Creating a Culture of Inquiry

Division of Student Affairs
Leadership Retreat
January 5, 2012

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Emily Langdon, Student Affairs
New Student Survey

Administered in September, 2011 to first year and new transfer students.

- 1619 invited to participate
- 618 respondents, 38% overall response rate
- FY response rate = 38.2%
- Transfer response rate = 37.1%

Non-response study indicates respondents are relatively representative of the group as a whole

Administered annually since 2005
Fall 2011
First Year Results
Reasons for Attending UC Merced

Top five reasons for attending UC Merced selected by the 2011 first years as “very important” were:

1. Financial aid offer
2. Opportunity to be part of a new campus
3. Small size of the campus
4. Reputation of campus and UC system
5. Opportunity to work closely with faculty
Longitudinal Reasons for Attending

- **Increase in “Very Important” 2005 to 2011**
  - Campus visit (13.2 to 38.8)
  - Friendliness/helpfulness of staff (28.5 to 51.7) and faculty (30.2 to 52.3)
  - Financial Aid offer (22.5 to 64.9)
  - Not offered FA by preferred campus (5.2 to 22.8)

- **Decrease in “Very Important” 2005 to 2011**
  - Personal attention from faculty and staff (71.9 to 55.5)
  - Opportunity to work closely with faculty (69.7 to 58.2)
## Satisfaction with College Experiences

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Percentage non-NA Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Very Satisfied</td>
</tr>
<tr>
<td>Opportunities to explore the community</td>
<td>55</td>
</tr>
<tr>
<td>Opportunities to make new friends</td>
<td>66</td>
</tr>
<tr>
<td>Opportunities to get involved on campus outside the classroom</td>
<td>52</td>
</tr>
<tr>
<td>Overall sense of community among students</td>
<td>56</td>
</tr>
<tr>
<td>Overall college experience</td>
<td>53</td>
</tr>
</tbody>
</table>
# Satisfaction with Academic Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied</th>
<th>Somewhat Satisfied</th>
<th>Very Dissatisfied</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic advising</td>
<td>55</td>
<td>42</td>
<td>2</td>
<td>16</td>
</tr>
<tr>
<td>Registration process</td>
<td>52</td>
<td>44</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Financial aid services</td>
<td>61</td>
<td>34</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>Library services</td>
<td>76</td>
<td>23</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Tutoring or other academic assistance</td>
<td>60</td>
<td>38</td>
<td>2</td>
<td>29</td>
</tr>
<tr>
<td>Career Center services</td>
<td>58</td>
<td>40</td>
<td>2</td>
<td>34</td>
</tr>
</tbody>
</table>
## Satisfaction with Wellness Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied</th>
<th>Somewhat Satisfied</th>
<th>Very Dissatisfied</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Student Health Center</strong></td>
<td>62</td>
<td>35</td>
<td>3</td>
<td>36</td>
</tr>
<tr>
<td><strong>Psychological Counseling</strong></td>
<td>61</td>
<td>39</td>
<td>&lt; 1</td>
<td>57</td>
</tr>
<tr>
<td><strong>Recreational Programs</strong></td>
<td>61</td>
<td>35</td>
<td>4</td>
<td>30</td>
</tr>
</tbody>
</table>
# Satisfaction with Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied</th>
<th>Somewhat Satisfied</th>
<th>Very Dissatisfied</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dining Commons</td>
<td>27</td>
<td>54</td>
<td>19</td>
<td>7</td>
</tr>
<tr>
<td>The Lantern</td>
<td>50</td>
<td>47</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>The Marketplace</td>
<td>45</td>
<td>45</td>
<td>10</td>
<td>18</td>
</tr>
<tr>
<td>Housing services</td>
<td>57</td>
<td>39</td>
<td>4</td>
<td>18</td>
</tr>
<tr>
<td>Cat Tracks/Welcome Week</td>
<td>48</td>
<td>39</td>
<td>13</td>
<td>27</td>
</tr>
<tr>
<td>Cat Tracks/Fall Semester</td>
<td>52</td>
<td>39</td>
<td>10</td>
<td>12</td>
</tr>
</tbody>
</table>
## Satisfaction with Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Very Satisfied</th>
<th>Somewhat Satisfied</th>
<th>Very Dissatisfied</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer Orientation</td>
<td>54</td>
<td>43</td>
<td>4</td>
<td>18</td>
</tr>
<tr>
<td>Variety of WoW events</td>
<td>59</td>
<td>38</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Timing of WoW events</td>
<td>54</td>
<td>44</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Ascend Conference</td>
<td>46</td>
<td>45</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Organized campus social activities</td>
<td>54</td>
<td>44</td>
<td>2</td>
<td>7</td>
</tr>
</tbody>
</table>
3 Fairs in 3 Days

<table>
<thead>
<tr>
<th></th>
<th>Percentage of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Attended</td>
</tr>
<tr>
<td><strong>UCM Clubs &amp; Organizations</strong></td>
<td>69</td>
</tr>
<tr>
<td><strong>Merced Area Non-profits</strong></td>
<td>29</td>
</tr>
<tr>
<td><strong>Merced Area Businesses</strong></td>
<td>21</td>
</tr>
</tbody>
</table>
First Year Longitudinal Data
Intriguing Longitudinal Findings

Percentage of “Very Satisfied” responses changed over time from 2005-2011 in:

- Academic advising
- Financial Aid services
- Career Center services*
- Health Center services*
- Counseling and Psychological services*
- Recreation Center services*
- Overall sense of community among students
  - Timing and variety of WoW events (decreased)

*Note: these areas also show increased NA over time
First Year Students by Region

- Northern California
- SF Bay Area
- San Joaquin Valley
- Southern California
- Other/Unknown
First Generation College Students

- 2005: 45%
- 2006: 49%
- 2007: 52%
- 2008: 53%
- 2009: 52%
- 2010: 58%
- 2011: 60%
*Note: A change in the UC admissions application changed 2011 data*
Eligible for Pell Grants

- 2005: 38%
- 2006: 37%
- 2007: 44%
- 2008: 44%
- 2009: 53%
- 2010: 62%
- 2011: 60%
## Choice of UCM in College Selection

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2006</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent first choice</td>
<td>24</td>
<td>20</td>
<td>17</td>
<td>20</td>
<td>20</td>
<td>18</td>
</tr>
<tr>
<td>Percent second choice</td>
<td>19</td>
<td>20</td>
<td>29</td>
<td>23</td>
<td>25</td>
<td>29</td>
</tr>
<tr>
<td>Percent third choice</td>
<td>18</td>
<td>25</td>
<td>20</td>
<td>18</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>Percent less than third choice</td>
<td>39</td>
<td>35</td>
<td>34</td>
<td>39</td>
<td>37</td>
<td>33</td>
</tr>
</tbody>
</table>

*Note: due to a technical issue, 2007 survey data were not separated for freshmen*
On-campus and Off-campus

First Year Students
First Year Students Living On-campus

- More likely to select “Very Welcoming”
- More likely to be “Very Satisfied” with:
  - Opportunities to make new friends
  - Opportunities to get involved on campus outside the classroom
  - Overall sense of community among students
  - Overall college experience
First Year Students Living Off-campus

- More likely to select “Did not Attend”:
  - WoW events
    - 3% on-campus and 22% off-campus
  - Organized campus social activities
    - 4% on-campus and 15% off-campus
- Slightly more satisfied with opportunities to explore the community
- More likely to report transferring as “Highly Unlikely”
Transfer Students
Transfer Student Satisfaction

- Less likely to find the campus “Very Welcoming”
- Less likely to be “Very Satisfied” than freshmen with:
  - Opportunity to make friends
  - Registration (process, class schedule, availability of classes)
  - Tutoring or other academic assistance
  - Housing services
  - Summer orientation
  - Variety and timing of WoW activities
  - Ascend Conference
  - Organized campus social activities
More likely to be “Very Satisfied” than freshmen with:

- Overall quality of instruction
- Financial Aid services*
- Career Center services*
- Counseling and Psychological services
- Dining*

* These units, as well as Recreation, showed increased levels of “Very Satisfied” from 2005-2011 (fewer transfers than freshmen reported visiting the recreation center or working out there)

Selected UCM as 1st choice 43.3% (Freshmen: 18.1%)
Comments or Questions
Discussion in AVC Groups

- As a team, please discuss your reactions to the student data especially any differences between your “perceptions” as a staff member and their “responses” as new students.

- Please have each member of the team select one item/issue represented in the New Student Survey dataset that she/he might be able to impact. Then identify a new initiative or renewed commitment designed to “influence” that result in the Fall, 2012 survey. Be prepared to report those commitments in the large group.