

Troy University

Fall 2005 New Student Survey

Office of Institutional Research,
Planning, and Effectiveness

March, 2006



Purpose of the Survey

- To determine the level of satisfaction with their experiences at Troy University for new students in Fall 2005 .
- To determine how well Troy University served the needs of new students and helped them in their transition to a new college environment.
- To identify the weaknesses for future improvement.

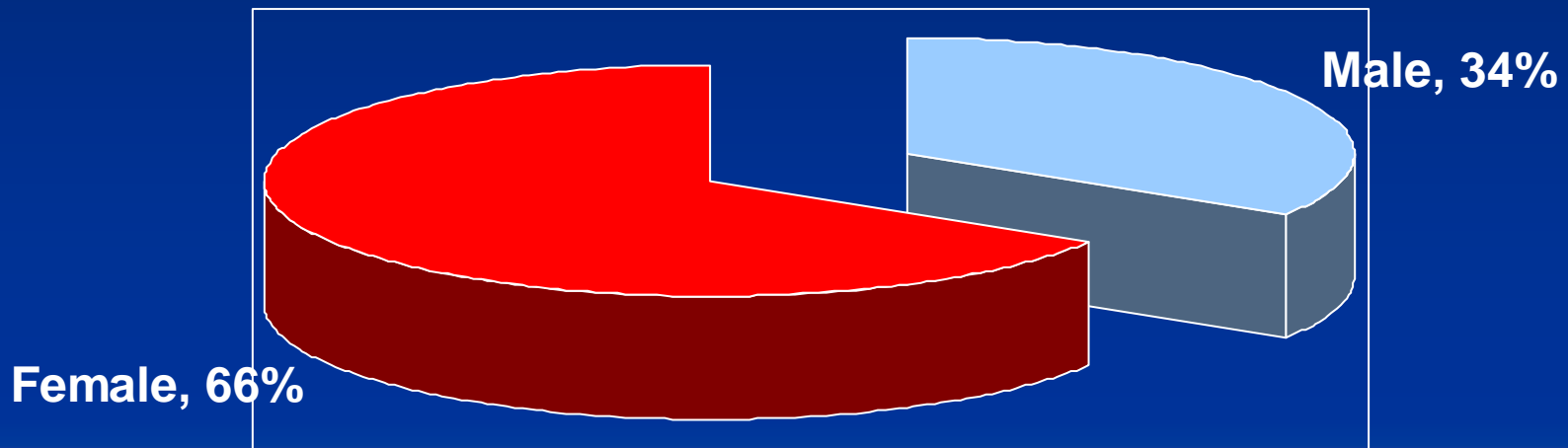


Data Collection

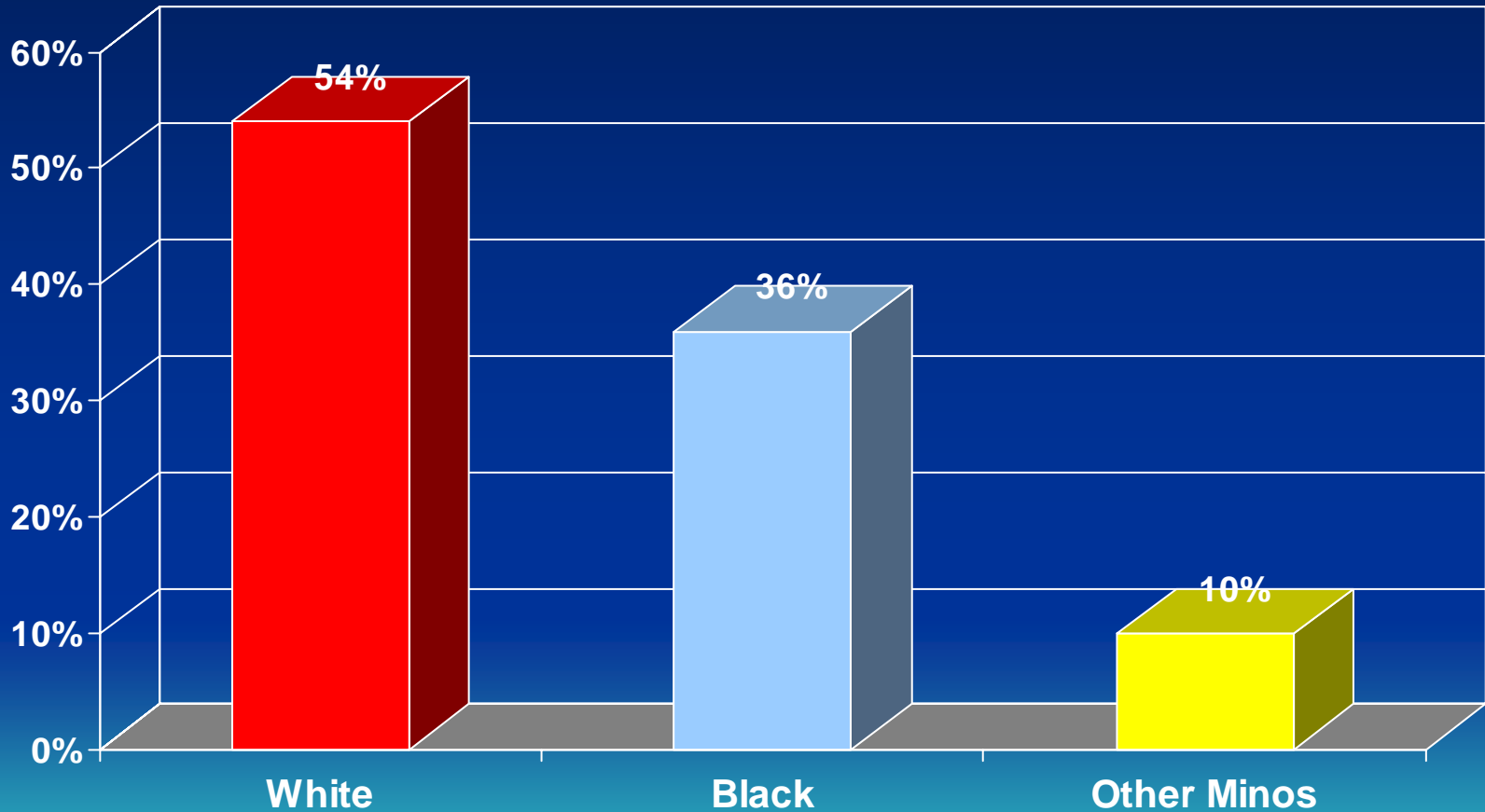
- Method: Online survey (3 rounds)
- Timeline: Oct. 05 – Jan. 06
- Target population: New students enrolled at Troy University in Fall 2005 (8,170)
- Responses: 2,203
- Response rate: 27%



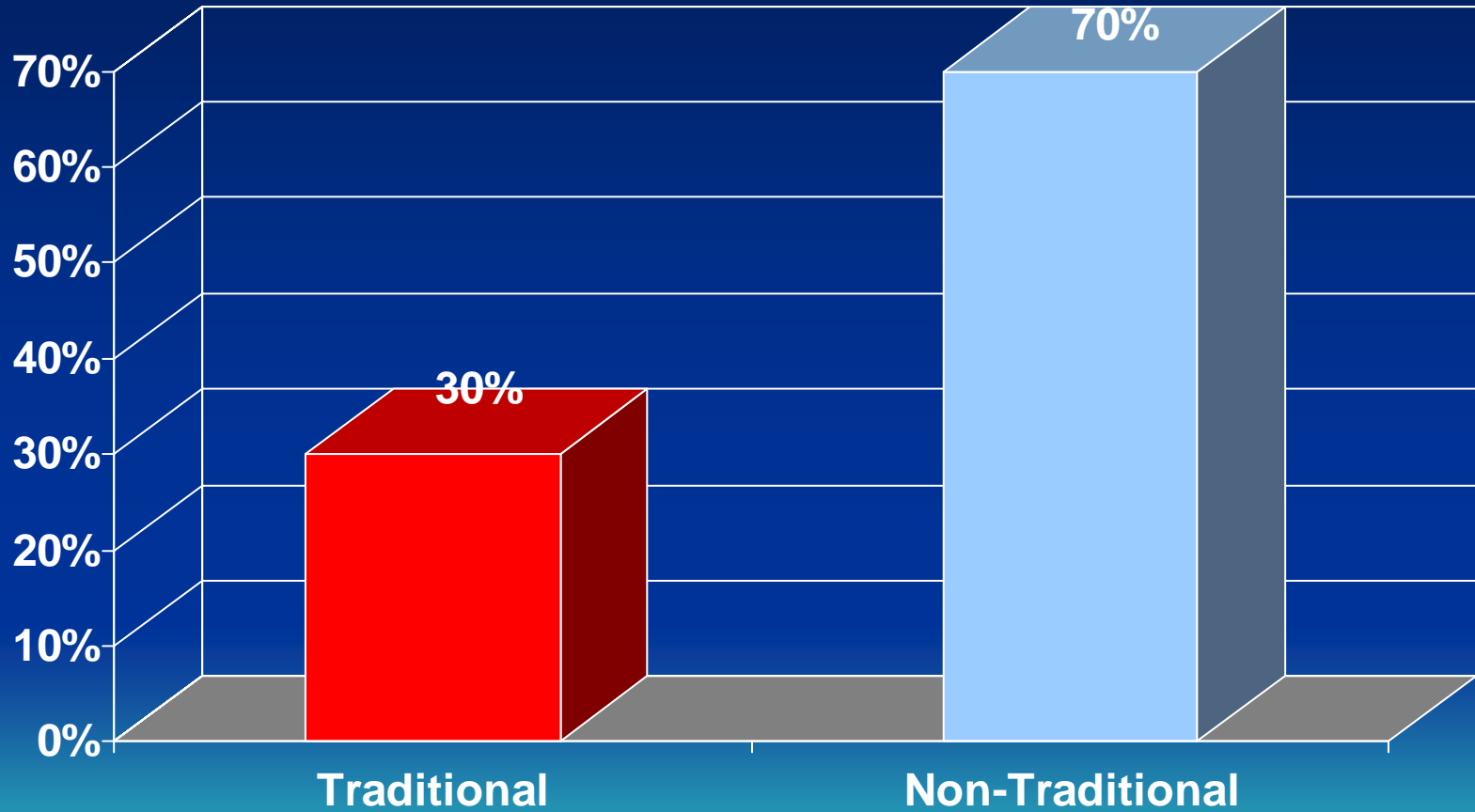
Respondents by Gender



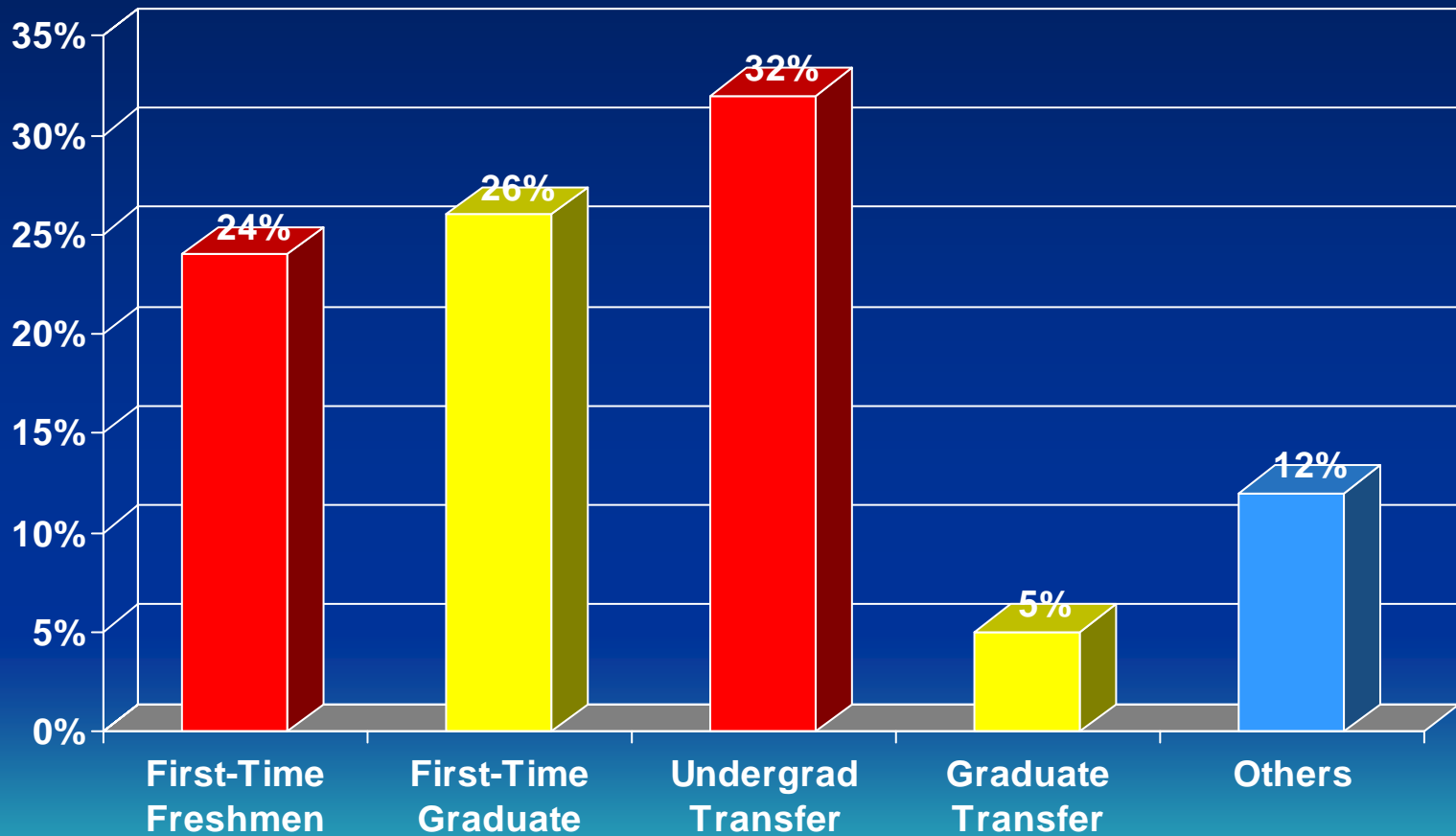
Respondents by Race



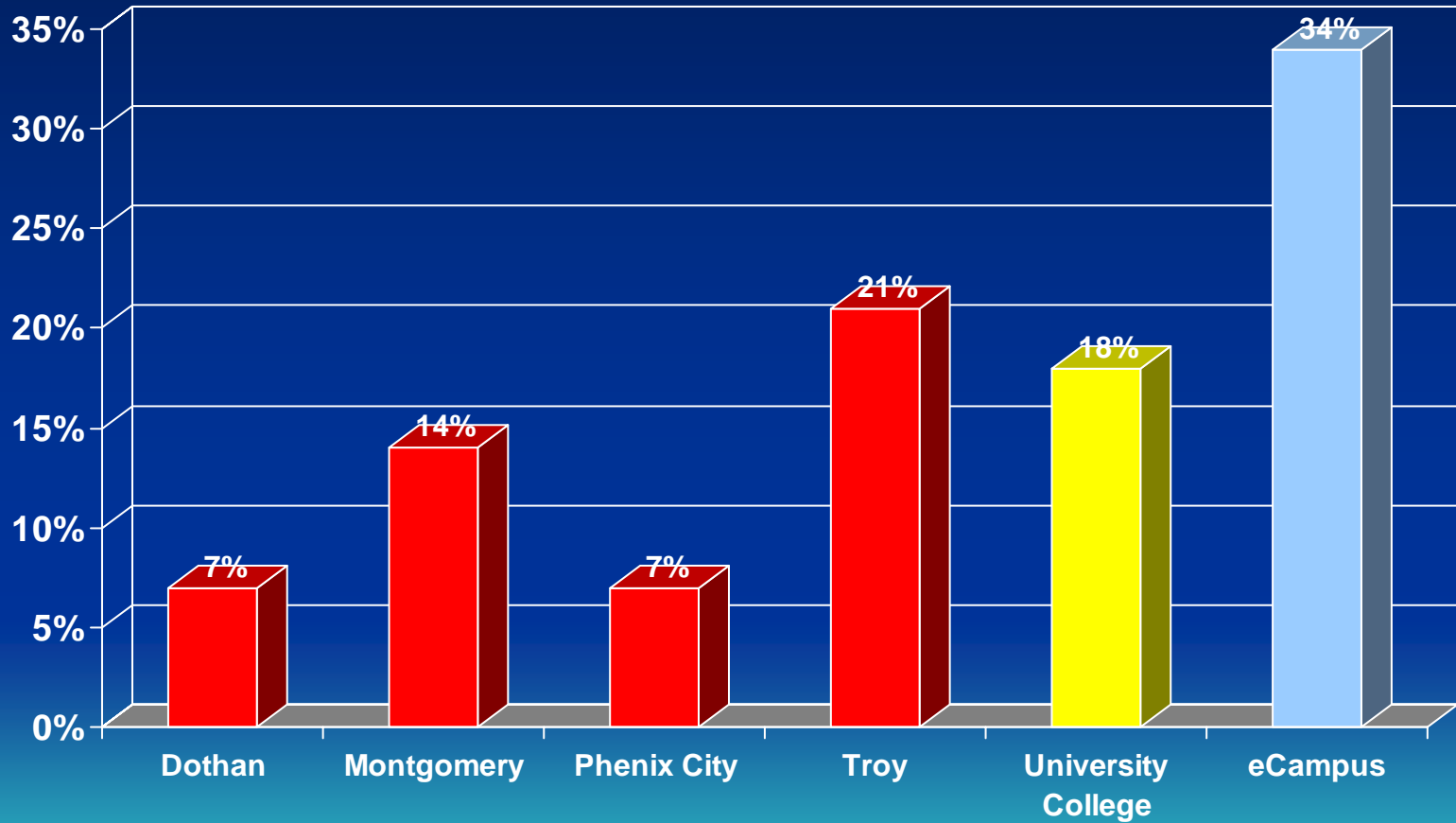
Respondents by Age



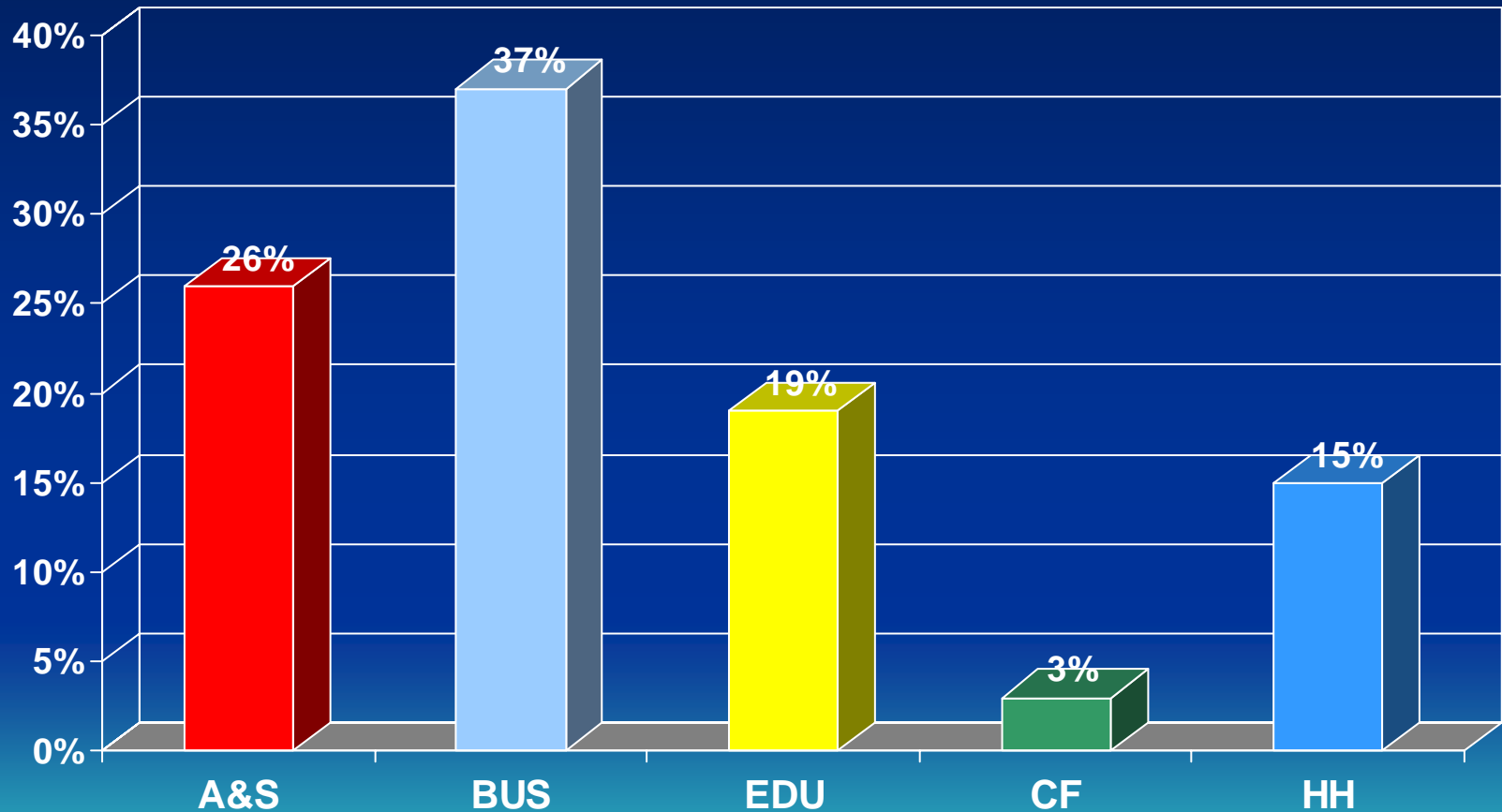
Respondents by Admit Status



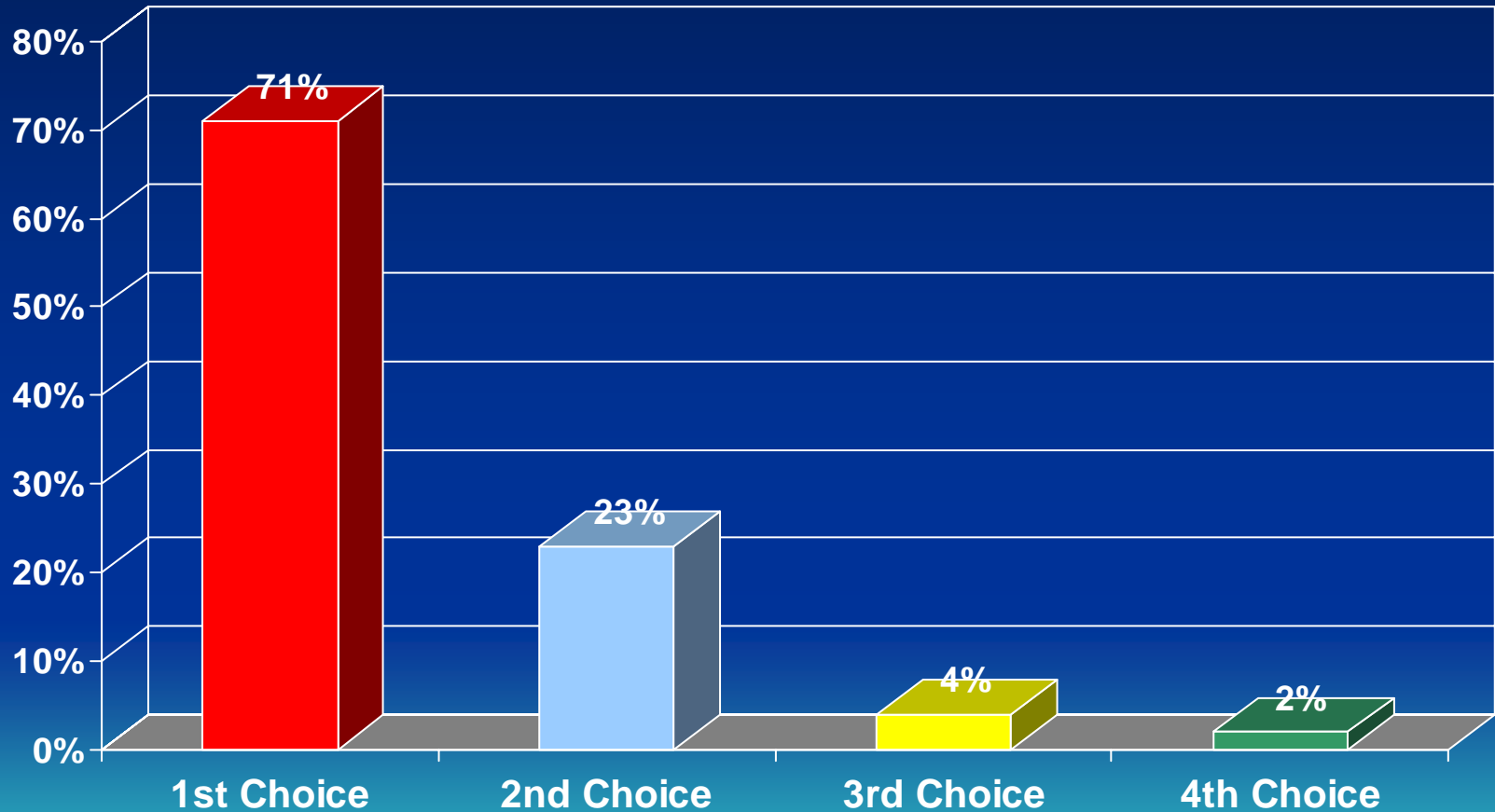
Respondents by Campus



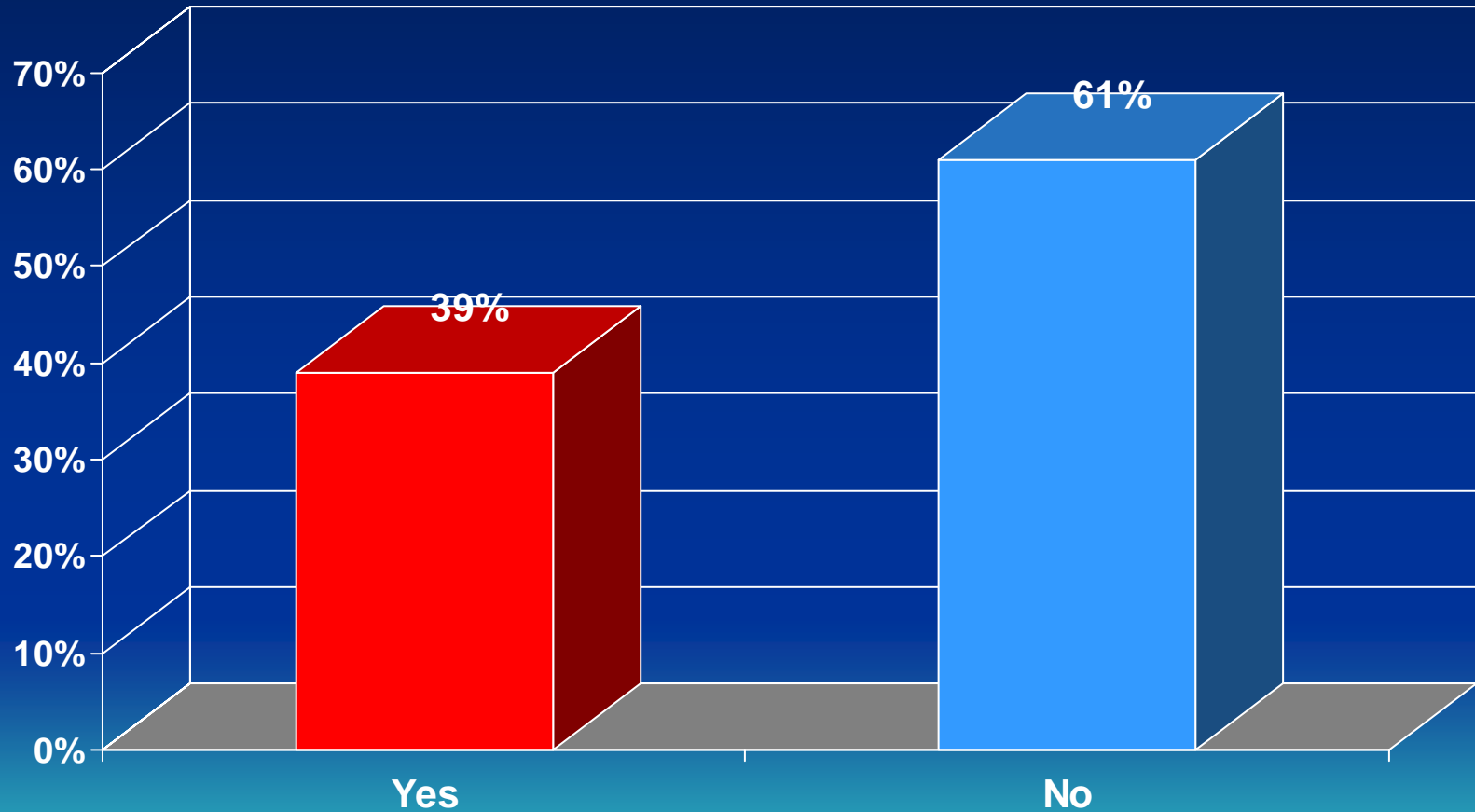
Respondents by College



Selecting Troy University



Visiting Troy Campus Before Enrolled



Reasons for Attending Troy University

	TROY N=2203	Troy N=448	Dothan N=151	Montgomery N=306
• Flexibility of schedule	55.4%	27.5%	40.4%	70.3%
• Location	53.5%	60.5%	91.4%	75.2%
• Academic programs	44.1%	39.6%	30.5%	37.9%
• Affordability	43.3%	48.0%	24.5%	37.9%
• Friends' recommendations	26.5%	31.5%	16.6%	26.1%
• Financial aid availability	23.1%	34.4%	17.9%	25.2%
• Academic reputation	18.9%	22.1%	12.6%	19.9%
• Size of Campus	16.5%	43.4%	18.5%	15.4%
• Admission standards	15.7%	20.1%	9.3%	15.0%



Learning about Troy University

- How did you first learn about Troy University?

--Word of mouth	45.8%
--Alumni	12.9%
--Internet	9.0%

- How did you learn about registration dates and times?

--Internet	44.5%
--Word of mouth	19.2%
--Direct mail	13.4%



Best Ways to Advertise Troy University

- Word of mouth 46.0%
- Internet 23.2%
- Direct mail 11.3%
- Television 8.5%
- Radio 4.4%
- Newspaper 2.5%



How students described Troy University

- Convenient 68.0%
- Good value for the price 45.8%
- Academically challenging 42.8%
- Friendly 41.0%
- Student-centered 37.8%
- Helpful 32.6%
- Caring 26.6%

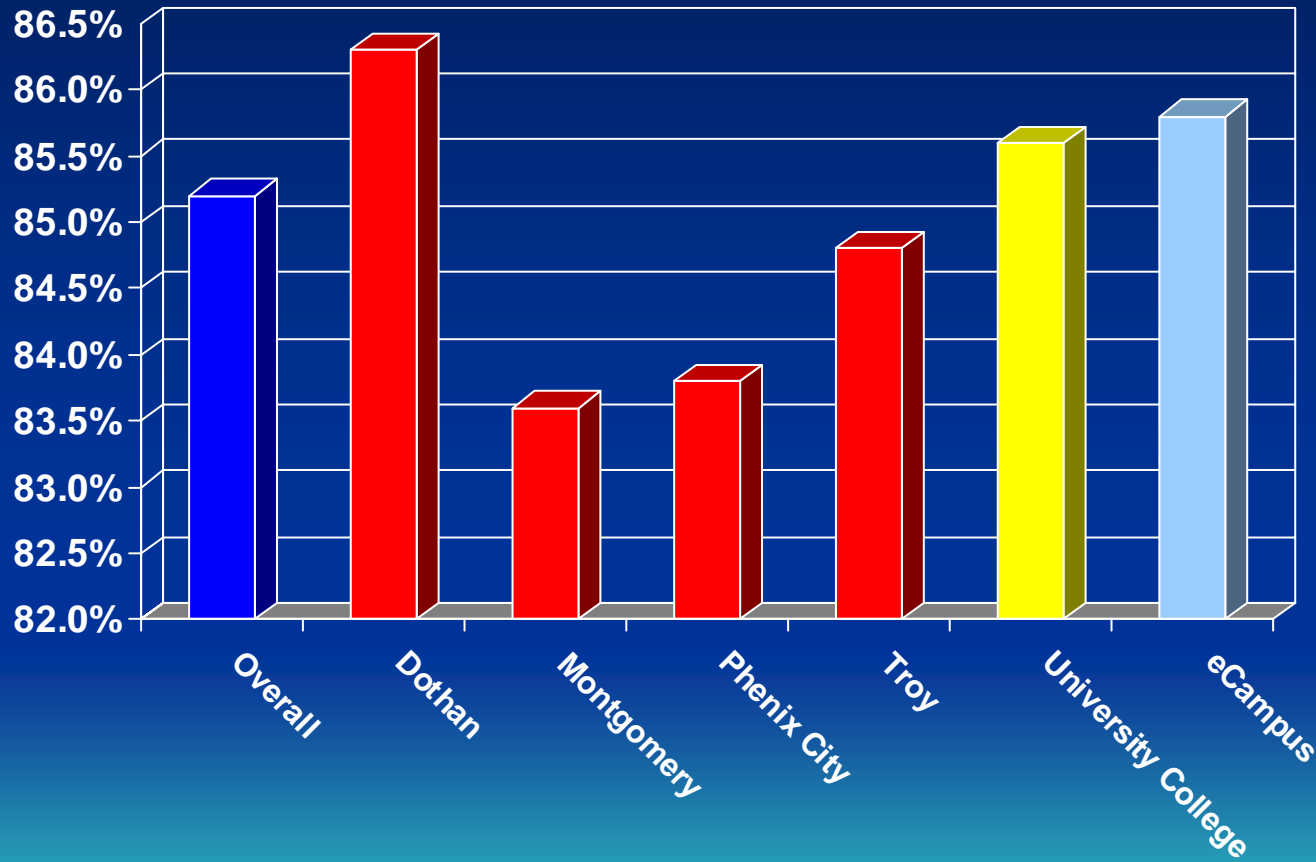


Areas of highest student satisfaction

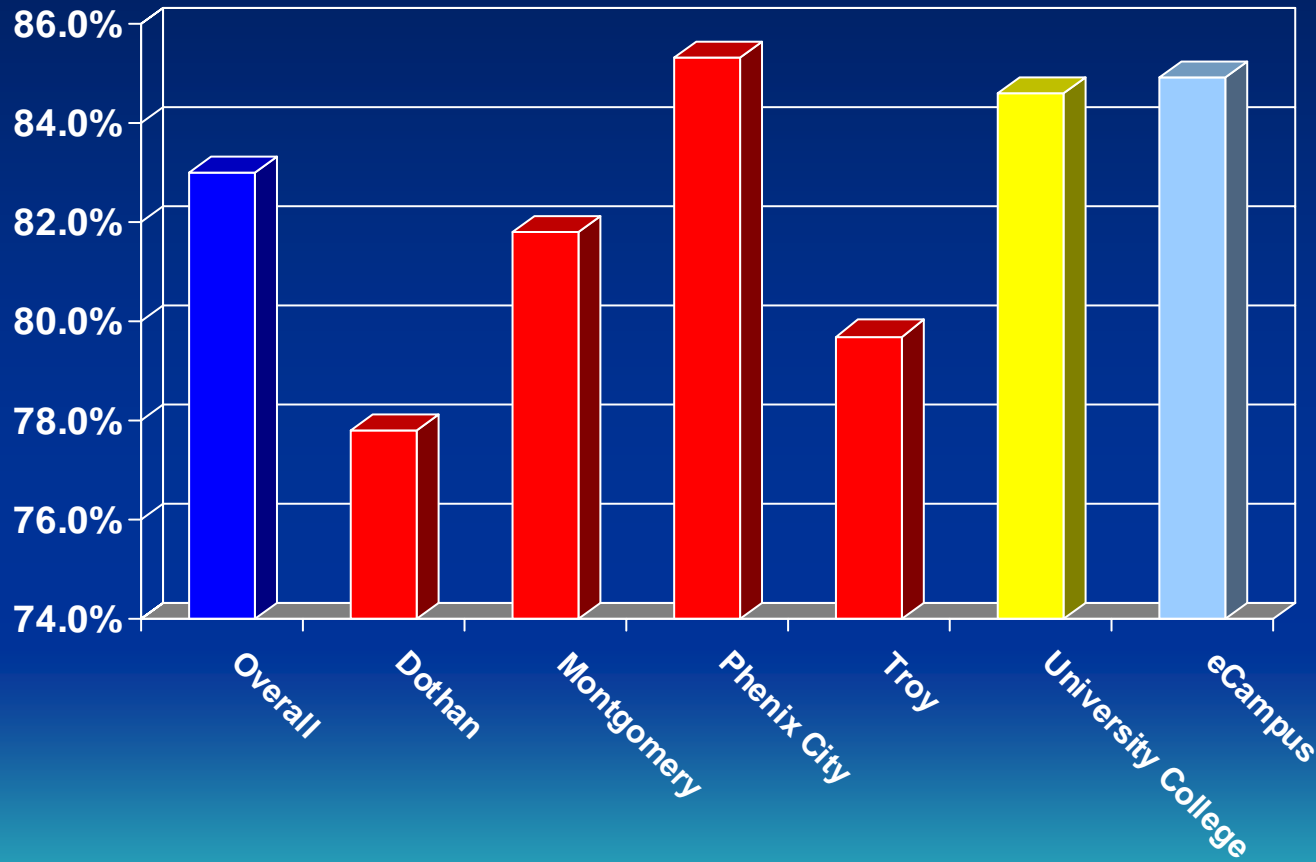
1. I am receiving a quality education at Troy University.	85%
2. I would recommend Troy University to a friend who is planning to go to college.	83%
3. The semester/term format at my location accommodate my learning.	83%
4. The printed Schedule of Classes is informative and easy to follow.	80%
5. Troy University has a good reputation in my community.	80%
6. Classes are offered at convenient times.	79%
7. The classes I attend are well organized and well taught.	78%
8. Troy personnel are knowledgeable and helpful.	77%



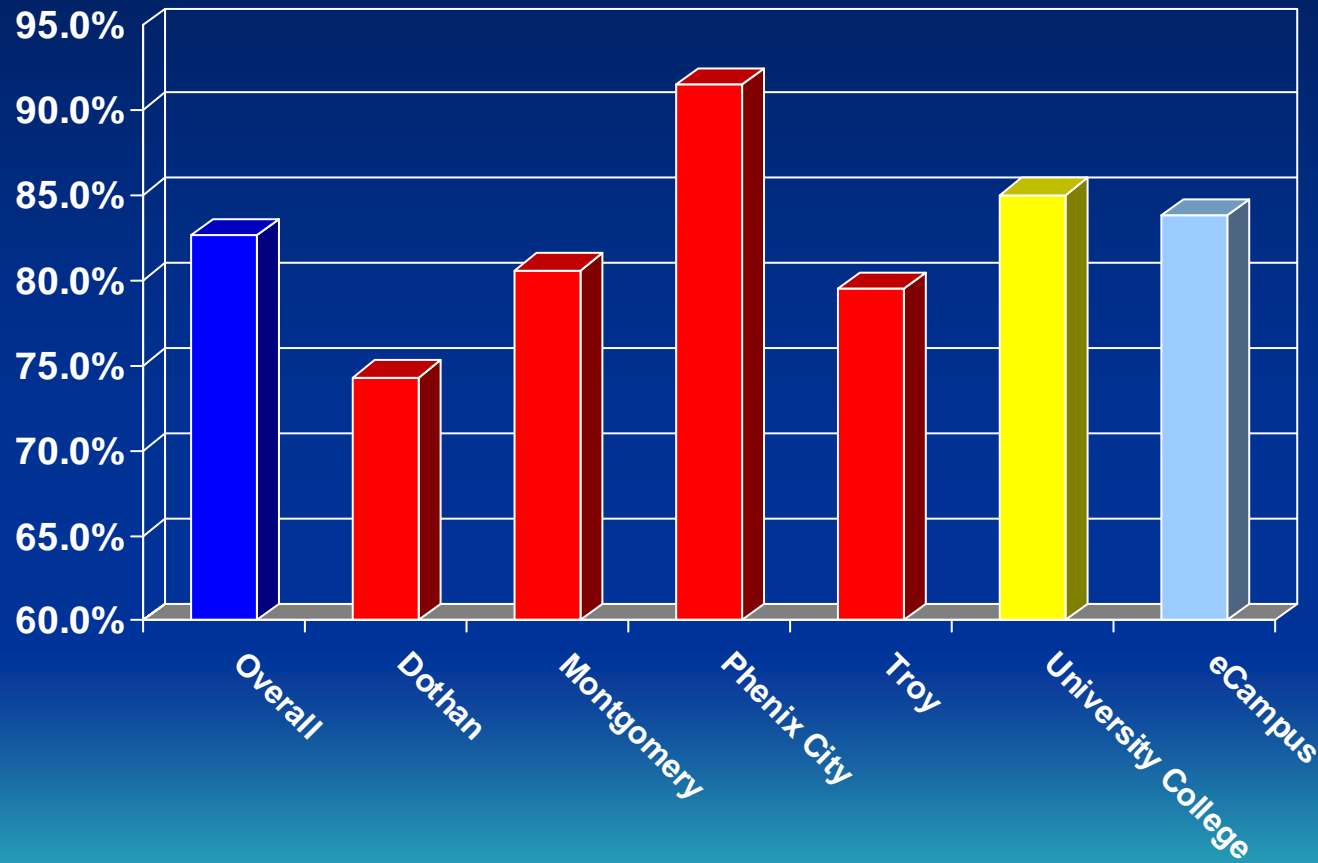
I am receiving a quality education at Troy University



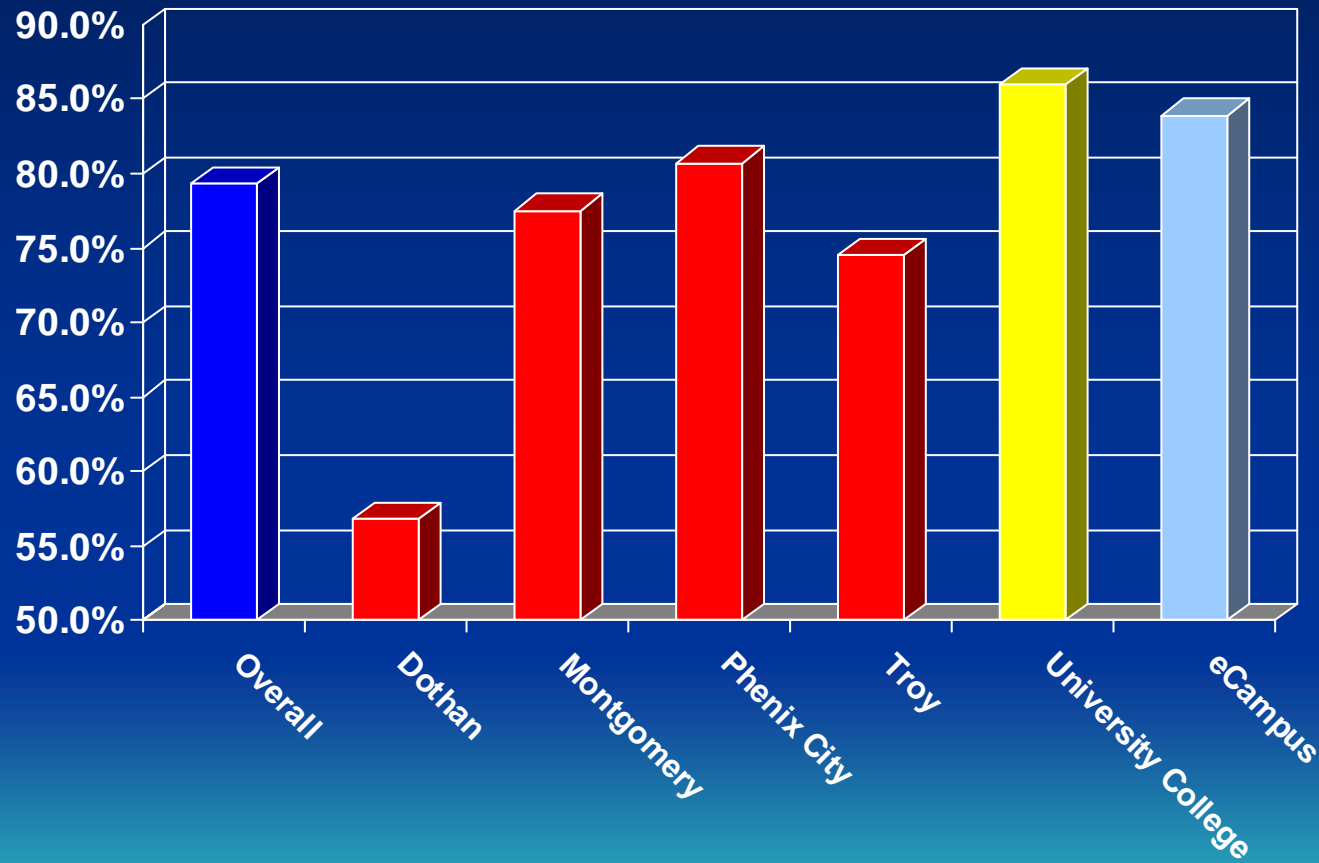
I'd recommend Troy University to a friend who is planning to go to college



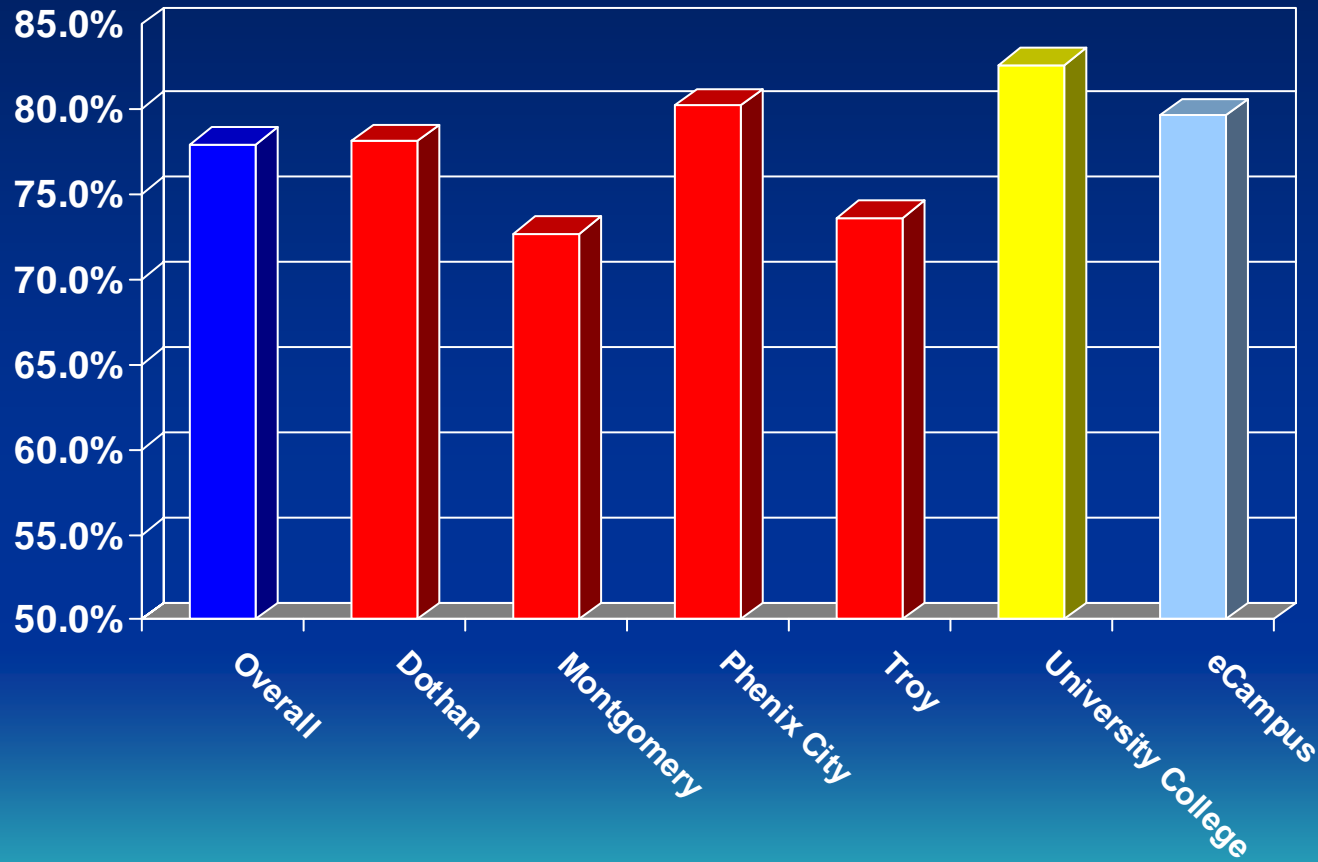
The semester/term format at my location accommodates my learning.



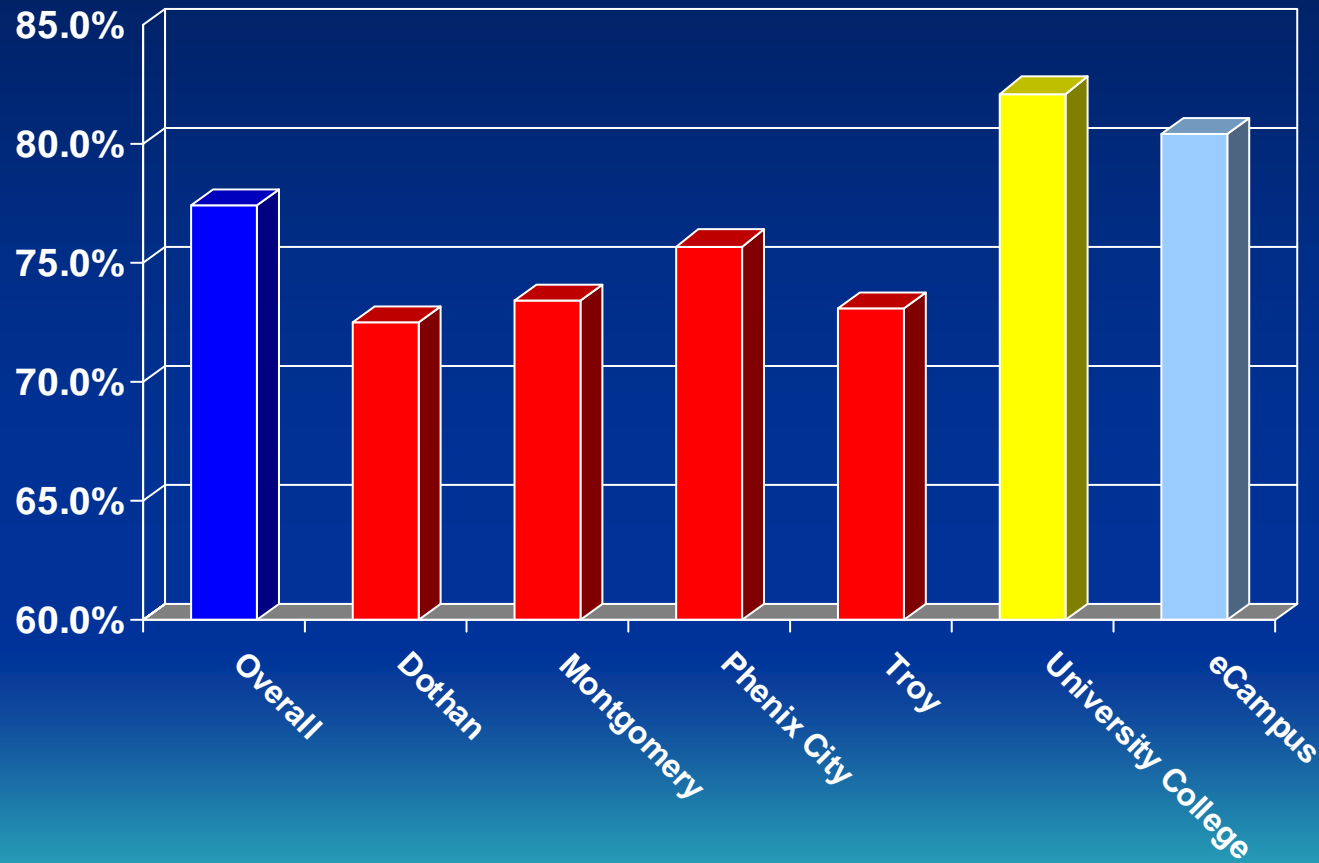
Classes are offered at convenient times



The classes I attend are well organized and well taught.



Troy personnel are knowledgeable and helpful.



New Student Satisfaction

- In general, the new students were satisfied with their experiences at Troy University.
- Students of the five different colleges shared about the same opinions in terms of satisfaction.
- UG and GR students had many things in common in their perceptions about Troy University.
- There was little difference found between First-Time freshmen and UG transfer in their satisfaction.

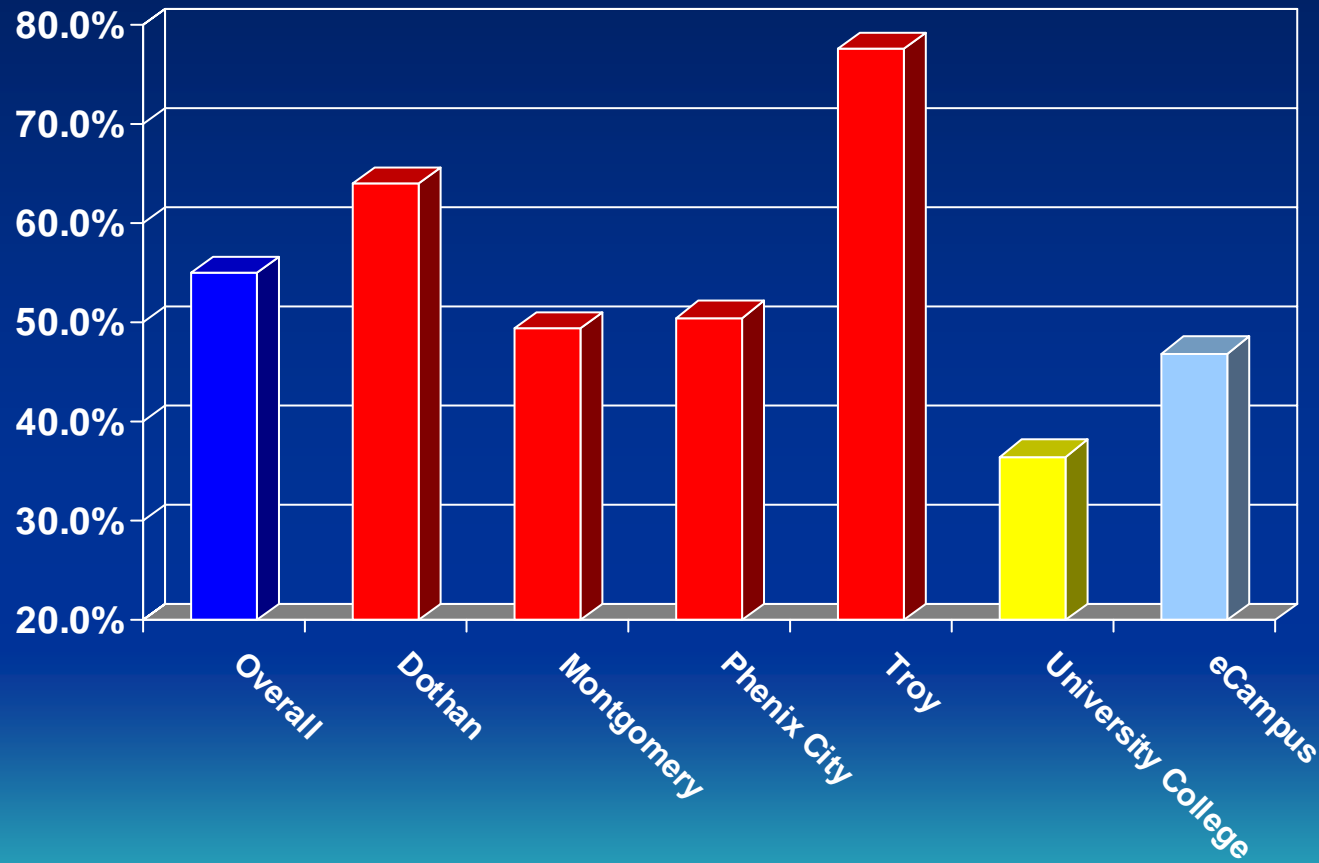


Areas of Least Student Satisfaction

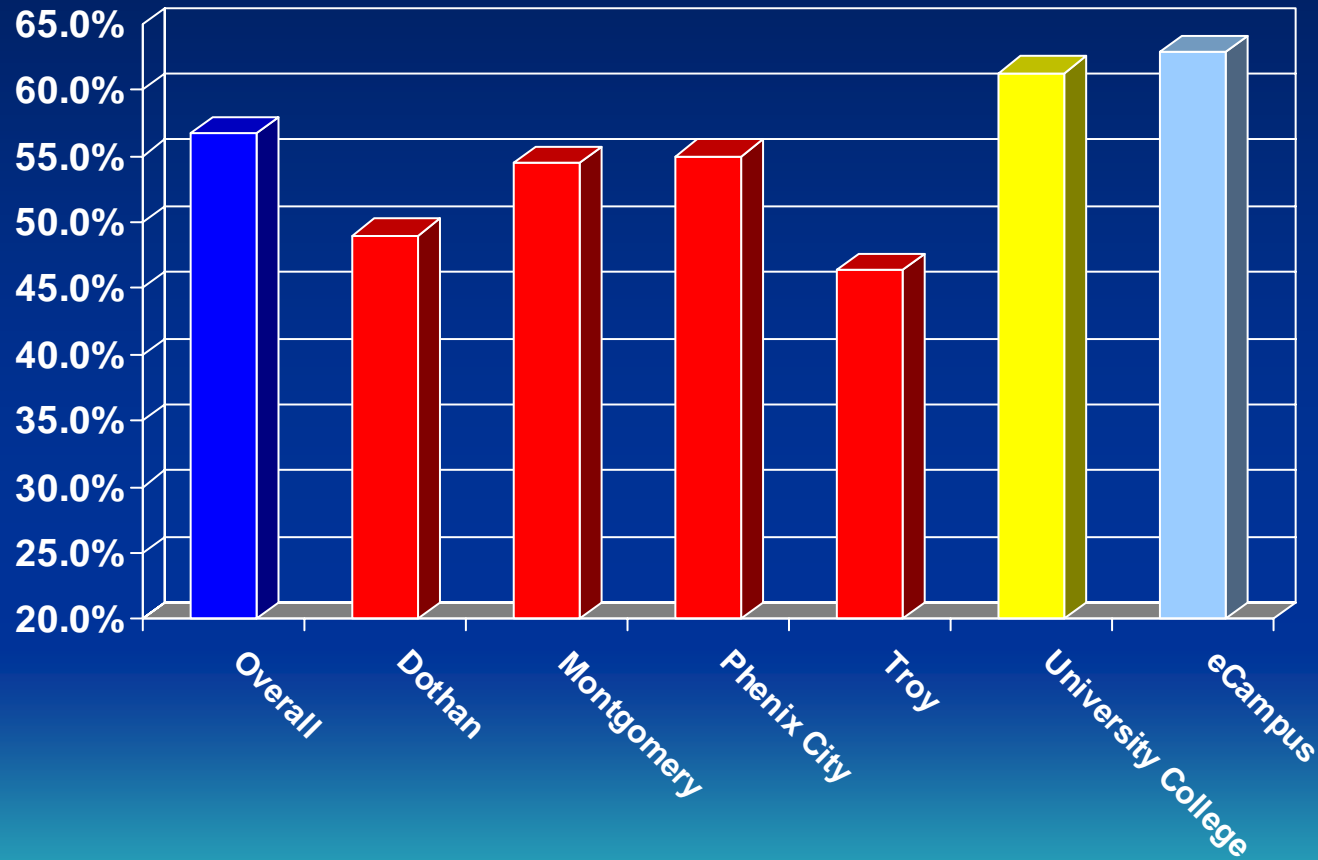
23. Student organizations are available for my participation.	55.0%
25. Students seldom get the “run around” when seeking information.	56.7%
21. Tutorial services are sufficient.	57.2%
20. Purchasing textbooks through Troy University Virtual Bookstore is convenient.	57.4%
19. On-campus bookstore hours are convenient for students.	61.4%



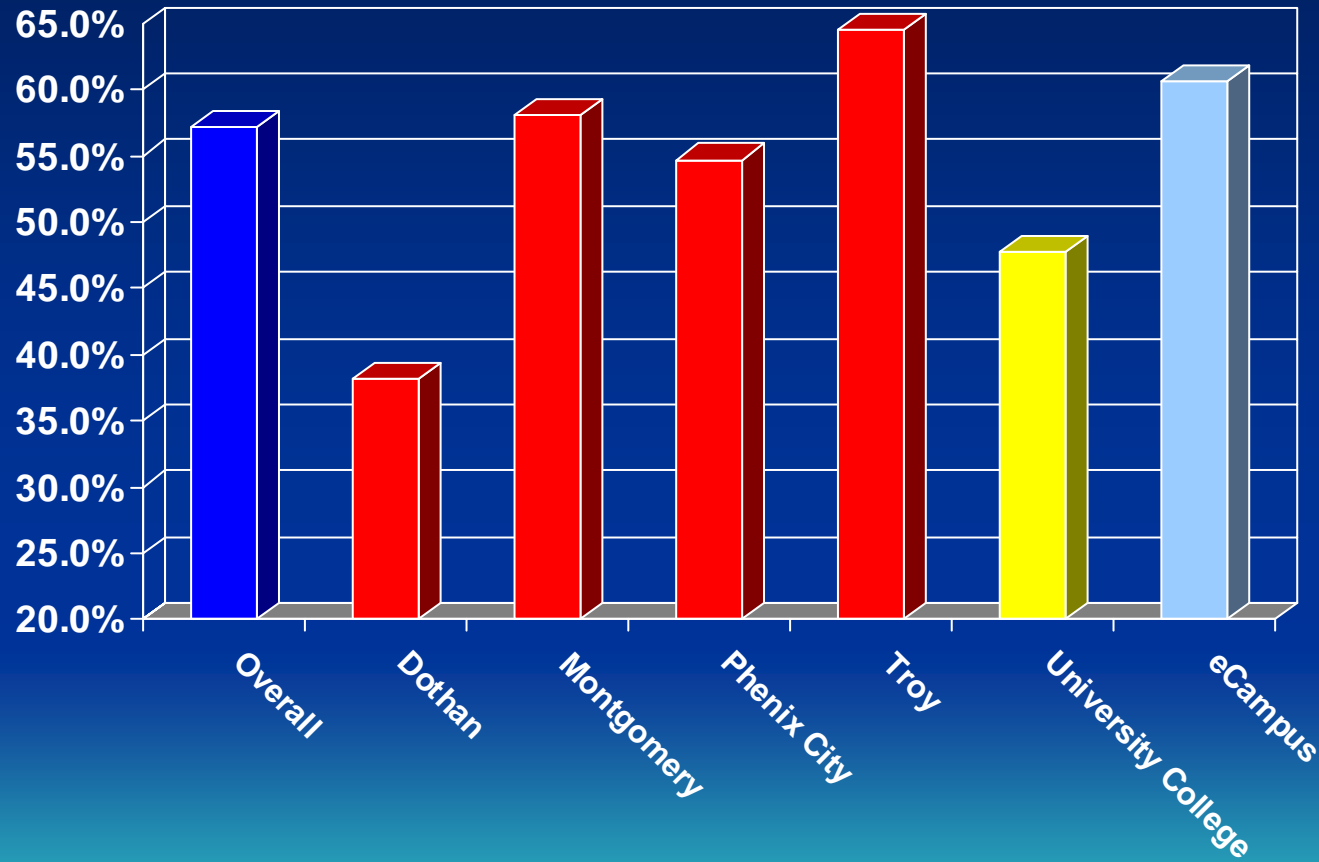
Student organizations are available for my participation



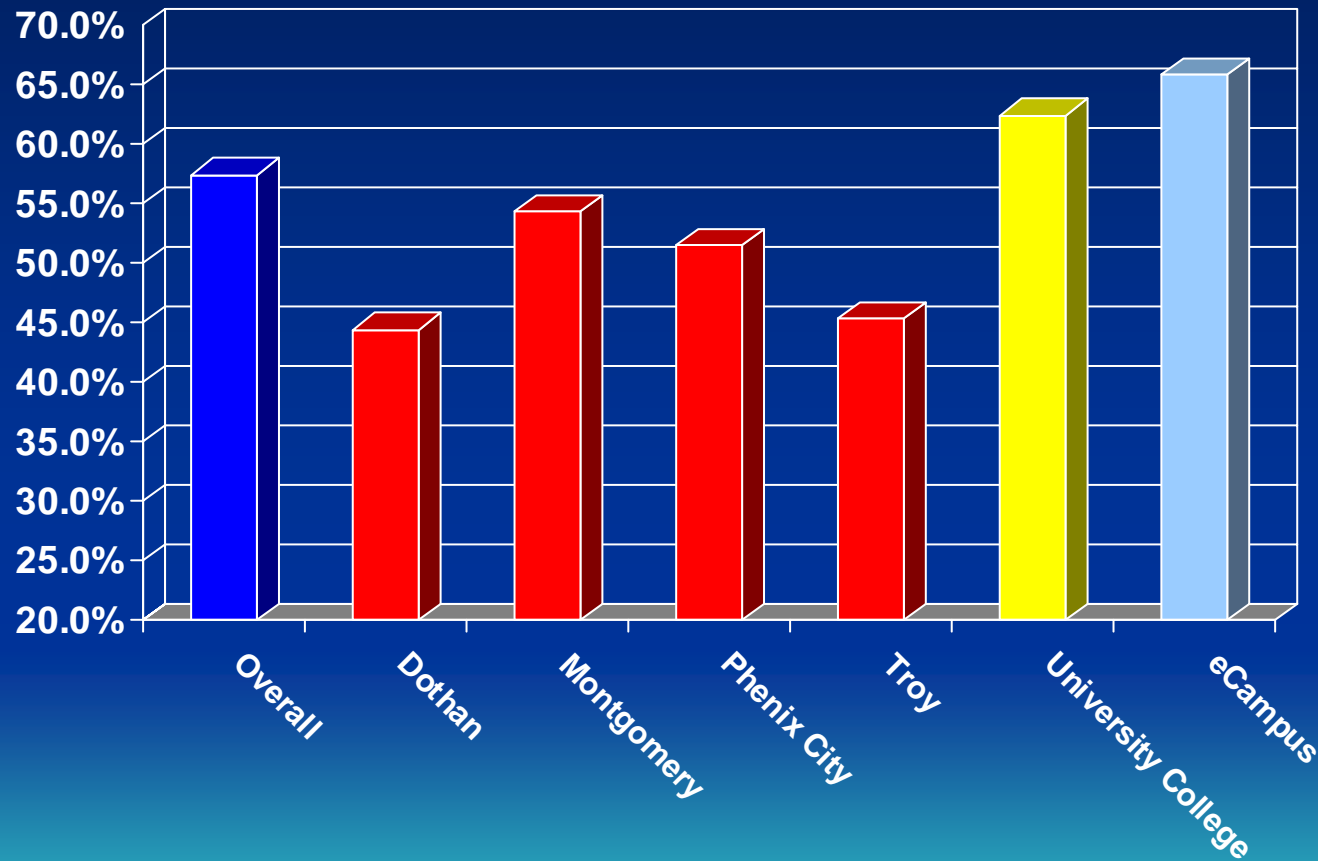
Students seldom get the “run Around” when seeking information.



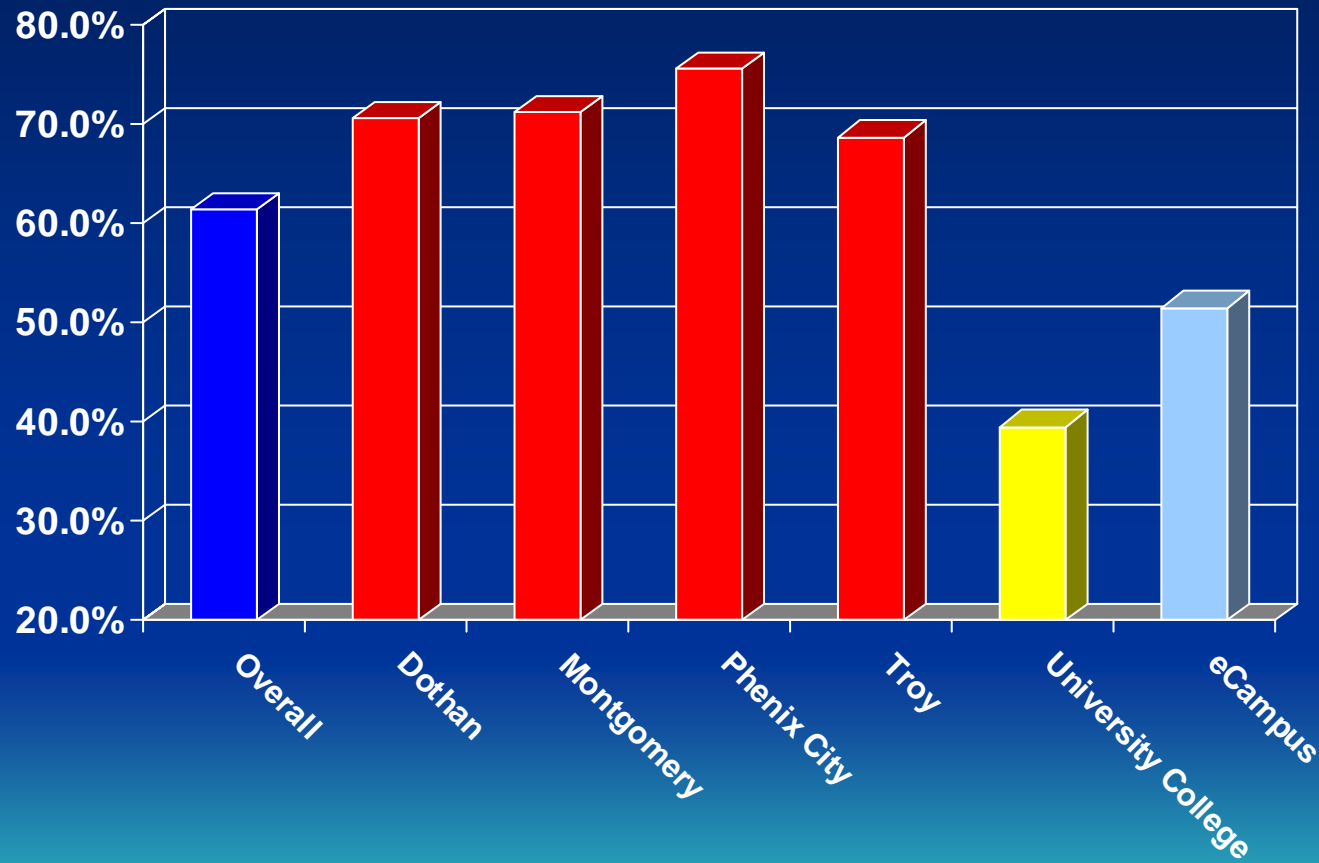
Tutorial services are sufficient.



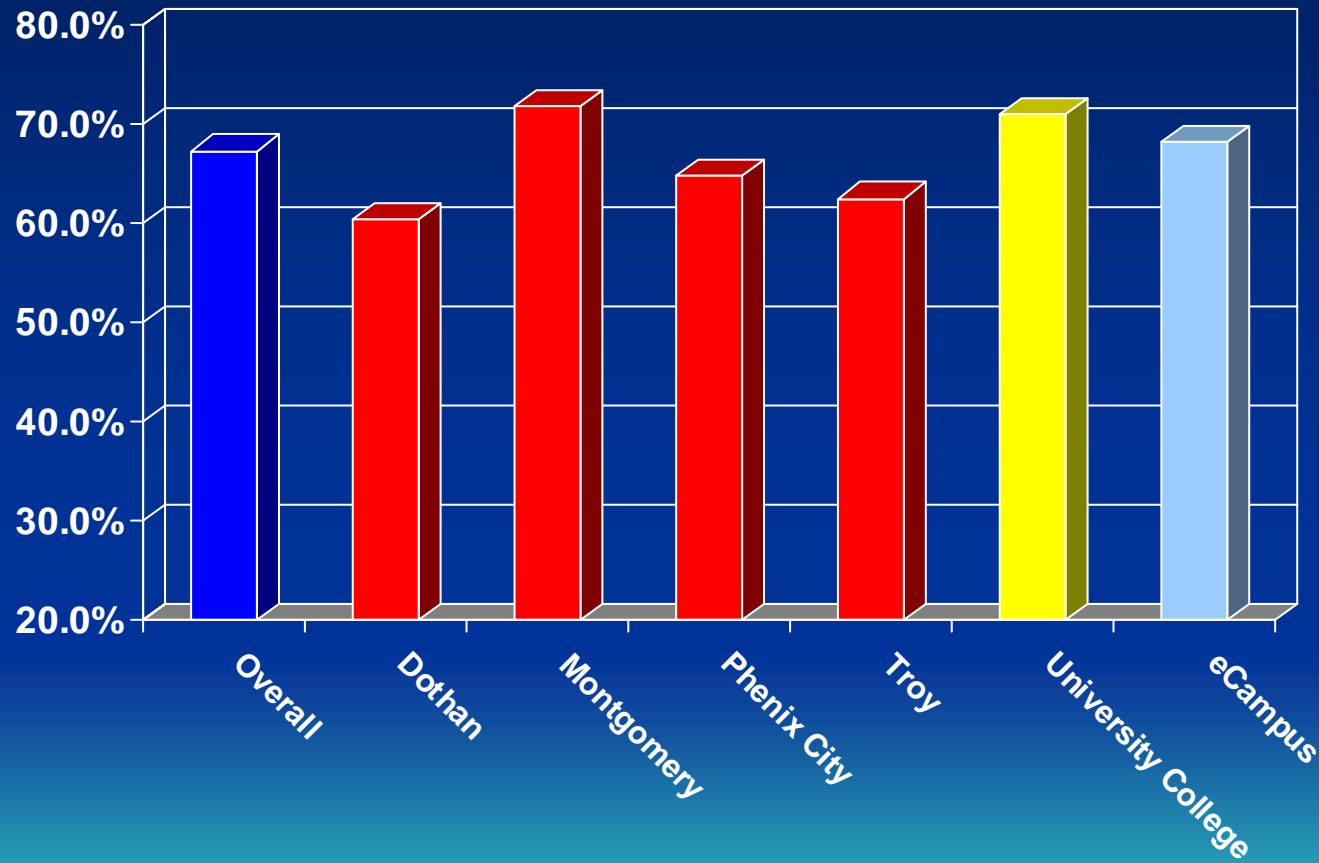
Purchasing textbooks through Troy University Virtual Bookstore is convenient.



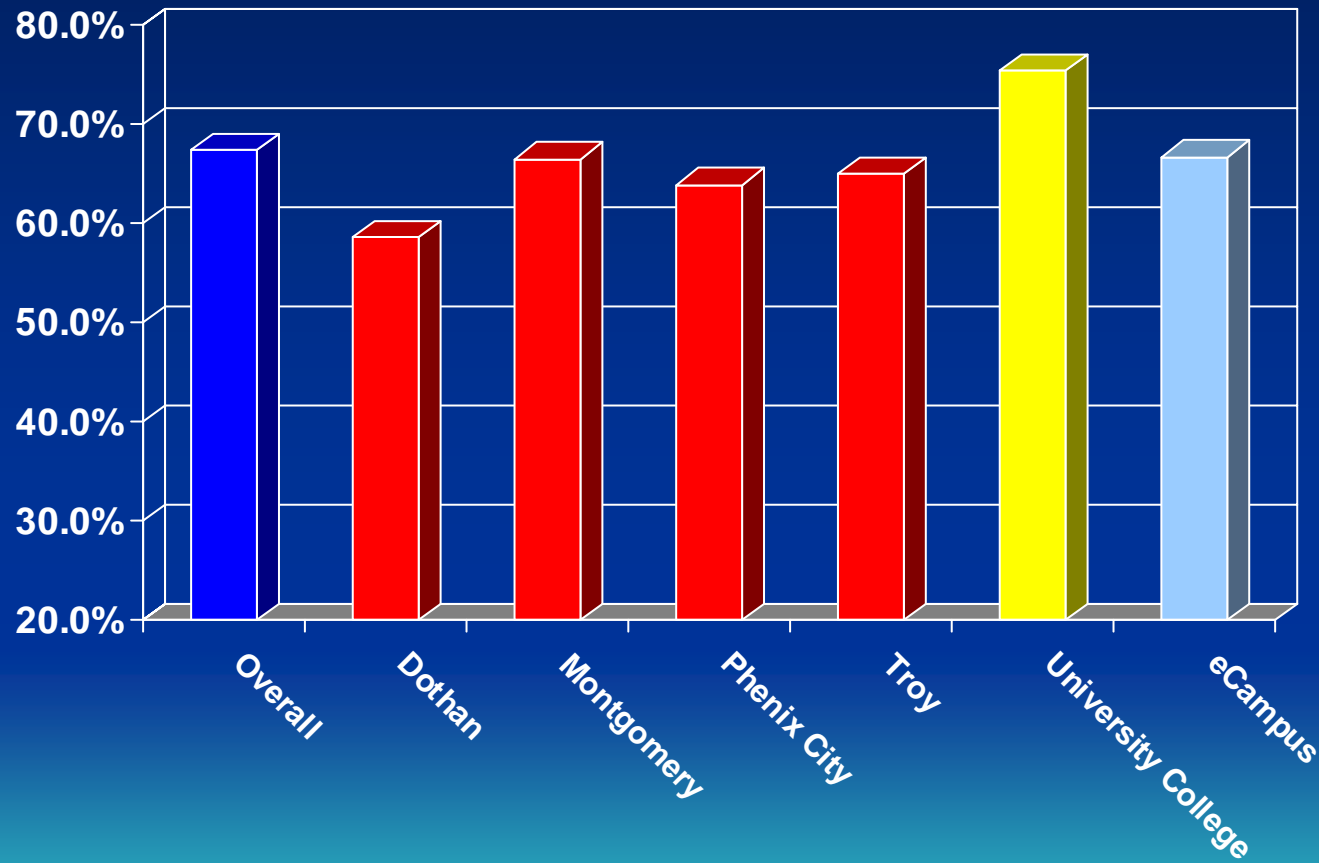
On-campus bookstore hours are convenient for students



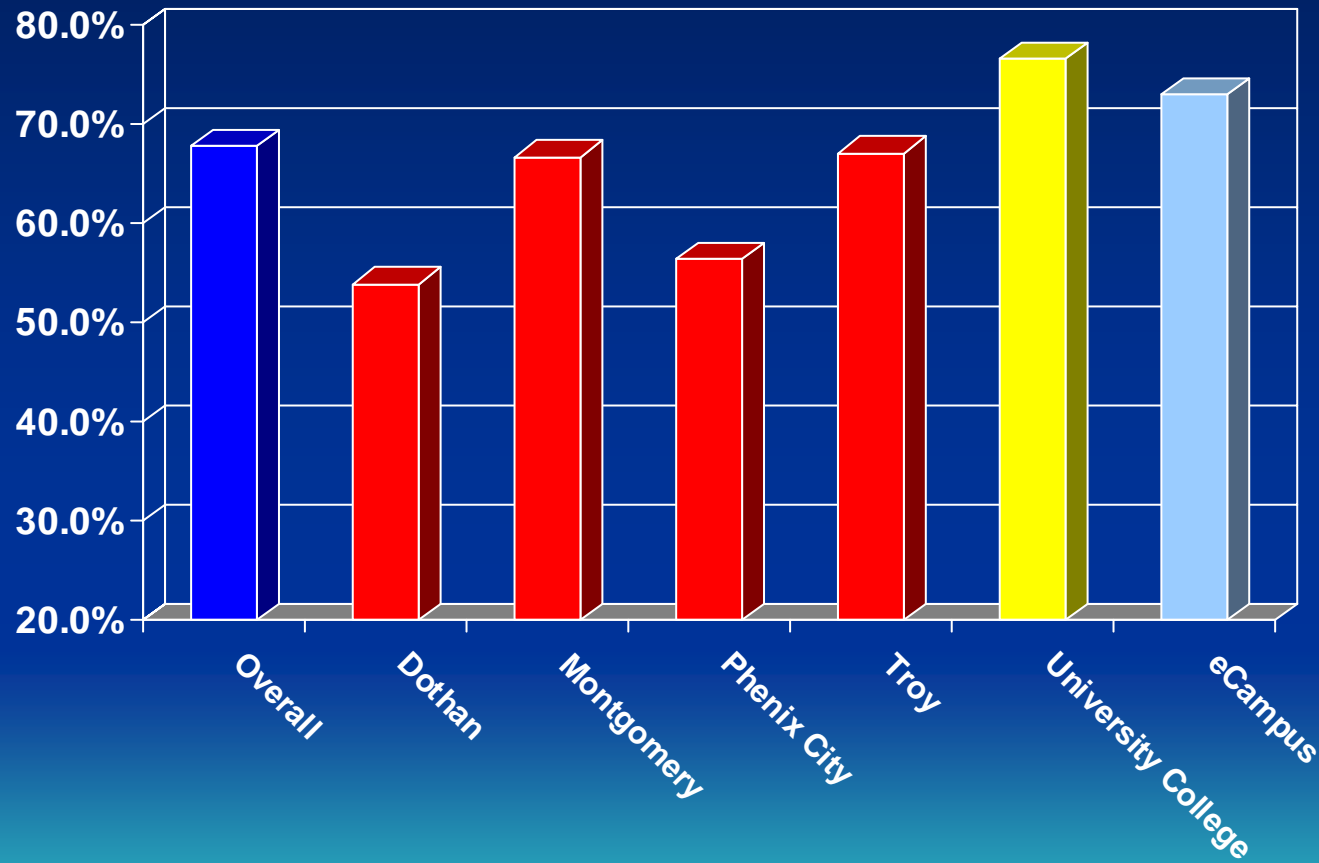
Academic advising is adequate.



The on-site registration process is user-friendly.



The online registration process is user-friendly.



There were Significant Differences for Means of Males and Females in Favor of Males in these Areas:

- 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.
- 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.
- Classes are offered at convenient times.
- The University offers a variety of majors at my location.
- Tutorial services are sufficient.
- The semester/term format at my location accommodates my learning.



There were Significant Differences for Means of Whites and Minorities in Favor of Whites in the these Areas:

- **Faculty care about students as individuals.**
- **I feel I can talk to faculty about my academic concerns.**
- **Sufficient financial aid options are available.**
- **The tuition payment plan is beneficial for students.**
- **The University offers a variety of majors at my location.**
- **Tutorial services are sufficient.**
- **On-campus bookstore hours are convenient.**
- **Purchasing textbooks through Troy Virtual Bookstore is convenient**
- **Student organizations are available for my participation.**
- **Troy University ahs a good reputation in my community.**
- **I am receiving a quality education at Troy University.**
- **I would recommend Troy University.**
- **The semester/term format at my location accommodates my learning.**

There were Significant Differences for Means of Traditional & Non-Traditional Students in Favor of Non-Traditional in these Areas (except for Items in color below):

- Troy personnel are knowledgeable and helpful.
- Faculty care about students as individuals.
- I feel I can talk to faculty about my academic concerns.
- Sufficient financial aid options are available.
- The tuition payment plan is beneficial for students.
- The on-site registration process is user-friendly.
- Students seldom get the “run around” when seeking information.
- Classes are offered at convenient times.
- The classes I attend are well organized and well taught.
- **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.



There were Significant Differences for Means of “TROY as 1st Choice” and as “Other Choices” in Favor of 1st Choice in these Areas:

- **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 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.**
- **Class drop/add procedures are appropriate.**
- **The University offers a variety of majors at my location.**
- **The semester/term format at my location accommodates my learning.**
- **Troy University has a good reputation in my community.**
- **I would recommend Troy University to a friend.**



Correlations with “I would recommend Troy University to a friend who is planning to go to college”

	<u><i>r</i></u>
• I am receiving a quality education at Troy University.	0.86
• Troy University has a good reputation in my community.	0.81
• Faculty care about students as individuals.	0.77
• Troy personnel are knowledgeable and helpful.	0.75
• The semester/term format at my location accommodates my learning.	0.73
• I feel I can talk to faculty about my academic concerns.	0.71
• The classes I attend are well organized and well taught.	0.71

These are the strong areas of agreement for most of the students. Students' satisfaction with these areas may result in their recommendation for Troy University to any potential college student.



Implications from TROY Overall Results of the New Student Survey

- Troy University was a highly regarded university among Fall 2005 new students.
- Flexibility of schedule and convenient location were the major reasons why students chose Troy University.
- Fall 2005 new students were satisfied with the education quality they received at Troy University.
- The semester/term format implemented at Troy University campuses was appropriate for student learning.
- Troy faculty and staff did a good job in serving the needs of the new students in their transition to Troy University.
- Over 80% of the new students indicated that they would recommend Troy University to a potential college student.
- Student characteristics (gender, race, and age) have significant impact on student satisfaction.
- Student college choice plays a significant role in students' attitudes and perceptions about a university.
- Student satisfaction and positive attitudes can help enhance a university.

