

# Enrollment Choice Survey

Prepared for Western Oregon University

October, 2018



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# Introduction

- Western Oregon University (WOU) commissioned Hanover Research (Hanover) to administer a survey to accepted undergraduate students. The goal of this analysis is to get insight from matriculating and non-matriculating respondents to help inform WOU about its perceived strengths and weaknesses.
- In the following report, Hanover presents insights representative of 307 admitted respondents in six sections and includes a data supplement with complete response breakdowns:
  - **Executive Summary and Key Findings**
  - **Section I: Important Factors**
  - **Section II: Competition**
  - **Section III: Enrollment Decisions**
  - **Section IV: Financial Factors**
  - **Section V: Communication**
  - **Section VI: Demographics**
  - **Data Supplement (Attached Excel File)**

# Methodology

- In the following report, topline results only are shown.
- For full aggregate and segmented results, please consult the accompanying data supplement. Results are **segmented** by enrollment (matriculating vs. non-matriculating students), minority status, and by state.
- Sample sizes vary across questions as some questions only pertain to a subset of respondents.
- “Don’t Know” or “Not Applicable” responses, and equivalent, are often excluded from the figures and analysis in order to focus on respondents who did express an opinion.
- Conclusions drawn from a small sample size ( $n < 20$ ) should be interpreted with caution.

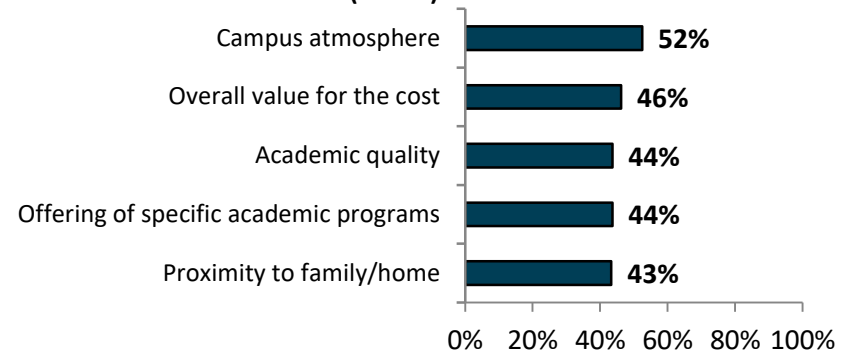
# Recommendations

- **Western Oregon University should better market its affordability to prospective students.** WOU's in-state tuition is aligned with what respondents expect a public university to charge and with what non-matriculating students expect to pay out-of-pocket to attend. However, the most common reason non-matriculating students cite for not enrolling is their inability to afford WOU.
- **Explore ways to improve financial aid offer processes.** This could include providing financial aid advising to accepted applicants and notifying them of their financial aid packages sooner.
- **Develop a strategy for engaging with students who may choose a community college program over WOU.** This could include emphasizing the value of a four-year degree, as well as staying in contact with students that choose community colleges.

# Key Findings: Important Factors

- When deciding where to apply, respondents most often consider an institution's campus atmosphere and the overall value for the cost. Other commonly cited factors include academic quality, offering of specific academic programs, and proximity to family/home.
- A majority of respondents rate WOU highly (Good or Excellent) in all categories with the exception of financial aid package. Of the 29 percent of respondents that say financial aid packages were an important factor in deciding where to apply, 53 percent rated WOU's financial aid package as Fair or lower.
- Most respondents did not consider WOU's requirement that freshmen students live on campus an important factor when deciding where to apply. Of respondents who considered the requirement important, most (58 percent) rate WOU highly in this area.

Which of the following factors were most important to you when deciding where to apply for an undergraduate program?  
(n=307)



At least **58%** of respondents rate WOU as Good or Excellent in each important factor (except financial aid package)

**53%** of respondents that consider the financial aid package important rate WOU as Fair, Poor, or Very Poor

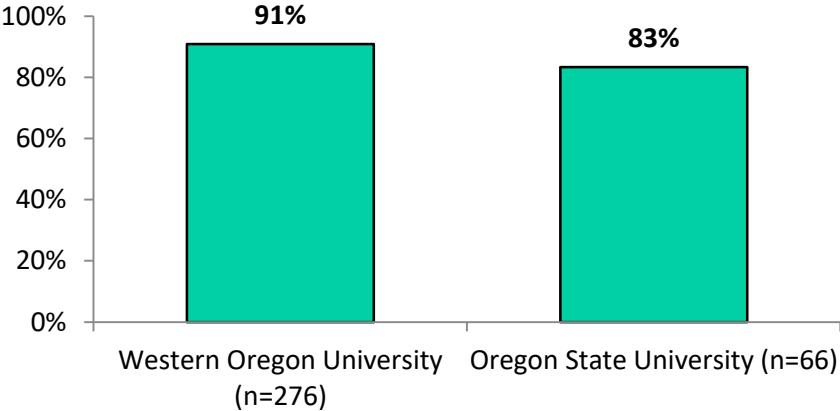
# Key Findings: Competition

- **WOU was the first choice or one of the top choices for the majority of respondents.** Additionally, 17 percent of respondents only applied to WOU.
- **WOU faces considerable competition from community colleges.** Of respondents that did not enroll at WOU, 19 percent enrolled in a community college.
- **Oregon State University is WOU's most direct competitor among four-year institutions.** Nearly one-third of respondents also applied to Oregon State University, and 15 percent of non-matriculating respondents enrolling there. Oregon State University was also one of the highest rated universities.

**32%** of respondents say that **WOU was their first choice**

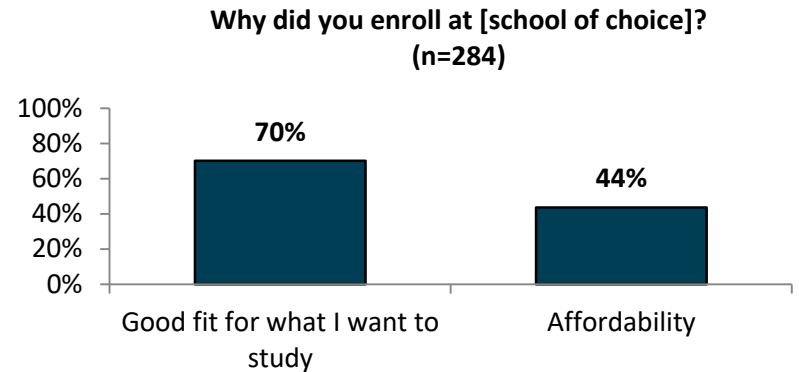
**15%** of non-matriculating respondents enrolled at **Oregon State University**

How would you rate the overall quality of the following universities?  
(% saying "Excellent" or "Very Good")



# Key Findings: Enrollment and Financial Factors

- Most respondents who received a financial aid offer from WOU were satisfied with it. However, 30 percent of non-matriculating respondents that received an offer were dissatisfied with it. Additionally, 76 percent of non-matriculating students say they would have attended WOU if they received a stronger financial aid package, and 17 percent would have enrolled if they had received their financial aid package earlier.
- Many respondents who decided not to enroll at WOU say they could not afford to attend; however, a majority of respondents expect a public university to charge between \$5,000 and \$14,999 in tuition. Thirty-nine percent of respondents expect a public university to charge \$15,000 or more. Of non-matriculating students who responded, the largest group (36 percent) expected to pay \$5,000 to \$14,999 “out-of-pocket” at WOU.



**57%** of those who received a financial aid offer from WOU were at least somewhat satisfied with it, but **30%** of non-matriculating students were dissatisfied

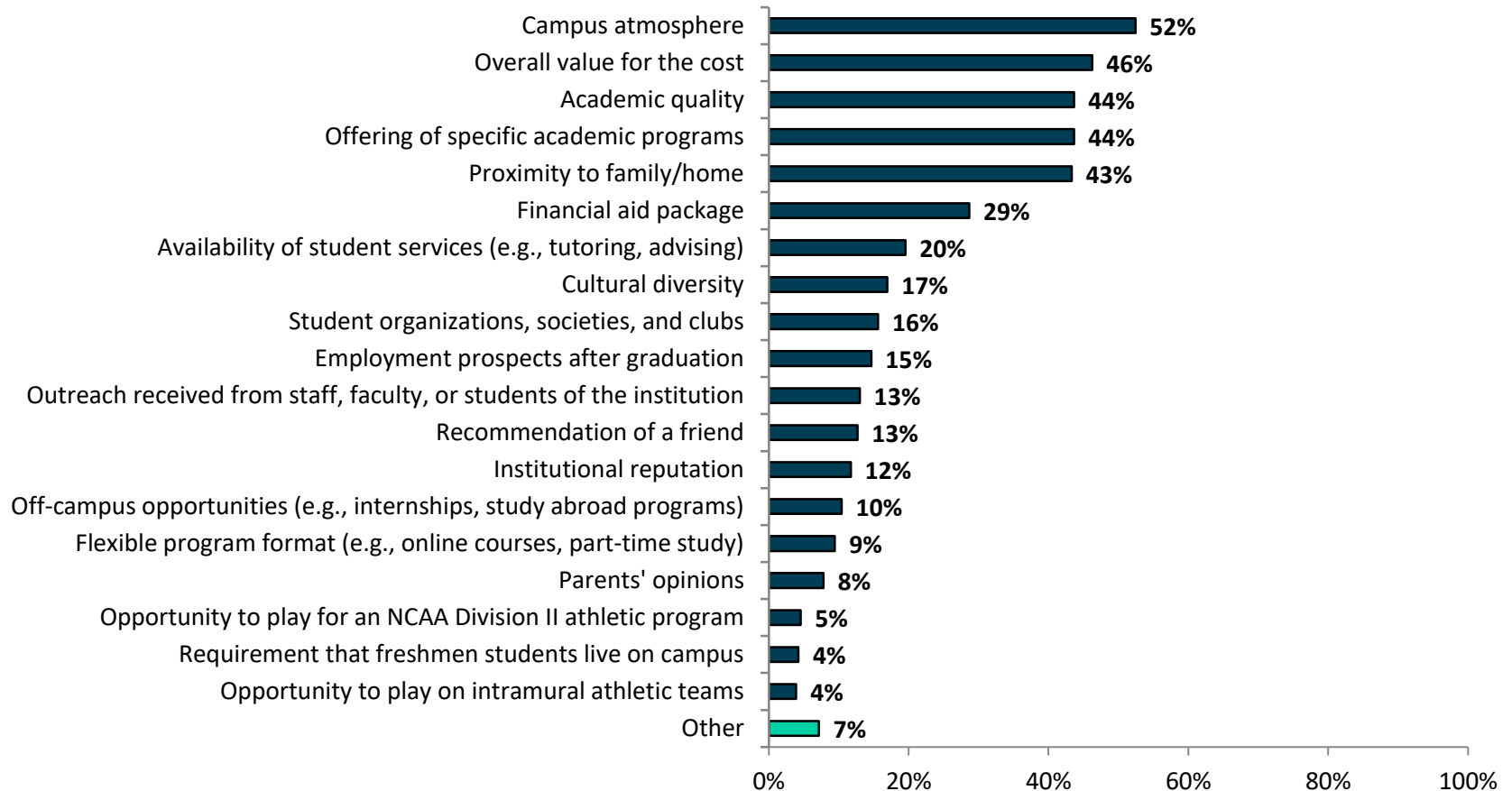
**42%** of non-matriculating respondents say they decided not to attend WOU because they could not afford to



# SECTION I: IMPORTANT FACTORS

# Important Factors

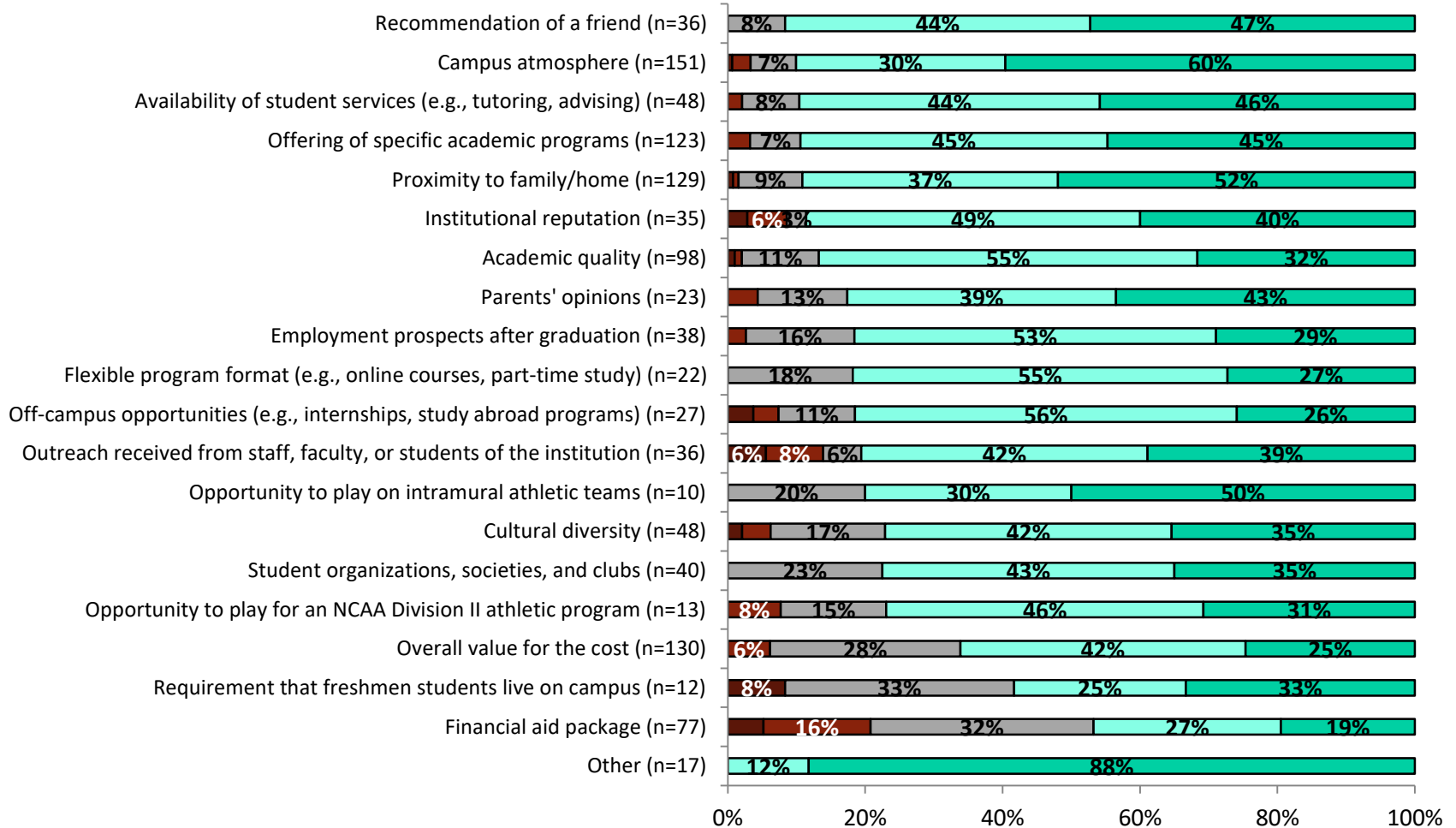
Which of the following factors were most important to you when deciding where to apply for an undergraduate program?  
(n=307)



# Important Factors

How would you rate WOU in the following areas?

Very Poor Poor Fair Good Excellent

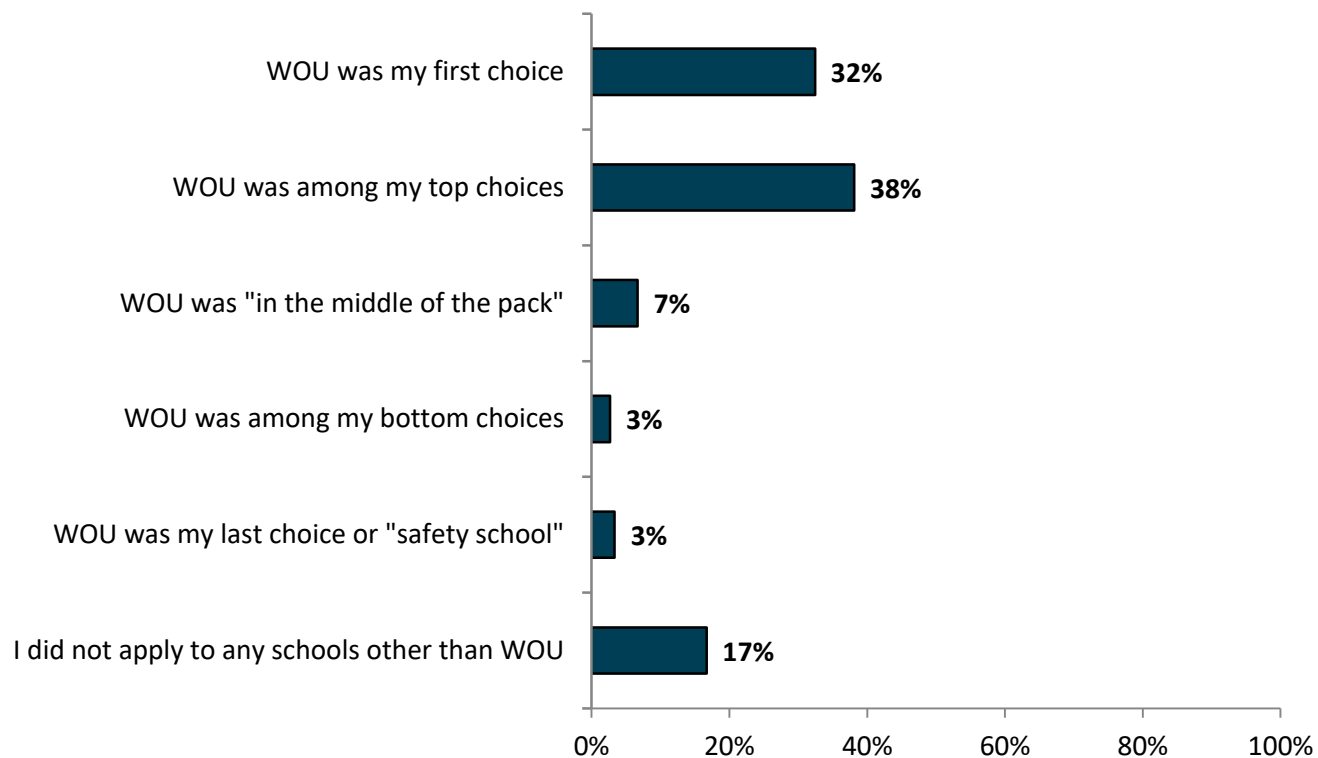


Note: Questions shown to respondents who selected factor as important.

# SECTION II: COMPETITION

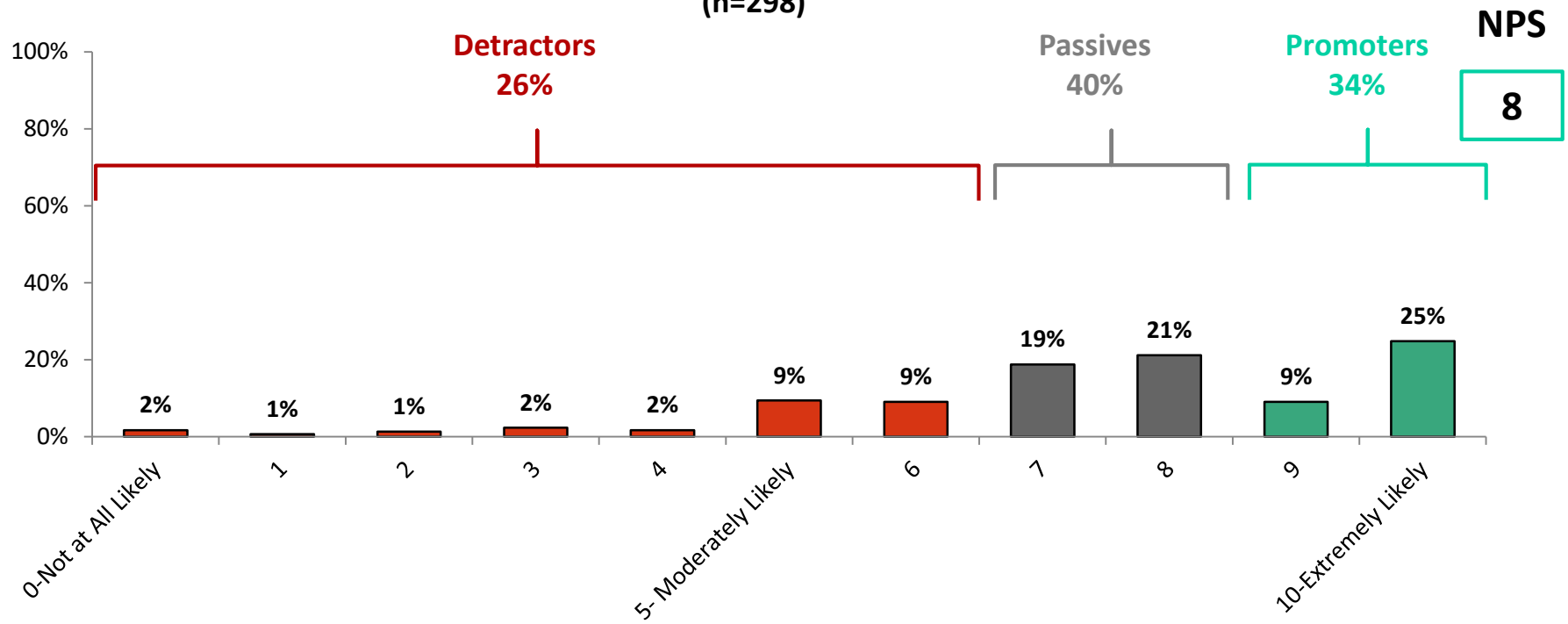
# Competition

If you applied to somewhere other than WOU, how did WOU rank among all the schools to which you applied?  
(n=299)



# Competition- NPS

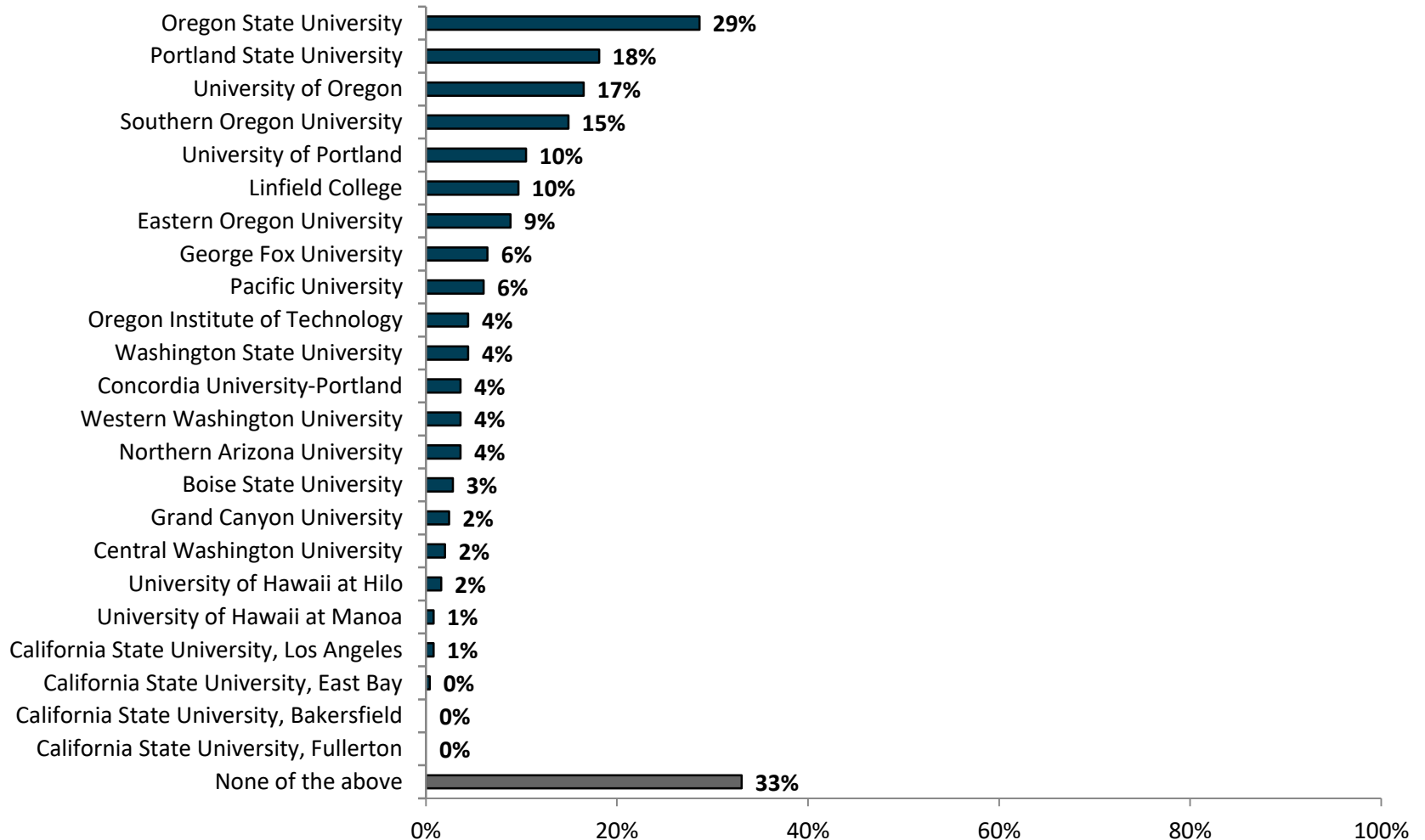
On a scale from 0-10, how likely are you to recommend WOU to a friend, family member, or colleague?  
(n=298)



Note: See appendix for explanation of Net Promotor Score (NPS).

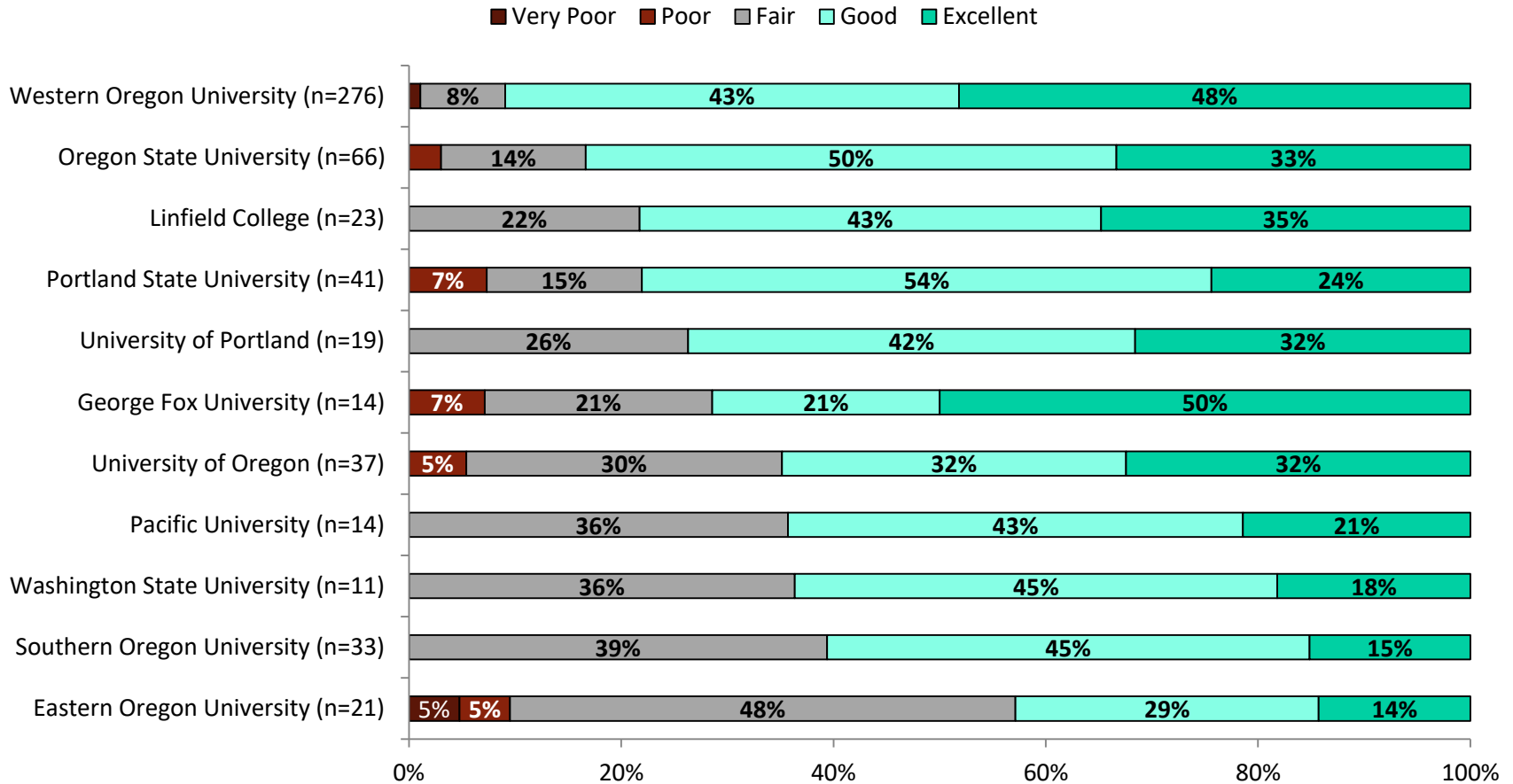
# Competition

Did you apply to any of the following universities? Please select all that apply.  
(n=248)



# Competition

How would you rate the overall quality of the following universities?

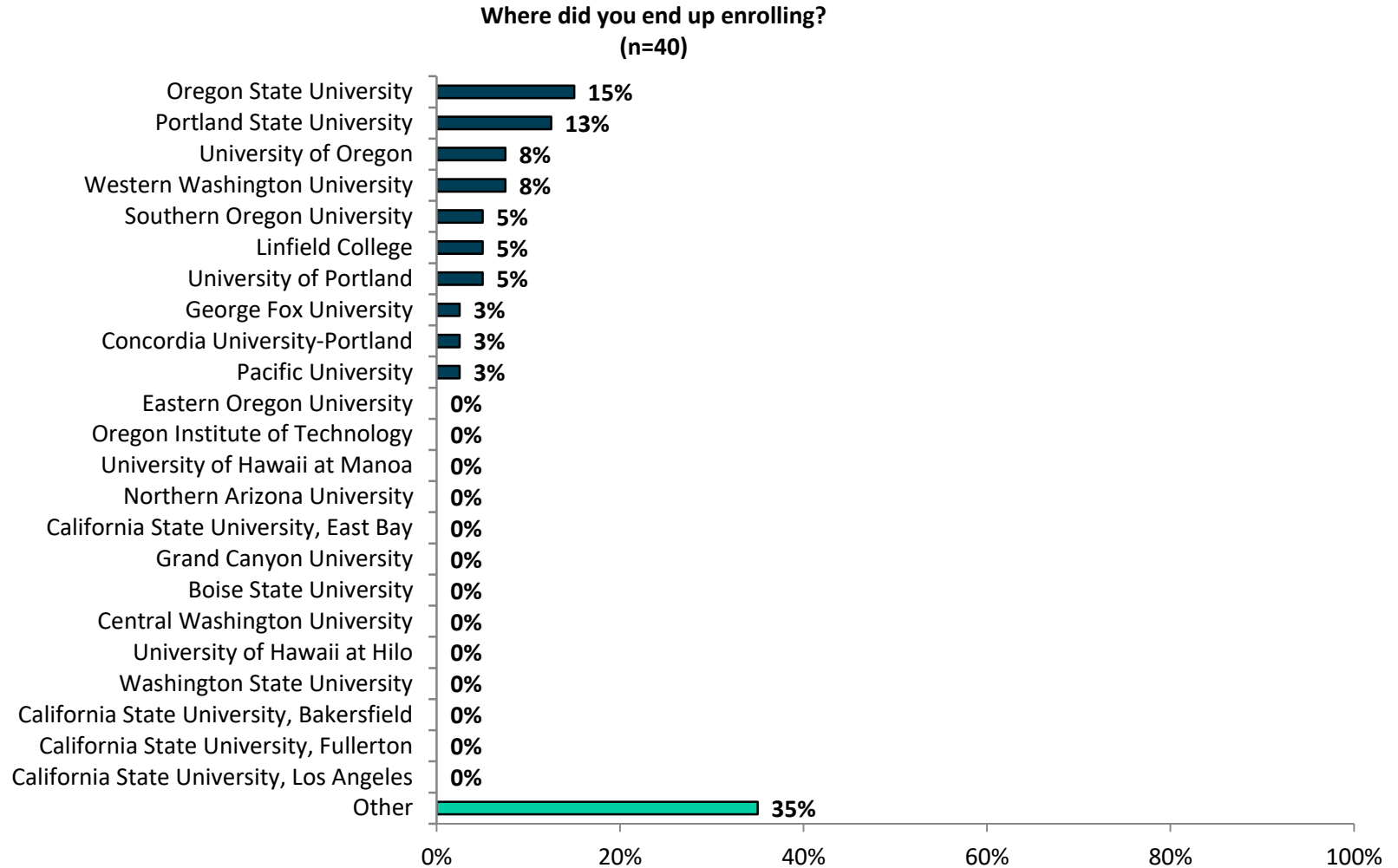


Note: Only universities with n=10 or more are shown



# SECTION III: ENROLLMENT DECISIONS

# Enrollment Decisions



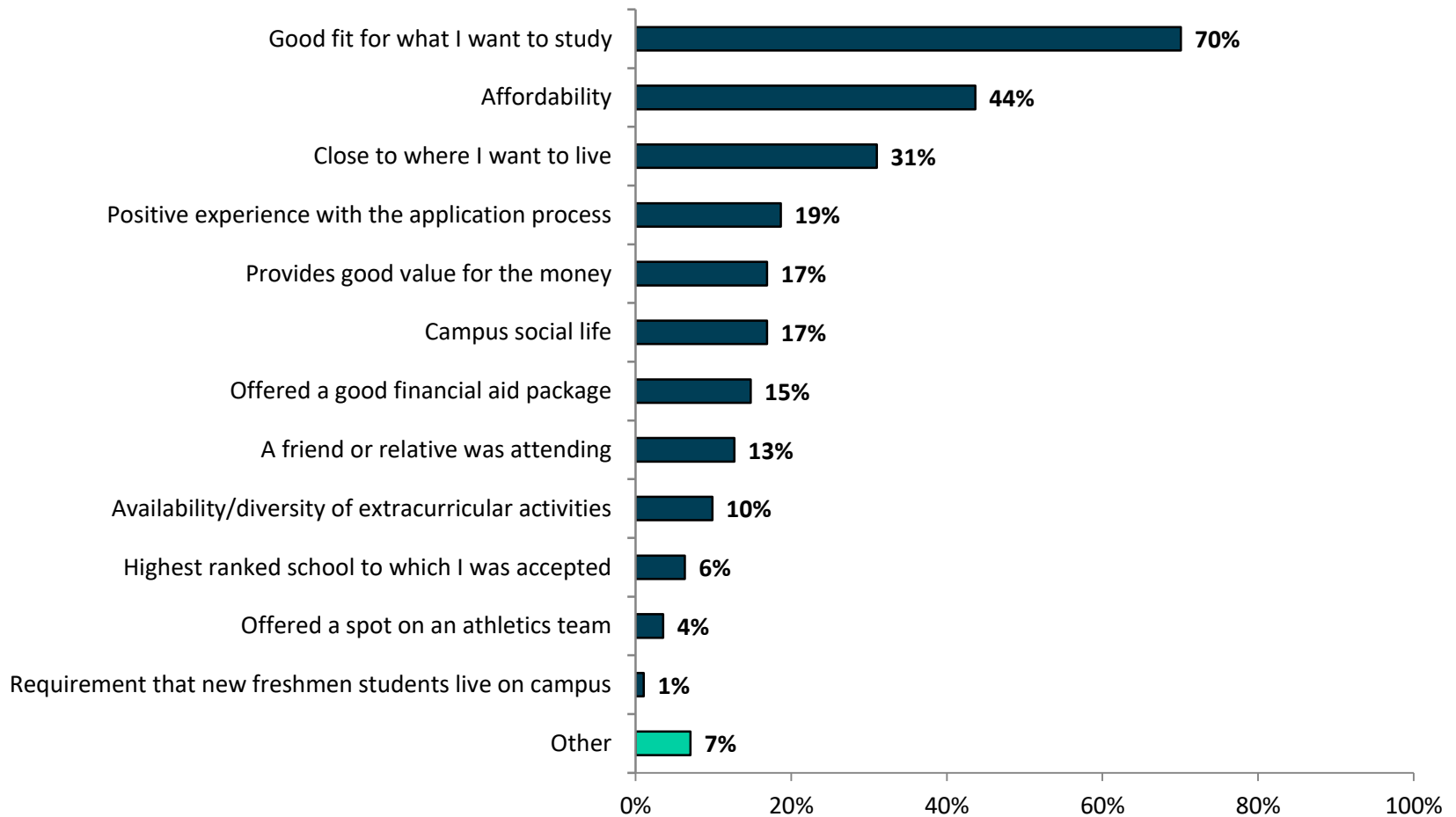
Note: Question shown if respondent did not enroll at WOU.

# Enrollment Decisions

Where did you end up enrolling? Other (n=22)	NUMBER	PERCENT
Central Oregon Community College	2	9%
Chemeketa Community College	2	9%
Lane Community College	2	9%
Portland Community College	2	9%
Rogue Community College	2	9%
California State University Long Beach	1	5%
Cypress College	1	5%
Humboldt State University	1	5%
MN WEST	1	5%
Moberly Area Community College	1	5%
Pacific Lutheran University	1	5%
Pacific Northwest College of Art	1	5%
Seattle Pacific University	1	5%
University of Nevada Reno	1	5%
University of Oregon	1	5%
Washington State University Vancouver	1	5%
Willamette University	1	5%

# Enrollment Decisions

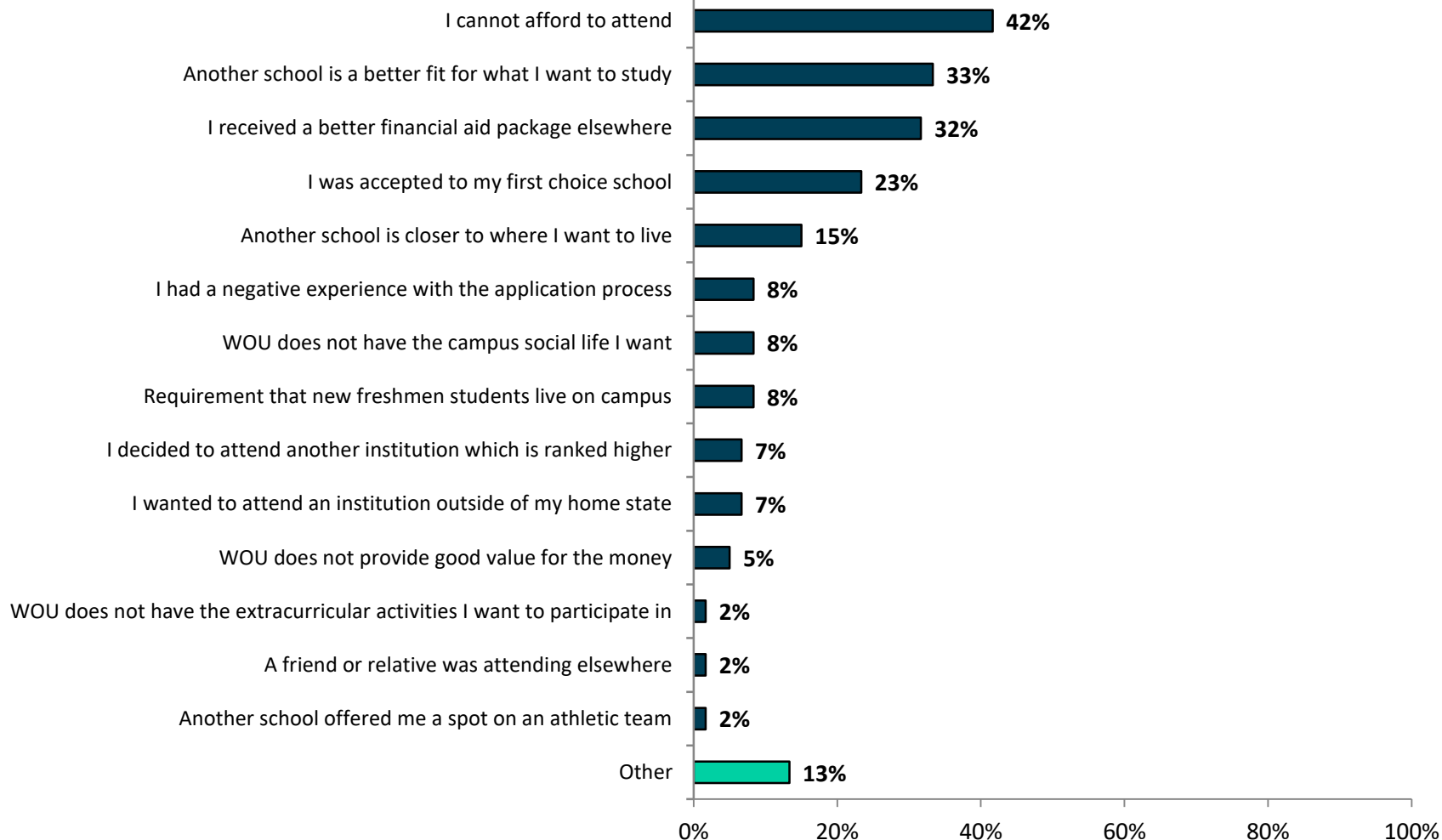
Why did you enroll at [school of choice]?  
(n=284)



# Enrollment Decisions

Why did you decide not to enroll at WOU? Please select all that apply.

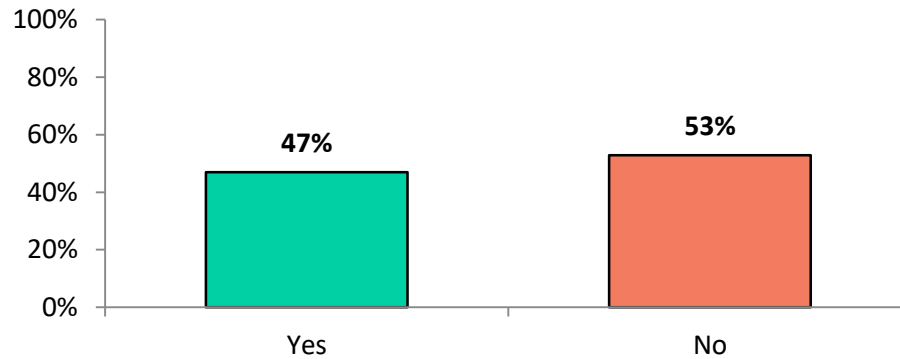
(n=60)



# SECTION IV: FINANCIAL FACTORS

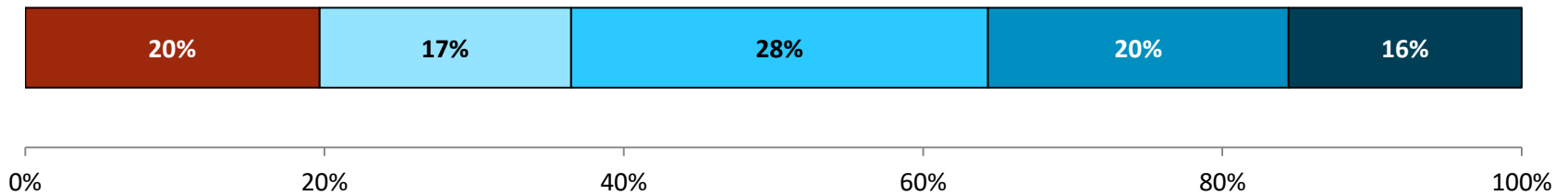
# Financial Factors

Did you receive a financial aid package from any of the universities that you applied to other than WOU?  
(n=244)



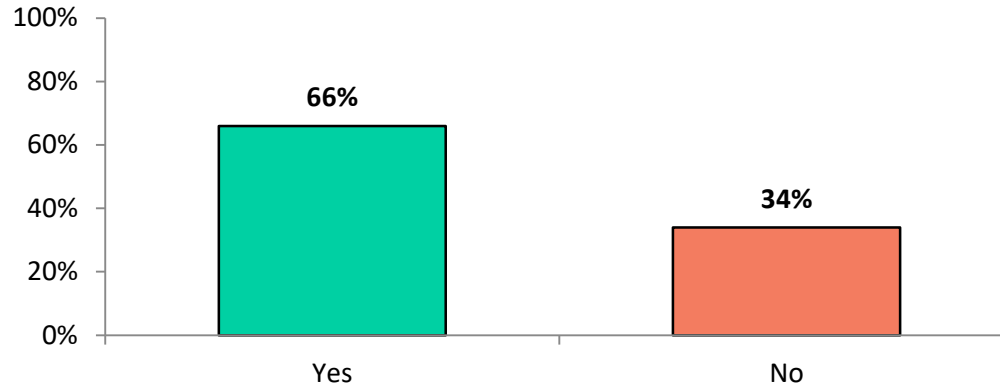
Influence of financial aid offers, or lack of offers  
(n=244)

■ Not at All Influential   ■ Slightly Influential   ■ Moderately Influential   ■ Very Influential   ■ Extremely Influential



# Financial Factors

Did you receive a financial aid offer from WOU? (n=294)



How would you rate your level of satisfaction with the financial aid offer you received from WOU? (n=192)

- Completely Dissatisfied
- Somewhat Dissatisfied
- Neither Satisfied nor Dissatisfied
- Somewhat Satisfied
- Completely Satisfied

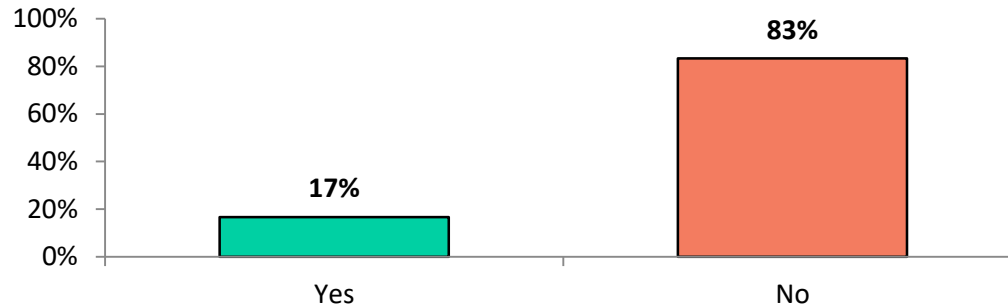


Note: Question shown if respondent received financial aid from WOU.



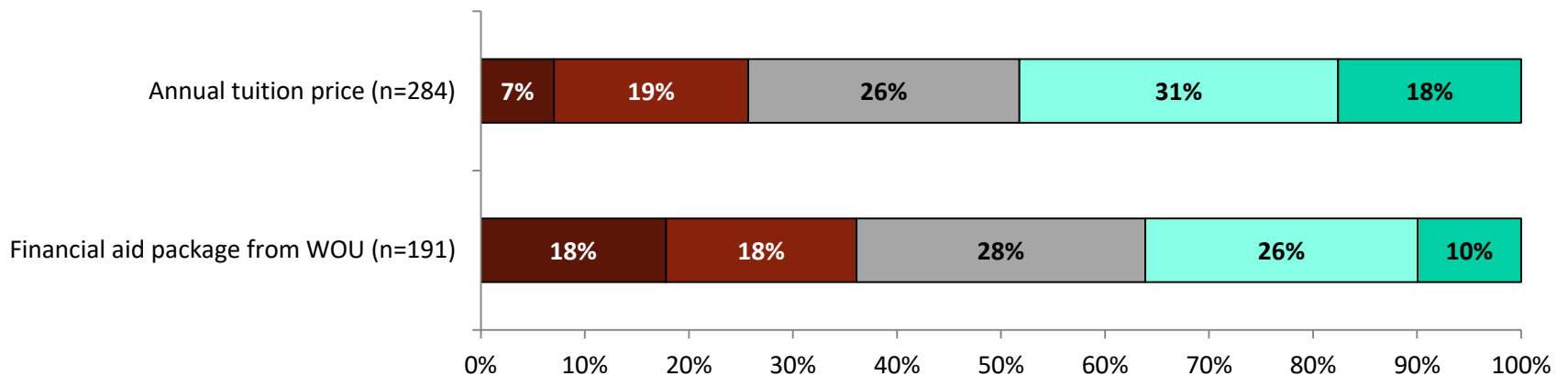
# Financial Factors

Would you have enrolled at WOU if you had received your financial aid package sooner?  
(n=30)



How influential was the following in your enrollment decision?

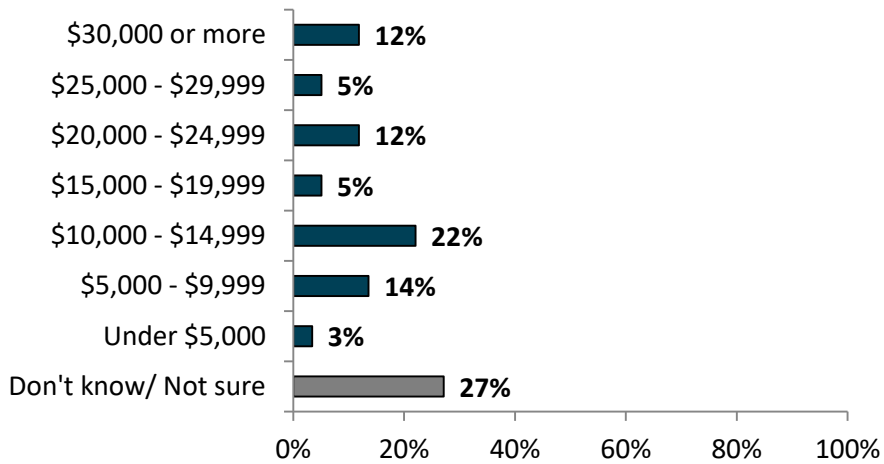
■ Not at All Influential  
 ■ Slightly Influential  
 ■ Moderately Influential  
 ■ Very Influential  
 ■ Extremely Influential



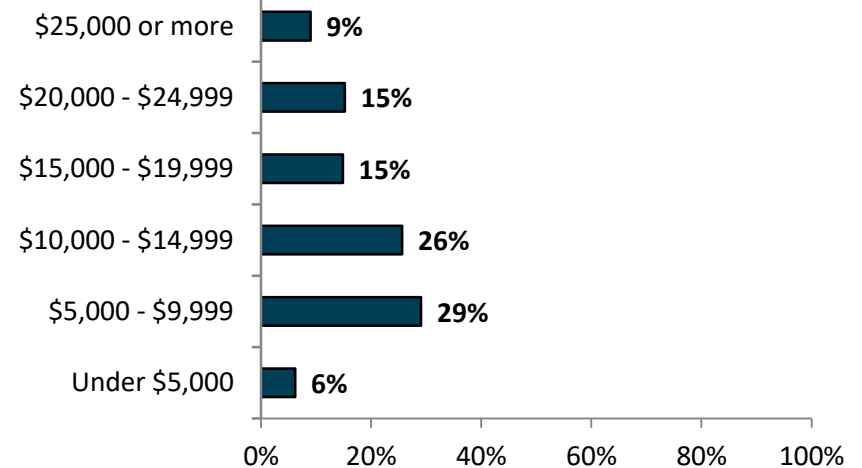
Note: Question “Would you have enrolled at WOU if you had received your financial aid package sooner?” shown if respondent received financial aid from WOU and did not enroll. Question “Financial aid package from WOU” only shown if respondent received financial aid package.

# Financial Factors

What was your expected annual "out-of-pocket" cost to attend WOU if you chose to enroll there?  
(n=59)



On average, what annual tuition price would you expect a public university to charge you?  
(n=289)

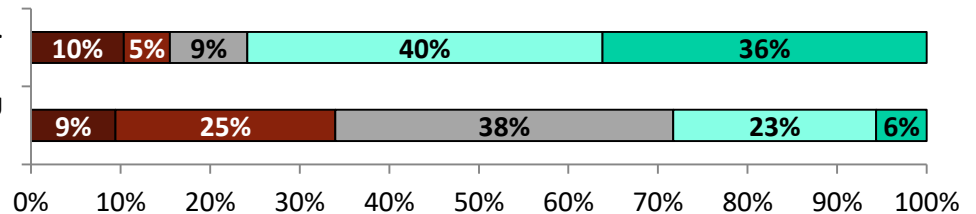


Please rate your level of agreement with the following statements.

■ Strongly Disagree  
 ■ Somewhat Disagree  
 ■ Neither Agree nor Disagree  
 ■ Somewhat Agree  
 ■ Strongly Agree

I would attend WOU if I received a stronger financial aid package.  
(n=58)

The cost of tuition is too high for the educational value WOU provides.  
(n=53)

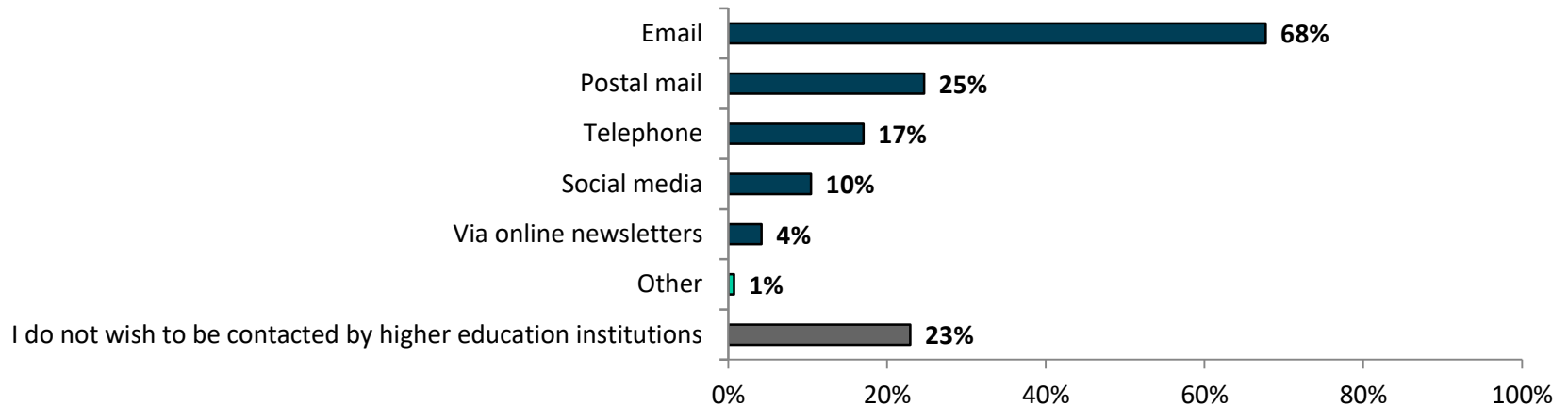


Note: Question "What was your expected annual "out-of-pocket" cost to attend WOU if you chose to enroll there?" and "Please rate your level of agreement with the following statements" shown if respondent did not attend WOU.

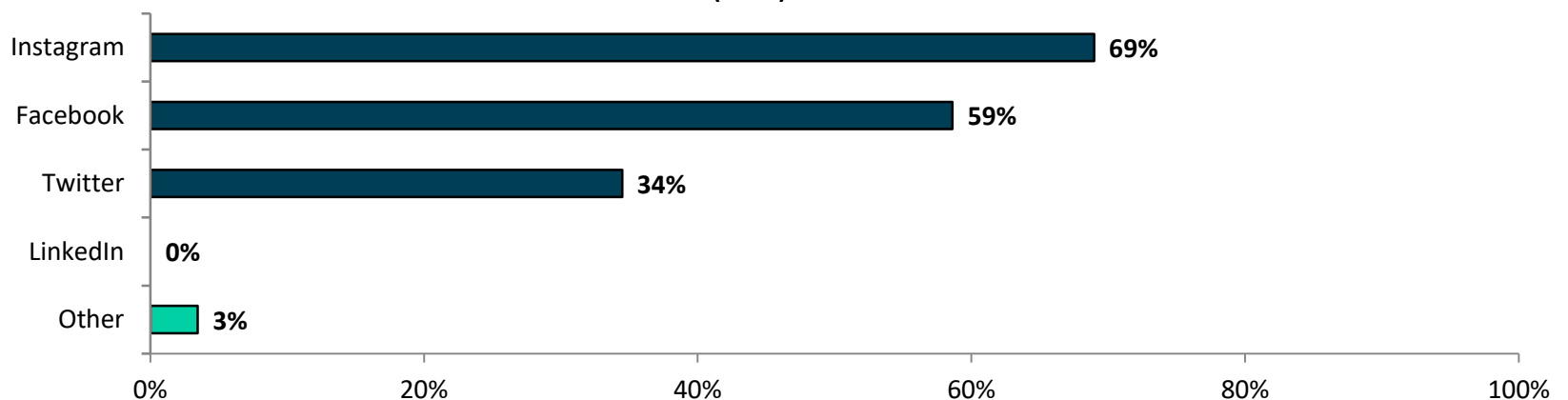
# SECTION V: COMMUNICATION

# Communication

In which of the following ways would you prefer to receive communication from higher education institutions? Select all that apply.  
(n=288)



Please select the social media platforms through which you prefer to receive communication from higher education institutions.  
(n=29)



Note: Question "Please select the social media platforms through which you prefer to receive communication from higher education institutions." shown if respondent selected "Social media".

# SECTION VI: DEMOGRAPHICS

# Gender, Ethnicity, Income, and GPA

CHARACTERISTIC	NUMBER	PERCENT
<b>WHICH OF THE FOLLOWING BEST DESCRIBES YOUR GENDER?</b> (N=286)		
Male	51	18%
Female	225	79%
Other/Non-binary	8	3%
Prefer not to respond	2	1%
<b>ARE YOU HISPANIC OR LATINO?</b> (N=286)		
Yes	51	18%
No	232	81%
Prefer not to respond	3	1%
<b>WHICH OF THE FOLLOWING BEST DESCRIBES YOUR RACE/ETHNICITY? SELECT ALL THAT APPLY.</b> (N=281)		
White	232	83%
Asian	27	10%
Native Hawaiian or Other Pacific Islander	13	5%
American Indian or Alaskan Native	11	4%
Black or African-American	10	4%
Prefer not to respond	19	7%

CHARACTERISTIC	NUMBER	PERCENT
<b>WHAT IS YOUR HOUSEHOLD'S ANNUAL INCOME?</b> (N=286)		
Under \$25,000	56	20%
\$25,000 to \$49,999	50	17%
\$50,000 to \$74,999	27	9%
\$75,000 to \$99,999	25	9%
\$100,000 to \$149,999	21	7%
\$150,000 to \$199,999	12	4%
\$200,000 or more	7	2%
Prefer not to respond	28	10%
Don't know	60	21%
<b>WHAT WAS YOUR HIGH SCHOOL GPA?</b> (N=286)		
Under 2.0	0	0%
2.0 - 2.4	7	2%
2.5 - 2.9	31	11%
3.0 - 3.4	75	26%
3.5 - 3.9	136	48%
4.0 or above	28	10%
Prefer not to respond	9	3%

# Parent Education, Education, and State

CHARACTERISTIC	NUMBER	PERCENT
<b>Did your parent(s) graduate from college? (n=285)</b>		
Yes, both	85	30%
Yes, one parent	72	25%
No	121	42%
Don't know	3	1%
Prefer not to respond	4	1%
<b>What is the highest level of school you have completed or the highest degree you have received? (n=283)</b>		
Less than high school degree	1	0%
High school graduate (high school diploma or equivalent including GED)	175	62%
Some college but no degree	42	15%
Associate degree in college (2-year)	62	22%
Bachelor's degree in college (4-year)	2	1%
Master's degree	1	0%
Doctoral degree	0	0%
Professional degree (JD, MD)	0	0%

CHARACTERISTIC	NUMBER	PERCENT
<b>In which state do you currently reside? (n=277)</b>		
Oregon	226	82%
California	19	7%
Washington	16	6%
Hawaii	8	3%
Idaho	3	1%
Nevada	2	1%
Alaska	1	0%
Minnesota	1	0%
Missouri	1	0%

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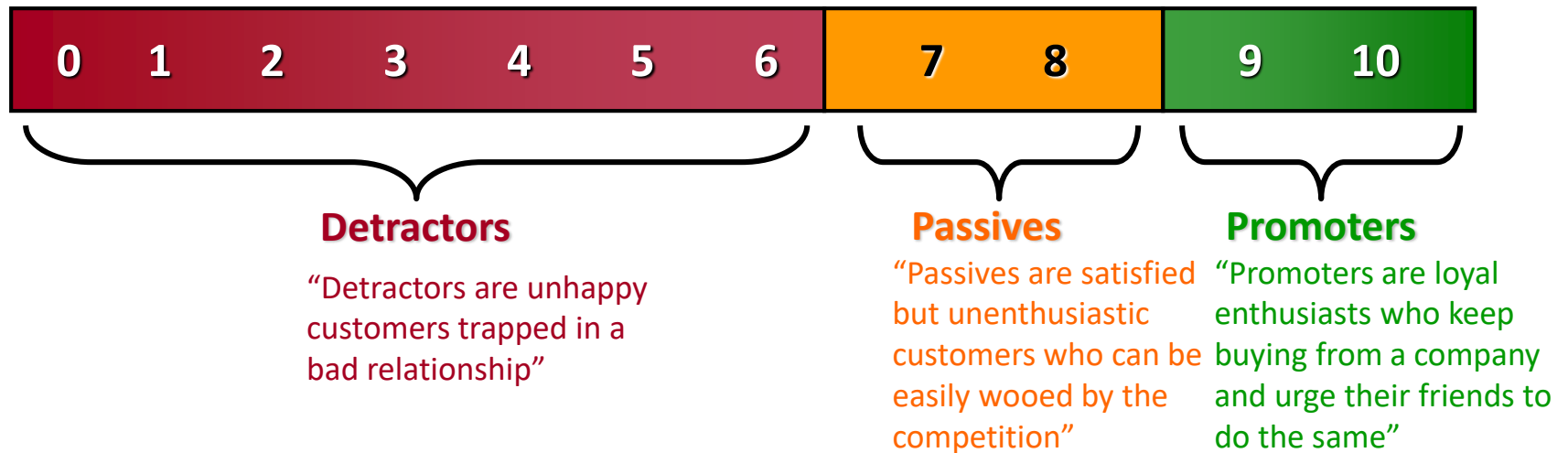
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# Appendix

Net Promoter Score is based on the fundamental perspective that every company's customers can be divided into three categories



**Net Promoter Score = % of Promoters - % of Detractors**

Source: The Ultimate Question, Frederick F. Reichheld, 2006