Perceptions about Troy University - Montgomery
Ranked by Agreement

Academic programs, services, and administration	RANK	Prior Year Rank	Agree*	Neutral	Disagree*	N
The printed Schedule of Classes is informative and easy to follow.	1	6	81.7%	7.4%	7.7%	263
Troy University has a good reputation in my community.	2	1	81.3%	8.5%	5.2%	258
I am receiving a quality education at Troy University.	3	2	80.5%	9.9%	4.8%	259
The semester/term format at my location accommodates my learning.	4	5	80.5%	10.3%	5.1%	261
Classes are offered at convenient times.	5	3	80.2%	8.1%	8.4%	263
I would recommend Troy University to a friend who is planning to go to college.	6	4	79.0%	11.4%	4.0%	257
Registration dates, times, and procedures were made clear to me prior to enrollment.	7	14	78.3%	8.5%	9.9%	263
The University offers a variety of majors at my location.	8	16	76.9%	7.7%	11.4%	261
Faculty care about students as individuals.	9	13	75.8%	15.4%	7.0%	267
I feel I can talk to faculty about my academic concerns.	10	12	75.0%	12.9%	9.2%	264
The classes I attend are well organized and well taught.	11	10	74.2%	10.3%	10.6%	259
The tuition payment plan is beneficial for students.	12	7	73.9%	12.1%	4.4%	246
Troy personnel are knowledgeable and helpful.	13	9	73.9%	12.9%	11.4%	267
Class information provided prior to enrollment was helpful.	14	18	72.7%	11.4%	11.0%	259
Sufficient financial aid options are available.	15	8	71.7%	11.4%	5.5%	241
On-campus bookstore hours are convenient for students.	16	11	69.8%	13.6%	7.0%	246
The online Schedule of Classes is informative and easy to follow.	17	17	67.6%	12.1%	8.8%	241
Class drop/add procedures are appropriate.	18	15	67.3%	13.6%	5.9%	236
The on-site registration process is user-friendly.	19	19	66.6%	14.7%	8.4%	244
Academic advising is adequate.	20	20	65.5%	14.3%	12.9%	252
Students seldom get the "run around" when seeking information.	21	22	55.6%	17.6%	22.8%	261
The online registration process is user-friendly.	22	21	53.0%	15.4%	7.7%	207
Student organizations are available for my participation.	23	25	48.9%	21.7%	8.8%	216
Tutorial services are sufficient.	24	24	43.4%	20.6%	8.1%	196
Purchasing textbooks through Troy Virtual BookStore is convenient.	25	23	42.3%	22.8%	6.6%	195

* Note: Agree = Agree + Strong Agree   Disagree = Disagree + Strongly Disagree   Total respondents = 277

Appendix 3.1. New Student Perceptions about Troy University - Montgomery

Fall 2007 vs. Fall 2006 vs. Fall 2005

Academic programs, services, and administration	Agree*				Disagree*			
	FA07	FA06	FA05	Diff	FA07	FA06	FA05	Diff
Troy University has a good reputation in my community.	81.3%	89.5%	82.2%	-0.9%	5.2%	3.9%	7.3%	-2.1%
I am receiving a quality education at Troy University.	80.5%	85.3%	83.6%	-3.1%	4.8%	5.0%	7.0%	-2.2%
Classes are offered at convenient times.	80.2%	83.4%	77.5%	2.7%	8.4%	8.5%	10.7%	-2.3%
I would recommend Troy University to a friend who is planning to go to college.	79.0%	83.4%	81.8%	-2.8%	4.0%	5.8%	8.6%	-4.6%
The semester/term format at my location accommodates my learning.	80.5%	83.3%	80.6%	-0.1%	5.1%	3.9%	7.8%	-2.7%
The printed Schedule of Classes is informative and easy to follow.	81.7%	82.5%	83.5%	-1.8%	7.7%	4.8%	5.2%	2.5%
The tuition payment plan is beneficial for students.	73.9%	82.2%	73.2%	0.7%	4.4%	4.7%	7.4%	-3.0%
Sufficient financial aid options are available.	71.7%	81.8%	68.6%	3.1%	5.5%	7.6%	10.9%	-5.4%
Troy personnel are knowledgeable and helpful.	73.9%	80.5%	73.4%	0.5%	11.4%	6.7%	13.0%	-1.6%
The classes I attend are well organized and well taught.	74.2%	78.5%	72.7%	1.5%	10.6%	9.6%	12.8%	-2.2%
On-campus bookstore hours are convenient for students.	69.8%	78.4%	71.2%	-1.4%	7.0%	4.9%	8.8%	-1.8%
I feel I can talk to faculty about my academic concerns.	75.0%	77.5%	74.5%	0.5%	9.2%	8.1%	10.7%	-1.5%
Faculty care about students as individuals.	75.8%	75.7%	72.7%	3.1%	7.0%	7.6%	9.1%	-2.1%
Registration dates, times, and procedures were made clear to me prior to enrollment.	78.3%	75.6%	N/A	2.7%	9.9%	10.6%	N/A	-0.7%
Class drop/add procedures are appropriate.	67.3%	75.3%	71.7%	-4.4%	5.9%	8.1%	8.1%	-2.2%
The University offers a variety of majors at my location.	76.9%	75.2%	69.0%	7.9%	11.4%	7.9%	12.4%	-1.0%
The online Schedule of Classes is informative and easy to follow.	67.6%	73.4%	73.3%	-5.7%	8.8%	6.4%	7.9%	0.9%
Class information provided prior to enrollment was helpful.	72.7%	73.3%	N/A	-0.6%	11.0%	11.0%	N/A	0.0%
The on-site registration process is user-friendly.	66.6%	72.5%	66.5%	0.1%	8.4%	9.0%	13.8%	-5.4%
Academic advising is adequate.	65.5%	69.4%	71.7%	-6.2%	12.9%	9.8%	12.4%	0.5%
The online registration process is user-friendly.	53.0%	67.3%	66.7%	-13.7%	7.7%	9.1%	13.6%	-5.9%
Students seldom get the "run around" when seeking information.	55.6%	59.8%	54.5%	1.1%	22.8%	22.0%	23.6%	-0.8%
Purchasing textbooks through Troy Virtual Book Store is convenient.	42.3%	59.5%	54.3%	-12.0%	6.6%	4.9%	9.6%	-3.0%
Tutorial services are sufficient.	43.4%	57.6%	58.1%	-14.7%	8.1%	6.6%	9.0%	-0.9%
Student organizations are available for my participation.	48.9%	50.7%	49.4%	-0.5%	8.8%	8.1%	12.1%	-3.3%

Appendix 4. New Student Perceptions about Troy University - Phenix City
Ranked by Agreement

Academic programs, services, and administration	RANK	Prior Year Rank	Agree*	Neutral	Disagree*	N
The semester/term format at my location accommodates my learning.	1	6	86.2%	6.1%	80.0%	122
I would recommend Troy University to a friend who is planning to go to college.	2	2	85.4%	3.8%	3.0%	121
I am receiving a quality education at Troy University.	3	1	84.7%	6.1%	1.6%	121
Troy University has a good reputation in my community.	4	5	83.2%	6.9%	2.3%	121
The printed Schedule of Classes is informative and easy to follow.	5	3	82.5%	5.3%	3.0%	119
Classes are offered at convenient times.	6	12	80.9%	5.3%	6.1%	121
I feel I can talk to faculty about my academic concerns.	7	9	80.1%	10.7%	3.1%	123
Faculty care about students as individuals.	8	16	80.1%	12.2%	3.0%	125
The classes I attend are well organized and well taught.	9	4	77.8%	9.2%	4.6%	120
The tuition payment plan is beneficial for students.	10	8	77.1%	11.5%	1.6%	118
Registration dates, times, and procedures were made clear to me prior to enrollment.	11	15	75.6%	9.2%	6.1%	119
Academic advising is adequate.	12	19	74.1%	10.7%	6.1%	191
Sufficient financial aid options are available.	13	10	73.3%	9.2%	5.4%	115
Troy personnel are knowledgeable and helpful.	14	11	73.2%	13.0%	9.9%	126
The on-site registration process is user-friendly.	15	14	73.2%	7.6%	9.2%	118
The online Schedule of Classes is informative and easy to follow.	16	7	71.0%	9.2%	4.6%	111
Class information provided prior to enrollment was helpful.	17	18	67.1%	16.8%	5.4%	117
The University offers a variety of majors at my location.	18	17	64.1%	16.0%	7.6%	115
On-campus bookstore hours are convenient for students.	19	20	64.1%	11.5%	6.8%	108
Class drop/add procedures are appropriate.	20	13	62.6%	9.2%	3.1%	98
The online registration process is user-friendly.	21	21	51.2%	11.5%	6.8%	91
Students seldom get the "run around" when seeking information.	22	23	49.7%	16.0%	23.7%	117
Tutorial services are sufficient.	23	24	37.4%	20.6%	3.8%	81
Purchasing textbooks through Troy Virtual Book Store is convenient.	24	22	34.4%	16.8%	9.9%	80
Student organizations are available for my participation.	25	25	30.5%	27.5%	7.6%	86

* Note: Agree = Agree + Strong Agree   Disagree = Disagree + Strongly Disagree   Total respondents = 122

14

Appendix 4.1. New Student Perceptions about Troy University - Phenix City
Fall 2007 vs. Fall 2006 vs. Fall 2005

Academic programs, services, and administration	Agree*				Disagree*			
	FA07	FA06	FA05	Diff	FA07	FA06	FA05	Diff
I am receiving a quality education at Troy University.	84.7%	89.3%	83.8%	0.9%	1.6%	6.6%	6.2%	-4.6%
I would recommend Troy University to a friend who is planning to go to college.	85.4%	88.4%	85.3%	0.1%	3.0%	8.3%	7.0%	-4.0%
The printed Schedule of Classes is informative and easy to follow.	82.5%	87.6%	85.0%	-2.5%	3.0%	9.1%	7.1%	-4.1%
The classes I attend are well organized and well taught.	77.8%	87.4%	80.2%	-2.4%	4.6%	7.6%	8.4%	-3.8%
Troy University has a good reputation in my community.	83.2%	87.4%	83.8%	-0.6%	2.3%	6.7%	7.0%	-4.7%
The semester/term format at my location accommodates my learning.	86.2%	83.3%	91.5%	-5.3%	80.0%	8.3%	6.2%	73.8%
The online Schedule of Classes is informative and easy to follow.	71.0%	82.1%	75.2%	-4.2%	4.6%	8.9%	12.4%	-7.8%
The tuition payment plan is beneficial for students.	77.1%	81.4%	84.4%	-7.3%	1.6%	10.6%	4.1%	-2.5%
I feel I can talk to faculty about my academic concerns.	80.1%	80.2%	75.9%	4.2%	3.1%	9.1%	7.1%	-4.0%
Sufficient financial aid options are available.	73.3%	78.9%	67.2%	6.1%	5.4%	10.5%	12.5%	-7.1%
Troy personnel are knowledgeable and helpful.	73.2%	78.7%	75.7%	-2.5%	9.9%	13.1%	9.7%	0.2%
Classes are offered at convenient times.	80.9%	78.6%	80.7%	0.2%	6.1%	12.0%	7.9%	-1.8%
Class drop/add procedures are appropriate.	62.6%	76.2%	74.3%	-11.7%	3.1%	7.9%	5.7%	-2.6%
The on-site registration process is user-friendly.	73.2%	76.1%	63.9%	9.3%	9.2%	10.6%	11.5%	-2.3%
Registration dates, times, and procedures were made clear to me prior to enrollment.	75.6%	74.4%	N/A	1.2%	6.1%	16.5%	N/A	-10.4%
Faculty care about students as individuals.	80.1%	73.0%	78.6%	1.5%	3.0%	9.0%	7.6%	-4.6%
The University offers a variety of majors at my location.	64.1%	72.9%	71.7%	-7.6%	7.6%	16.1%	12.3%	-4.7%
Class information provided prior to enrollment was helpful.	67.1%	72.5%	N/A	-5.4%	5.4%	12.5%	N/A	-7.1%
Academic advising is adequate.	74.1%	70.6%	64.8%	9.3%	6.1%	15.1%	18.4%	-12.3%
On-campus bookstore hours are convenient for students.	64.1%	68.1%	75.5%	-11.4%	6.8%	11.2%	12.2%	-5.4%
The online registration process is user-friendly.	51.2%	64.0%	56.4%	-5.2%	6.8%	11.6%	13.7%	-6.9%
Purchasing textbooks through Troy Virtual BookStore is convenient.	34.4%	58.5%	51.5%	-17.1%	9.9%	17.1%	11.3%	-1.4%
Students seldom get the "run around" when seeking information.	49.7%	55.4%	55.0%	-5.3%	23.7%	26.4%	29.3%	-5.6%
Tutorial services are sufficient.	37.4%	54.1%	54.7%	-17.3%	3.8%	10.8%	10.5%	-6.7%
Student organizations are available for my participation.	30.5%	51.7%	50.5%	-20.0%	7.6%	11.2%	10.3%	-2.7%

Appendix 5. New Student Perceptions about Troy University - Troy
Ranked by Agreement

Academic programs, services, and administration	RANK	Prior Year Rank	Agree*	Neutral	Disagree*	N
I am receiving a quality education at Troy University.	1	1	79.7%	7.3%	5.0%	481
The semester/term format at my location accommodates my learning.	2	5	78.2%	10.9%	4.4%	489
Troy personnel are knowledgeable and helpful.	3	6	78.0%	12.6%	6.5%	508
I would recommend Troy University to a friend who is planning to go to college.	4	4	77.7%	7.8%	5.5%	476
Troy University has a good reputation in my community.	5	2	77.4%	8.8%	5.7%	481
The University offers a variety of majors at my location.	6	7	77.1%	7.3%	8.2%	484
Classes are offered at convenient times.	7	10	76.9%	9.9%	7.2%	492
Faculty care about students as individuals.	8	12	75.9%	14.0%	6.5%	504
On-campus bookstore hours are convenient for students.	9	20	74.4%	8.6%	6.7%	469
Student organizations are available for my participation.	10	14	74.0%	9.2%	6.1%	467
I feel I can talk to faculty about my academic concerns.	11	8	73.8%	14.5%	5.9%	493
The printed Schedule of Classes is informative and easy to follow.	12	3	73.2%	11.1%	6.5%	475
The classes I attend are well organized and well taught.	13	9	73.2%	11.7%	8.3%	487
Registration dates, times, and procedures were made clear to me prior to enrollment.	14	11	70.1%	13.0%	10.9%	492
The tuition payment plan is beneficial for students.	15	15	69.2%	14.9%	6.9%	476
Sufficient financial aid options are available.	16	21	68.0%	14.1%	8.6%	475
Academic advising is adequate.	17	18	66.3%	16.4%	9.4%	482
Class information provided prior to enrollment was helpful.	18	16	64.3%	18.5%	10.3%	487
The online Schedule of Classes is informative and easy to follow.	19	13	62.3%	15.5%	7.5%	446
Class drop/add procedures are appropriate.	20	17	59.8%	15.7%	8.4%	439
The online registration process is user-friendly.	21	22	59.0%	17.2%	6.5%	433
The on-site registration process is user-friendly.	22	23	58.1%	16.3%	8.2%	432
Tutorial services are sufficient.	23	19	57.9%	13.6%	6.1%	406
Students seldom get the "run around" when seeking information.	24	24	49.0%	21.8%	19.4%	471
Purchasing textbooks through Troy Virtual BookStore is convenient.	25	25	38.0%	20.5%	10.2%	359

* Note: Agree = Agree + Strong Agree   Disagree = Disagree + Strongly Disagree   Total respondents = 432

Appendix 5.1. New Student Perceptions about Troy University - Troy
Fall 2007 vs. Fall 2006 vs. Fall 2005

Academic programs, services, and administration	Agree*				Disagree*			
	FA07	FA06	FA05	Diff	FA07	FA06	FA05	Diff
I am receiving a quality education at Troy University.	79.7%	86.8%	84.8%	-5.1%	5.0%	3.7%	4.3%	0.7%
Troy University has a good reputation in my community.	77.4%	83.9%	77.7%	-0.3%	5.7%	5.0%	8.5%	-2.8%
The printed Schedule of Classes is informative and easy to follow.	73.2%	83.5%	81.4%	-8.2%	6.5%	5.5%	6.0%	0.5%
I would recommend Troy University to a friend who is planning to go to college.	77.7%	82.0%	79.7%	-2.0%	5.5%	7.1%	10.4%	-4.9%
The semester/term format at my location accommodates my learning.	78.2%	81.7%	79.5%	-1.3%	4.4%	3.8%	4.1%	0.3%
Troy personnel are knowledgeable and helpful.	78.0%	81.3%	73.1%	4.9%	6.5%	7.0%	11.6%	-5.1%
The University offers a variety of majors at my location.	77.1%	79.5%	78.4%	-1.3%	8.2%	6.1%	8.1%	0.1%
I feel I can talk to faculty about my academic concerns.	73.8%	79.0%	75.0%	-1.2%	5.9%	7.1%	10.2%	-4.3%
The classes I attend are well organized and well taught.	73.2%	78.5%	73.6%	-0.4%	8.3%	6.9%	8.1%	0.2%
Classes are offered at convenient times.	76.9%	77.5%	74.5%	2.4%	7.2%	7.4%	10.4%	-3.2%
Registration dates, times, and procedures were made clear to me prior to enrollment.	70.1%	76.8%	N/A	-6.7%	10.9%	12.1%	N/A	-1.2%
Faculty care about students as individuals.	75.9%	76.6%	71.9%	4.0%	6.5%	6.8%	8.4%	-1.9%
The online Schedule of Classes is informative and easy to follow.	62.3%	76.2%	70.7%	-8.4%	7.5%	7.3%	9.0%	-1.5%
Student organizations are available for my participation.	74.0%	75.0%	77.6%	-3.6%	6.1%	6.7%	6.2%	-0.1%
The tuition payment plan is beneficial for students.	69.2%	73.9%	72.1%	-2.9%	6.9%	5.5%	9.2%	-2.3%
Class information provided prior to enrollment was helpful.	64.3%	73.5%	N/A	-9.2%	10.3%	10.0%	N/A	0.3%
Class drop/add procedures are appropriate.	59.8%	72.4%	70.5%	-10.7%	8.4%	7.7%	10.1%	-1.7%
Academic advising is adequate.	66.3%	71.6%	62.5%	3.8%	9.4%	9.2%	16.7%	-7.3%
Tutorial services are sufficient.	57.9%	70.4%	64.5%	-6.6%	6.1%	5.1%	7.7%	-1.6%
On-campus bookstore hours are convenient for students.	74.4%	70.1%	68.7%	5.7%	6.7%	12.0%	12.6%	-5.9%
Sufficient financial aid options are available.	68.0%	69.3%	65.5%	2.5%	8.6%	13.8%	15.6%	-7.0%
The online registration process is user-friendly.	59.0%	69.3%	67.1%	-8.1%	6.5%	9.0%	10.1%	-3.6%
The on-site registration process is user-friendly.	58.1%	68.6%	65.0%	-6.9%	8.2%	8.1%	11.3%	-3.1%
Students seldom get the "run around" when seeking information.	49.0%	60.7%	46.4%	2.6%	19.4%	20.1%	30.0%	-10.6%
Purchasing textbooks through Troy Virtual Book Store is convenient.	38.0%	59.2%	45.3%	-7.3%	10.2%	11.9%	15.2%	-5.0%

Appendix 6. New Student Perceptions about Troy University - University College

Ranked by Agreement

Academic programs, services, and administration	RANK	Prior Year Rank	Agree*	Neutral	Disagree*	N
The semester/term format at my location accommodates my learning.	1	1	83.2%	6.7%	4.7%	580
I would recommend Troy University to a friend who is planning to go to college.	2	2	83.2%	6.9%	5.2%	584
I am receiving a quality education at Troy University.	3	4	82.2%	9.0%	4.2%	585
Faculty care about students as individuals.	4	6	81.2%	11.3%	5.4%	600
Troy personnel are knowledgeable and helpful.	5	7	79.9%	10.1%	7.9%	600
I feel I can talk to faculty about my academic concerns.	6	5	79.6%	9.0%	7.2%	587
Classes are offered at convenient times.	7	3	79.3%	8.8%	6.4%	579
Troy University has a good reputation in my community.	8	9	78.8%	10.4%	5.3%	580
Registration dates, times, and procedures were made clear to me prior to enrollment.	9	10	77.8%	10.1%	9.2%	595
The classes I attend are well organized and well taught.	10	12	76.6%	10.0%	7.7%	578
Class information provided prior to enrollment was helpful.	11	11	75.1%	11.7%	10.0%	593
The printed Schedule of Classes is informative and easy to follow.	12	8	74.6%	10.9%	5.9%	560
The online Schedule of Classes is informative and easy to follow.	13	14	72.6%	12.4%	7.4%	566
Academic advising is adequate.	14	16	72.6%	12.4%	9.8%	581
The on-site registration process is user-friendly.	15	13	69.6%	11.3%	7.8%	544
The tuition payment plan is beneficial for students.	16	15	67.4%	13.7%	5.2%	529
Sufficient financial aid options are available.	17	17	66.0%	11.1%	8.2%	523
Class drop/add procedures are appropriate.	18	18	65.9%	12.4%	4.8%	509
Students seldom get the "run around" when seeking information.	19	19	65.4%	13.9%	17.0%	590
The online registration process is user-friendly.	20	20	63.5%	13.5%	8.3%	523
The University offers a variety of majors at my location.	21	21	59.9%	16.3%	16.9%	571
Purchasing textbooks through Troy Virtual Book Store is convenient.	22	22	54.0%	17.9%	12.4%	517
Tutorial services are sufficient.	23	23	39.3%	22.8%	7.8%	429
On-campus bookstore hours are convenient for students.	24	24	37.0%	3.9%	7.3%	375
Student organizations are available for my participation.	25	25	31.7%	22.2%	11.4%	400

* Note: Agree = Agree + Strong Agree   Disagree = Disagree + Strongly Disagree   Total respondents = 385

Appendix 6.1. New Student Perceptions about Troy University - University College

Fall 2007 vs. Fall 2006 vs. Fall 2005

Academic programs, services, and administration	Agree*				Disagree*			
	FA07	FA06	FA05	Diff	FA07	FA06	FA05	Diff
The semester/term format at my location accommodates my learning.	83.2%	88.0%	85.0%	-1.8%	4.7%	5.2%	6.4%	-1.7%
I would recommend Troy University to a friend who is planning to go to college.	83.2%	87.9%	84.6%	-1.4%	5.2%	5.4%	7.1%	-1.9%
Classes are offered at convenient times.	79.3%	87.1%	86.0%	-6.7%	6.4%	6.2%	6.7%	-0.3%
I am receiving a quality education at Troy University.	82.2%	86.8%	85.6%	-3.4%	4.2%	5.4%	7.1%	-2.9%
I feel I can talk to faculty about my academic concerns.	79.6%	85.3%	82.8%	-3.2%	7.2%	5.9%	7.7%	-0.5%
Faculty care about students as individuals.	81.2%	84.8%	80.2%	1.0%	5.4%	5.3%	7.8%	-2.4%
Troy personnel are knowledgeable and helpful.	79.9%	84.6%	82.1%	-2.2%	7.9%	6.9%	9.8%	-1.9%
The printed Schedule of Classes is informative and easy to follow.	74.6%	83.6%	83.2%	-8.6%	5.9%	6.4%	6.0%	-0.1%
Troy University has a good reputation in my community.	78.8%	83.1%	77.4%	1.4%	5.3%	5.2%	6.3%	-1.0%
Registration dates, times, and procedures were made clear to me prior to enrollment.	77.8%	81.8%	N/A	-4.0%	9.2%	9.4%	N/A	-0.2%
Class information provided prior to enrollment was helpful.	75.1%	81.1%	N/A	-6.0%	10.0%	9.3%	N/A	0.7%
The classes I attend are well organized and well taught.	76.6%	79.9%	82.6%	-6.0%	7.7%	8.4%	9.3%	-1.6%
The on-site registration process is user-friendly.	69.6%	78.3%	75.4%	-5.8%	7.8%	8.0%	9.5%	-1.7%
The online Schedule of Classes is informative and easy to follow.	72.6%	77.5%	76.6%	-4.0%	7.4%	8.7%	9.4%	-2.0%
The tuition payment plan is beneficial for students.	67.4%	77.0%	79.2%	-11.8%	5.2%	5.8%	4.3%	0.9%
Academic advising is adequate.	72.6%	76.3%	71.0%	1.6%	9.8%	9.5%	12.1%	-2.3%
Sufficient financial aid options are available.	66.0%	75.5%	71.5%	-5.5%	8.2%	8.2%	9.5%	-1.3%
Class drop/add procedures are appropriate.	65.9%	73.4%	68.4%	-2.5%	4.8%	6.6%	9.4%	-4.6%
Students seldom get the "run around" when seeking information.	65.4%	70.1%	61.3%	4.1%	17.0%	15.7%	24.2%	-7.2%
The online registration process is user-friendly.	63.5%	68.7%	67.3%	-3.8%	8.3%	11.7%	11.7%	-3.4%
The University offers a variety of majors at my location.	59.9%	67.7%	66.2%	-6.3%	16.9%	17.0%	16.9%	0.0%
Purchasing textbooks through Troy Virtual Book Store is convenient.	54.0%	60.3%	62.4%	-8.4%	12.4%	12.5%	14.9%	-2.5%
Tutorial services are sufficient.	39.3%	50.2%	47.7%	-8.4%	7.8%	10.0%	9.0%	-1.2%
On-campus bookstore hours are convenient for students.	37.0%	43.1%	39.5%	-2.5%	7.3%	13.9%	17.1%	-9.8%
Student organizations are available for my participation.	31.7%	37.7%	36.5%	-4.8%	11.4%	21.3%	24.6%	-13.2%

Appendix 7. New Student Perceptions about Troy University - eCampus

Ranked by Agreement

Academic programs, services, and administration	RANK	Prior Year Rank	Agree*	Neutral	Disagree*	N
I am receiving a quality education at Troy University.	1	2	79.8%	9.8%	4.8%	1135
The online Schedule of Classes is informative and easy to follow.	2	5	79.1%	9.1%	7.5%	1149
I would recommend Troy University to a friend who is planning to go to college.	3	3	78.3%	10.4%	6.5%	1144
Registration dates, times, and procedures were made clear to me prior to enrollment.	4	6	76.5%	8.2%	11.0%	1149
The semester/term format at my location accommodates my learning.	5	4	76.2%	10.4%	4.9%	1098
Classes are offered at convenient times.	6	1	74.1%	7.2%	4.9%	1035
The online registration process is user-friendly.	7	14	72.9%	10.2%	11.5%	1137
The classes I attend are well organized and well taught.	8	9	72.1%	11.1%	9.3%	1113
Troy personnel are knowledgeable and helpful.	9	11	71.9%	12.7%	12.0%	1159
Class information provided prior to enrollment was helpful.	10	12	71.3%	12.3%	11.9%	1147
Troy University has a good reputation in my community.	11	7	70.4%	14.2%	4.8%	1074
Faculty care about students as individuals.	12	13	69.9%	17.3%	8.4%	1148
I feel I can talk to faculty about my academic concerns.	13	15	68.1%	15.7%	10.1%	1128
The University offers a variety of majors at my location.	14	16	67.5%	10.8%	9.1%	1050
Class drop/add procedures are appropriate.	15	8	67.2%	13.2%	6.2%	1040
The printed Schedule of Classes is informative and easy to follow.	16	10	63.0%	11.7%	5.4%	963
Purchasing textbooks through Troy Virtual Book Store is convenient.	17	19	62.4%	14.2%	8.6%	1022
Sufficient financial aid options are available.	18	18	60.8%	15.4%	7.7%	1007
The tuition payment plan is beneficial for students.	19	17	60.6%	15.6%	6.7%	995
Academic advising is adequate.	20	21	56.4%	18.8%	16.0%	1096
Students seldom get the "run around" when seeking information.	21	23	50.4%	17.1%	25.7%	1118
The on-site registration process is user-friendly.	22	20	45.2%	14.8%	6.2%	795
Tutorial services are sufficient.	23	22	40.4%	21.9%	5.4%	812
On-campus bookstore hours are convenient for students.	24	24	33.2%	20.4%	3.9%	690
Student organizations are available for my participation.	25	25	29.7%	23.8%	6.3%	719

* Note: Agree = Agree + Strong Agree   Disagree = Disagree + Strongly Disagree   Total respondents = 1,175

Appendix 7.1. New Student Perceptions about Troy University - eCampus

Fall 2007 vs. Fall 2006 vs. Fall 2005

Academic programs, services, and administration	Agree*				Disagree*			
	FA07	FA06	FA05	Diff	FA07	FA06	FA05	Diff
Classes are offered at convenient times.	74.1%	85.3%	83.9%	-9.8%	4.9%	6.8%	7.4%	-2.5%
I am receiving a quality education at Troy University.	79.8%	85.1%	85.8%	-6.0%	4.8%	7.0%	5.8%	-1.0%
I would recommend Troy University to a friend who is planning to go to college.	78.3%	84.6%	84.9%	-6.6%	6.5%	7.8%	6.7%	-0.2%
The semester/term format at my location accommodates my learning.	76.2%	82.7%	83.8%	-7.6%	4.9%	6.1%	5.8%	-0.9%
The online Schedule of Classes is informative and easy to follow.	79.1%	80.7%	77.5%	1.6%	7.5%	10.1%	11.0%	-3.5%
Registration dates, times, and procedures were made clear to me prior to enrollment.	76.5%	79.8%	N/A	-3.3%	11.0%	12.2%	N/A	-1.2%
Troy University has a good reputation in my community.	70.4%	79.6%	79.0%	-8.6%	4.8%	6.6%	5.8%	-1.0%
Class drop/add procedures are appropriate.	67.2%	76.8%	74.3%	-7.1%	6.2%	7.6%	7.9%	-1.7%
The classes I attend are well organized and well taught.	72.1%	76.7%	79.6%	-7.5%	9.3%	10.3%	8.0%	1.3%
The printed Schedule of Classes is informative and easy to follow.	63.0%	76.4%	75.0%	-12.0%	5.4%	9.2%	8.4%	-3.0%
Troy personnel are knowledgeable and helpful.	71.9%	76.0%	80.4%	-8.5%	12.0%	9.5%	8.0%	4.0%
Class information provided prior to enrollment was helpful.	71.3%	76.0%	N/A	-4.7%	11.9%	12.4%	N/A	-0.5%
Faculty care about students as individuals.	69.9%	74.7%	78.0%	-8.1%	8.4%	8.1%	6.1%	2.3%
The online registration process is user-friendly.	72.9%	74.7%	72.9%	0.0%	11.5%	13.1%	13.7%	-2.2%
I feel I can talk to faculty about my academic concerns.	68.1%	73.7%	76.0%	-7.9%	10.1%	11.8%	7.5%	2.6%
The University offers a variety of majors at my location.	67.5%	72.7%	73.0%	-5.5%	9.1%	10.0%	10.9%	-1.8%
The tuition payment plan is beneficial for students.	60.6%	72.2%	73.9%	-13.3%	6.7%	7.1%	5.9%	0.8%
Sufficient financial aid options are available.	60.8%	71.5%	71.5%	-10.7%	7.7%	9.9%	7.8%	-0.1%
Purchasing textbooks through Troy Virtual BookStore is convenient.	62.4%	70.8%	65.8%	-3.4%	8.6%	11.2%	10.6%	-2.0%
The on-site registration process is user-friendly.	45.2%	70.4%	66.7%	-21.5%	6.2%	9.9%	8.1%	-1.9%
Academic advising is adequate.	56.4%	66.9%	68.2%	-11.8%	16.0%	15.4%	12.7%	3.3%
Tutorial services are sufficient.	40.4%	63.8%	60.6%	-20.2%	5.4%	9.3%	7.7%	-2.3%
Students seldom get the "run around" when seeking information.	50.4%	61.0%	62.9%	-12.5%	25.7%	21.6%	20.5%	5.2%
On-campus bookstore hours are convenient for students.	33.2%	56.4%	51.5%	-18.3%	3.9%	9.1%	9.9%	-6.0%
Student organizations are available for my participation.	29.7%	52.6%	46.9%	-17.2%	6.3%	10.6%	12.2%	-5.9%

Troy University Fall 2007 New Student Survey

Appendix 8. New Student Perceptions about Troy University - College of Arts & Sciences

Ranked by Agreement

Academic programs, services, and administration	RANK	Prior Year Rank	Agree*	Neutral	Disagree*	N
I would recommend Troy University to a friend who is planning to go to college.	1	3	83.4%	8.3%	3.9%	738
I am receiving a quality education at Troy University.	2	1	83.0%	8.8%	3.3%	735
The semester/term format at my location accommodates my learning.	3	2	80.8%	8.9%	3.7%	722
Registration dates, times, and procedures were made clear to me prior to enrollment.	4	11	80.0%	8.9%	8.1%	748
The online Schedule of Classes is informative and easy to follow.	5	10	78.0%	11.3%	4.6%	725
Classes are offered at convenient times.	6	4	77.3%	8.0%	4.9%	697
Troy University has a good reputation in my community.	7	5	77.1%	12.8%	3.1%	718
Troy personnel are knowledgeable and helpful.	8	7	76.9%	12.4%	8.6%	757
The classes I attend are well organized and well taught.	9	8	76.7%	9.5%	8.1%	728
Class information provided prior to enrollment was helpful.	10	15	74.5%	12.7%	9.5%	746
Faculty care about students as individuals.	11	12	74.3%	16.6%	6.4%	751
I feel I can talk to faculty about my academic concerns.	12	9	73.7%	12.7%	8.4%	732
The University offers a variety of majors at my location.	13	16	71.9%	9.3%	10.0%	704
The printed Schedule of Classes is informative and easy to follow.	14	6	70.0%	11.3%	3.9%	658
Class drop/add procedures are appropriate.	15	14	69.0%	12.6%	4.1%	654
The online registration process is user-friendly.	16	17	68.1%	13.6%	8.5%	697
Academic advising is adequate.	17	19	64.6%	16.2%	12.9%	723
The tuition payment plan is beneficial for students.	18	13	64.1%	14.9%	4.9%	648
Sufficient financial aid options are available.	19	18	63.1%	13.2%	7.4%	646
Purchasing textbooks through Troy Virtual Book Store is convenient.	20	21	55.7%	15.5%	9.5%	623
Students seldom get the "run around" when seeking information.	21	23	54.4%	18.8%	20.9%	726
The on-site registration process is user-friendly.	22	20	52.3%	14.5%	5.4%	558
On-campus bookstore hours are convenient for students.	23	24	43.8%	15.7%	4.0%	490
Tutorial services are sufficient.	24	22	42.6%	18.7%	6.1%	520
Student organizations are available for my participation.	25	25	37.2%	19.7%	7.6%	498

* Note: Agree = Agree + Strong Agree   Disagree = Disagree + Strongly Disagree   Total respondents = 692

22

Appendix 8.1. New Student Perceptions about Troy University - College of Arts & Sciences
Fall 2007 vs. Fall 2006 vs. Fall 2005

Academic programs, services, and administration	Agree*				Disagree*			
	FA07	FA06	FA05	Diff	FA07	FA06	FA05	Diff
I am receiving a quality education at Troy University.	83.0%	86.3%	84.1%	-1.1%	3.3%	5.1%	6.6%	-3.3%
The semester/term format at my location accommodates my learning.	80.8%	86.1%	80.8%	0.0%	3.7%	5.4%	7.2%	-3.5%
I would recommend Troy University to a friend who is planning to go to college.	83.4%	85.5%	82.1%	1.3%	3.9%	6.6%	9.0%	-5.1%
Classes are offered at convenient times.	77.3%	84.5%	76.5%	0.8%	4.9%	7.2%	11.0%	-6.1%
Troy University has a good reputation in my community.	77.1%	83.4%	80.0%	-2.9%	3.1%	4.4%	6.5%	-3.4%
The printed Schedule of Classes is informative and easy to follow.	70.0%	81.8%	80.2%	-10.2%	3.9%	6.3%	7.2%	-3.3%
Troy personnel are knowledgeable and helpful.	76.9%	81.5%	78.8%	-1.9%	8.6%	6.7%	9.8%	-1.2%
The classes I attend are well organized and well taught.	76.7%	80.9%	77.2%	-0.5%	8.1%	8.4%	9.6%	-1.5%
I feel I can talk to faculty about my academic concerns.	73.7%	80.6%	76.9%	-3.2%	8.4%	7.6%	9.1%	-0.7%
The online Schedule of Classes is informative and easy to follow.	78.0%	80.2%	75.2%	2.8%	4.6%	8.4%	10.7%	-6.1%
Registration dates, times, and procedures were made clear to me prior to enrollment.	80.0%	79.8%	N/A	0.2%	8.1%	9.4%	N/A	-1.3%
Faculty care about students as individuals.	74.3%	78.6%	75.2%	-0.9%	6.4%	6.2%	8.0%	-1.6%
The tuition payment plan is beneficial for students.	64.1%	77.4%	74.6%	-10.5%	4.9%	5.2%	7.0%	-2.1%
Class drop/add procedures are appropriate.	69.0%	77.1%	71.2%	-2.2%	4.1%	7.4%	10.5%	-6.4%
Class information provided prior to enrollment was helpful.	74.5%	76.8%	N/A	-2.3%	9.5%	9.8%	N/A	-0.3%
The University offers a variety of majors at my location.	71.9%	75.0%	71.7%	0.2%	10.0%	9.9%	14.0%	-4.0%
The online registration process is user-friendly.	68.1%	74.8%	67.6%	0.5%	8.5%	10.0%	14.3%	-5.8%
Sufficient financial aid options are available.	63.1%	72.9%	71.3%	-8.2%	7.4%	8.7%	11.0%	-3.6%
Academic advising is adequate.	64.6%	72.8%	67.0%	-2.4%	12.9%	10.5%	16.0%	-3.1%
The on-site registration process is user-friendly.	52.3%	72.5%	67.8%	-15.5%	5.4%	11.0%	11.7%	-6.3%
Purchasing textbooks through Troy Virtual BookStore is convenient.	55.7%	70.4%	58.8%	-3.1%	9.5%	9.4%	13.1%	-3.6%
Tutorial services are sufficient.	42.6%	65.7%	59.7%	-17.1%	6.1%	6.8%	10.5%	-4.4%
Students seldom get the "run around" when seeking information.	54.4%	65.3%	58.2%	-3.8%	20.9%	17.4%	22.8%	-1.9%
On-campus bookstore hours are convenient for students.	43.8%	65.2%	59.2%	-15.4%	4.0%	10.4%	11.9%	-7.9%
Student organizations are available for my participation.	37.2%	58.0%	54.1%	-16.9%	7.6%	11.5%	12.8%	-5.2%

Appendix 9. New Student Perceptions about Troy University - College of Business
Ranked by Agreement

Academic programs, services, and administration	RANK	PriorYear Rank	Agree*	Neutral	Disagree*	N
I am receiving a quality education at Troy University.	1	1	79.1%	9.6%	5.5%	1001
The semester/term format at my location accommodates my learning.	2	4	78.2%	8.9%	5.8%	987
I would recommend Troy University to a friend who is planning to go to college.	3	3	77.8%	10.0%	6.5%	1002
Classes are offered at convenient times.	4	2	75.7%	7.9%	7.4%	967
Registration dates, times, and procedures were made clear to me prior to enrollment.	5	7	75.4%	8.9%	11.1%	1014
Troy University has a good reputation in my community.	6	5	73.8%	11.4%	6.5%	974
Troy personnel are knowledgeable and helpful.	7	9	72.9%	12.4%	11.0%	1024
Faculty care about students as individuals.	8	14	72.7%	15.4%	7.9%	1021
The online Schedule of Classes is informative and easy to follow.	9	8	72.4%	10.9%	9.5%	986
The classes I attend are well organized and well taught.	10	12	72.4%	12.0%	8.7%	988
I feel I can talk to faculty about my academic concerns.	11	15	71.5%	14.7%	8.9%	1010
The printed Schedule of Classes is informative and easy to follow.	12	6	69.6%	10.2%	7.3%	925
The University offers a variety of majors at my location.	13	17	66.9%	11.6%	11.4%	955
Class drop/add procedures are appropriate.	14	10	66.1%	12.5%	7.1%	911
The tuition payment plan is beneficial for students.	15	13	65.5%	14.6%	7.2%	927
The online registration process is user-friendly.	16	19	64.4%	14.0%	9.7%	935
Sufficient financial aid options are available.	17	16	64.1%	13.5%	8.4%	913
Academic advising is adequate.	18	20	61.4%	16.6%	14.0%	978
The on-site registration process is user-friendly.	19	18	58.9%	13.8%	7.8%	856
Students seldom get the "run around" when seeking information.	20	23	54.3%	17.0%	23.4%	1007
Purchasing textbooks through Troy Virtual BookStore is convenient.	21	21	52.5%	17.9%	10.3%	857
Class information provided prior to enrollment was helpful.	22	11	50.8%	12.7%	11.3%	1013
On-campus bookstore hours are convenient for students.	23	24	44.5%	18.0%	7.6%	743
Tutorial services are sufficient.	24	22	41.0%	21.1%	8.4%	749
Student organizations are available for my participation.	25	25	39.2%	21.9%	9.2%	746

* Note: Agree = Agree + Strong Agree   Disagree = Disagree + Strongly Disagree   Total respondents = 772

Appendix 9.1. New Student Perceptions about Troy University - College of Business
Fall 2007 vs. Fall 2006 vs. Fall 2005

Academic programs, services, and administration	Agree*				Disagree*			
	FA07	FA06	FA05	Diff	FA07	FA06	FA05	Diff
I am receiving a quality education at Troy University.	79.1%	85.3%	85.4%	-6.3%	5.5%	6.6%	5.1%	0.4%
Classes are offered at convenient times.	75.7%	83.5%	83.1%	-7.4%	7.4%	8.1%	7.2%	0.2%
I would recommend Troy University to a friend who is planning to go to college.	77.8%	83.1%	84.3%	-6.5%	6.5%	7.9%	7.3%	-0.8%
The semester/term format at my location accommodates my learning.	78.2%	81.6%	82.5%	-4.3%	5.8%	5.7%	5.8%	0.0%
Troy University has a good reputation in my community.	73.8%	81.1%	80.2%	-6.4%	6.5%	6.4%	6.7%	-0.2%
The printed Schedule of Classes is informative and easy to follow.	69.6%	78.9%	79.1%	-9.5%	7.3%	8.7%	7.0%	0.3%
Registration dates, times, and procedures were made clear to me prior to enrollment.	75.4%	78.8%	N/A	-3.4%	11.1%	12.7%	N/A	-1.6%
The online Schedule of Classes is informative and easy to follow.	72.4%	78.2%	74.0%	-1.6%	9.5%	10.0%	9.5%	0.0%
Troy personnel are knowledgeable and helpful.	72.9%	76.7%	78.6%	-5.7%	11.0%	10.1%	8.8%	2.2%
Class drop/add procedures are appropriate.	66.1%	76.2%	72.8%	-6.7%	7.1%	9.0%	7.6%	-0.5%
Class information provided prior to enrollment was helpful.	50.8%	75.8%	N/A	-25.0%	11.3%	12.5%	N/A	-1.2%
The classes I attend are well organized and well taught.	72.4%	75.5%	77.8%	-5.4%	8.7%	10.6%	9.0%	-0.3%
The tuition payment plan is beneficial for students.	65.5%	74.7%	73.9%	-8.4%	7.2%	7.1%	6.5%	0.7%
Faculty care about students as individuals.	72.7%	74.3%	78.1%	-5.4%	7.9%	8.7%	7.2%	0.7%
I feel I can talk to faculty about my academic concerns.	71.5%	73.3%	77.1%	-5.6%	8.9%	12.5%	8.0%	0.9%
Sufficient financial aid options are available.	64.1%	72.7%	67.0%	-2.9%	8.4%	11.4%	10.5%	-2.1%
The University offers a variety of majors at my location.	66.9%	72.7%	71.3%	-4.4%	11.4%	11.3%	10.8%	0.6%
The on-site registration process is user-friendly.	58.9%	71.6%	69.7%	-10.8%	7.8%	9.7%	11.2%	-3.4%
The online registration process is user-friendly.	64.4%	70.1%	70.1%	-5.7%	9.7%	14.6%	12.1%	-2.4%
Academic advising is adequate.	61.4%	68.6%	67.7%	-6.3%	14.0%	14.8%	13.7%	0.3%
Purchasing textbooks through Troy Virtual Book Store is convenient.	52.5%	63.8%	59.2%	-6.7%	10.3%	13.7%	12.1%	-1.8%
Tutorial services are sufficient.	41.0%	59.5%	54.7%	-13.7%	8.4%	10.1%	9.5%	-1.1%
Students seldom get the "run around" when seeking information.	54.3%	59.4%	57.8%	-3.5%	23.4%	22.6%	24.6%	-1.2%
On-campus bookstore hours are convenient for students.	44.5%	59.1%	59.0%	-14.5%	7.6%	9.7%	12.6%	-5.0%
Student organizations are available for my participation.	39.2%	50.9%	49.9%	-10.7%	9.2%	12.5%	15.6%	-6.4%

Appendix 10. New Student Perceptions about Troy University - College of Education
Ranked by Agreement

Academic programs, services, and administration	RANK	PriorYear Rank	Agree*	Neutral	Disagree*	N
I am receiving a quality education at Troy University.	1	2	81.4%	8.1%	5.9%	435
I would recommend Troy University to a friend who is planning to go to college.	2	1	79.8%	7.7%	7.6%	434
The semester/term format at my location accommodates my learning.	3	5	79.6%	9.6%	5.5%	432
I feel I can talk to faculty about my academic concerns.	4	8	77.2%	10.7%	8.3%	439
Troy University has a good reputation in my community.	5	3	76.9%	9.9%	6.4%	425
Faculty care about students as individuals.	6	7	76.8%	12.7%	7.7%	443
The printed Schedule of Classes is informative and easy to follow.	7	9	75.2%	10.7%	5.5%	417
Troy personnel are knowledgeable and helpful.	8	6	74.6%	11.8%	11.2%	445
The classes I attend are well organized and well taught.	9	10	72.4%	12.9%	10.1%	435
Registration dates, times, and procedures were made clear to me prior to enrollment.	10	12	71.3%	10.7%	13.6%	436
Classes are offered at convenient times.	11	4	70.4%	11.6%	11.2%	425
Academic advising is adequate.	12	17	70.4%	12.9%	12.5%	437
The tuition payment plan is beneficial for students.	13	11	69.8%	13.8%	5.1%	404
Sufficient financial aid options are available.	14	15	68.4%	13.6%	7.8%	410
The online Schedule of Classes is informative and easy to follow.	15	13	66.9%	12.7%	7.4%	397
Class information provided prior to enrollment was helpful.	16	14	66.4%	17.1%	11.6%	434
The University offers a variety of majors at my location.	17	19	65.6%	14.3%	11.6%	417
Class drop/add procedures are appropriate.	18	16	60.8%	13.2%	5.9%	364
The on-site registration process is user-friendly.	19	18	58.4%	16.0%	9.6%	383
The online registration process is user-friendly.	20	20	57.4%	13.4%	7.3%	356
On-campus bookstore hours are convenient for students.	21	21	55.0%	17.3%	3.9%	348
Students seldom get the "run around" when seeking information.	22	22	52.0%	19.7%	21.5%	425
Tutorial services are sufficient.	23	24	44.1%	20.6%	4.4%	315
Purchasing textbooks through Troy Virtual Book Store is convenient.	24	23	43.4%	20.0%	10.7%	338
Student organizations are available for my participation.	25	25	43.2%	22.1%	6.3%	327

* Note: Agree = Agree + Strong Agree   Disagree = Disagree + Strongly Disagree   Total respondents = 439

Appendix 10.1. New Student Perceptions about Troy University - College of Education
Fall 2007 vs. Fall 2006 vs. Fall 2005

Academic programs, services, and administration	Agree*				Disagree*			
	FA07	FA06	FA05	Diff	FA07	FA06	FA05	Diff
I would recommend Troy University to a friend who is planning to go to college.	79.8%	88.5%	80.5%	-0.7%	7.6%	5.0%	6.8%	0.8%
I am receiving a quality education at Troy University.	81.4%	88.2%	85.3%	-3.9%	5.9%	5.0%	6.3%	-0.4%
Troy University has a good reputation in my community.	76.9%	86.4%	81.1%	-4.2%	6.4%	4.1%	6.3%	0.1%
Classes are offered at convenient times.	70.4%	84.5%	81.3%	-10.9%	11.2%	7.3%	8.7%	2.5%
The semester/term format at my location accommodates my learning.	79.6%	84.5%	86.7%	-7.1%	5.5%	4.6%	4.7%	0.8%
Troy personnel are knowledgeable and helpful.	74.6%	83.6%	72.5%	2.1%	11.2%	5.6%	12.5%	-1.3%
Faculty care about students as individuals.	76.8%	83.1%	74.5%	2.3%	7.7%	5.2%	8.3%	-0.6%
I feel I can talk to faculty about my academic concerns.	77.2%	82.0%	76.1%	1.1%	8.3%	5.7%	8.4%	-0.1%
The printed Schedule of Classes is informative and easy to follow.	75.2%	82.0%	83.8%	-8.6%	5.5%	4.8%	4.7%	0.8%
The classes I attend are well organized and well taught.	72.4%	80.6%	81.0%	-8.6%	10.1%	6.7%	9.2%	0.9%
The tuition payment plan is beneficial for students.	69.8%	78.2%	77.7%	-7.9%	5.1%	6.3%	6.0%	-0.9%
Registration dates, times, and procedures were made clear to me prior to enrollment.	71.3%	78.2%	N/A	-6.9%	13.6%	11.1%	N/A	2.5%
The online Schedule of Classes is informative and easy to follow.	66.9%	78.1%	75.5%	-8.6%	7.4%	6.9%	10.0%	-2.6%
Class information provided prior to enrollment was helpful.	66.4%	76.6%	N/A	-10.2%	11.6%	9.3%	N/A	2.3%
Sufficient financial aid options are available.	68.4%	76.2%	73.4%	-5.0%	7.8%	7.8%	10.8%	-3.0%
Class drop/add procedures are appropriate.	60.8%	73.4%	67.2%	-6.4%	5.9%	4.8%	8.0%	-2.1%
Academic advising is adequate.	70.4%	72.5%	67.4%	3.0%	12.5%	9.7%	13.0%	-0.5%
The on-site registration process is user-friendly.	58.4%	71.7%	65.7%	-7.3%	9.6%	8.0%	14.3%	-4.7%
The University offers a variety of majors at my location.	65.6%	70.8%	69.7%	-4.1%	11.6%	11.4%	14.5%	-2.9%
The online registration process is user-friendly.	57.4%	70.3%	61.4%	-4.0%	7.3%	7.1%	13.9%	-6.6%
On-campus bookstore hours are convenient for students.	55.0%	67.0%	66.7%	-11.7%	3.9%	7.4%	10.4%	-6.5%
Students seldom get the "run around" when seeking information.	52.0%	63.4%	53.6%	-1.6%	21.5%	17.9%	29.5%	-8.0%
Purchasing textbooks through Troy Virtual Book Store is convenient.	43.4%	60.4%	54.1%	-10.7%	10.7%	8.4%	9.9%	0.8%
Tutorial services are sufficient.	44.1%	57.2%	56.0%	-11.9%	4.4%	7.6%	4.6%	-0.2%
Student organizations are available for my participation.	43.2%	56.2%	59.3%	-16.1%	6.3%	8.0%	8.1%	-1.8%

Appendix 11. New Student Perceptions about Troy University - College of Communication & Fine Arts
Ranked by Agreement

Academic programs, services, and administration	RANK	Prior Year Rank	Agree*	Neutral	Disagree*	N
I am receiving a quality education at Troy University.	1	3	83.2%	6.0%	2.4%	76
Faculty care about students as individuals.	2	4	80.7%	12.0%	2.4%	79
Troy personnel are knowledgeable and helpful.	3	12	78.4%	15.7%	2.4%	80
The semester/term format at my location accommodates my learning.	4	1	75.9%	15.7%	0.0%	76
The University offers a variety of majors at my location.	5	2	73.5%	7.2%	6.0%	72
The classes I attend are well organized and well taught.	6	5	73.5%	15.7%	4.8%	78
Troy University has a good reputation in my community.	7	6	73.5%	8.4%	3.6%	71
Classes are offered at convenient times.	8	19	73.5%	13.3%	6.3%	75
The printed Schedule of Classes is informative and easy to follow.	9	7	72.3%	15.7%	1.2%	74
I feel I can talk to faculty about my academic concerns.	10	11	72.3%	16.9%	1.2%	75
I would recommend Troy University to a friend who is planning to go to college.	11	10	71.1%	19.3%	1.2%	76
The online Schedule of Classes is informative and easy to follow.	12	15	68.7%	14.5%	7.2%	75
Registration dates, times, and procedures were made clear to me prior to enrollment.	13	8	67.4%	14.5%	13.3%	79
Student organizations are available for my participation.	14	9	65.0%	12.0%	1.2%	65
The tuition payment plan is beneficial for students.	15	21	65.0%	20.5%	2.4%	73
Class drop/add procedures are appropriate.	16	16	63.9%	16.9%	3.6%	70
Sufficient financial aid options are available.	17	17	63.9%	20.5%	2.4%	72
The online registration process is user-friendly.	18	18	63.9%	18.1%	6.0%	73
Class information provided prior to enrollment was helpful.	19	23	61.5%	20.5%	9.6%	76
The on-site registration process is user-friendly.	20	20	59.0%	19.3%	6.0%	70
On-campus bookstore hours are convenient for students.	21	22	57.8%	19.3%	2.4%	66
Academic advising is adequate.	22	14	51.8%	27.7%	4.8%	70
Students seldom get the "run around" when seeking information.	23	24	50.6%	14.5%	24.0%	74
Tutorial services are sufficient.	24	13	47.0%	21.7%	1.2%	58
Purchasing textbooks through Troy Virtual Book Store is convenient.	25	25	44.6%	16.9%	6.0%	56

* Note: Agree = Agree + Strong Agree   Disagree = Disagree + Strongly Disagree   Total respondents = 52

Appendix 11.1. New Student Perceptions about Troy University - College of Communication & Fine Arts
Fall 2007 vs. Fall 2006 vs. Fall 2005

Academic programs, services, and administration	Agree*				Disagree*			
	FA07	FA06	FA05	Diff	FA07	FA06	FA05	Diff
The semester/term format at my location accommodates my learning.	75.9%	87.5%	77.4%	-1.5%	0.0%	4.2%	3.8%	-3.8%
The University offers a variety of majors at my location.	73.5%	87.2%	74.1%	-0.6%	6.0%	6.4%	11.1%	-5.1%
I am receiving a quality education at Troy University.	83.2%	84.1%	85.7%	-2.5%	2.4%	6.8%	3.6%	-1.2%
Faculty care about students as individuals.	80.7%	83.3%	72.7%	8.0%	2.4%	8.3%	10.9%	-8.5%
The classes I attend are well organized and well taught.	73.5%	81.6%	80.7%	-7.2%	4.8%	6.1%	7.0%	-2.2%
Troy University has a good reputation in my community.	73.5%	80.4%	77.8%	-4.3%	3.6%	10.9%	9.3%	-5.7%
The printed Schedule of Classes is informative and easy to follow.	72.3%	80.0%	78.6%	-6.3%	1.2%	8.9%	8.9%	-7.7%
Registration dates, times, and procedures were made clear to me prior to enrollment.	67.4%	79.2%	N/A	-11.8%	13.3%	14.6%	N/A	-1.3%
Student organizations are available for my participation.	65.0%	79.1%	71.4%	-6.4%	1.2%	9.3%	4.1%	-2.9%
I would recommend Troy University to a friend who is planning to go to college.	71.1%	78.3%	85.7%	-14.6%	1.2%	10.9%	3.6%	-2.4%
I feel I can talk to faculty about my academic concerns.	72.3%	76.1%	77.2%	-4.9%	1.2%	8.7%	10.5%	-9.3%
Troy personnel are knowledgeable and helpful.	78.4%	74.0%	71.9%	6.5%	2.4%	12.0%	14.0%	-11.6%
Tutorial services are sufficient.	47.0%	73.5%	56.8%	-9.8%	1.2%	8.8%	4.5%	-3.3%
Academic advising is adequate.	51.8%	73.3%	60.0%	-8.2%	4.8%	8.9%	16.0%	-11.2%
The online Schedule of Classes is informative and easy to follow.	68.7%	72.7%	62.3%	6.4%	7.2%	11.4%	5.7%	1.5%
Class drop/add procedures are appropriate.	63.9%	72.5%	72.3%	-8.4%	3.6%	7.5%	6.4%	-2.8%
Sufficient financial aid options are available.	63.9%	72.2%	71.2%	-7.3%	2.4%	13.9%	5.8%	-3.4%
The online registration process is user-friendly.	63.9%	71.1%	54.7%	9.2%	6.0%	13.2%	13.2%	-7.2%
Classes are offered at convenient times.	73.5%	70.2%	69.6%	3.9%	6.3%	10.6%	8.9%	-2.6%
The on-site registration process is user-friendly.	59.0%	67.5%	51.1%	7.9%	6.0%	7.5%	17.0%	-11.0%
The tuition payment plan is beneficial for students.	65.0%	65.0%	73.5%	-8.5%	2.4%	2.5%	6.1%	-3.7%
On-campus bookstore hours are convenient for students.	57.8%	62.8%	60.8%	-3.0%	2.4%	18.6%	13.7%	-11.3%
Class information provided prior to enrollment was helpful.	61.5%	60.9%	N/A	0.6%	9.6%	23.9%	N/A	-14.3%
Students seldom get the "run around" when seeking information.	50.6%	50.0%	37.5%	13.1%	24.0%	37.5%	33.9%	-9.9%
Purchasing textbooks through Troy Virtual BookStore is convenient.	44.6%	44.8%	36.1%	8.5%	6.0%	13.8%	5.6%	0.4%

Appendix 12. New Student Perceptions about Troy University - College of Health & Human Service
Ranked by Agreement Level

Academic programs, services, and administration	RANK	Prior Year Rank	Agree*	Neutral	Disagree*	N
I am receiving a quality education at Troy University.	1	1	78.8%	9.0%	4.4%	339
I would recommend Troy University to a friend who is planning to go to college.	2	3	78.8%	6.2%	6.8%	338
Classes are offered at convenient times.	3	7	78.3%	6.8%	5.7%	334
The semester/term format at my location accommodates my learning.	4	2	77.2%	12.5%	3.0%	341
Troy University has a good reputation in my community.	5	5	76.9%	8.7%	4.6%	332
Faculty care about students as individuals.	6	18	76.0%	12.2%	7.3%	352
Troy personnel are knowledgeable and helpful.	7	8	75.6%	9.0%	12.0%	355
Registration dates, times, and procedures were made clear to me prior to enrollment.	8	11	73.4%	9.2%	10.9%	344
The printed Schedule of Classes is informative and easy to follow.	9	4	72.9%	9.0%	6.2%	324
I feel I can talk to faculty about my academic concerns.	10	10	70.4%	13.9%	9.2%	345
Sufficient financial aid options are available.	11	12	69.8%	12.8%	7.1%	330
The University offers a variety of majors at my location.	12	13	69.3%	11.4%	8.7%	329
The classes I attend are well organized and well taught.	13	9	69.1%	9.2%	10.3%	326
The tuition payment plan is beneficial for students.	14	16	68.8%	13.3%	4.6%	319
The online Schedule of Classes is informative and easy to follow.	15	6	67.3%	13.3%	7.0%	323
Class information provided prior to enrollment was helpful.	16	14	64.9%	16.0%	12.5%	344
Academic advising is adequate.	17	22	64.2%	16.0%	11.4%	337
Class drop/add procedures are appropriate.	18	15	62.2%	17.7%	6.2%	317
The online registration process is user-friendly.	19	19	60.0%	12.0%	11.2%	306
The on-site registration process is user-friendly.	20	17	57.9%	12.8%	9.0%	293
On-campus bookstore hours are convenient for students.	21	20	54.0%	15.2%	5.7%	276
Students seldom get the "run around" when seeking information.	22	25	53.5%	14.9%	22.8%	336
Purchasing textbooks through Troy Virtual BookStore is convenient.	23	21	50.8%	16.8%	8.4%	280
Tutorial services are sufficient.	24	23	46.5%	21.5%	3.5%	263
Student organizations are available for my participation.	25	24	46.2%	19.3%	7.1%	267

* Note: Agree = Agree + Strong Agree   Disagree = Disagree + Strongly Disagree   Total respondents = 339

Appendix 12.1. New Student Perceptions about Troy University - College of Health & Human Service
Fall 2007 vs. Fall 2006 vs. Fall 2005

Academic programs, services, and administration	Agree*				Disagree*			
	FA07	FA06	FA05	Diff	FA07	FA06	FA05	Diff
I am receiving a quality education at Troy University.	78.8%	81.4%	87.6%	-8.8%	4.4%	8.2%	6.2%	-1.8%
The semester/term format at my location accommodates my learning.	77.2%	80.6%	82.8%	-5.6%	3.0%	7.4%	6.4%	-3.4%
I would recommend Troy University to a friend who is planning to go to college.	78.8%	79.7%	84.6%	-5.8%	6.8%	9.8%	8.7%	-1.9%
The printed Schedule of Classes is informative and easy to follow.	72.9%	78.3%	79.0%	-6.1%	6.2%	9.9%	7.9%	-1.7%
Troy University has a good reputation in my community.	76.9%	78.2%	79.5%	-2.6%	4.6%	8.4%	5.9%	-1.3%
The online Schedule of Classes is informative and easy to follow.	67.3%	77.2%	75.2%	-7.9%	7.0%	10.4%	10.3%	-3.3%
Classes are offered at convenient times.	78.3%	77.2%	74.8%	3.5%	5.7%	8.4%	11.6%	-5.9%
Troy personnel are knowledgeable and helpful.	75.6%	75.2%	78.5%	-2.9%	12.0%	10.9%	11.0%	1.0%
The classes I attend are well organized and well taught.	69.1%	74.4%	75.6%	-6.5%	10.3%	11.2%	8.6%	1.7%
I feel I can talk to faculty about my academic concerns.	70.4%	74.1%	78.0%	-7.6%	9.2%	12.0%	9.4%	-0.2%
Registration dates, times, and procedures were made clear to me prior to enrollment.	73.4%	72.8%	N/A	0.6%	10.9%	16.7%	N/A	-5.8%
Sufficient financial aid options are available.	69.8%	71.3%	63.0%	6.8%	7.1%	12.9%	14.1%	-7.0%
The University offers a variety of majors at my location.	69.3%	71.2%	74.9%	-5.6%	8.7%	13.4%	9.0%	-0.3%
Class information provided prior to enrollment was helpful.	64.9%	70.8%	N/A	-5.9%	12.5%	14.3%	N/A	-1.8%
Class drop/add procedures are appropriate.	62.2%	70.8%	73.4%	-11.2%	6.2%	9.7%	9.5%	-3.3%
The tuition payment plan is beneficial for students.	68.8%	70.5%	74.3%	-5.5%	4.6%	8.1%	7.6%	-3.0%
The on-site registration process is user-friendly.	57.9%	70.3%	67.7%	-9.8%	9.0%	10.8%	8.6%	0.4%
Faculty care about students as individuals.	76.0%	69.0%	76.4%	-0.4%	7.3%	9.6%	7.8%	-0.5%
The online registration process is user-friendly.	60.0%	66.8%	71.6%	-11.6%	11.2%	14.5%	11.3%	-0.1%
On-campus bookstore hours are convenient for students.	54.0%	64.7%	66.0%	-12.0%	5.7%	10.7%	9.7%	-4.0%
Purchasing textbooks through Troy Virtual BookStore is convenient.	50.8%	63.3%	59.4%	-8.6%	8.4%	11.7%	13.4%	-5.0%
Academic advising is adequate.	64.2%	62.2%	67.6%	-3.4%	11.4%	15.4%	13.3%	-1.9%
Tutorial services are sufficient.	46.5%	60.7%	63.2%	-16.7%	3.5%	9.5%	7.3%	-3.8%
Student organizations are available for my participation.	46.2%	57.4%	61.1%	-14.9%	7.1%	11.2%	9.2%	-2.1%
Students seldom get the "run around" when seeking information.	53.5%	57.3%	57.0%	-3.5%	22.8%	26.3%	23.6%	-0.8%

Appendix 1. New Student Perceptions about Troy University - Undergraduate Students
Ranked by Frequency of Agreement

Academic programs, services, and administration	RANK	Prior Year Rank	Agree*	Neutral	Disagree*	N
I am receiving a quality education at Troy University.	1	1	80.2%	8.8%	4.4%	1,705
I would recommend Troy University to a friend who is planning to go to college.	2	2	79.4%	8.7%	5.5%	1,707
The semester/term format at my location accommodates my learning.	3	4	78.7%	10.1%	4.1%	1,694
Troy University has a good reputation in my community.	4	3	76.2%	10.6%	4.4%	1,664
Registration dates, times, and procedures were made clear to me prior to enrollment.	5	10	75.5%	9.9%	10.1%	1,743
Classes are offered at convenient times.	6	6	74.8%	9.1%	6.8%	1,655
The classes I attend are well organized and well taught.	7	8	74.0%	11.2%	8.4%	1,707
Troy personnel are knowledgeable and helpful.	8	9	74.0%	12.5%	10.2%	1,763
The printed Schedule of Classes is informative and easy to follow.	9	5	72.9%	9.6%	5.4%	1,605
Faculty care about students as individuals.	10	15	72.8%	15.5%	7.7%	1,752
The online Schedule of Classes is informative and easy to follow.	11	7	72.7%	11.0%	6.5%	1,647
The University offers a variety of majors at my location.	12	14	71.8%	9.9%	8.2%	1,656
I feel I can talk to faculty about my academic concerns.	13	13	71.3%	13.7%	9.1%	1,717
Class information provided prior to enrollment was helpful.	14	17	68.7%	15.0%	10.9%	1,724
Class drop/add procedures are appropriate.	15	11	66.5%	12.8%	5.6%	1,549
The tuition payment plan is beneficial for students.	16	12	66.3%	14.5%	5.2%	1,571
Sufficient financial aid options are available.	17	16	66.2%	13.1%	7.0%	1,575
The online registration process is user-friendly.	18	19	63.5%	13.2%	8.6%	1,556
Academic advising is adequate.	19	20	62.8%	16.5%	13.2%	1,688
The on-site registration process is user-friendly.	20	18	56.3%	15.2%	7.2%	1,438
On-campus bookstore hours are convenient for students.	21	22	53.6%	15.7%	5.2%	1,358
Purchasing textbooks through Troy Virtual Book Store is convenient.	22	21	52.0%	16.8%	9.2%	1,423
Students seldom get the "run around" when seeking information.	23	25	51.4%	18.7%	23.4%	1,704
Tutorial services are sufficient.	24	23	47.4%	20.0%	5.3%	1,324
Student organizations are available for my participation.	25	24	46.7%	19.4%	6.7%	1,329

* Note: Agree = Agree + Strong Agree   Disagree = Disagree + Strongly Disagree   Total respondents = 2,540

Appendix 13.1. New Student Perceptions about Troy University - Undergraduate Students

Fall 2007 vs. Fall 2006 vs. Fall 2005

Academic programs, services, and administration	Agree*				Disagree*			
	FA07	FA06	FA05	Diff	FA07	FA06	FA05	Diff
I am receiving a quality education at Troy University.	80.2%	85.8%	85.4%	-5.2%	4.4%	6.0%	5.3%	-0.9%
I would recommend Troy University to a friend who is planning to go to college.	79.4%	84.3%	82.3%	-2.9%	5.5%	7.6%	7.4%	-1.9%
Troy University has a good reputation in my community.	76.2%	83.4%	80.7%	-4.5%	4.4%	5.8%	6.0%	-1.6%
The semester/term format at my location accommodates my learning.	78.7%	82.1%	81.5%	-2.8%	4.1%	5.8%	5.4%	-1.3%
The printed Schedule of Classes is informative and easy to follow.	72.9%	81.1%	79.7%	-6.8%	5.4%	7.5%	6.7%	-1.3%
Classes are offered at convenient times.	74.8%	80.5%	78.1%	-3.3%	6.8%	8.5%	10.0%	-3.2%
The online Schedule of Classes is informative and easy to follow.	72.7%	78.9%	74.8%	-2.1%	6.5%	8.9%	9.0%	-2.5%
The classes I attend are well organized and well taught.	74.0%	77.7%	75.9%	-1.9%	8.4%	9.0%	9.0%	-0.6%
Troy personnel are knowledgeable and helpful.	74.0%	77.1%	75.7%	-1.7%	10.2%	9.6%	10.6%	-0.4%
Registration dates, times, and procedures were made clear to me prior to enrollment.	75.5%	76.9%	N/A	-1.4%	10.1%	12.4%	N/A	-2.3%
Class drop/add procedures are appropriate.	66.5%	76.0%	72.8%	-6.3%	5.6%	7.8%	7.6%	-2.0%
The tuition payment plan is beneficial for students.	66.3%	75.1%	74.1%	-7.8%	5.2%	6.6%	7.2%	-2.0%
I feel I can talk to faculty about my academic concerns.	71.3%	74.9%	75.0%	-3.7%	9.1%	11.1%	9.5%	-0.4%
The University offers a variety of majors at my location.	71.8%	74.6%	74.4%	-2.6%	8.2%	9.3%	10.6%	-2.4%
Faculty care about students as individuals.	72.8%	74.3%	74.6%	-1.8%	7.7%	8.5%	8.0%	-0.3%
Sufficient financial aid options are available.	66.2%	73.2%	70.0%	-3.8%	7.0%	10.7%	11.5%	-4.5%
Class information provided prior to enrollment was helpful.	68.7%	73.1%	N/A	-4.4%	10.9%	12.2%	N/A	-1.3%
The on-site registration process is user-friendly.	56.3%	71.4%	67.0%	-10.7%	7.2%	9.9%	11.2%	-4.0%
The online registration process is user-friendly.	63.5%	71.2%	67.9%	-4.4%	8.6%	11.5%	12.2%	-3.6%
Academic advising is adequate.	62.8%	68.3%	66.8%	-4.0%	13.2%	14.0%	14.6%	-1.4%
Purchasing textbooks through Troy Virtual Book Store is convenient.	52.0%	65.7%	57.3%	-5.3%	9.2%	10.9%	10.8%	-1.6%
On-campus bookstore hours are convenient for students.	53.6%	65.5%	67.5%	-13.9%	5.2%	10.7%	10.6%	-5.4%
Tutorial services are sufficient.	47.4%	64.7%	61.3%	-13.9%	5.3%	8.4%	7.8%	-2.5%
Student organizations are available for my participation.	46.7%	60.1%	61.5%	-14.8%	6.7%	9.9%	9.8%	-3.1%
Students seldom get the "run around" when seeking information.	51.4%	59.3%	54.2%	-2.8%	23.4%	22.6%	25.4%	-2.0%

Appendix 14. New Student Perceptions about Troy University - Graduate Students
Ranked by Agreement Level

Academic programs, services, and administration	RANK	Prior Year Rank	Agree*	Neutral	Disagree*	N
I am receiving a quality education at Troy University.	1	3	80.9%	8.4%	5.8%	861
I would recommend Troy University to a friend who is planning to go to college.	2	4	80.5%	8.5%	6.4%	863
The semester/term format at my location accommodates my learning.	3	2	79.4%	7.5%	5.9%	839
Classes are offered at convenient times.	4	1	77.9%	6.5%	6.5%	822
Faculty care about students as individuals.	5	5	77.8%	12.6%	6.5%	877
I feel I can talk to faculty about my academic concerns.	6	8	76.3%	11.5%	7.5%	862
Registration dates, times, and procedures were made clear to me prior to enrollment.	7	9	75.8%	8.5%	11.0%	862
Troy personnel are knowledgeable and helpful.	8	7	75.6%	11.5%	10.5%	883
Troy University has a good reputation in my community.	9	6	75.2%	11.3%	6.2%	838
The online Schedule of Classes is informative and easy to follow.	10	13	74.9%	10.3%	8.2%	844
Class information provided prior to enrollment was helpful.	11	11	74.1%	10.4%	11.6%	868
The classes I attend are well organized and well taught.	12	12	72.8%	10.0%	9.7%	836
The printed Schedule of Classes is informative and easy to follow.	13	10	68.3%	11.1%	6.2%	774
Academic advising is adequate.	14	18	66.2%	13.8%	12.7%	838
The online registration process is user-friendly.	15	19	66.0%	12.2%	9.8%	795
The tuition payment plan is beneficial for students.	16	14	64.3%	13.6%	6.6%	765
The University offers a variety of majors at my location.	17	20	63.9%	12.6%	13.3%	812
Sufficient financial aid options are available.	18	16	63.3%	13.9%	8.1%	772
Class drop/add procedures are appropriate.	19	15	62.2%	14.2%	6.3%	747
Students seldom get the "run around" when seeking information.	20	21	57.4%	14.0%	22.0%	845
The on-site registration process is user-friendly.	21	17	56.9%	12.3%	7.7%	695
Purchasing textbooks through Troy Virtual BookStore is convenient.	22	22	51.7%	17.3%	9.8%	712
On-campus bookstore hours are convenient for students.	23	23	34.8%	18.5%	5.4%	530
Tutorial services are sufficient.	24	24	34.0%	20.9%	6.9%	558
Student organizations are available for my participation.	25	25	27.7%	22.5%	8.8%	532

* Note: Agree = Agree + Strong Agree   Disagree = Disagree + Strongly Disagree   Total respondents = 800

Appendix 14.1. New Student Perceptions about Troy University - Graduate Students
Fall 2007 vs. Fall 2006 vs. Fall 2005

Academic programs, services, and administration	Agree*				Disagree*			
	FA07	FA06	FA05	Diff	FA07	FA06	FA05	Diff
Classes are offered at convenient times.	77.9%	86.3%	82.2%	-4.3%	6.5%	6.6%	8.2%	-1.7%
The semester/term format at my location accommodates my learning.	79.4%	86.1%	84.4%	-5.0%	5.9%	5.5%	7.0%	-1.1%
I am receiving a quality education at Troy University.	80.9%	86.1%	85.3%	-4.4%	5.8%	5.7%	7.3%	-1.5%
I would recommend Troy University to a friend who is planning to go to college.	80.5%	85.1%	84.1%	-3.6%	6.4%	6.7%	8.6%	-2.2%
Faculty care about students as individuals.	77.8%	81.1%	78.4%	-0.6%	6.5%	5.3%	8.5%	-2.0%
Troy University has a good reputation in my community.	75.2%	81.1%	79.7%	-4.5%	6.2%	5.8%	7.8%	-1.6%
Troy personnel are knowledgeable and helpful.	75.6%	80.9%	80.3%	-4.7%	10.5%	7.2%	9.7%	0.8%
I feel I can talk to faculty about my academic concerns.	76.3%	80.6%	79.6%	-3.3%	7.5%	7.4%	7.8%	-0.3%
Registration dates, times, and procedures were made clear to me prior to enrollment.	75.8%	80.3%	N/A	-4.5%	11.0%	11.9%	N/A	-0.9%
The printed Schedule of Classes is informative and easy to follow.	68.3%	79.6%	81.9%	-13.6%	6.2%	7.6%	7.6%	-1.4%
Class information provided prior to enrollment was helpful.	74.1%	79.4%	N/A	-5.3%	11.6%	11.1%	N/A	0.5%
The classes I attend are well organized and well taught.	72.8%	79.4%	81.3%	-8.5%	9.7%	9.2%	9.6%	0.1%
The online Schedule of Classes is informative and easy to follow.	74.9%	77.2%	75.0%	-0.1%	8.2%	9.1%	11.1%	-2.9%
The tuition payment plan is beneficial for students.	64.3%	76.8%	76.1%	-11.8%	6.6%	6.7%	6.6%	0.0%
Class drop/add procedures are appropriate.	62.2%	74.8%	68.7%	-6.5%	6.3%	7.6%	10.8%	-4.5%
Sufficient financial aid options are available.	63.3%	73.3%	70.0%	-6.7%	8.1%	10.1%	10.1%	-2.0%
The on-site registration process is user-friendly.	56.9%	72.1%	68.7%	-11.8%	7.7%	9.3%	12.0%	-4.3%
Academic advising is adequate.	66.2%	71.9%	68.8%	-2.6%	12.7%	10.6%	14.1%	-1.4%
The online registration process is user-friendly.	66.0%	71.3%	67.6%	-1.6%	9.8%	12.1%	14.2%	-4.4%
The University offers a variety of majors at my location.	63.9%	71.3%	68.3%	-4.4%	13.3%	13.8%	14.5%	-1.2%
Students seldom get the "run around" when seeking information.	57.4%	64.6%	61.8%	-4.4%	22.0%	19.4%	24.5%	-2.5%
Purchasing textbooks through Troy Virtual Book Store is convenient.	51.7%	62.2%	58.7%	-7.0%	9.8%	12.8%	14.0%	-4.2%
On-campus bookstore hours are convenient for students.	34.8%	57.8%	50.8%	-16.0%	5.4%	9.1%	13.8%	-8.4%
Tutorial services are sufficient.	34.0%	55.4%	51.4%	-17.4%	6.9%	9.1%	8.9%	-2.0%
Student organizations are available for my participation.	27.7%	48.2%	42.7%	-15.0%	8.8%	14.3%	17.6%	-8.8%

Appendix 15. New Student Perceptions about Troy University - Undergraduate First-Time Freshmen
Ranked by Agreement Level

Academic programs, services, and administration	RANK	Prior Year Rank	Agree*	Neutral	Disagree*	N
I am receiving a quality education at Troy University.	1	1	81.3%	8.3%	3.7%	729
I would recommend Troy University to a friend who is planning to go to college.	2	3	80.8%	8.3%	5.0%	735
Troy University has a good reputation in my community.	3	2	79.2%	8.8%	4.6%	723
Classes are offered at convenient times.	4	7	78.5%	9.2%	5.4%	727
The semester/term format at my location accommodates my learning.	5	5	78.2%	11.8%	4.2%	736
Troy personnel are knowledgeable and helpful.	6	6	77.8%	11.1%	8.1%	758
The printed Schedule of Classes is informative and easy to follow.	7	4	77.0%	9.5%	6.1%	723
The University offers a variety of majors at my location.	8	13	76.5%	8.1%	8.7%	729
Faculty care about students as individuals.	9	9	76.4%	13.4%	6.5%	753
The classes I attend are well organized and well taught.	10	8	75.7%	11.3%	7.1%	735
Registration dates, times, and procedures were made clear to me prior to enrollment.	11	12	74.9%	11.3%	9.6%	748
I feel I can talk to faculty about my academic concerns.	12	11	73.8%	14.1%	6.9%	740
Sufficient financial aid options are available.	13	17	72.5%	13.1%	6.0%	715
The tuition payment plan is beneficial for students.	14	14	69.9%	15.2%	4.9%	703
Academic advising is adequate.	15	18	69.4%	15.7%	8.2%	729
On-campus bookstore hours are convenient for students.	16	22	68.5%	12.2%	5.7%	675
Class information provided prior to enrollment was helpful.	17	16	68.4%	16.9%	8.6%	733
The online Schedule of Classes is informative and easy to follow.	18	10	68.0%	12.8%	7.2%	687
Class drop/add procedures are appropriate.	19	15	66.1%	14.0%	5.1%	665
Student organizations are available for my participation.	20	23	63.5%	13.7%	6.4%	653
The on-site registration process is user-friendly.	21	20	61.1%	14.6%	6.4%	641
The online registration process is user-friendly.	22	19	61.0%	14.3%	7.0%	644
Tutorial services are sufficient.	23	21	55.6%	15.1%	5.5%	595
Students seldom get the "run around" when seeking information.	24	25	53.0%	22.3%	17.8%	727
Purchasing textbooks through Troy Virtual Book Store is convenient.	25	24	48.5%	17.3%	9.4%	588

* Note: Agree = Agree + Strong Agree   Disagree = Disagree + Strongly Disagree   Total respondents = 612

Appendix 15.1. New Student Perceptions about Troy University - Undergraduate First-Time Freshmen

Fall 2007 vs. Fall 2006 vs. Fall 2005

Academic programs, services, and administration	Agree*				Disagree*			
	FA07	FA06	FA05	Diff	FA07	FA06	FA05	Diff
I am receiving a quality education at Troy University.	81.3%	87.3%	86.0%	-4.7%	3.7%	5.4%	4.3%	-0.6%
Troy University has a good reputation in my community.	79.2%	86.0%	80.4%	-1.2%	4.6%	6.1%	6.1%	-1.5%
I would recommend Troy University to a friend who is planning to go to college.	80.8%	85.2%	83.4%	-2.6%	5.0%	7.2%	6.7%	-1.7%
The printed Schedule of Classes is informative and easy to follow.	77.0%	83.5%	79.6%	-2.6%	6.1%	6.4%	6.3%	-0.2%
The semester/term format at my location accommodates my learning.	78.2%	82.9%	80.7%	-2.5%	4.2%	5.5%	4.8%	-0.6%
Troy personnel are knowledgeable and helpful.	77.8%	82.0%	75.9%	1.9%	8.1%	6.3%	9.0%	-0.9%
Classes are offered at convenient times.	78.5%	80.3%	77.4%	1.1%	5.4%	8.4%	8.1%	-2.7%
The classes I attend are well organized and well taught.	75.7%	79.7%	74.4%	1.3%	7.1%	7.4%	9.5%	-2.4%
Faculty care about students as individuals.	76.4%	79.1%	76.3%	0.1%	6.5%	6.4%	5.7%	0.8%
The online Schedule of Classes is informative and easy to follow.	68.0%	78.9%	75.0%	-7.0%	7.2%	7.5%	8.4%	-1.2%
I feel I can talk to faculty about my academic concerns.	73.8%	78.8%	73.5%	0.3%	6.9%	7.4%	8.6%	-1.7%
Registration dates, times, and procedures were made clear to me prior to enrollment.	74.9%	78.3%	N/A	-3.4%	9.6%	11.1%	N/A	-1.5%
The University offers a variety of majors at my location.	76.5%	78.1%	74.8%	1.7%	8.7%	8.0%	9.3%	-0.6%
The tuition payment plan is beneficial for students.	69.9%	76.2%	73.0%	-3.1%	4.9%	7.2%	7.4%	-2.5%
Class drop/add procedures are appropriate.	66.1%	76.2%	73.9%	-7.8%	5.1%	7.1%	5.8%	-0.7%
Class information provided prior to enrollment was helpful.	68.4%	75.7%	N/A	-7.3%	8.6%	9.9%	N/A	-1.3%
Sufficient financial aid options are available.	72.5%	75.1%	73.1%	-0.6%	6.0%	11.4%	10.4%	-4.4%
Academic advising is adequate.	69.4%	74.2%	66.6%	2.8%	8.2%	9.8%	12.8%	-4.6%
The online registration process is user-friendly.	61.0%	73.7%	70.5%	-9.5%	7.0%	9.6%	9.3%	-2.3%
The on-site registration process is user-friendly.	61.1%	72.7%	68.3%	-7.2%	6.4%	8.0%	8.3%	-1.9%
Tutorial services are sufficient.	55.6%	69.9%	66.4%	-10.8%	5.5%	7.7%	7.4%	-1.9%
On-campus bookstore hours are convenient for students.	68.5%	69.9%	70.5%	-2.0%	5.7%	11.2%	10.0%	-4.3%
Student organizations are available for my participation.	63.5%	68.8%	68.4%	-4.9%	6.4%	8.4%	7.7%	-1.3%
Purchasing textbooks through Troy Virtual Book Store is convenient.	48.5%	65.7%	53.9%	-5.4%	9.4%	9.1%	11.3%	-1.9%
Students seldom get the "run around" when seeking information.	53.0%	63.9%	53.1%	-0.1%	17.8%	18.5%	22.8%	-5.0%

Appendix 16. New Student Perceptions about Troy University - Undergraduate Transfer Students

Ranked by Agreement Level

Academic programs, services, and administration	RANK	Prior Year Rank	Agree*	Neutral	Disagree*	N
I am receiving a quality education at Troy University.	1	1	80.6%	9.0%	4.2%	930
I would recommend Troy University to a friend who is planning to go to college.	2	2	79.6%	8.6%	5.0%	924
The semester/term format at my location accommodates my learning.	3	4	79.4%	9.1%	3.5%	912
Registration dates, times, and procedures were made clear to me prior to enrollment.	4	8	75.8%	9.0%	10.3%	943
Troy University has a good reputation in my community.	5	3	75.6%	11.0%	3.9%	898
The online Schedule of Classes is informative and easy to follow.	6	7	75.3%	10.2%	5.7%	904
The classes I attend are well organized and well taught.	7	9	73.6%	11.5%	7.8%	921
Troy personnel are knowledgeable and helpful.	8	12	72.5%	13.6%	10.2%	954
Classes are offered at convenient times.	9	5	72.3%	9.2%	7.6%	884
I feel I can talk to faculty about my academic concerns.	10	13	71.1%	13.4%	9.7%	933
Faculty care about students as individuals.	11	18	71.1%	17.0%	7.8%	951
The printed Schedule of Classes is informative and easy to follow.	12	6	70.6%	10.0%	4.5%	844
Class information provided prior to enrollment was helpful.	13	16	70.3%	13.7%	11.3%	945
The University offers a variety of majors at my location.	14	15	68.6%	11.3%	9.8%	889
Class drop/add procedures are appropriate.	15	10	67.1%	12.2%	5.2%	838
The tuition payment plan is beneficial for students.	16	11	65.7%	14.3%	5.1%	844
The online registration process is user-friendly.	17	19	65.0%	13.5%	8.6%	864
Sufficient financial aid options are available.	18	14	62.7%	13.0%	8.1%	831
Academic advising is adequate.	19	21	60.2%	16.6%	15.8%	918
Purchasing textbooks through Troy Virtual BookStore is convenient.	20	20	55.3%	16.1%	8.4%	793
The on-site registration process is user-friendly.	21	17	54.1%	14.8%	7.1%	754
Students seldom get the "run around" when seeking information.	22	24	51.8%	17.5%	24.8%	932
On-campus bookstore hours are convenient for students.	23	22	46.9%	16.5%	4.8%	677
Tutorial services are sufficient.	24	23	43.6%	21.7%	5.3%	700
Student organizations are available for my participation.	25	25	38.9%	21.8%	7.3%	674

* Note: Agree = Agree + Strong Agree   Disagree = Disagree + Strongly Disagree   Total respondents = 836

Appendix 16.1. New Student Perceptions about Troy University - Undergraduate Transfer Students

Fall 2007 vs. Fall 2006 vs. Fall 2005

Academic programs, services, and administration	Agree*				Disagree*			
	FA07	FA06	FA05	Diff	FA07	FA06	FA05	Diff
I am receiving a quality education at Troy University.	80.6%	85.1%	86.0%	-5.4%	4.2%	6.0%	5.4%	-1.2%
I would recommend Troy University to a friend who is planning to go to college.	79.6%	84.3%	82.6%	-3.0%	5.0%	7.3%	7.5%	-2.5%
Troy University has a good reputation in my community.	75.6%	82.7%	81.7%	-6.1%	3.9%	5.4%	5.7%	-1.8%
The semester/term format at my location accommodates my learning.	79.4%	82.4%	82.8%	-3.4%	3.5%	5.6%	5.7%	-2.2%
Classes are offered at convenient times.	72.3%	80.7%	78.3%	-6.0%	7.6%	8.6%	11.5%	-3.9%
The printed Schedule of Classes is informative and easy to follow.	70.6%	80.1%	80.0%	-9.4%	4.5%	7.4%	7.0%	-2.5%
The online Schedule of Classes is informative and easy to follow.	75.3%	79.6%	75.0%	0.3%	5.7%	9.2%	9.2%	-3.5%
Registration dates, times, and procedures were made clear to me prior to enrollment.	75.8%	77.1%	N/A	-1.3%	10.3%	12.8%	N/A	-2.5%
The classes I attend are well organized and well taught.	73.6%	76.9%	77.6%	-4.0%	7.8%	9.8%	8.4%	-0.6%
Class drop/add procedures are appropriate.	67.1%	76.3%	72.3%	-5.2%	5.2%	8.3%	8.6%	-3.4%
The tuition payment plan is beneficial for students.	65.7%	74.9%	75.5%	-9.8%	5.1%	6.2%	6.7%	-1.6%
Troy personnel are knowledgeable and helpful.	72.5%	74.1%	75.8%	-3.3%	10.2%	11.5%	11.5%	-1.3%
I feel I can talk to faculty about my academic concerns.	71.1%	72.9%	75.8%	-4.7%	9.7%	13.6%	10.2%	-0.5%
Sufficient financial aid options are available.	62.7%	72.9%	68.4%	-5.7%	8.1%	10.2%	12.5%	-4.4%
The University offers a variety of majors at my location.	68.6%	72.5%	75.1%	-6.5%	9.8%	10.7%	10.5%	-0.7%
Class information provided prior to enrollment was helpful.	70.3%	71.8%	N/A	-1.5%	11.3%	13.2%	N/A	-1.9%
The on-site registration process is user-friendly.	54.1%	71.4%	65.9%	-11.8%	7.1%	10.6%	13.2%	-6.1%
Faculty care about students as individuals.	71.1%	71.3%	73.4%	-2.3%	7.8%	9.3%	9.2%	-1.4%
The online registration process is user-friendly.	65.0%	70.2%	66.3%	-1.3%	8.6%	12.1%	13.8%	-5.2%
Purchasing textbooks through Troy Virtual Book Store is convenient.	55.3%	66.6%	60.5%	-5.2%	8.4%	12.3%	10.4%	-2.0%
Academic advising is adequate.	60.2%	64.8%	67.2%	-7.0%	15.8%	16.9%	16.0%	-0.2%
On-campus bookstore hours are convenient for students.	46.9%	62.4%	65.7%	-18.8%	4.8%	10.3%	10.9%	-6.1%
Tutorial services are sufficient.	43.6%	60.9%	57.3%	-13.7%	5.3%	8.9%	8.2%	-2.9%
Students seldom get the "run around" when seeking information.	51.8%	56.2%	54.8%	-3.0%	24.8%	25.0%	27.5%	-2.7%
Student organizations are available for my participation.	38.9%	54.2%	55.9%	-17.0%	7.3%	11.4%	11.5%	-4.2%

Appendix 17. 2007 New Student Perceptions about Troy University
Mean Comparison: Male vs. Female

5=Strongly Agree   4=Agree   3=Neutral   2=Disagree   1=Strongly Disagree

ACADEMIC PROGRAMS, SERVICES, AND ADMINISTRATION	Male		Female		SIG.*
	MEAN	SD	MEAN	SD	
Troy personnel are knowledgeable and helpful.	*4.11*	1.02	*3.97*	1.11	*0.002*
Faculty care about students as individuals.	*4.13*	0.99	*4.03*	1.04	*0.013*
I feel I can talk to faculty about my academic concerns.	*4.12*	0.99	*3.99*	1.09	*0.003*
Academic advising is adequate.	3.94	1.15	3.85	1.19	0.069
Sufficient financial aid options are available.	*4.29*	1.21	*4.16*	1.16	*0.009*
The tuition payment plan is beneficial for students.	*4.38*	1.13	*4.18*	1.12	*0.000*
Class information provided prior to enrollment was helpful.	3.98	1.11	3.94	1.12	0.404
Registration dates, times, and procedures were made clear to me prior to enrollment.	4.10	1.04	4.02	1.11	0.059
The online registration process is user-friendly.	*4.09*	1.17	*4.21*	1.21	*0.021*
The on-site registration process is user-friendly.	*4.37*	1.21	*4.27*	1.26	*0.040*
Students seldom get the "run around" when seeking information.	*3.66*	1.31	*3.53*	1.38	*0.025*
The online Schedule of Classes is informative and easy to follow.	4.11	1.09	4.17	1.07	0.188
The printed Schedule of Classes is informative and easy to follow.	4.26	1.10	4.27	1.07	0.842
Class drop/add procedures are appropriate.	4.25	1.12	4.25	1.19	0.940
Classes are offered at convenient times.	4.25	1.04	4.23	1.05	0.738
The classes I attend are well organized and well taught.	4.11	1.09	4.08	1.09	0.431
The University offers a variety of majors at my location.	*4.16*	1.07	*4.04*	1.19	*0.013*
Tutorial services are sufficient.	4.39	1.30	4.36	1.35	0.565
On-campus bookstore hours are convenient for students.	4.52	1.29	4.42	1.28	0.065
Purchasing textbooks through Troy Virtual Book Store is convenient.	4.21	1.33	4.21	1.34	0.972
Student organizations are available for my participation.	4.40	1.36	4.31	1.40	0.132
The semester/term format at my location accommodates my learning.	*4.30*	0.93	*4.22*	0.98	*0.048*
Troy University has a good reputation in my community.	4.27	1.02	4.22	0.99	0.241
I am receiving a quality education at Troy University.	4.31	0.95	4.25	0.97	0.116
I would recommend Troy University to a friend who is planning to go to college.	4.30	0.99	4.27	1.03	0.524

Notes: 1. Mean differences were found significant at the significance level = 0.05

2. The bold and italian values underlined indicate that there is a significant difference between the two means.

Appendix 18. 2007 New Student Perceptions about Troy University
Mean Comparison: White vs. Black vs. Other Minorities
5=Strongly Agree   4=Agree   3=Neutral   2=Disagree   1=Strongly Disagree

ACADEMIC PROGRAMS, SERVICES, AND ADMINISTRATION	White		Black		Other Minor		SIG.*
	MEAN	SD	MEAN	SD	MEAN	SD	
Troy personnel are knowledgeable and helpful.	4.02	1.07	4.02	1.12	4.03	0.91	0.988
Faculty care about students as individuals.	4.06	1.00	4.07	1.06	4.02	0.92	0.855
I feel I can talk to faculty about my academic concerns.	4.04	1.03	4.03	1.11	4.02	0.94	0.956
Academic advising is adequate.	*3.83*	1.22	*3.94*	1.15	3.86	0.94	*0.038*
Sufficient financial aid options are available.	*4.28*	1.16	*4.13*	1.18	*3.97*	1.18	*0.001*
The tuition payment plan is beneficial for students.	*4.33*	1.10	*4.17*	1.16	*4.04*	0.97	*0.001*
Class information provided prior to enrollment was helpful.	*3.89*	1.12	*4.04*	1.13	3.89	1.04	*0.002*
Registration dates, times and procedures were made clear to me at enrollment	*3.99*	1.10	*4.13*	1.09	3.94	0.95	*0.003*
The online registration process is user-friendly.	4.19	1.22	4.18	1.20	*3.98*	1.13	*0.048*
The on-site registration process is user-friendly.	4.35	1.28	4.27	1.22	4.15	1.13	*0.046*
Students seldom get the "run around" when seeking information.	*3.50*	1.37	*3.64*	1.36	3.68	1.20	*0.012*
The online Schedule of Classes is informative and easy to follow.	4.15	1.07	4.19	1.09	*3.94*	1.02	*0.008*
The printed Schedule of Classes is informative and easy to follow.	4.29	1.09	4.25	1.08	4.11	1.06	0.087
Class drop/add procedures are appropriate.	4.32	1.15	*4.21*	1.16	*3.98*	1.07	*0.001*
Classes are offered at convenient times.	4.25	1.04	4.25	1.07	4.10	1.03	0.127
The classes I attend are well organized and well taught.	4.06	1.11	4.15	1.10	4.05	0.90	0.104
The University offers a variety of majors at my location.	4.14	1.13	4.06	1.19	*3.86*	1.10	*0.004*
Tutorial services are sufficient.	*4.49*	1.32	*4.27*	1.35	*4.04*	1.26	*0.001*
On-campus bookstore hours are convenient for students.	*4.59*	1.22	*4.34*	1.35	*4.11*	1.25	*0.001*
Purchasing textbooks through Troy Virtual Book Store is convenient.	*4.34*	1.38	*4.11*	1.28	*3.89*	1.29	*0.001*
Student organizations are available for my participation.	*4.51*	1.35	*4.22*	4.42	*3.90*	1.31	*0.001*
The semester/term format at my location accommodates my learning.	4.29	0.90	4.22	1.04	*4.11*	0.92	*0.015*
Troy University has a good reputation in my community.	4.28	0.96	4.23	1.06	*4.06*	0.98	*0.011*
I am receiving a quality education at Troy University.	4.29	0.94	4.27	1.03	4.19	0.83	0.419
I would recommend Troy University to a friend who is planning to go to college.	4.30	0.99	4.28	1.06	4.18	0.91	0.278

Notes: 1. Mean differences were found significant at the significance level = 0.05
2. The bold and italian values undelined indicate that there is a significant difference between the means.

Appendix 19. 2007 New Student Perceptions about Troy University

Mean Comparison: Traditional vs. Non-Traditional

5=Strongly Agree   4=Agree   3=Neutral   2=Disagree   1=Strongly Disagree

ACADEMIC PROGRAMS, SERVICES, AND ADMINISTRATION	Traditional		Non-Traditional		SIG.*
	MEAN	SD	MEAN	SD	
Troy personnel are knowledgeable and helpful.	*__4.08__*	0.96	*__3.98__*	1.15	*__0.013__*
Faculty care about students as individuals.	4.08	0.91	4.04	1.08	0.358
I feel I can talk to faculty about my academic concerns.	4.06	0.96	4.02	1.10	0.243
Academic advising is adequate.	*__3.96__*	1.02	*__3.83__*	1.24	*__0.006__*
Sufficient financial aid options are available.	*__4.10__*	1.10	*__4.24__*	1.21	*__0.002__*
The tuition payment plan is beneficial for students.	4.18	1.01	4.27	1.18	0.024
Class information provided prior to enrollment was helpful.	3.91	1.01	3.97	1.17	0.131
Registration dates, times and procedures were made clear to me prior to enrollment.	4.00	1.02	4.06	1.13	0.217
The online registration process is user-friendly.	4.22	1.15	4.15	1.24	0.14
The on-site registration process is user-friendly.	4.24	1.12	4.33	1.31	0.061
Students seldom get the "run around" when seeking information.	3.57	1.29	3.56	1.39	0.899
The online Schedule of Classes is informative and easy to follow.	4.16	1.07	4.14	1.08	0.708
The printed Schedule of Classes is informative and easy to follow.	*__4.20__*	0.97	*__4.29__*	1.13	*__0.035__*
Class drop/add procedures are appropriate.	4.24	1.08	4.25	1.19	0.747
Classes are offered at convenient times.	*__4.14__*	0.96	*__4.28__*	1.09	*__0.001__*
The classes I attend are well organized and well taught.	4.11	0.97	4.08	1.15	0.416
The University offers a variety of majors at my location.	4.09	1.07	4.07	1.20	0.572
Tutorial services are sufficient.	4.35	1.21	4.37	1.39	0.623
On-campus bookstore hours are convenient for students.	*__4.34__*	1.11	*__4.51__*	1.37	*__0.001__*
Purchasing textbooks through Troy Virtual Book Store is convenient.	4.29	1.35	4.17	1.34	0.021
Student organizations are available for my participation.	4.30	1.20	4.36	1.47	0.304
The semester/term format at my location accommodates my learning.	4.20	0.85	4.26	1.02	0.086
Troy University has a good reputation in my community.	4.28	0.92	4.22	1.05	0.124
I am receiving a quality education at Troy University.	*__4.35__*	0.85	*__4.23__*	1.02	*__0.002__*
I would recommend Troy University to a friend who is planning to go to college.	*__4.35__*	0.91	*__4.24__*	1.07	*__0.006__*

Notes: 1. Mean differences were found significant at the significance level = 0.05

2. The bold and italian values underlined indicate that there is a significant difference between the two means.

Appendix 20. 2--7 New Student Perceptions about Troy University

Mean Comparison: First Choice vs. Other Choices

5=Strongly Agree   4=Agree   3=Neutral   2=Disagree   1=Strongly Disagree

ACADEMIC PROGRAMS, SERVICES, AND ADMINISTRATION	First Choice		Other Choices		SIG.*
	MEAN	SD	MEAN	SD	
Troy personnel are knowledgeable and helpful.	*4.05*	1.09	*3.89*	1.09	*0.001*
Faculty care about students as individuals.	*4.09*	1.02	*3.94*	1.05	*0.001*
I feel I can talk to faculty about my academic concerns.	*4.06*	1.05	*3.95*	1.08	*0.014*
Academic advising is adequate.	*3.9*	1.18	*3.78*	1.17	*0.021*
Sufficient financial aid options are available.	*4.22*	1.17	*4.08*	1.20	*0.006*
The tuition payment plan is beneficial for students.	*4.26*	1.11	*4.16*	1.16	*0.037*
Class information provided prior to enrollment was helpful	*3.99*	1.11	*3.84*	1.14	*0.002*
Registration dates, times and procedures were made clear to me prior to enrollment	*4.07*	1.07	*3.95*	1.13	*0.015*
The online registration process is user-friendly.	*4.2*	1.21	*4.08*	1.20	*0.019*
The on-site registration process is user-friendly.	4.32	1.24	4.23	1.26	0.128
Students seldom get the "run around" when seeking information.	*3.59*	1.36	*3.45*	1.34	*0.014*
The online Schedule of Classes is informative and easy to follow.	*4.17*	1.07	*4.06*	1.09	*0.014*
The printed Schedule of Classes is informative and easy to follow.	4.27	1.07	4.21	1.12	0.249
Class drop/add procedures are appropriate.	4.25	1.14	4.21	1.17	0.427
Classes are offered at convenient times.	4.24	1.05	4.20	1.05	0.424
The classes I attend are well organized and well taught.	*4.12*	1.09	*4.01*	1.10	*0.023*
The University offers a variety of majors at my location.	*4.1*	1.13	*3.99*	1.21	*0.022*
Tutorial services are sufficient.	4.39	1.31	4.27	1.39	0.059
On-campus bookstore hours are convenient for students.	4.46	1.28	4.39	1.32	0.249
Purchasing textbooks through Troy Virtual Book Store is convenient.	4.23	1.33	4.12	1.38	0.071
Student organizations are available for my participation.	4.33	1.39	4.32	1.39	0.916
The semester/term format at my location accommodates my learning.	*4.27*	0.96	*4.16*	0.97	*0.017*
Troy University has a good reputation in my community.	*4.27*	1.00	*4.15*	1.03	*0.011*
I am receiving a quality education at Troy University.	*4.29*	0.97	*4.2*	0.98	*0.025*
I would recommend Troy University to a friend who is planning to go to college.	*4.31*	1.00	*4.17*	1.06	*0.002*

Notes: 1. Mean differences were found significant at the significance level = 0.05

2. The bold and italian values undelined indicate that there is a significant difference between the two means.

Frequencies by Campus

Appendix 21. Troy University Fall 2007 New Student Survey Responses - Dothan

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	123	73.7	73.7	73.7
	Male	44	26.3	26.3	100.0
	Total	167	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Black, non-Hispanic	27	16.2	16.2	16.2
	Hispanic	1	.6	.6	16.8
	Nonresident Alien	1	.6	.6	17.4
	Race/ethnicity unknown	3	1.8	1.8	19.2
	White, non-Hispanic	135	80.8	80.8	100.0
	Total	167	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	1	.6	.6	.6
	18-19	28	16.8	16.8	17.4
	20-21	20	12.0	12.0	29.3
	21-24	32	19.2	19.2	48.5
	25-29	34	20.4	20.4	68.9

		Frequency	Percent	Valid Percent	Cumulative Percent
	30-34	17	10.2	10.2	79.0
	35-39	5	3.0	3.0	82.0
	40-49	23	13.8	13.8	95.8
	50-64	7	4.2	4.2	100.0
	Total	167	100.0	100.0	

Campus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dothan	167	100.0	100.0	100.0

UC Site

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	131	78.4	78.4	78.4
	Dothan, Alabama	36	21.6	21.6	100.0
	Total	167	100.0	100.0	

College

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	2	1.2	1.2	1.2
	Arts & Sciences	32	19.2	19.2	20.4
	Business	59	35.3	35.3	55.7
	Communication and Fine Arts	1	.6	.6	56.3
	Education	68	40.7	40.7	97.0
	Health and Human Services	5	3.0	3.0	100.0
	Total	167	100.0	100.0	

Degree Program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Associate	14	8.4	8.4	8.4
	Bachelor's	120	71.9	71.9	80.2
	Education Specialist	1	.6	.6	80.8
	Master's	30	18.0	18.0	98.8
	Other	2	1.2	1.2	100.0
	Total	167	100.0	100.0	

Major

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	1	.6	.6	.6
	Accounting	28	16.8	16.8	17.4
	Applied Computer Science	9	5.4	5.4	22.8
	Biology	5	3.0	3.0	25.7
	Biology Education	2	1.2	1.2	26.9
	Chemistry	1	.6	.6	27.5
	Computer Science	2	1.2	1.2	28.7
	Criminal Justice	7	4.2	4.2	32.9
	Early Childhood Education	7	4.2	4.2	37.1
	Elementary Education	27	16.2	16.2	53.3
	English	6	3.6	3.6	56.9
	English Language Arts Education	7	4.2	4.2	61.1
	Finance	3	1.8	1.8	62.9
	General Business	9	5.4	5.4	68.3

	Frequency	Percent	Valid Percent	Cumulative Percent
General Education	8	4.8	4.8	73.1
History	1	.6	.6	73.7
History Education	5	3.0	3.0	76.6
Human Resource Management	8	4.8	4.8	81.4
Management	3	1.8	1.8	83.2
Marketing	2	1.2	1.2	84.4
Master of Business Administration	3	1.8	1.8	86.2
Mathematics	2	1.2	1.2	87.4
Physical Education	1	.6	.6	88.0
Psychology	11	6.6	6.6	94.6
Public Administration	2	1.2	1.2	95.8
Rehabilitation Counseling	1	.6	.6	96.4
Secondary Education	2	1.2	1.2	97.6
Social Science Education	1	.6	.6	98.2
Sociology	2	1.2	1.2	99.4
Undecided	1	.6	.6	100.0
Total	167	100.0	100.0	

Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Answered]	3	1.8	1.8	2.4
	First choice	139	83.2	83.2	85.6
	Second choice	22	13.2	13.2	98.8
	Third choice	2	1.2	1.2	100.0
	Total	167	100.0	100.0	

Visit Campus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Answered]	1	.6	.6	1.2
	No	70	41.9	41.9	43.1
	Yes	95	56.9	56.9	100.0
	Total	167	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	89	53.3	53.3	53.9
	Good academic repulation	77	46.1	46.1	100.0
	Total	167	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	157	94.0	94.0	94.6
	Good reputation for social activities	9	5.4	5.4	100.0
	Total	167	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	156	93.4	93.4	94.0
	Rankings in national magazines	10	6.0	6.0	100.0
	Total	167	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	140	83.8	83.8	84.4
	Graduates get good jobs	26	15.6	15.6	100.0
	Total	167	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	110	65.9	65.9	66.5
	Size of campus	56	33.5	33.5	100.0
	Total	167	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	12	7.2	7.2	7.8
	Location	154	92.2	92.2	100.0
	Total	167	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	105	62.9	62.9	63.5
	Affordability	61	36.5	36.5	100.0
	Total	167	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	119	71.3	71.3	71.9
	Availability of financial aid	47	28.1	28.1	100.0
	Total	167	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	146	87.4	87.4	88.0
	Admission standards	20	12.0	12.0	100.0
	Total	167	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	118	70.7	70.7	71.3
	Academic programs	48	28.7	28.7	100.0
	Total	167	100.0	100.0	

Why Select Troy

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	96	57.5	57.5	58.1
	Flexibility of schedule	70	41.9	41.9	100.0
	Total	167	100.0	100.0	

Why Select Troy

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	159	95.2	95.2	95.8
	Social atmosphere	7	4.2	4.2	100.0
	Total	167	100.0	100.0	

Why Select Troy

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	156	93.4	93.4	94.0
	Diversity of student body	10	6.0	6.0	100.0
	Total	167	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	165	98.8	98.8	99.4
	Athletics	1	.6	.6	100.0
	Total	167	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	165	98.8	98.8	99.4
	Performing arts (band, collegiate singers, drama, etc.)	1	.6	.6	100.0
	Total	167	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	163	97.6	97.6	98.2
	Recommendation of high school counselor	3	1.8	1.8	100.0
	Total	167	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	161	96.4	96.4	97.0
	Recommendation of college counselor	5	3.0	3.0	100.0
	Total	167	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	143	85.6	85.6	86.2
	Parents' recommendation	23	13.8	13.8	100.0
	Total	167	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	138	82.6	82.6	83.2
	Friends' recommendation	28	16.8	16.8	100.0
	Total	167	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	157	94.0	94.0	94.6

	Alumni recommendation	9	5.4	5.4	100.0
	Total	167	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	154	92.2	92.2	92.8
	Other (specify)	12	7.2	7.2	100.0
	Total	167	100.0	100.0	

Learn About Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	2	1.2	1.2	1.2
	Alumni	22	13.2	13.2	14.4
	Billboard	5	3.0	3.0	17.4
	Direct Mail	1	.6	.6	18.0
	Guidance Counselor	9	5.4	5.4	23.4
	Internet	15	9.0	9.0	32.3
	Newspaper	1	.6	.6	32.9
	Other (Specify)	28	16.8	16.8	49.7
	Television	4	2.4	2.4	52.1
	Word of mouth	80	47.9	47.9	100.0
	Total	167	100.0	100.0	

Registration Info

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Answered]	1	.6	.6	1.2
	Billboard	11	6.6	6.6	7.8
	Direct Mail	27	16.2	16.2	24.0
	Internet	62	37.1	37.1	61.1
	Newspaper	2	1.2	1.2	62.3
	Other (Specify)	20	12.0	12.0	74.3
	Radio	3	1.8	1.8	76.0
	Television	3	1.8	1.8	77.8
	Word of mouth	37	22.2	22.2	100.0
	Total	167	100.0	100.0	

Way to Advertise

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Answered]	1	.6	.6	1.2
	Billboard	6	3.6	3.6	4.8
	Direct Mail	14	8.4	8.4	13.2
	Internet	47	28.1	28.1	41.3
	Newspaper	3	1.8	1.8	43.1
	Other (Specify)	5	3.0	3.0	46.1
	Radio	9	5.4	5.4	51.5
	Television	10	6.0	6.0	57.5
	Word of mouth	71	42.5	42.5	100.0
	Total	167	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	82	49.1	49.1	49.7
	Academically challenging	84	50.3	50.3	100.0
	Total	167	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	102	61.1	61.1	61.7
	Caring	64	38.3	38.3	100.0
	Total	167	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	50	29.9	29.9	30.5
	Convenient	116	69.5	69.5	100.0
	Total	167	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	81	48.5	48.5	49.1

		Frequency	Percent	Valid Percent	Cumulative Percent
	Friendly	85	50.9	50.9	100.0
	Total	167	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	103	61.7	61.7	62.3
	Good value for the price	63	37.7	37.7	100.0
	Total	167	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	100	59.9	59.9	60.5
	Helpful	66	39.5	39.5	100.0
	Total	167	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	95	56.9	56.9	57.5
	Student-centered	71	42.5	42.5	100.0
	Total	167	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.6	.6	.6
	[Not Selected]	147	88.0	88.0	88.6
	Other (Specify)	19	11.4	11.4	100.0
	Total	167	100.0	100.0	

Appendix 22. Troy University Fall 2007 New Student Survey Responses – Montgomery

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	2	.7	.7	.7
	Female	231	84.9	84.9	85.7
	Male	39	14.3	14.3	100.0
	Total	272	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	1	.4	.4	.4
	American Indian/Alaska Native	1	.4	.4	.7
	Asian/Pacific Islander	5	1.8	1.8	2.6
	Black, non-Hispanic	158	58.1	58.1	60.7
	Hispanic	2	.7	.7	61.4
	Race/ethnicity unknown	2	.7	.7	62.1
	White, non-Hispanic	103	37.9	37.9	100.0
	Total	272	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	1	.4	.4	.4
	18-19	42	15.4	15.4	15.8

		Frequency	Percent	Valid Percent	Cumulative Percent
	20-21	15	5.5	5.5	21.3
	21-24	30	11.0	11.0	32.4
	25-29	58	21.3	21.3	53.7
	30-34	53	19.5	19.5	73.2
	35-39	33	12.1	12.1	85.3
	40-49	27	9.9	9.9	95.2
	50-64	10	3.7	3.7	98.9
	65 or over	3	1.1	1.1	100.0
	Total	272	100.0	100.0	

Campus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Montgomery	272	100.0	100.0	100.0

UC Site

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	214	78.7	78.7	78.7
	Distance Learning, Troy, Alabama	1	.4	.4	79.0
	Maxwell AFB	1	.4	.4	79.4
	Montgomery, Alabama	54	19.9	19.9	99.3
	Other	2	.7	.7	100.0
	Total	272	100.0	100.0	

College

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	17	6.2	6.2	6.2
	Arts & Sciences	45	16.5	16.5	22.8
	Business	112	41.2	41.2	64.0
	Communication and Fine Arts	1	.4	.4	64.3
	Education	32	11.8	11.8	76.1
	Health and Human Services	65	23.9	23.9	100.0
	Total	272	100.0	100.0	

Degree Program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	2	.7	.7	.7
	Associate	83	30.5	30.5	31.2
	Bachelor's	109	40.1	40.1	71.3
	Education Specialist	1	.4	.4	71.7
	Master's	68	25.0	25.0	96.7
	Other	9	3.3	3.3	100.0
	Total	272	100.0	100.0	

Major

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	4	1.5	1.5	1.5
	Accounting	34	12.5	12.5	14.0
	Adult Education	3	1.1	1.1	15.1
	Applied Computer Science	1	.4	.4	15.4
	Associate of Science in Business	5	1.8	1.8	17.3
	Biology	1	.4	.4	17.6

Community Counseling	6	2.2	2.2	19.9
Computer Science	19	7.0	7.0	26.8
Criminal Justice	3	1.1	1.1	27.9
English	5	1.8	1.8	29.8
Executive Master of Business Administration	1	.4	.4	30.1
Finance	1	.4	.4	30.5
General Business	17	6.2	6.2	36.8
General Education	6	2.2	2.2	39.0
History	3	1.1	1.1	40.1
Human Resource Management	15	5.5	5.5	45.6
Human Services	1	.4	.4	46.0
Information System	1	.4	.4	46.3
Management	5	1.8	1.8	48.2
Marketing	5	1.8	1.8	50.0
Master of Business Administration	12	4.4	4.4	54.4
Mathematics	2	.7	.7	55.1
Nursing	63	23.2	23.2	78.3
Other	10	3.7	3.7	82.0
Political Science	1	.4	.4	82.4
Psychology	20	7.4	7.4	89.7
Rehabilitation Counseling	3	1.1	1.1	90.8
School Counseling	1	.4	.4	91.2
School Psychometry	2	.7	.7	91.9
Small Business and Entrepreneurship	3	1.1	1.1	93.0
Social Science	2	.7	.7	93.8
Sociology	2	.7	.7	94.5
Substance Abuse Counseling	4	1.5	1.5	96.0

		Frequency	Percent	Valid Percent	Cumulative Percent
	Technology and Resource Management	2	.7	.7	96.7
	Undecided	9	3.3	3.3	100.0
	Total	272	100.0	100.0	

Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	5	1.8	1.8	1.8
	First choice	216	79.4	79.4	81.2
	Fourth choice	2	.7	.7	82.0
	Second choice	39	14.3	14.3	96.3
	Third choice	10	3.7	3.7	100.0
	Total	272	100.0	100.0	

Visit Campus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	1	.4	.4	.4
	No	128	47.1	47.1	47.4
	Yes	143	52.6	52.6	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	161	59.2	59.2	59.2
	Good academic repulation	111	40.8	40.8	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	248	91.2	91.2	91.2
	Good reputation for social activities	24	8.8	8.8	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	265	97.4	97.4	97.4
	Rankings in national magazines	7	2.6	2.6	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	224	82.4	82.4	82.4
	Graduates get good jobs	48	17.6	17.6	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	210	77.2	77.2	77.2
	Size of campus	62	22.8	22.8	100.0

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	210	77.2	77.2	77.2
	Size of campus	62	22.8	22.8	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	66	24.3	24.3	24.3
	Location	206	75.7	75.7	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	148	54.4	54.4	54.4
	Affordability	124	45.6	45.6	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	181	66.5	66.5	66.5
	Availability of financial aid	91	33.5	33.5	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	204	75.0	75.0	75.0
	Admission standards	68	25.0	25.0	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	171	62.9	62.9	62.9
	Academic programs	101	37.1	37.1	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	88	32.4	32.4	32.4
	Flexibility of schedule	184	67.6	67.6	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	238	87.5	87.5	87.5
	Social atmosphere	34	12.5	12.5	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	230	84.6	84.6	84.6
	Diversity of student body	42	15.4	15.4	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	269	98.9	98.9	98.9
	Athletics	3	1.1	1.1	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	267	98.2	98.2	98.2
	Performing arts (band, collegiate singers, drama, etc.)	5	1.8	1.8	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	269	98.9	98.9	98.9
	Recommendation of high school counselor	3	1.1	1.1	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	268	98.5	98.5	98.5
	Recommendation of college counselor	4	1.5	1.5	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	253	93.0	93.0	93.0
	Parents' recommendation	19	7.0	7.0	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	187	68.8	68.8	68.8
	Friends' recommendation	85	31.2	31.2	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	254	93.4	93.4	93.4
	Alumni recommendation	18	6.6	6.6	100.0

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	254	93.4	93.4	93.4
	Alumni recommendation	18	6.6	6.6	100.0
	Total	272	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	245	90.1	90.1	90.1
	Other (specify)	27	9.9	9.9	100.0
	Total	272	100.0	100.0	

Learn About Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	1	.4	.4	.4
	Alumni	34	12.5	12.5	12.9
	Billboard	4	1.5	1.5	14.3
	Direct Mail	1	.4	.4	14.7
	Guidance Counselor	9	3.3	3.3	18.0
	Internet	10	3.7	3.7	21.7
	Newspaper	2	.7	.7	22.4
	Other (Specify)	32	11.8	11.8	34.2
	Television	13	4.8	4.8	39.0
	Word of mouth	166	61.0	61.0	100.0
	Total	272	100.0	100.0	

70

Registration Info

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	2	.7	.7	.7
	Billboard	6	2.2	2.2	2.9
	Direct Mail	38	14.0	14.0	16.9
	Internet	106	39.0	39.0	55.9
	Newspaper	3	1.1	1.1	57.0
	Other (Specify)	53	19.5	19.5	76.5
	Radio	1	.4	.4	76.8
	Television	1	.4	.4	77.2
	Word of mouth	62	22.8	22.8	100.0
	Total	272	100.0	100.0	

Way to Advertise

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	3	1.1	1.1	1.1
	Billboard	6	2.2	2.2	3.3
	Direct Mail	31	11.4	11.4	14.7
	Internet	61	22.4	22.4	37.1
	Newspaper	2	.7	.7	37.9
	Other (Specify)	3	1.1	1.1	39.0
	Radio	8	2.9	2.9	41.9
	Television	35	12.9	12.9	54.8
	Word of mouth	123	45.2	45.2	100.0
	Total	272	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	160	58.8	58.8	58.8
	Academically challenging	112	41.2	41.2	100.0
	Total	272	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	182	66.9	66.9	66.9
	Caring	90	33.1	33.1	100.0
	Total	272	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	80	29.4	29.4	29.4
	Convenient	192	70.6	70.6	100.0
	Total	272	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	149	54.8	54.8	54.8
	Friendly	123	45.2	45.2	100.0
	Total	272	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	157	57.7	57.7	57.7
	Good value for the price	115	42.3	42.3	100.0
	Total	272	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	178	65.4	65.4	65.4
	Helpful	94	34.6	34.6	100.0
	Total	272	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	155	57.0	57.0	57.0
	Student-centered	117	43.0	43.0	100.0
	Total	272	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	260	95.6	95.6	95.6
	Other (Specify)	12	4.4	4.4	100.0
	Total	272	100.0	100.0	

Appendix 23. Troy University Fall 2007 New Student Survey Responses – Phenix City

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	117	89.3	89.3	89.3
	Male	14	10.7	10.7	100.0
	Total	131	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	1	.8	.8	.8
	Asian/Pacific Islander	2	1.5	1.5	2.3
	Black, non-Hispanic	52	39.7	39.7	42.0
	Hispanic	2	1.5	1.5	43.5
	Race/ethnicity unknown	2	1.5	1.5	45.0
	White, non-Hispanic	72	55.0	55.0	100.0
	Total	131	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-19	3	2.3	2.3	2.3
	20-21	7	5.3	5.3	7.6
	21-24	23	17.6	17.6	25.2
	25-29	21	16.0	16.0	41.2

	Frequency	Percent	Valid Percent	Cumulative Percent
30-34	25	19.1	19.1	60.3
35-39	24	18.3	18.3	78.6
40-49	22	16.8	16.8	95.4
50-64	6	4.6	4.6	100.0
Total	131	100.0	100.0	

Campus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Phenix City	131	100.0	100.0	100.0

UC Site

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	102	77.9	77.9	77.9
	Covington, Georgia	1	.8	.8	78.6
	Fort Benning, Georgia	1	.8	.8	79.4
	Fort Rucker, Alabama	1	.8	.8	80.2
	Phenix City, Alabama	26	19.8	19.8	100.0
	Total	131	100.0	100.0	

College

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	5	3.8	3.8	3.8
	Arts & Sciences	5	3.8	3.8	7.6
	Business	35	26.7	26.7	34.4
	Education	58	44.3	44.3	78.6

		Frequency	Percent	Valid Percent	Cumulative Percent
	Health and Human Services	28	21.4	21.4	100.0
	Total	131	100.0	100.0	

Degree Program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's	79	60.3	60.3	60.3
	Education Specialist	5	3.8	3.8	64.1
	Master's	44	33.6	33.6	97.7
	Other	3	2.3	2.3	100.0
	Total	131	100.0	100.0	

Major

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	7	5.3	5.3	5.3
	Accounting	15	11.5	11.5	16.8
	Clinical Mental Counseling	1	.8	.8	17.6
	Community Counseling	7	5.3	5.3	22.9
	Early Childhood Education	8	6.1	6.1	29.0
	Education Administration and Leadership	9	6.9	6.9	35.9
	Educational Administration	2	1.5	1.5	37.4
	Elementary Education	31	23.7	23.7	61.1
	General Business	5	3.8	3.8	64.9
	General Education	4	3.1	3.1	67.9
	Human Resource Management	3	2.3	2.3	70.2
	Human Services	3	2.3	2.3	72.5
	Information System	2	1.5	1.5	74.0

		Frequency	Percent	Valid Percent	Cumulative Percent
	Management	3	2.3	2.3	76.3
	Master of Business Administration	3	2.3	2.3	78.6
	Nursing	10	7.6	7.6	86.3
	Other	2	1.5	1.5	87.8
	Psychology	7	5.3	5.3	93.1
	Rehabilitation	1	.8	.8	93.9
	Rehabilitation Counseling	3	2.3	2.3	96.2
	Secondary Education	1	.8	.8	96.9
	Social Science	2	1.5	1.5	98.5
	Social Work	1	.8	.8	99.2
	Sport and Fitness Management	1	.8	.8	100.0
	Total	131	100.0	100.0	

Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	2	1.5	1.5	1.5
	First choice	107	81.7	81.7	83.2
	Fourth choice	2	1.5	1.5	84.7
	Second choice	17	13.0	13.0	97.7
	Third choice	3	2.3	2.3	100.0
	Total	131	100.0	100.0	

Visit Campus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	73	55.7	55.7	55.7
	Yes	58	44.3	44.3	100.0

Visit Campus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	73	55.7	55.7	55.7
	Yes	58	44.3	44.3	100.0
	Total	131	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	77	58.8	58.8	58.8
	Good academic repulation	54	41.2	41.2	100.0
	Total	131	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	123	93.9	93.9	93.9
	Good reputation for social activities	8	6.1	6.1	100.0
	Total	131	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	126	96.2	96.2	96.2
	Rankings in national magazines	5	3.8	3.8	100.0
	Total	131	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	118	90.1	90.1	90.1
	Graduates get good jobs	13	9.9	9.9	100.0
	Total	131	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	97	74.0	74.0	74.0
	Size of campus	34	26.0	26.0	100.0
	Total	131	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	23	17.6	17.6	17.6
	Location	108	82.4	82.4	100.0
	Total	131	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	64	48.9	48.9	48.9
	Affordability	67	51.1	51.1	100.0
	Total	131	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	94	71.8	71.8	71.8
	Availability of financial aid	37	28.2	28.2	100.0
	Total	131	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	106	80.9	80.9	80.9
	Admission standards	25	19.1	19.1	100.0
	Total	131	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	84	64.1	64.1	64.1
	Academic programs	47	35.9	35.9	100.0
	Total	131	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	41	31.3	31.3	31.3
	Flexibility of schedule	90	68.7	68.7	100.0
	Total	131	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	127	96.9	96.9	96.9
	Social atmosphere	4	3.1	3.1	100.0
	Total	131	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	115	87.8	87.8	87.8
	Diversity of student body	16	12.2	12.2	100.0
	Total	131	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	131	100.0	100.0	100.0

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	131	100.0	100.0	100.0

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	131	100.0	100.0	100.0

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	131	100.0	100.0	100.0

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	122	93.1	93.1	93.1
	Parents' recommendation	9	6.9	6.9	100.0
	Total	131	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	94	71.8	71.8	71.8
	Friends' recommendation	37	28.2	28.2	100.0
	Total	131	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	118	90.1	90.1	90.1

Alumni recommendation	13	9.9	9.9	100.0
Total	131	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	122	93.1	93.1	93.1
	Other (specify)	9	6.9	6.9	100.0
	Total	131	100.0	100.0	

Learn About Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	2	1.5	1.5	1.5
	Alumni	19	14.5	14.5	16.0
	Billboard	3	2.3	2.3	18.3
	Direct Mail	1	.8	.8	19.1
	Guidance Counselor	1	.8	.8	19.8
	Internet	7	5.3	5.3	25.2
	Newspaper	2	1.5	1.5	26.7
	Other (Specify)	19	14.5	14.5	41.2
	Radio	1	.8	.8	42.0
	Television	1	.8	.8	42.7
	Word of mouth	75	57.3	57.3	100.0
	Total	131	100.0	100.0	

Registration Info

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	2	1.5	1.5	1.5
	Billboard	1	.8	.8	2.3
	Direct Mail	12	9.2	9.2	11.5
	Internet	56	42.7	42.7	54.2
	Newspaper	2	1.5	1.5	55.7
	Other (Specify)	22	16.8	16.8	72.5
	Television	4	3.1	3.1	75.6
	Word of mouth	32	24.4	24.4	100.0
	Total	131	100.0	100.0	

Way to Advertise

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	3	2.3	2.3	2.3
	Billboard	3	2.3	2.3	4.6
	Direct Mail	17	13.0	13.0	17.6
	Internet	29	22.1	22.1	39.7
	Newspaper	2	1.5	1.5	41.2
	Radio	4	3.1	3.1	44.3
	Television	17	13.0	13.0	57.3
	Word of mouth	56	42.7	42.7	100.0
	Total	131	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	82	62.6	62.6	62.6

		Frequency	Percent	Valid Percent	Cumulative Percent
	Academically challenging	49	37.4	37.4	100.0
	Total	131	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	91	69.5	69.5	69.5
	Caring	40	30.5	30.5	100.0
	Total	131	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	26	19.8	19.8	19.8
	Convenient	105	80.2	80.2	100.0
	Total	131	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	71	54.2	54.2	54.2
	Friendly	60	45.8	45.8	100.0
	Total	131	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	66	50.4	50.4	50.4

Good value for the price	65	49.6	49.6	100.0
Total	131	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	79	60.3	60.3	60.3
	Helpful	52	39.7	39.7	100.0
	Total	131	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	79	60.3	60.3	60.3
	Student-centered	52	39.7	39.7	100.0
	Total	131	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	122	93.1	93.1	93.1
	Other (Specify)	9	6.9	6.9	100.0
	Total	131	100.0	100.0	

Appendix 24. Troy University Fall 2007 New Student Survey Responses – Troy Campus

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	4	.8	.8	.8
	Female	370	70.7	70.7	71.5
	Male	149	28.5	28.5	100.0
	Total	523	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	2	.4	.4	.4
	American Indian/Alaska Native	6	1.1	1.1	1.5
	Asian/Pacific Islander	40	7.6	7.6	9.2
	Black, non-Hispanic	148	28.3	28.3	37.5
	Hispanic	7	1.3	1.3	38.8
	Nonresident Alien	2	.4	.4	39.2
	Race/ethnicity unknown	5	1.0	1.0	40.2
	White, non-Hispanic	313	59.8	59.8	100.0
	Total	523	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	3	.6	.6	.6

	Frequency	Percent	Valid Percent	Cumulative Percent
18-19	331	63.3	63.3	63.9
20-21	47	9.0	9.0	72.8
21-24	42	8.0	8.0	80.9
25-29	38	7.3	7.3	88.1
30-34	19	3.6	3.6	91.8
35-39	10	1.9	1.9	93.7
40-49	25	4.8	4.8	98.5
50-64	8	1.5	1.5	100.0
Total	523	100.0	100.0	

UC Site

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	395	75.5	75.5	75.5
	Albany, Georgia	13	2.5	2.5	78.0
	Atlanta, Georgia	2	.4	.4	78.4
	Augusta, Georgia	5	1.0	1.0	79.3
	Brunswick, Georgia	1	.2	.2	79.5
	Covington, Georgia	1	.2	.2	79.7
	Distance Learning, Florida/Western Region	1	.2	.2	79.9
	Distance Learning, Troy, Alabama	1	.2	.2	80.1
	Dothan, Alabama	1	.2	.2	80.3
	eArmyU Programs	2	.4	.4	80.7
	Fort Benning, Georgia	4	.8	.8	81.5
	Fort Bragg, North Carolina	1	.2	.2	81.6
	Fort Lewis, Washington	1	.2	.2	81.8
	Fort Walton Beach Area	1	.2	.2	82.0

	Frequency	Percent	Valid Percent	Cumulative Percent
Jacksonville, Florida	1	.2	.2	82.2
Montgomery, Alabama	1	.2	.2	82.4
Orlando, Florida	1	.2	.2	82.6
Other	1	.2	.2	82.8
Troy, Alabama	90	17.2	17.2	100.0
Total	523	100.0	100.0	

College

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	56	10.7	10.7	10.7
	Arts & Sciences	116	22.2	22.2	32.9
	Business	123	23.5	23.5	56.4
	Communication and Fine Arts	55	10.5	10.5	66.9
	Education	72	13.8	13.8	80.7
	Health and Human Services	101	19.3	19.3	100.0
	Total	523	100.0	100.0	

Degree Program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	43	8.2	8.2	8.2
	Associate	53	10.1	10.1	18.4
	Bachelor's	328	62.7	62.7	81.1
	Education Specialist	1	.2	.2	81.3
	Master's	72	13.8	13.8	95.0
	Other	26	5.0	5.0	100.0
	Total	523	100.0	100.0	

Major

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	21	4.0	4.0	4.0
	Accounting	21	4.0	4.0	8.0
	Art	3	.6	.6	8.6
	Art Education	1	.2	.2	8.8
	Art Studio	1	.2	.2	9.0
	Associate of Science in Business	2	.4	.4	9.4
	Athletic Training	4	.8	.8	10.1
	Biology	39	7.5	7.5	17.6
	Biology Education	1	.2	.2	17.8
	Broadcast Journalism	17	3.3	3.3	21.0
	Chemistry	4	.8	.8	21.8
	Clinical Mental Counseling	1	.2	.2	22.0
	Collaborative Teacher K – 6	2	.4	.4	22.4
	Communication Arts - Communication Studies	1	.2	.2	22.6
	Communication Arts - Dramatic Arts	4	.8	.8	23.3
	Community Counseling	2	.4	.4	23.7
	Comprehensive General Science Education	2	.4	.4	24.1
	Computer Science	11	2.1	2.1	26.2
	Criminal Justice	23	4.4	4.4	30.6
	Design, Technology, and Industry	10	1.9	1.9	32.5
	Early Childhood Education	1	.2	.2	32.7
	Economics	1	.2	.2	32.9

Education Administration and Leadership	3	.6	.6	33.5
Elementary Education	25	4.8	4.8	38.2
English	5	1.0	1.0	39.2
English Language Arts Education	1	.2	.2	39.4
Environmental and Biological Science	3	.6	.6	40.0
Environmental Science	6	1.1	1.1	41.1
Finance	8	1.5	1.5	42.6
General Business	11	2.1	2.1	44.7
Geomatics	4	.8	.8	45.5
Health and Physical Education	1	.2	.2	45.7
History	3	.6	.6	46.3
History Education	3	.6	.6	46.8
Human Resource Management	9	1.7	1.7	48.6
Human Services	2	.4	.4	48.9
Information System	7	1.3	1.3	50.3
International Business	3	.6	.6	50.9
International Relations	5	1.0	1.0	51.8
Journalism	5	1.0	1.0	52.8
Management	16	3.1	3.1	55.8
Marketing	13	2.5	2.5	58.3
Master of Business Administration	5	1.0	1.0	59.3
Mathematics	1	.2	.2	59.5
Mathematics Education	6	1.1	1.1	60.6
Music	11	2.1	2.1	62.7
Music Education	14	2.7	2.7	65.4
Nursing	51	9.8	9.8	75.1
Other	19	3.6	3.6	78.8

	Frequency	Percent	Valid Percent	Cumulative Percent
Physical Education	1	.2	.2	79.0
Political Science	5	1.0	1.0	79.9
Post-Secondary Education	5	1.0	1.0	80.9
Psychology	19	3.6	3.6	84.5
Public Administration	4	.8	.8	85.3
Rehabilitation	1	.2	.2	85.5
Risk Management and Insurance	1	.2	.2	85.7
Secondary Education	4	.8	.8	86.4
Social Science	3	.6	.6	87.0
Social Science Education	1	.2	.2	87.2
Social Work	8	1.5	1.5	88.7
Sociology	1	.2	.2	88.9
Sport and Fitness Management	5	1.0	1.0	89.9
Undecided	53	10.1	10.1	100.0
Total	523	100.0	100.0	

Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Answered]	5	1.0	1.0	1.1
	First choice	347	66.3	66.3	67.5
	Fourth choice	8	1.5	1.5	69.0
	Second choice	121	23.1	23.1	92.2
	Third choice	41	7.8	7.8	100.0
	Total	523	100.0	100.0	

Visit Campus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Answered]	6	1.1	1.1	1.3
	No	154	29.4	29.4	30.8
	Yes	362	69.2	69.2	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	270	51.6	51.6	51.8
	Good academic repulation	252	48.2	48.2	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	401	76.7	76.7	76.9
	Good reputation for social activities	121	23.1	23.1	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2

		Frequency	Percent	Valid Percent	Cumulative Percent
	[Not Selected]	479	91.6	91.6	91.8
	Rankings in national magazines	43	8.2	8.2	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	410	78.4	78.4	78.6
	Graduates get good jobs	112	21.4	21.4	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	253	48.4	48.4	48.6
	Size of campus	269	51.4	51.4	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	159	30.4	30.4	30.6
	Location	363	69.4	69.4	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	230	44.0	44.0	44.2
	Affordability	292	55.8	55.8	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	328	62.7	62.7	62.9
	Availability of financial aid	194	37.1	37.1	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	402	76.9	76.9	77.1
	Admission standards	120	22.9	22.9	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2

		Frequency	Percent	Valid Percent	Cumulative Percent
	[Not Selected]	371	70.9	70.9	71.1
	Academic programs	151	28.9	28.9	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	392	75.0	75.0	75.1
	Flexibility of schedule	130	24.9	24.9	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	383	73.2	73.2	73.4
	Social atmosphere	139	26.6	26.6	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Troy	523	100.0	100.0	100.0

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	452	86.4	86.4	86.6
	Athletics	70	13.4	13.4	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	454	86.8	86.8	87.0
	Performing arts (band, collegiate singers, drama, etc.)	68	13.0	13.0	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	470	89.9	89.9	90.1
	Recommendation of high school counselor	52	9.9	9.9	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	514	98.3	98.3	98.5

		Frequency	Percent	Valid Percent	Cumulative Percent
	Recommendation of college counselor	8	1.5	1.5	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	404	77.2	77.2	77.4
	Parents' recommendation	118	22.6	22.6	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	372	71.1	71.1	71.3
	Friends' recommendation	150	28.7	28.7	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	442	84.5	84.5	84.7
	Alumni recommendation	80	15.3	15.3	100.0
	Total	523	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	463	88.5	88.5	88.7
	Other (specify)	59	11.3	11.3	100.0
	Total	523	100.0	100.0	

Learn About Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	8	1.5	1.5	1.5
	Alumni	83	15.9	15.9	17.4
	Billboard	9	1.7	1.7	19.1
	Direct Mail	21	4.0	4.0	23.1
	Guidance Counselor	35	6.7	6.7	29.8
	Internet	43	8.2	8.2	38.0
	Newspaper	2	.4	.4	38.4
	Other (Specify)	125	23.9	23.9	62.3
	Radio	2	.4	.4	62.7
	Television	24	4.6	4.6	67.3
	Word of mouth	171	32.7	32.7	100.0
	Total	523	100.0	100.0	

Registration Info

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Answered]	7	1.3	1.3	1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Billboard	1	.2	.2	1.7
Direct Mail	148	28.3	28.3	30.0
Internet	240	45.9	45.9	75.9
Newspaper	1	.2	.2	76.1
Other (Specify)	69	13.2	13.2	89.3
Word of mouth	56	10.7	10.7	100.0
Total	523	100.0	100.0	

Way to Advertise

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Answered]	11	2.1	2.1	2.3
	Billboard	10	1.9	1.9	4.2
	Direct Mail	97	18.5	18.5	22.8
	Internet	166	31.7	31.7	54.5
	Newspaper	6	1.1	1.1	55.6
	Other (Specify)	10	1.9	1.9	57.6
	Radio	5	1.0	1.0	58.5
	Television	43	8.2	8.2	66.7
	Word of mouth	174	33.3	33.3	100.0
	Total	523	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	323	61.8	61.8	62.0
	Academically challenging	199	38.0	38.0	100.0

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	323	61.8	61.8	62.0
	Academically challenging	199	38.0	38.0	100.0
	Total	523	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	316	60.4	60.4	60.6
	Caring	206	39.4	39.4	100.0
	Total	523	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	240	45.9	45.9	46.1
	Convenient	282	53.9	53.9	100.0
	Total	523	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	208	39.8	39.8	40.0

		Frequency	Percent	Valid Percent	Cumulative Percent
	Friendly	314	60.0	60.0	100.0
	Total	523	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	235	44.9	44.9	45.1
	Good value for the price	287	54.9	54.9	100.0
	Total	523	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	325	62.1	62.1	62.3
	Helpful	197	37.7	37.7	100.0
	Total	523	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	261	49.9	49.9	50.1
	Student-centered	261	49.9	49.9	100.0
	Total	523	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.2	.2	.2
	[Not Selected]	469	89.7	89.7	89.9
	Other (Specify)	53	10.1	10.1	100.0
	Total	523	100.0	100.0	

Appendix 25. Troy University Fall 2007 New Student Survey Responses – University College

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	1	.2	.2	.2
	Female	373	60.8	60.8	61.0
	Male	239	39.0	39.0	100.0
	Total	613	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	7	1.1	1.1	1.1
	American Indian/Alaska Native	1	.2	.2	1.3
	Asian/Pacific Islander	59	9.6	9.6	10.9
	Black, non-Hispanic	305	49.8	49.8	60.7
	Hispanic	18	2.9	2.9	63.6
	Nonresident Alien	1	.2	.2	63.8
	Race/ethnicity unknown	10	1.6	1.6	65.4
	White, non-Hispanic	212	34.6	34.6	100.0
	Total	613	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	1	.2	.2	.2

	Frequency	Percent	Valid Percent	Cumulative Percent
18-19	26	4.2	4.2	4.4
20-21	44	7.2	7.2	11.6
21-24	70	11.4	11.4	23.0
25-29	134	21.9	21.9	44.9
30-34	110	17.9	17.9	62.8
35-39	83	13.5	13.5	76.3
40-49	107	17.5	17.5	93.8
50-64	33	5.4	5.4	99.2
65 or over	5	.8	.8	100.0
Total	613	100.0	100.0	

Campus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	University College (Campuses or sites outside of Alabama)	613	100.0	100.0	100.0

UC Site

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	13	2.1	2.1	2.1
	Albany, Georgia	74	12.1	12.1	14.2
	Atlanta, Georgia	75	12.2	12.2	26.4
	Augusta, Georgia	86	14.0	14.0	40.5
	Brunswick, Georgia	12	2.0	2.0	42.4
	Clarksville, Tennessee	2	.3	.3	42.7
	Covington, Georgia	39	6.4	6.4	49.1
	Dam Neck, Virginia	1	.2	.2	49.3
	Davis-Monthan AFB, Arizona	10	1.6	1.6	50.9

Distance Learning, Florida/Western Region	1	.2	.2	51.1
Distance Learning, Pacific Region	1	.2	.2	51.2
Fayetteville, North Carolina	6	1.0	1.0	52.2
Fort Benning, Georgia	31	5.1	5.1	57.3
Fort Bragg, North Carolina	4	.7	.7	57.9
Fort Carson/Colorado Springs, Colorado	2	.3	.3	58.2
Fort Gordon, Georgia	5	.8	.8	59.1
Fort Lewis, Washington	3	.5	.5	59.5
Fort Monroe, Virginia	1	.2	.2	59.7
Fort Rucker, Alabama	2	.3	.3	60.0
Fort Walton Beach Area	24	3.9	3.9	63.9
Jacksonville, Florida	5	.8	.8	64.8
Kuala Lumpur, Malaysia	15	2.4	2.4	67.2
Langley AFB, Virginia	2	.3	.3	67.5
Little Creek Amphibious Base, Virginia	3	.5	.5	68.0
Malacca, Malaysia	11	1.8	1.8	69.8
Malmstrom AFB	1	.2	.2	70.0
Misawa AB, Japan	3	.5	.5	70.5
Norfolk Naval Station, Virginia	5	.8	.8	71.3
Norfolk Regional Office, Virginia	6	1.0	1.0	72.3
Oceana NAS, Virginia	2	.3	.3	72.6
Orlando, Florida	25	4.1	4.1	76.7
Other	27	4.4	4.4	81.1
Pensacola, Florida	33	5.4	5.4	86.5
Phenix City, Alabama	1	.2	.2	86.6
Seoul, Korea	2	.3	.3	86.9
Sharjah, United Arab Emirates	20	3.3	3.3	90.2

		Frequency	Percent	Valid Percent	Cumulative Percent
	Shaw AFB, South Carolina	11	1.8	1.8	92.0
	Tampa/MacDill AFB, Florida	20	3.3	3.3	95.3
	Troy, Alabama	1	.2	.2	95.4
	Tyndall AFB, Florida	24	3.9	3.9	99.3
	Vidalia, Georgia	4	.7	.7	100.0
	Total	613	100.0	100.0	

College

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	26	4.2	4.2	4.2
	Arts & Sciences	154	25.1	25.1	29.4
	Business	258	42.1	42.1	71.5
	Communication and Fine Arts	4	.7	.7	72.1
	Education	109	17.8	17.8	89.9
	Health and Human Services	62	10.1	10.1	100.0
	Total	613	100.0	100.0	

Degree Program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	66	10.8	10.8	10.8
	Associate	31	5.1	5.1	15.8
	Bachelor's	185	30.2	30.2	46.0
	Master's	328	53.5	53.5	99.5
	Other	3	.5	.5	100.0
	Total	613	100.0	100.0	

Major

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	70	11.4	11.4	11.4
	Accounting	6	1.0	1.0	12.4
	Adult Education	6	1.0	1.0	13.4
	Applied Computer Science	9	1.5	1.5	14.8
	Art	1	.2	.2	15.0
	Associate of Science in Business	1	.2	.2	15.2
	Biology	1	.2	.2	15.3
	Clinical Mental Counseling	16	2.6	2.6	17.9
	Community Counseling	9	1.5	1.5	19.4
	Comprehensive General Science Education	1	.2	.2	19.6
	Computer Science	33	5.4	5.4	25.0
	Criminal Justice	66	10.8	10.8	35.7
	Design, Technology, and Industry	1	.2	.2	35.9
	Early Childhood Education	1	.2	.2	36.1
	Education Administration and Leadership	1	.2	.2	36.2
	English	2	.3	.3	36.5
	Executive Master of Business Administration	1	.2	.2	36.7
	Finance	2	.3	.3	37.0
	General Business	22	3.6	3.6	40.6
	General Education	10	1.6	1.6	42.3
	Health and Physical Education	1	.2	.2	42.4
	History	3	.5	.5	42.9
	Human Resource Management	30	4.9	4.9	47.8
	Human Services	1	.2	.2	48.0

	Frequency	Percent	Valid Percent	Cumulative Percent
Information System	3	.5	.5	48.5
International Relations	14	2.3	2.3	50.7
Management	69	11.3	11.3	62.0
Marketing	1	.2	.2	62.2
Master of Business Administration	18	2.9	2.9	65.1
Other	24	3.9	3.9	69.0
Political Science	1	.2	.2	69.2
Post-Secondary Education	54	8.8	8.8	78.0
Psychology	43	7.0	7.0	85.0
Public Administration	42	6.9	6.9	91.8
School Counseling	10	1.6	1.6	93.5
School Psychometry	1	.2	.2	93.6
Secondary Education	2	.3	.3	94.0
Social Science	1	.2	.2	94.1
Social Science Education	3	.5	.5	94.6
Social Services Counseling	18	2.9	2.9	97.6
Sociology	2	.3	.3	97.9
Sport and Fitness Management	3	.5	.5	98.4
Technology and Resource Management	8	1.3	1.3	99.7
Undecided	2	.3	.3	100.0
Total	613	100.0	100.0	

Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	8	1.3	1.3	1.3
	First choice	423	69.0	69.0	70.3
	Fourth choice	8	1.3	1.3	71.6

		Frequency	Percent	Valid Percent	Cumulative Percent
	Second choice	154	25.1	25.1	96.7
	Third choice	20	3.3	3.3	100.0
	Total	613	100.0	100.0	

Visit Campus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	5	.8	.8	.8
	No	339	55.3	55.3	56.1
	Yes	269	43.9	43.9	100.0
	Total	613	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	378	61.7	61.7	61.7
	Good academic repulation	235	38.3	38.3	100.0
	Total	613	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	572	93.3	93.3	93.3
	Good reputation for social activities	41	6.7	6.7	100.0
	Total	613	100.0	100.0	

Why Select Troy

110

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	585	95.4	95.4	95.4
	Rankings in national magazines	28	4.6	4.6	100.0
	Total	613	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	533	86.9	86.9	86.9
	Graduates get good jobs	80	13.1	13.1	100.0
	Total	613	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	535	87.3	87.3	87.3
	Size of campus	78	12.7	12.7	100.0
	Total	613	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	206	33.6	33.6	33.6
	Location	407	66.4	66.4	100.0
	Total	613	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	290	47.3	47.3	47.3
	Affordability	323	52.7	52.7	100.0
	Total	613	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	454	74.1	74.1	74.1
	Availability of financial aid	159	25.9	25.9	100.0
	Total	613	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	426	69.5	69.5	69.5
	Admission standards	187	30.5	30.5	100.0
	Total	613	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	357	58.2	58.2	58.2
	Academic programs	256	41.8	41.8	100.0
	Total	613	100.0	100.0	

Why Select Troy

112

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	249	40.6	40.6	40.6
	Flexibility of schedule	364	59.4	59.4	100.0
	Total	613	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	540	88.1	88.1	88.1
	Social atmosphere	73	11.9	11.9	100.0
	Total	613	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	549	89.6	89.6	89.6
	Diversity of student body	64	10.4	10.4	100.0
	Total	613	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	605	98.7	98.7	98.7
	Athletics	8	1.3	1.3	100.0
	Total	613	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	600	97.9	97.9	97.9
	Performing arts (band, collegiate singers, drama, etc.)	13	2.1	2.1	100.0
	Total	613	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	608	99.2	99.2	99.2
	Recommendation of high school counselor	5	.8	.8	100.0
	Total	613	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	590	96.2	96.2	96.2
	Recommendation of college counselor	23	3.8	3.8	100.0
	Total	613	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	562	91.7	91.7	91.7
	Parents' recommendation	51	8.3	8.3	100.0
	Total	613	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	458	74.7	74.7	74.7
	Friends' recommendation	155	25.3	25.3	100.0
	Total	613	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	532	86.8	86.8	86.8
	Alumni recommendation	81	13.2	13.2	100.0
	Total	613	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	574	93.6	93.6	93.6
	Other (specify)	39	6.4	6.4	100.0
	Total	613	100.0	100.0	

Learn About Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	10	1.6	1.6	1.6
	Alumni	103	16.8	16.8	18.4
	Billboard	19	3.1	3.1	21.5

115

		Frequency	Percent	Valid Percent	Cumulative Percent
	Direct Mail	2	.3	.3	21.9
	Guidance Counselor	19	3.1	3.1	25.0
	Internet	55	9.0	9.0	33.9
	Newspaper	15	2.4	2.4	36.4
	Other (Specify)	98	16.0	16.0	52.4
	Radio	4	.7	.7	53.0
	Television	4	.7	.7	53.7
	Word of mouth	284	46.3	46.3	100.0
	Total	613	100.0	100.0	

Registration Info

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	27	4.4	4.4	4.4
	Billboard	15	2.4	2.4	6.9
	Direct Mail	18	2.9	2.9	9.8
	Internet	281	45.8	45.8	55.6
	Newspaper	11	1.8	1.8	57.4
	Other (Specify)	126	20.6	20.6	78.0
	Radio	2	.3	.3	78.3
	Television	2	.3	.3	78.6
	Word of mouth	131	21.4	21.4	100.0
	Total	613	100.0	100.0	

Way to Advertise

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	28	4.6	4.6	4.6
	Billboard	9	1.5	1.5	6.0

	Frequency	Percent	Valid Percent	Cumulative Percent
Direct Mail	37	6.0	6.0	12.1
Internet	136	22.2	22.2	34.3
Newspaper	23	3.8	3.8	38.0
Other (Specify)	17	2.8	2.8	40.8
Radio	17	2.8	2.8	43.6
Television	43	7.0	7.0	50.6
Word of mouth	303	49.4	49.4	100.0
Total	613	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	373	60.8	60.8	60.8
	Academically challenging	240	39.2	39.2	100.0
	Total	613	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	435	71.0	71.0	71.0
	Caring	178	29.0	29.0	100.0
	Total	613	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	201	32.8	32.8	32.8
	Convenient	412	67.2	67.2	100.0

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	201	32.8	32.8	32.8
	Convenient	412	67.2	67.2	100.0
	Total	613	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	359	58.6	58.6	58.6
	Friendly	254	41.4	41.4	100.0
	Total	613	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	317	51.7	51.7	51.7
	Good value for the price	296	48.3	48.3	100.0
	Total	613	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	408	66.6	66.6	66.6
	Helpful	205	33.4	33.4	100.0
	Total	613	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	386	63.0	63.0	63.0
	Student-centered	227	37.0	37.0	100.0
	Total	613	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Selected]	581	94.8	94.8	94.8
	Other (Specify)	32	5.2	5.2	100.0
	Total	613	100.0	100.0	

Appendix 26. Troy University Fall 2007 New Student Survey Responses – eCampus

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	4	.3	.3	.3
	Female	806	67.1	67.1	67.4
	Male	391	32.6	32.6	100.0
	Total	1201	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	12	1.0	1.0	1.0
	American Indian/Alaska Native	8	.7	.7	1.7
	Asian/Pacific Islander	13	1.1	1.1	2.7
	Black, non-Hispanic	511	42.5	42.5	45.3
	Hispanic	46	3.8	3.8	49.1
	Nonresident Alien	1	.1	.1	49.2
	Race/ethnicity unknown	19	1.6	1.6	50.8
	White, non-Hispanic	591	49.2	49.2	100.0
	Total	1201	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	3	.2	.2	.2

	Frequency	Percent	Valid Percent	Cumulative Percent
18-19	15	1.2	1.2	1.5
20-21	25	2.1	2.1	3.6
21-24	157	13.1	13.1	16.7
25-29	322	26.8	26.8	43.5
30-34	255	21.2	21.2	64.7
35-39	188	15.7	15.7	80.3
40-49	195	16.2	16.2	96.6
50-64	39	3.2	3.2	99.8
65 or over	2	.2	.2	100.0
Total	1201	100.0	100.0	

Campus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	eCampus	1201	100.0	100.0	100.0

UC Site

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	1005	83.7	83.7	83.7
	Albany, Georgia	19	1.6	1.6	85.3
	Atlanta, Georgia	9	.7	.7	86.0
	Augusta, Georgia	10	.8	.8	86.8
	Bangkok, Thailand	1	.1	.1	86.9
	Brunswick, Georgia	2	.2	.2	87.1
	Clarksville, Tennessee	2	.2	.2	87.3
	Covington, Georgia	2	.2	.2	87.4
	Davis-Monthan AFB, Arizona	1	.1	.1	87.5

Distance Learning, Florida/Western Region	10	.8	.8	88.3
Distance Learning, Pacific Region	2	.2	.2	88.5
Distance Learning, Troy, Alabama	28	2.3	2.3	90.8
Dothan, Alabama	1	.1	.1	90.9
eArmyU Programs	15	1.2	1.2	92.2
Fayetteville, North Carolina	4	.3	.3	92.5
Fort Benning, Georgia	24	2.0	2.0	94.5
Fort Bragg, North Carolina	2	.2	.2	94.7
Fort Gordon, Georgia	1	.1	.1	94.8
Fort Myer, Virginia/Pentagon	1	.1	.1	94.8
Fort Walton Beach Area	6	.5	.5	95.3
Guam Campus	1	.1	.1	95.4
Jacksonville, Florida	2	.2	.2	95.6
Kadena AB, Okinawa, Japan	1	.1	.1	95.7
Montgomery, Alabama	8	.7	.7	96.3
Norfolk Naval Station, Virginia	1	.1	.1	96.4
Norfolk Regional Office, Virginia	3	.2	.2	96.7
Oceana NAS, Virginia	1	.1	.1	96.8
Orlando, Florida	2	.2	.2	96.9
Other	13	1.1	1.1	98.0
Pensacola, Florida	5	.4	.4	98.4
Sharjah, United Arab Emirates	1	.1	.1	98.5
Shaw AFB, South Carolina	2	.2	.2	98.7
Troy, Alabama	13	1.1	1.1	99.8
Tyndall AFB, Florida	2	.2	.2	99.9
Vidalia, Georgia	1	.1	.1	100.0
Total	1201	100.0	100.0	

College

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	71	5.9	5.9	5.9
	Arts & Sciences	419	34.9	34.9	40.8
	Business	469	39.1	39.1	79.9
	Communication and Fine Arts	21	1.7	1.7	81.6
	Education	116	9.7	9.7	91.3
	Health and Human Services	105	8.7	8.7	100.0
	Total	1201	100.0	100.0	

Degree Program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	5	.4	.4	.4
	Associate	152	12.7	12.7	13.1
	Bachelor's	665	55.4	55.4	68.4
	Master's	358	29.8	29.8	98.3
	Other	21	1.7	1.7	100.0
	Total	1201	100.0	100.0	

Major

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	47	3.9	3.9	3.9
	Accounting	24	2.0	2.0	5.9
	Adult Education	1	.1	.1	6.0
	Applied Computer Science	38	3.2	3.2	9.2

Associate of Science in Business	33	2.7	2.7	11.9
Athletic Training	2	.2	.2	12.1
Biology	2	.2	.2	12.2
Computer Science	32	2.7	2.7	14.9
Criminal Justice	165	13.7	13.7	28.6
Early Childhood Education	2	.2	.2	28.8
Education Administration and Leadership	1	.1	.1	28.9
Elementary Education	6	.5	.5	29.4
English	2	.2	.2	29.6
Environmental and Biological Science	1	.1	.1	29.6
Finance	8	.7	.7	30.3
General Business	105	8.7	8.7	39.1
General Education	25	2.1	2.1	41.1
History	5	.4	.4	41.5
History Education	2	.2	.2	41.7
Human Resource Management	95	7.9	7.9	49.6
Information System	8	.7	.7	50.3
International Business	1	.1	.1	50.4
International Relations	44	3.7	3.7	54.0
Journalism	1	.1	.1	54.1
Management	100	8.3	8.3	62.4
Marketing	3	.2	.2	62.7
Master of Business Administration	36	3.0	3.0	65.7
Nursing	15	1.2	1.2	66.9
Other	44	3.7	3.7	70.6
Physical Education	1	.1	.1	70.7
Political Science	35	2.9	2.9	73.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Post-Secondary Education	35	2.9	2.9	76.5
Psychology	117	9.7	9.7	86.3
Public Administration	58	4.8	4.8	91.1
Secondary Education	4	.3	.3	91.4
Small Business and Entrepreneurship	1	.1	.1	91.5
Social Science	29	2.4	2.4	93.9
Social Science Education	3	.2	.2	94.2
Social Services Counseling	1	.1	.1	94.3
Social Work	2	.2	.2	94.4
Sociology	7	.6	.6	95.0
Sport and Fitness Management	24	2.0	2.0	97.0
Technology and Resource Management	15	1.2	1.2	98.3
Undecided	21	1.7	1.7	100.0
Total	1201	100.0	100.0	

Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Answered]	17	1.4	1.4	1.5
	First choice	876	72.9	72.9	74.4
	Fourth choice	14	1.2	1.2	75.6
	Second choice	259	21.6	21.6	97.2
	Third choice	34	2.8	2.8	100.0
	Total	1201	100.0	100.0	

Visit Campus?

125

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Answered]	18	1.5	1.5	1.6
	No	962	80.1	80.1	81.7
	Yes	220	18.3	18.3	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	664	55.3	55.3	55.4
	Good academic repulation	536	44.6	44.6	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	1145	95.3	95.3	95.4
	Good reputation for social activities	55	4.6	4.6	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1

		Frequency	Percent	Valid Percent	Cumulative Percent
	[Not Selected]	1128	93.9	93.9	94.0
	Rankings in national magazines	72	6.0	6.0	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	1098	91.4	91.4	91.5
	Graduates get good jobs	102	8.5	8.5	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	1151	95.8	95.8	95.9
	Size of campus	49	4.1	4.1	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	875	72.9	72.9	72.9
	Location	325	27.1	27.1	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	675	56.2	56.2	56.3
	Affordability	525	43.7	43.7	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	915	76.2	76.2	76.3
	Availability of financial aid	285	23.7	23.7	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	989	82.3	82.3	82.4
	Admission standards	211	17.6	17.6	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1

	Frequency	Percent	Valid Percent	Cumulative Percent
[Not Selected]	739	61.5	61.5	61.6
Academic programs	461	38.4	38.4	100.0
Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	392	32.6	32.6	32.7
	Flexibility of schedule	808	67.3	67.3	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	1182	98.4	98.4	98.5
	Social atmosphere	18	1.5	1.5	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	1131	94.2	94.2	94.3
	Diversity of student body	69	5.7	5.7	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	1189	99.0	99.0	99.1
	Athletics	11	.9	.9	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	1195	99.5	99.5	99.6
	Performing arts (band, collegiate singers, drama, etc.)	5	.4	.4	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	1196	99.6	99.6	99.7
	Recommendation of high school counselor	4	.3	.3	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	1161	96.7	96.7	96.8
	Recommendation of college counselor	39	3.2	3.2	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	1172	97.6	97.6	97.7
	Parents' recommendation	28	2.3	2.3	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	857	71.4	71.4	71.4
	Friends' recommendation	343	28.6	28.6	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	1120	93.3	93.3	93.3

		Frequency	Percent		
	Alumni recommendation	80	6.7	6.7	100.0
	Total	1201	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	1021	85.0	85.0	85.1
	Other (specify)	179	14.9	14.9	100.0
	Total	1201	100.0	100.0	

Learn About Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	10	.8	.8	.8
	Alumni	158	13.2	13.2	14.0
	Billboard	20	1.7	1.7	15.7
	Direct Mail	2	.2	.2	15.8
	Guidance Counselor	52	4.3	4.3	20.1
	Internet	182	15.2	15.2	35.3
	Newspaper	6	.5	.5	35.8
	Other (Specify)	175	14.6	14.6	50.4
	Radio	6	.5	.5	50.9
	Television	35	2.9	2.9	53.8
	Word of mouth	555	46.2	46.2	100.0
	Total	1201	100.0	100.0	

Registration Info

132

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Answered]	17	1.4	1.4	1.5
	Billboard	11	.9	.9	2.4
	Direct Mail	23	1.9	1.9	4.3
	Internet	841	70.0	70.0	74.4
	Newspaper	8	.7	.7	75.0
	Other (Specify)	130	10.8	10.8	85.8
	Radio	2	.2	.2	86.0
	Television	8	.7	.7	86.7
	Word of mouth	160	13.3	13.3	100.0
	Total	1201	100.0	100.0	

Way to Advertise

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Answered]	30	2.5	2.5	2.6
	Billboard	19	1.6	1.6	4.2
	Direct Mail	54	4.5	4.5	8.7
	Internet	379	31.6	31.6	40.2
	Newspaper	13	1.1	1.1	41.3
	Other (Specify)	17	1.4	1.4	42.7
	Radio	34	2.8	2.8	45.5
	Television	115	9.6	9.6	55.1
	Word of mouth	539	44.9	44.9	100.0
	Total	1201	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	677	56.4	56.4	56.5
	Academically challenging	523	43.5	43.5	100.0
	Total	1201	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	970	80.8	80.8	80.8
	Caring	230	19.2	19.2	100.0
	Total	1201	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	362	30.1	30.1	30.2
	Convenient	838	69.8	69.8	100.0
	Total	1201	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	866	72.1	72.1	72.2

		Frequency	Percent	Valid Percent	Cumulative Percent
	Friendly	334	27.8	27.8	100.0
	Total	1201	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	655	54.5	54.5	54.6
	Good value for the price	545	45.4	45.4	100.0
	Total	1201	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	866	72.1	72.1	72.2
	Helpful	334	27.8	27.8	100.0
	Total	1201	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	836	69.6	69.6	69.7
	Student-centered	364	30.3	30.3	100.0
	Total	1201	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	1	.1	.1	.1
	[Not Selected]	1119	93.2	93.2	93.3
	Other (Specify)	81	6.7	6.7	100.0
	Total	1201	100.0	100.0	

Appendix 27. Troy University Fall 2007 New Student Survey Responses – Overall

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	14	.5	.5	.5
	Female	2036	69.4	69.4	69.9
	Male	884	30.1	30.1	100.0
	Total	2934	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	27	.9	.9	.9
	American Indian/Alaska Native	16	.5	.5	1.5
	Asian/Pacific Islander	123	4.2	4.2	5.7
	Black, non-Hispanic	1212	41.3	41.3	47.0
	Hispanic	76	2.6	2.6	49.6
	Nonresident Alien	5	.2	.2	49.7
	Race/ethnicity unknown	41	1.4	1.4	51.1
	White, non-Hispanic	1434	48.9	48.9	100.0
	Total	2934	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	17	.6	.6	.6

137

	Frequency	Percent	Valid Percent	Cumulative Percent
18-19	449	15.3	15.3	15.9
20-21	159	5.4	5.4	21.3
21-24	357	12.2	12.2	33.5
25-29	609	20.8	20.8	54.2
30-34	482	16.4	16.4	70.7
35-39	347	11.8	11.8	82.5
40-49	400	13.6	13.6	96.1
50-64	104	3.5	3.5	99.7
65 or over	10	.3	.3	100.0
Total	2934	100.0	100.0	

Campus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	27	.9	.9	.9
	Dothan	167	5.7	5.7	6.6
	eCampus	1201	40.9	40.9	47.5
	Montgomery	272	9.3	9.3	56.8
	Phenix City	131	4.5	4.5	61.3
	Troy	523	17.8	17.8	79.1
	University College (Campuses or sites outside of Alabama)	613	20.9	20.9	100.0
	Total	2934	100.0	100.0	

UC Site

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	1883	64.2	64.2	64.2
	Albany, Georgia	108	3.7	3.7	67.9

Atlanta, Georgia	86	2.9	2.9	70.8
Augusta, Georgia	102	3.5	3.5	74.3
Bangkok, Thailand	1	.0	.0	74.3
Brunswick, Georgia	15	.5	.5	74.8
Clarksville, Tennessee	4	.1	.1	74.9
Covington, Georgia	43	1.5	1.5	76.4
Dam Neck, Virginia	1	.0	.0	76.4
Davis-Monthan AFB, Arizona	11	.4	.4	76.8
Distance Learning, Florida/Western Region	12	.4	.4	77.2
Distance Learning, Pacific Region	3	.1	.1	77.3
Distance Learning, Troy, Alabama	30	1.0	1.0	78.4
Dothan, Alabama	38	1.3	1.3	79.7
eArmyU Programs	17	.6	.6	80.2
Fayetteville, North Carolina	11	.4	.4	80.6
Fort Benning, Georgia	60	2.0	2.0	82.7
Fort Bragg, North Carolina	7	.2	.2	82.9
Fort Carson/Colorado Springs, Colorado	2	.1	.1	83.0
Fort Gordon, Georgia	6	.2	.2	83.2
Fort Lewis, Washington	4	.1	.1	83.3
Fort Monroe, Virginia	1	.0	.0	83.3
Fort Myer, Virginia/Pentagon	1	.0	.0	83.4
Fort Rucker, Alabama	3	.1	.1	83.5
Fort Walton Beach Area	31	1.1	1.1	84.5
Guam Campus	1	.0	.0	84.6
Jacksonville, Florida	8	.3	.3	84.8
Kadena AB, Okinawa, Japan	1	.0	.0	84.9
Kuala Lumpur, Malaysia	15	.5	.5	85.4

Langley AFB, Virginia	2	.1	.1	85.4
Little Creek Amphibious Base, Virginia	3	.1	.1	85.5
Malacca, Malaysia	11	.4	.4	85.9
Malmstrom AFB	1	.0	.0	86.0
Maxwell AFB	1	.0	.0	86.0
Misawa AB, Japan	3	.1	.1	86.1
Montgomery, Alabama	63	2.1	2.1	88.2
Norfolk Naval Station, Virginia	6	.2	.2	88.4
Norfolk Regional Office, Virginia	9	.3	.3	88.8
Oceana NAS, Virginia	3	.1	.1	88.9
Orlando, Florida	28	1.0	1.0	89.8
Other	43	1.5	1.5	91.3
Pensacola, Florida	38	1.3	1.3	92.6
Phenix City, Alabama	27	.9	.9	93.5
Seoul, Korea	2	.1	.1	93.6
Sharjah, United Arab Emirates	21	.7	.7	94.3
Shaw AFB, South Carolina	13	.4	.4	94.7
Tampa/MacDill AFB, Florida	20	.7	.7	95.4
Troy, Alabama	104	3.5	3.5	98.9
Tyndall AFB, Florida	26	.9	.9	99.8
Vidalia, Georgia	5	.2	.2	100.0
Total	2934	100.0	100.0	

College

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	193	6.6	6.6	6.6
	Arts & Sciences	772	26.3	26.3	32.9
	Business	1062	36.2	36.2	69.1

140

	Frequency	Percent	Valid Percent	Cumulative Percent
Communication and Fine Arts	83	2.8	2.8	71.9
Education	456	15.5	15.5	87.5
Health and Human Services	368	12.5	12.5	100.0
Total	2934	100.0	100.0	

Degree Program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	133	4.5	4.5	4.5
	Associate	335	11.4	11.4	16.0
	Bachelor's	1489	50.7	50.7	66.7
	Education Specialist	8	.3	.3	67.0
	Master's	904	30.8	30.8	97.8
	Other	65	2.2	2.2	100.0
	Total	2934	100.0	100.0	

Major

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	167	5.7	5.7	5.7
	Accounting	128	4.4	4.4	10.1
	Adult Education	10	.3	.3	10.4
	Applied Computer Science	58	2.0	2.0	12.4
	Art	4	.1	.1	12.5
	Art Education	1	.0	.0	12.5
	Art Studio	1	.0	.0	12.6
	Associate of Science in Business	41	1.4	1.4	14.0
	Athletic Training	6	.2	.2	14.2

Biology	48	1.6	1.6	15.8
Biology Education	3	.1	.1	15.9
Broadcast Journalism	18	.6	.6	16.5
Chemistry	5	.2	.2	16.7
Clinical Mental Counseling	18	.6	.6	17.3
Collaborative Teacher K – 6	2	.1	.1	17.4
Communication Arts - Communication Studies	1	.0	.0	17.4
Communication Arts - Dramatic Arts	4	.1	.1	17.6
Community Counseling	24	.8	.8	18.4
Comprehensive General Science Education	3	.1	.1	18.5
Computer Science	97	3.3	3.3	21.8
Criminal Justice	264	9.0	9.0	30.8
Design, Technology, and Industry	11	.4	.4	31.2
Early Childhood Education	19	.6	.6	31.8
Economics	1	.0	.0	31.8
Education Administration and Leadership	14	.5	.5	32.3
Educational Administration	2	.1	.1	32.4
Elementary Education	89	3.0	3.0	35.4
English	20	.7	.7	36.1
English Language Arts Education	8	.3	.3	36.4
Environmental and Biological Science	4	.1	.1	36.5
Environmental Science	7	.2	.2	36.7
Executive Master of Business Administration	2	.1	.1	36.8
Finance	22	.7	.7	37.6

General Business	170	5.8	5.8	43.4
General Education	53	1.8	1.8	45.2
Geomatics	4	.1	.1	45.3
Health and Physical Education	2	.1	.1	45.4
History	15	.5	.5	45.9
History Education	10	.3	.3	46.2
Human Resource Management	160	5.5	5.5	51.7
Human Services	7	.2	.2	51.9
Information System	21	.7	.7	52.6
International Business	4	.1	.1	52.8
International Relations	63	2.1	2.1	54.9
Journalism	6	.2	.2	55.1
Management	197	6.7	6.7	61.8
Marketing	25	.9	.9	62.7
Master of Business Administration	78	2.7	2.7	65.3
Mathematics	5	.2	.2	65.5
Mathematics Education	6	.2	.2	65.7
Music	11	.4	.4	66.1
Music Education	14	.5	.5	66.6
Nursing	140	4.8	4.8	71.3
Other	100	3.4	3.4	74.7
Physical Education	3	.1	.1	74.8
Political Science	42	1.4	1.4	76.3
Post-Secondary Education	95	3.2	3.2	79.5
Psychology	217	7.4	7.4	86.9
Public Administration	106	3.6	3.6	90.5
Rehabilitation	2	.1	.1	90.6
Rehabilitation Counseling	7	.2	.2	90.8
Risk Management and Insurance	1	.0	.0	90.9

	Frequency	Percent	Valid Percent	Cumulative Percent
School Counseling	11	.4	.4	91.2
School Psychometry	3	.1	.1	91.3
Secondary Education	13	.4	.4	91.8
Small Business and Entrepreneurship	4	.1	.1	91.9
Social Science	37	1.3	1.3	93.2
Social Science Education	8	.3	.3	93.5
Social Services Counseling	19	.6	.6	94.1
Social Work	11	.4	.4	94.5
Sociology	14	.5	.5	95.0
Sport and Fitness Management	33	1.1	1.1	96.1
Substance Abuse Counseling	4	.1	.1	96.2
Technology and Resource Management	25	.9	.9	97.1
Undecided	86	2.9	2.9	100.0
Total	2934	100.0	100.0	

Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Answered]	55	1.9	1.9	2.1
	First choice	2117	72.2	72.2	74.2
	Fourth choice	34	1.2	1.2	75.4
	Second choice	612	20.9	20.9	96.3
	Third choice	110	3.7	3.7	100.0
	Total	2934	100.0	100.0	

Visit Campus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Answered]	44	1.5	1.5	1.7
	No	1732	59.0	59.0	60.7
	Yes	1152	39.3	39.3	100.0
	Total	2934	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	1659	56.5	56.5	56.7
	Good academic repulation	1269	43.3	43.3	100.0
	Total	2934	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	2669	91.0	91.0	91.2
	Good reputation for social activities	259	8.8	8.8	100.0
	Total	2934	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2

		Frequency	Percent	Valid Percent	Cumulative Percent
	[Not Selected]	2763	94.2	94.2	94.4
	Rankings in national magazines	165	5.6	5.6	100.0
	Total	2934	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	2544	86.7	86.7	86.9
	Graduates get good jobs	384	13.1	13.1	100.0
	Total	2934	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	2377	81.0	81.0	81.2
	Size of campus	551	18.8	18.8	100.0
	Total	2934	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	1361	46.4	46.4	46.6
	Location	1567	53.4	53.4	100.0
	Total	2934	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	1531	52.2	52.2	52.4
	Affordability	1397	47.6	47.6	100.0
	Total	2934	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	2112	72.0	72.0	72.2
	Availability of financial aid	816	27.8	27.8	100.0
	Total	2934	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	2292	78.1	78.1	78.3
	Admission standards	636	21.7	21.7	100.0
	Total	2934	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2

		Frequency	Percent	Valid Percent	Cumulative Percent
	[Not Selected]	1860	63.4	63.4	63.6
	Academic programs	1068	36.4	36.4	100.0
	Total	2934	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	1280	43.6	43.6	43.8
	Flexibility of schedule	1648	56.2	56.2	100.0
	Total	2934	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	2651	90.4	90.4	90.6
	Social atmosphere	277	9.4	9.4	100.0
	Total	2934	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	2619	89.3	89.3	89.5
	Diversity of student body	309	10.5	10.5	100.0
	Total	2934	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	2835	96.6	96.6	96.8
	Athletics	93	3.2	3.2	100.0
	Total	2934	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	2835	96.6	96.6	96.8
	Performing arts (band, collegiate singers, drama, etc.)	93	3.2	3.2	100.0
	Total	2934	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	2861	97.5	97.5	97.7
	Recommendation of high school counselor	67	2.3	2.3	100.0
	Total	2934	100.0	100.0	

Why Select Troy

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	2849	97.1	97.1	97.3
	Recommendation of college counselor	79	2.7	2.7	100.0
	Total	2934	100.0	100.0	

Why Select Troy

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	2678	91.3	91.3	91.5
	Parents' recommendation	250	8.5	8.5	100.0
	Total	2934	100.0	100.0	

Why Select Troy

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	2128	72.5	72.5	72.7
	Friends' recommendation	800	27.3	27.3	100.0
	Total	2934	100.0	100.0	

Why Select Troy

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	2646	90.2	90.2	90.4

	Alumni recommendation	282	9.6	9.6	100.0
	Total	2934	100.0	100.0	

Why Select Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	2601	88.7	88.7	88.9
	Other (specify)	327	11.1	11.1	100.0
	Total	2934	100.0	100.0	

Learn About Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[Not Answered]	49	1.7	1.7	1.7
	Alumni	422	14.4	14.4	16.1
	Billboard	61	2.1	2.1	18.1
	Direct Mail	28	1.0	1.0	19.1
	Guidance Counselor	125	4.3	4.3	23.3
	Internet	312	10.6	10.6	34.0
	Newspaper	28	1.0	1.0	34.9
	Other (Specify)	479	16.3	16.3	51.3
	Radio	13	.4	.4	51.7
	Television	81	2.8	2.8	54.5
	Word of mouth	1336	45.5	45.5	100.0
	Total	2934	100.0	100.0	

Registration Info

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Answered]	69	2.4	2.4	2.6
	Billboard	45	1.5	1.5	4.1
	Direct Mail	269	9.2	9.2	13.3
	Internet	1591	54.2	54.2	67.5
	Newspaper	27	.9	.9	68.4
	Other (Specify)	421	14.3	14.3	82.8
	Radio	8	.3	.3	83.0
	Television	18	.6	.6	83.6
	Word of mouth	480	16.4	16.4	100.0
	Total	2934	100.0	100.0	

Way to Advertise

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Answered]	89	3.0	3.0	3.2
	Billboard	53	1.8	1.8	5.0
	Direct Mail	250	8.5	8.5	13.6
	Internet	821	28.0	28.0	41.5
	Newspaper	50	1.7	1.7	43.3
	Other (Specify)	53	1.8	1.8	45.1
	Radio	77	2.6	2.6	47.7
	Television	263	9.0	9.0	56.6
	Word of mouth	1272	43.4	43.4	100.0
	Total	2934	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	1717	58.5	58.5	58.7
	Academically challenging	1211	41.3	41.3	100.0
	Total	2934	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	2117	72.2	72.2	72.4
	Caring	811	27.6	27.6	100.0
	Total	2934	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	977	33.3	33.3	33.5
	Convenient	1951	66.5	66.5	100.0
	Total	2934	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	1751	59.7	59.7	59.9

		Frequency	Percent	Valid Percent	Cumulative Percent
	Friendly	1177	40.1	40.1	100.0
	Total	2934	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	1552	52.9	52.9	53.1
	Good value for the price	1376	46.9	46.9	100.0
	Total	2934	100.0	100.0	

Describe Troy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	1976	67.3	67.3	67.6
	Helpful	952	32.4	32.4	100.0
	Total	2934	100.0	100.0	

Describe Troy

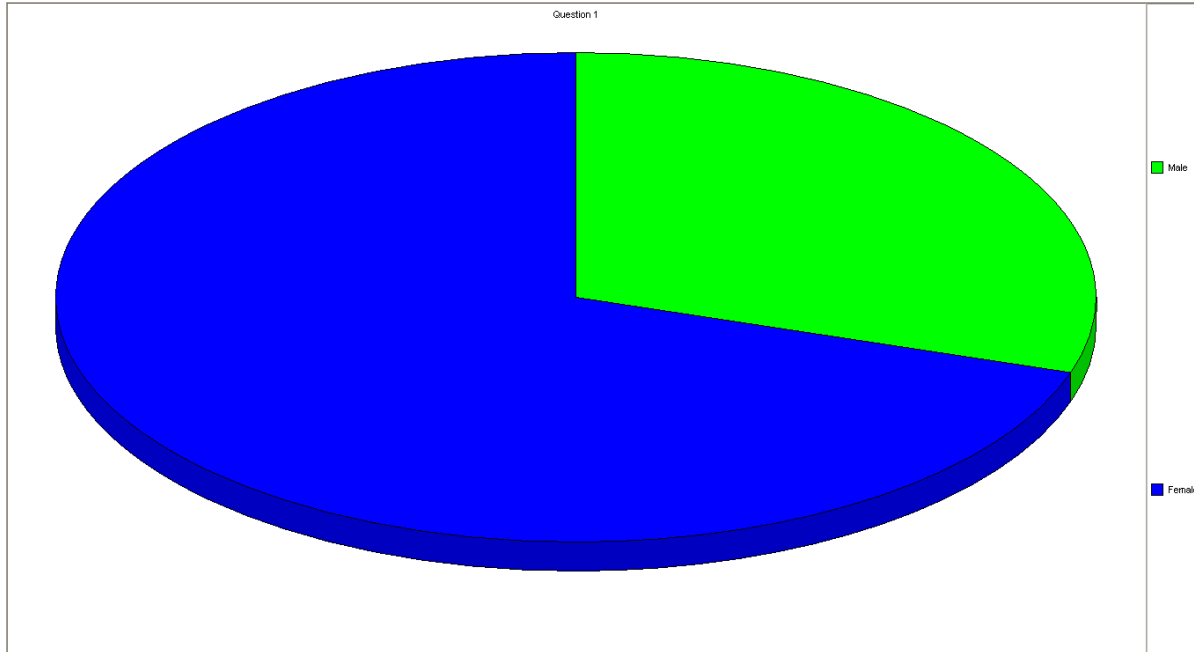|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	1832	62.4	62.4	62.6
	Student-centered	1096	37.4	37.4	100.0
	Total	2934	100.0	100.0	

Describe Troy

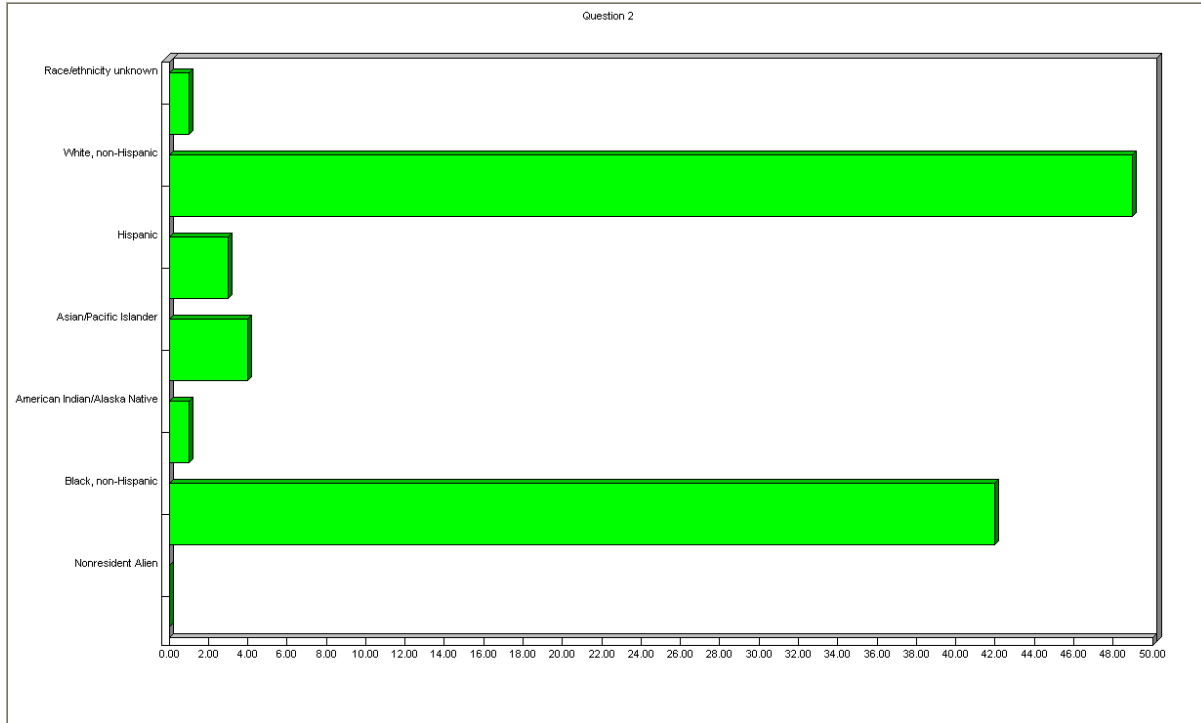|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	!!!	6	.2	.2	.2
	[Not Selected]	2721	92.7	92.7	92.9
	Other (Specify)	207	7.1	7.1	100.0
	Total	2934	100.0	100.0	

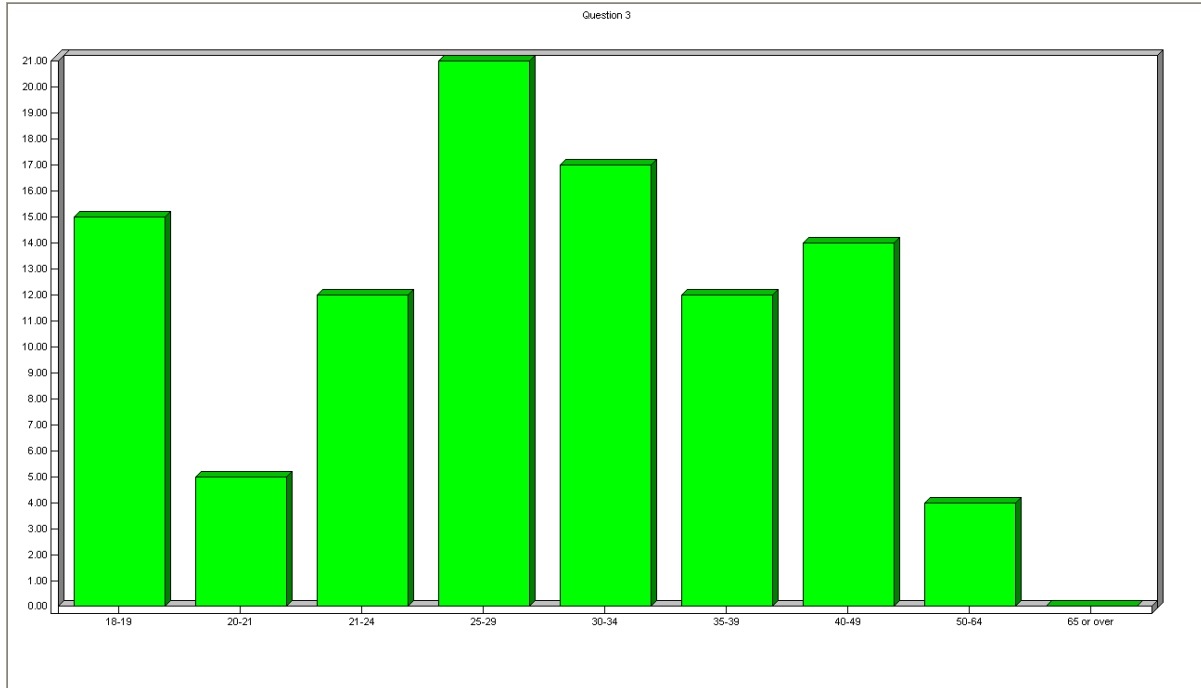Appendix 28 – Demographic Information

Gender

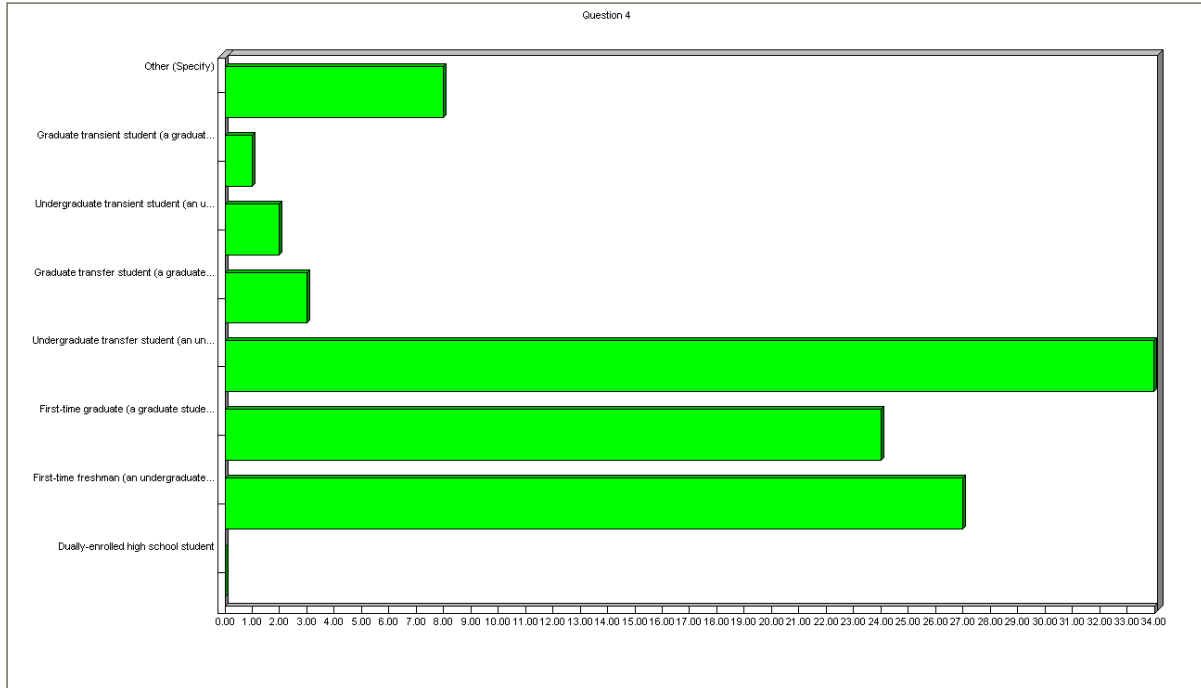| Choice	Count	Percentage of Sample Answering
Male	884	30.3%
Female	2036	69.7%

Race

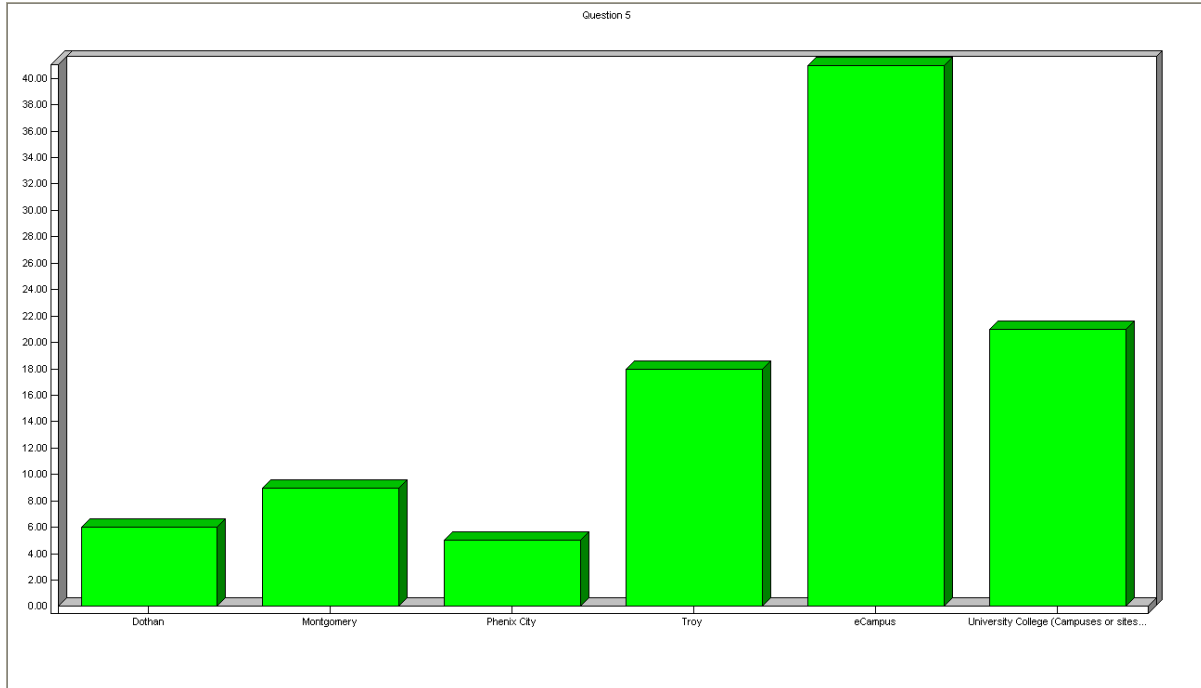| Choice	Count	Percentage of Sample Answering
Nonresident Alien	5	0.2%
Black, non-Hispanic	1212	41.7%
American Indian/Alaska Native	16	0.6%
Asian/Pacific Islander	123	4.2%
Hispanic	76	2.6%
White, non-Hispanic	1434	49.3%
Race/ethnicity unknown	41	1.4%

Age

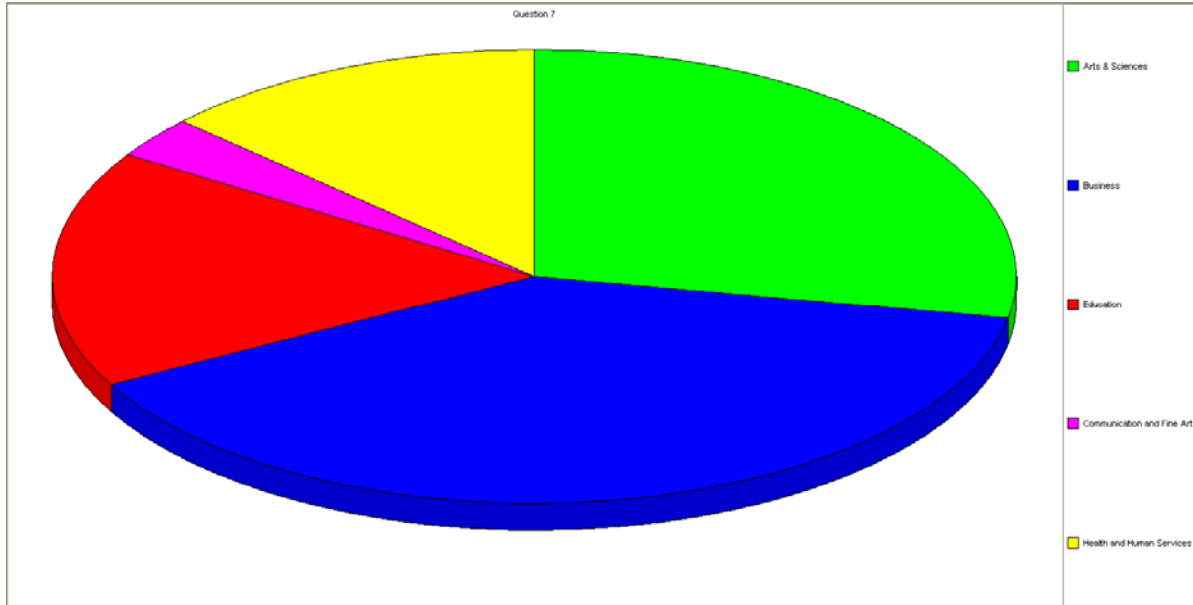| Choice	Count	Percentage of Sample Answering
18-19	449	15.4%
20-21	159	5.5%
21-24	357	12.2%
25-29	609	20.9%
30-34	482	16.5%
35-39	347	11.9%
40-49	400	13.7%
50-64	104	3.6%
65 or over	10	0.3%

Status

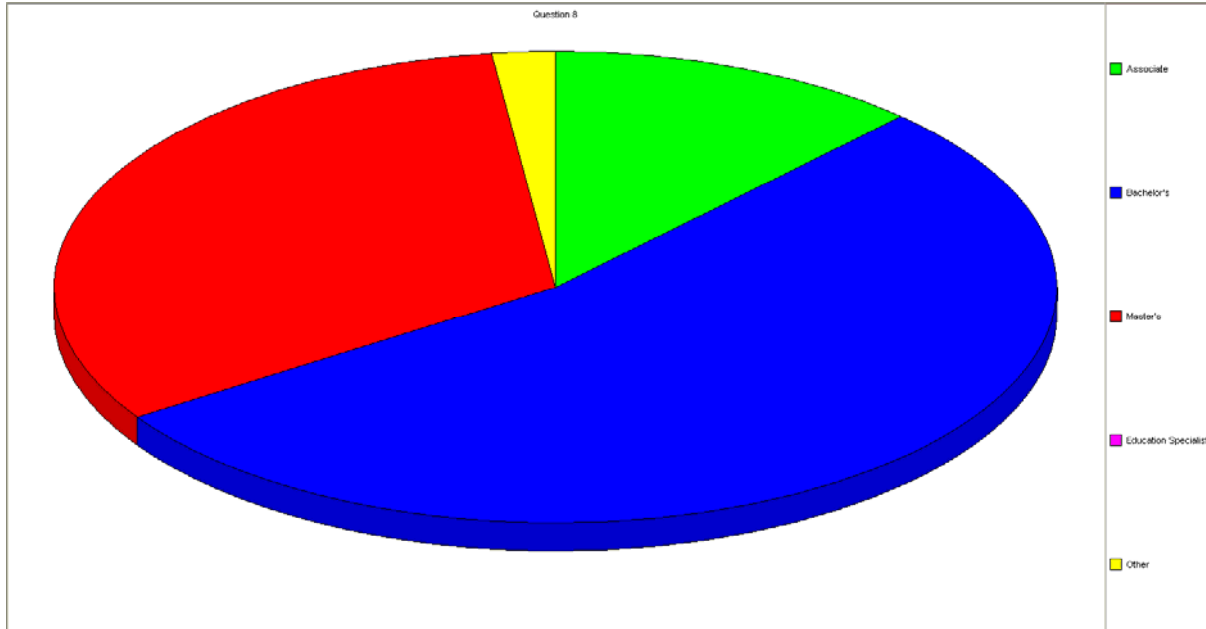| Choice	Count	Percentage of Sample Answering
Dually-enrolled high school student	9	0.3%
First-time freshman (an undergraduate student attending college for the first time)	781	27.0%
First-time graduate (a graduate student enrolled in a graduate program for the first time)	681	23.6%
Undergraduate transfer student (an undergraduate student who transferred to TROY from another college or university)	991	34.3%
Graduate transfer student (a graduate student who transferred to TROY from another college or university)	98	3.4%
Undergraduate transient student (an undergraduate student attending TROY temporarily)	68	2.4%
Graduate transient student (a graduate student attending TROY temporarily)	36	1.2%
Other (Specify)	224	7.8%

Campus

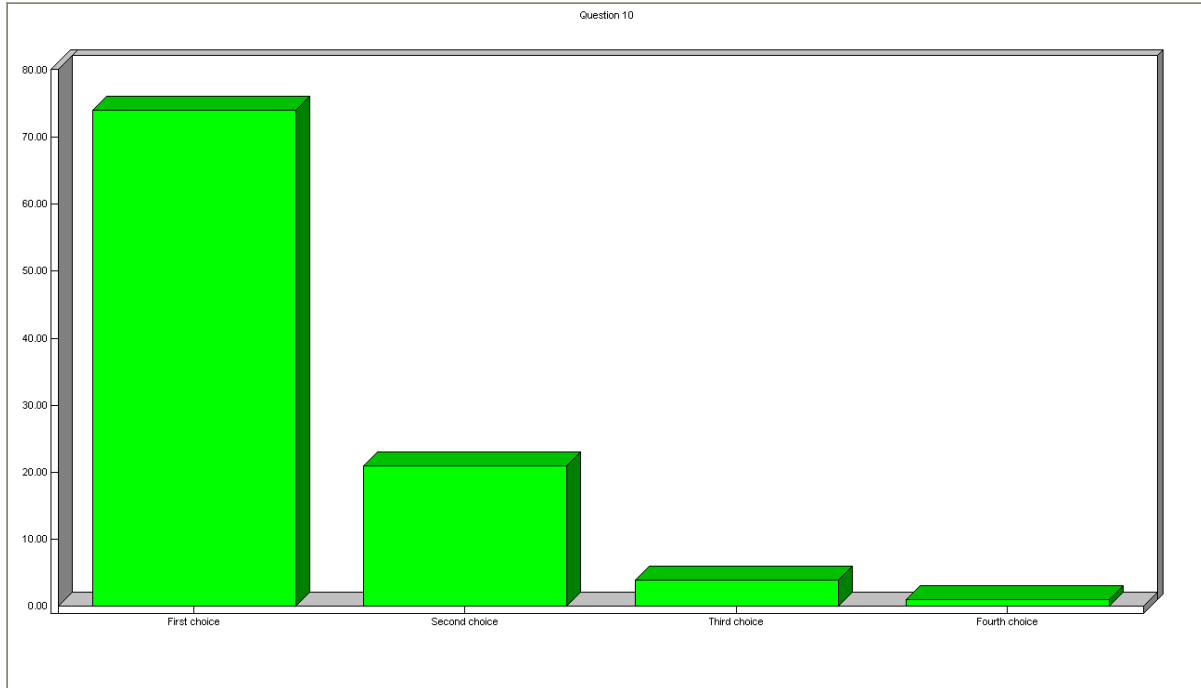| Choice	Count	Percentage of Sample Answering
Dothan	167	5.7%
Montgomery	272	9.4%
Phenix City	131	4.5%
Troy	523	18.0%
eCampus	1201	41.3%
University College (Campuses or sites outside of Alabama)	613	21.1%

College

Choice	Count	Percentage of Sample Answering
Arts & Sciences	772	28.2%
Business	1062	38.7%
Education	456	16.6%
Communication and Fine Arts	83	3.0%
Health and Human Services	368	13.4%

Degree level

Choice	Count	Percentage of Sample Answering
Associate	335	12.0%
Bachelor's	1489	53.2%
Master's	904	32.3%
Education Specialist	8	0.3%
Other	65	2.3%

Choice of college

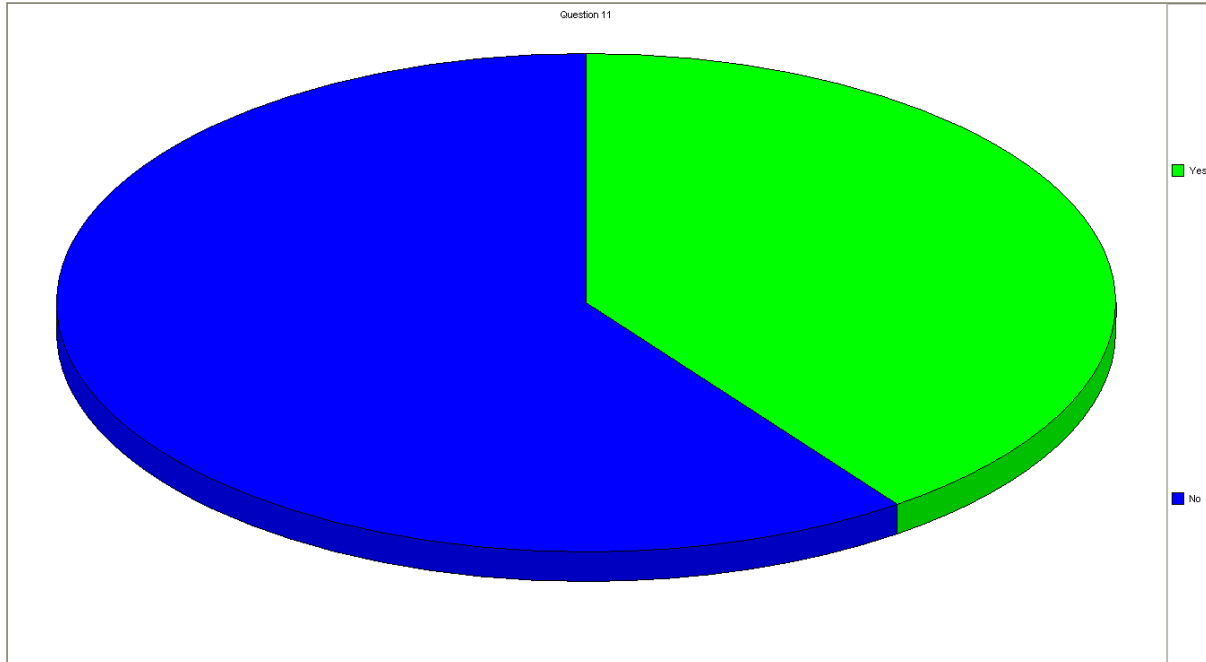| Choice	Count	Percentage of Sample Answering
First choice	2117	73.7%
Second choice	612	21.3%
Third choice	110	3.8%
Fourth choice	34	1.2%

Campus visit prior to enrollment
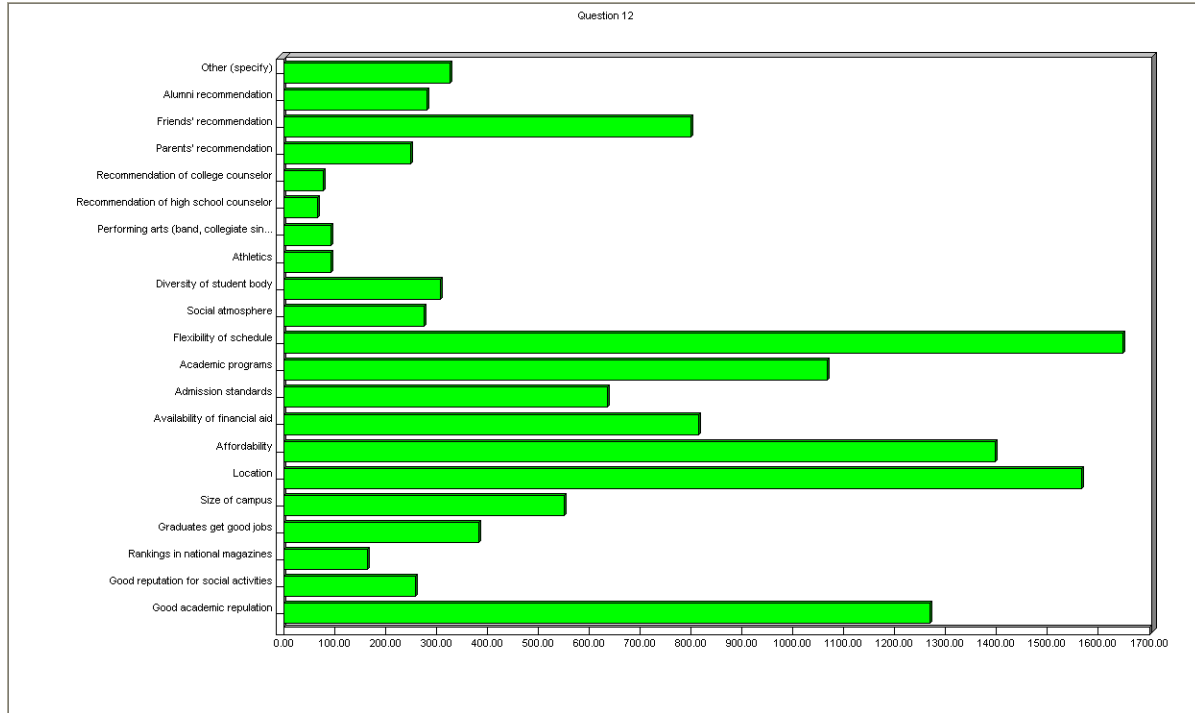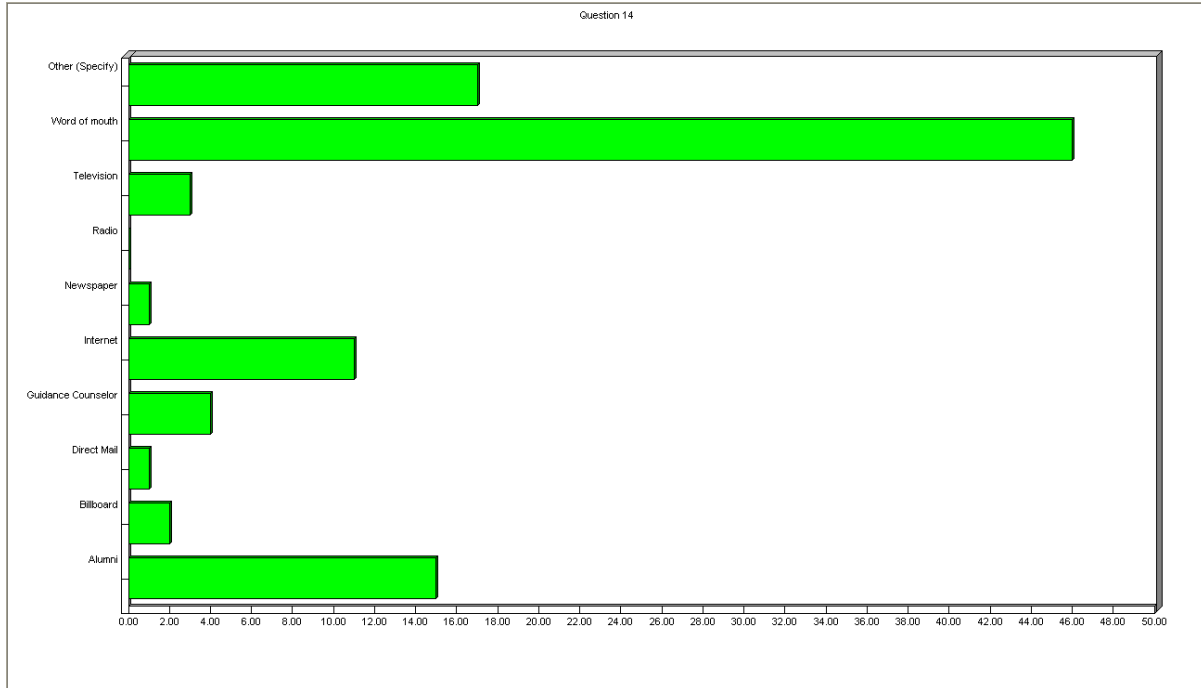

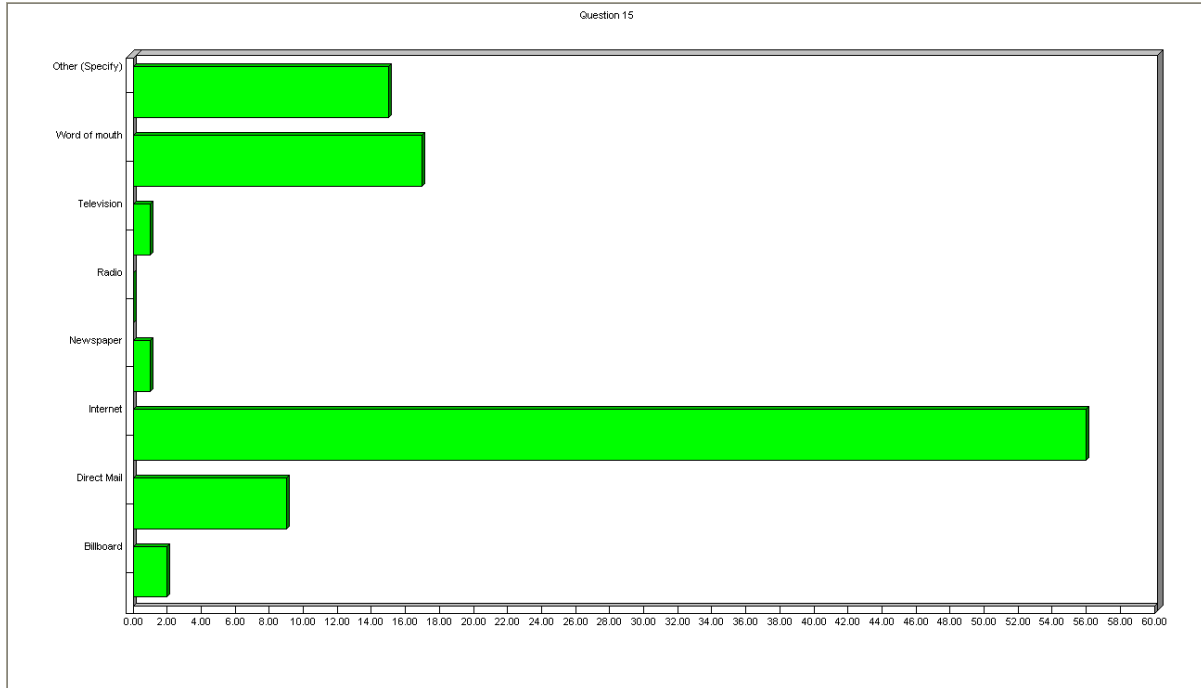| Choice	Count	Percentage of Sample Answering
Yes	1152	39.9%
No	1732	60.1%

Reasons selected Troy University

Choice	Count	Percent of Sample Asked
Good academic repulation	1269	43.3%
Good reputation for social activities	259	8.8%
Rankings in national magazines	165	5.6%
Graduates get good jobs	384	13.1%
Size of campus	551	18.8%
Location	1567	53.5%
Affordability	1397	47.7%
Availability of financial aid	816	27.9%
Admission standards	636	21.7%
Academic programs	1068	36.5%
Flexibility of schedule	1648	56.3%
Social atmosphere	277	9.5%
Diversity of student body	309	10.6%
Athletics	93	3.2%
Performing arts (band, collegiate singers, drama, etc.)	93	3.2%
Recommendation of high school counselor	67	2.3%
Recommendation of college counselor	79	2.7%
Parents' recommendation	250	8.5%
Friends' recommendation	800	27.3%
Alumni recommendation	282	9.6%
Other (specify)	327	11.2%

How learned about Troy University

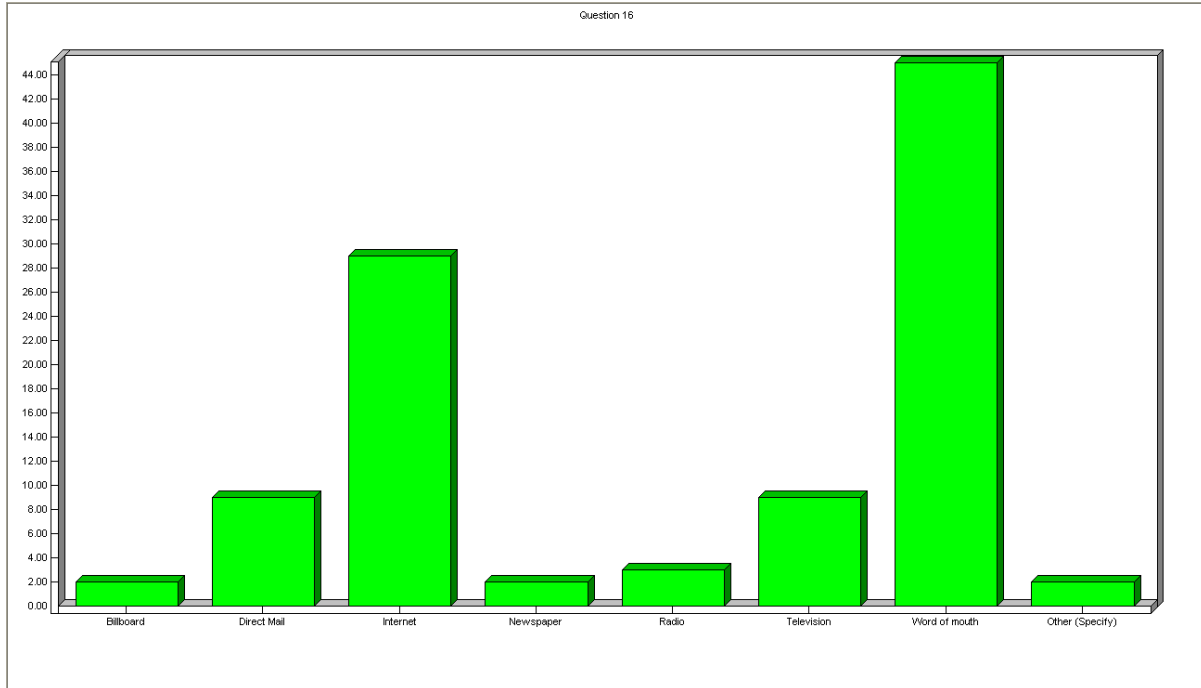| Choice	Count	Percentage of Sample Answering
Alumni	422	14.6%
Billboard	61	2.1%
Direct Mail	28	1.0%
Guidance Counselor	125	4.3%
Internet	312	10.8%
Newspaper	28	1.0%
Radio	13	0.5%
Television	81	2.8%
Word of mouth	1336	46.3%
Other (Specify)	479	16.6%

How learned about registration dates and times

Question 15

Choice	Count	Percentage of Sample Answering
Billboard	45	1.6%
Direct Mail	269	9.4%
Internet	1591	55.6%
Newspaper	27	0.9%
Radio	8	0.3%
Television	18	0.6%
Word of mouth	480	16.8%
Other (Specify)	421	14.7%

Best way to advertise to friends

Choice	Count	Percentage of Sample Answering
Billboard	53	1.9%
Direct Mail	250	8.8%
Internet	821	28.9%
Newspaper	50	1.8%
Radio	77	2.7%
Television	263	9.3%
Word of mouth	1272	44.8%
Other (Specify)	53	1.9%

Words to describe Troy University to a friend
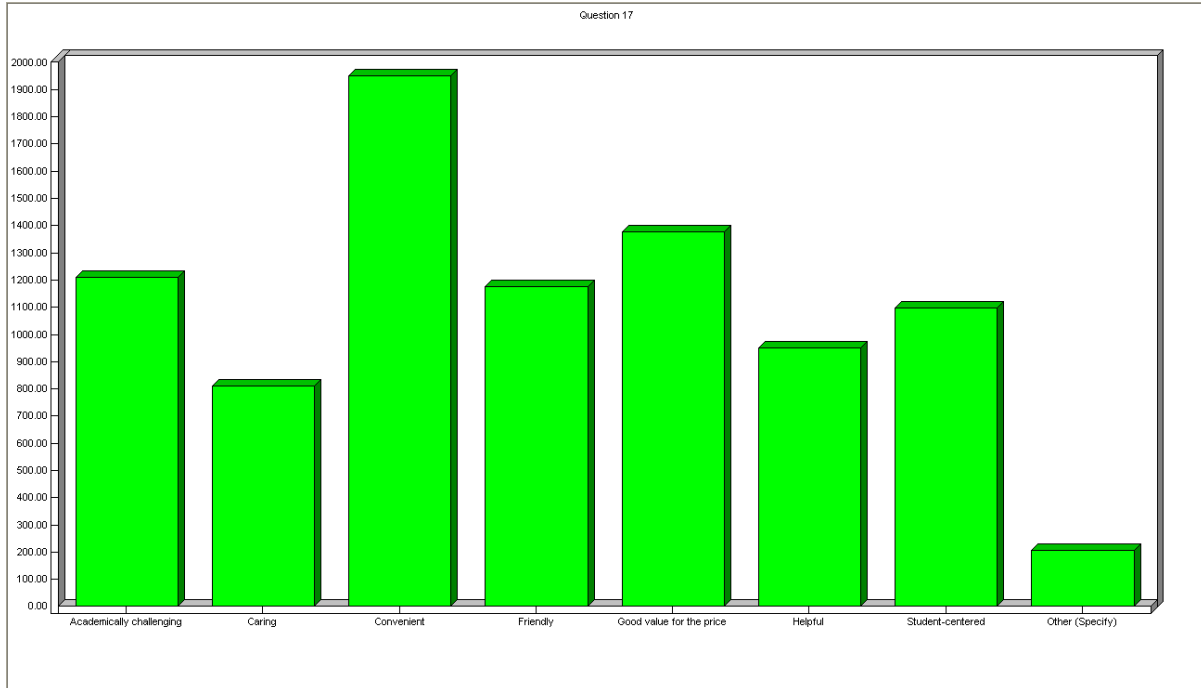
Choice	Count	Percent of Sample Asked
Academically challenging	1211	41.4%
Caring	811	27.7%
Convenient	1951	66.6%
Friendly	1177	40.2%
Good value for the price	1376	47.0%
Helpful	952	32.5%
Student-centered	1096	37.4%
Other (Specify)	207	7.1%

Appendix 29 – 2007 New Student Survey Instrument

Troy University is interested in your success as a student. Your feedback is needed to help evaluate the University's programs and services. Your thoughtful and honest responses to the survey questions are highly appreciated.

1. **Gender:**
   - ❍ Male
   - ❍ Female

2. **Ethnicity:**
   - ❍ Nonresident Alien
   - ❍ Black, non-Hispanic
   - ❍ American Indian/Alaska Native
   - ❍ Asian/Pacific Islander
   - ❍ Hispanic
   - ❍ White, non-Hispanic
   - ❍ Race/ethnicity unknown

3. **Age:**
   - ❍ 18-19
   - ❍ 20-21
   - ❍ 21-24
   - ❍ 25-29
   - ❍ 30-34
   - ❍ 35-39
   - ❍ 40-49
   - ❍ 50-64
   - ❍ 65 or over

4. **Enrollment Status:**
   - ❍ Dually-enrolled high school student
   - ❍ First-time freshman (an undergraduate student attending college for the first time)
   - ❍ First-time graduate (a graduate student enrolled in a graduate program for the first time)
   - ❍ Undergraduate transfer student (an undergraduate student who transferred to TROY from another college or university)
   - ❍ Graduate transfer student (a graduate student who transferred to TROY from another college or university)
   - ❍ Undergraduate transient student (an undergraduate student attending TROY temporarily)
   - ❍ Graduate transient student (a graduate student attending TROY temporarily)
   - ❍ Other (Specify) _____

5. **Campus where you are currently enrolled:**
   - ○ Dothan
   - ○ Montgomery
   - ○ Phenix City
   - ○ Troy
   - ○ eCampus
   - ○ University College (Campuses or sites outside of Alabama)

6. **If you selected University College in Question 5, please select the site from which you are taking classes now:**
   - ○ Albany, Georgia
   - ○ Atlanta, Georgia
   - ○ Augusta, Georgia
   - ○ Bangkok, Thailand
   - ○ Bethesda, Maryland
   - ○ Brunswick, Georgia
   - ○ Clarksville, Tennessee
   - ○ Colombo, Sri Lanka
   - ○ Covington, Georgia
   - ○ Dam Neck, Virginia
   - ○ Davis-Monthan AFB, Arizona
   - ○ Distance Learning, Florida/Western Region
   - ○ Distance Learning, Pacific Region
   - ○ Distance Learning, Troy, Alabama
   - ○ Dothan, Alabama
   - ○ eArmyU Programs
   - ○ Fayetteville, North Carolina
   - ○ Fort Belvoir, Virginia
   - ○ Fort Benning, Georgia
   - ○ Fort Bragg, North Carolina
   - ○ Fort Carson/Colorado Springs, Colorado
   - ○ Fort Eustis, Virginia
   - ○ Fort Gordon, Georgia
   - ○ Fort Lewis, Washington
   - ○ Fort Monroe, Virginia
   - ○ Fort Myer, Virginia/Pentagon
   - ○ Fort Rucker, Alabama
   - ○ Fort Walton Beach Area
   - ○ Guam Campus
   - ○ Guantanamo Bay, Cuba
   - ○ Gunter AFB
   - ○ Guayaquil, Ecuador
   - ○ Hanoi, Vietnam
   - ○ Heidelberg, Germany
   - ○ Ho Chi Minh City, Vietnam
   - ○ Holloman AFB, New Mexico

- ○ Hong Kong
- ○ Jacksonville, Florida
- ○ Kadena AB, Okinawa, Japan
- ○ Kuala Lumpur, Malaysia
- ○ Langley AFB, Virginia
- ○ Little Creek Amphibious Base, Virginia
- ○ Malacca, Malaysia
- ○ Malmstrom AFB
- ○ Maxwell AFB
- ○ Misawa AB, Japan
- ○ Montgomery, Alabama
- ○ Mumbai, India
- ○ New Orleans, Louisiana
- ○ Norfolk Naval Station, Virginia
- ○ Norfolk Regional Office, Virginia
- ○ Oceana NAS, Virginia
- ○ Orlando, Florida
- ○ Pensacola, Florida
- ○ Phenix City, Alabama
- ○ Portsmouth
- ○ Savannah, Georgia
- ○ Seoul, Korea
- ○ Sharjah, United Arab Emirates
- ○ Shaw AFB, South Carolina
- ○ Taipei, Taiwan
- ○ Tampa/MacDill AFB, Florida
- ○ Troy, Alabama
- ○ Tyndall AFB, Florida
- ○ Vidalia, Georgia
- ○ Yongsan Garrison, Seoul, Korea
- ○ Other

7. **College you are attending:**
- ○ Arts & Sciences
- ○ Business
- ○ Education
- ○ Communication and Fine Arts
- ○ Health and Human Services

8. **Degree program you are in:**
- ○ Associate
- ○ Bachelor's
- ○ Master's
- ○ Education Specialist
- ○ Other

9. **Your major at Troy University:**
- ○ Applied Computer Science
- ○ Computer Science
- ○ Biology
- ○ Biology Education
- ○ Chemistry
- ○ Chemistry Education
- ○ Comprehensive General Science
- ○ Comprehensive General Science Education
- ○ Criminal Justice
- ○ English
- ○ English Language Arts Education
- ○ Environmental and Biological Science
- ○ Environmental Science
- ○ General Education
- ○ Geomatics
- ○ History
- ○ History Education
- ○ International Relations
- ○ Mathematics
- ○ Mathematics Education
- ○ Political Science
- ○ Public Administration
- ○ Social Science
- ○ Social Science Education
- ○ Sociology
- ○ Associate of Science in Business
- ○ Accounting
- ○ Economics
- ○ Finance
- ○ Marketing
- ○ Management
- ○ Human Resource Management
- ○ Hospitality and Tourism Management
- ○ Information System
- ○ International Economic Development
- ○ General Business
- ○ International Business
- ○ Small Business and Entrepreneurship
- ○ Risk Management and Insurance
- ○ Technology and Resource Management
- ○ Production & Operation Management
- ○ Master of Business Administration
- ○ Executive Master of Business Administration
- ○ Art
- ○ Art Education

○ Art Studio
○ Communication Arts - Dramatic Arts
○ Communication Arts - Speech Communication
○ Communication Arts - Communication Studies
○ Design, Technology, and Industry
○ Journalism
○ Broadcast Journalism
○ Music
○ Music Education
○ Foreign Language
○ Early Childhood Education
○ Elementary Education
○ Secondary Education
○ Post-Secondary Education
○ Interdisciplinary Education
○ Gifted Education
○ Reading Specialist Education
○ Collaborative Teacher K – 6
○ Collaborative Teacher 6 – 12
○ Adult Education
○ Educational Administration
○ Education Administration and Leadership
○ School Counseling
○ School Psychometry
○ Rehabilitation Counseling
○ Social Services Counseling
○ Substance Abuse Counseling
○ Clinical Mental Counseling
○ Community Counseling
○ Correction Counseling
○ Student Services Counseling
○ Psychology
○ Athletic Training
○ Human Services
○ Rehabilitation
○ Health and Physical Education
○ Physical Education
○ Nursing
○ Social Work
○ Sport and Fitness Management
○ Other
○ Undecided

10. **When you applied for admission to college, Troy University was your:**
    ○ First choice
    ○ Second choice

- ❍ Third choice
- ❍ Fourth choice

11. **Prior to enrollment in Troy University, did you visit the campus where you enrolled?**
   - ❍ Yes
   - ❍ No

12. **Please select the reasons why you have chosen to attend Troy University (select as many as apply):**
   - ❑ Good academic reputation
   - ❑ Good reputation for social activities
   - ❑ Rankings in national magazines
   - ❑ Graduates get good jobs
   - ❑ Size of campus
   - ❑ Location
   - ❑ Affordability
   - ❑ Availability of financial aid
   - ❑ Admission standards
   - ❑ Academic programs
   - ❑ Flexibility of schedule
   - ❑ Social atmosphere
   - ❑ Diversity of student body
   - ❑ Athletics
   - ❑ Performing arts (band, collegiate singers, drama, etc.)
   - ❑ Recommendation of high school counselor
   - ❑ Recommendation of college counselor
   - ❑ Parents' recommendation
   - ❑ Friends' recommendation
   - ❑ Alumni recommendation
   - ❑ Other (specify) _____

13. **Please rate your agreement with the following statements with regard to academic programs, student services, and administrative procedures at Troy University:**

TROY personnel are knowledgeable and helpful.

Faculty care about students as individuals.

I feel I can talk to faculty about my academic concerns.

Academic advising is adequate.

Sufficient financial aid options are available.

The tuition payment plan is beneficial for students.

- ❖ Strongly Disagree
- ❖ Disagree
- ❖ Neutral
- ❖ Agree
- ❖ Strongly Agree
- ❖ Not Applicable
- ❍ 1
- ❍ 2
- ❍ 3
- ❍ 4
- ❍ 5

Class information provided prior to enrollment was helpful.

❍ 6

Registration dates, times, and procedures were made clear to me prior to enrollment.

The online registration process is user-friendly.

The on-site registration process is user-friendly.

Students seldom get the "run around" when seeking information.

The online Schedule of Classes is informative and easy to follow.

The printed Schedule of Classes is informative and easy to follow.

Class drop/add procedures are appropriate.

Classes are offered at convenient times.

The classes I attend are well organized and well taught.

The University offers a variety of majors at my location.

Tutorial services are sufficient.

On-campus bookstore hours are convenient for students.

Purchasing textbooks through Troy Virtual BookStore is convenient.

Student organizations are available for my participation.

The semester/term format at my location accommodates my learning.

Troy University has a good reputation in my community.

I am receiving a quality education at Troy University.

I would recommend Troy University to a friend who is planning to go to college.

14. **How did you first learn about TROY?**
   ❍ Alumni
   ❍ Billboard
   ❍ Direct Mail
   ❍ Guidance Counselor

○ Internet
○ Newspaper
○ Radio
○ Television
○ Word of mouth
○ Other (Specify) _____

15. **How did you learn about registration dates and times?**
    ○ Billboard
    ○ Direct Mail
    ○ Internet
    ○ Newspaper
    ○ Radio
    ○ Television
    ○ Word of mouth
    ○ Other (Specify) _____

16. **What is the best way to advertise to your friends?**
    ○ Billboard
    ○ Direct Mail
    ○ Internet
    ○ Newspaper
    ○ Radio
    ○ Television
    ○ Word of mouth
    ○ Other (Specify) _____

17. **How would you describe TROY to a friend? (Choose all that apply)**
    ❑ Academically challenging
    ❑ Caring
    ❑ Convenient
    ❑ Friendly
    ❑ Good value for the price
    ❑ Helpful
    ❑ Student-centered
    ❑ Other (Specify) _____

18. **Additional Comments:**

_____
_____
_____