UNIVERSITY of MOUNT UNION

Be Exceptional

"Entering Student Questionnaire"

Fall 2023

Institutional Effectiveness

Office of Institutional Effectiveness
University of Mount Union
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Introduction

Purpose

The purpose of the Entering Student Questionnaire (ESQ) is to learn the reasons first-year students chose the University of Mount Union, and to better understand the expectations they have for their academic careers and overall university experiences.

Survey Administration Methods

2017-2022

The ESQ administration for academic years 2017-2022 occurred in late August at the conclusion of first-year student orientation. Surveys were administered to first-time first-year students via SurveyMonkey by the Office of Institutional Effectiveness (OIE.) Survey links were embedded in email invitations sent directly to students. The response rate in 2017 was 53.5% but declined to 43.8% in 2017. The ESQ was not administered in 2020 and 2021 out of concern for the various disruptions students were experiencing during Covid-19. In August of 2022, there was significant return to normalcy on campus and the 2022 ESQ was administered by OIE via direct email to first-time first-year students. A participation incentive was offered in the form of four $15.00 gift cards. The response rate for the 2022 ESQ was 20.9%.

2023

The offices of Enrollment Management, Marketing, and OIE, met to discuss a change in the administration of the 2023 ESQ to increase response rates thereby providing data for a greater percentage of first-year students. It was suggested that this year, students would be given time during an orientation session to complete the ESQ. Unfortunately, scheduling constraints prevented this method of administration and survey invitations were emailed to students on October 19, two months later than in previous years. The delayed administration was discussed by all parties and determined not to be a negative factor as the questions are designed to capture information about students' application process, the desired characteristics of their university/college choices, and their expectations for academic success and overall university experience.

The ESQ was sent to 533 first-year students of whom 173 participated for a response rate of 32.5%. While this is a welcome increase from the previous year, it means we are not capturing feedback from two-thirds of entering students. The administration of the 2024 ESQ during an orientation session, when dedicated time and encouragement are provided, may have been a factor in increasing response rates from the 20.9% recorded in 2022.

Student Demographics

The ESQ was sent to 533 first-year full-time students. The proceeding chart provides demographic data for this cohort by race, ethnicity, international status, and gender.

First-year Full-time Students	Male	Female	Total
Ethnicity:			
Hispanic/Latinx	9	7	16
Race:			
American Indian or Alaskan Native	5	1	6
Asian	1	5	6
Black or African American	36	7	43
Native Hawaiian or Pacific Islander	-	-	-
White	209	232	441
Two or more races	7	1	8
Race and ethnicity unknown	9	2	11
International	2	-	2
Total	278	255	533

Results

The 2023 Entering Student Questionnaire (ESQ) is composed of 11 multiple choice questions and took students approximately three minutes to complete. The responses to 10 of the questions are shown below. Question #2 asks about the types of technological devices student brought to campus is not represented below. Most response charts include data from the 2022 and 2019 surveys for comparison analyses.

Question 1: Which of the following best describes the high school you attended?

	2023		2022		2019	
Type of High School	n	%	n	%	n	%
Public	148	85.5	113	94.2	231	90.2
Independent - Catholic	18	10.4	4	3.3	20	7.8
Independent - Other Religious	2	1.2	2	1.7	1	0.4
Independent - Not Religious	0	0.0	1	0.8	1	0.4
Homeschooled	5	2.9	0	0.0	3	1.2
Grand Total Responses	173	100	120	100	256	100

Question 3: Including Mount Union, how many applications did you submit to colleges and universities?

Number of Applications	2023		2022		2019	
	n	%	n	%	n	%
1-3	73	42.2	50	42.0	110	45.3
4-6	61	35.3	45	37.8	107	44
7 or more	36	20.8	24	20.2	26	10.7
Grand Total Responses	170	98.3	119	100	243	100

Questions 4-6 (combined): When considering which college/university to attend, what was your first choice? Second choice? Third choice?

2023 College/University Considered (listed only if combined choices >1)	Combined Choices Total Respondents: 489		1st Choice Total Respondents: 173		2nd Choice Total Respondents: 164		3rd Choice Total Respondents: 152	
	n	%	n	%	n	%	n	%
University of Mount Union	165	38.4	125	78.1	31	22.6	9	6.8
Kent State University	37	8.6	5	3.1	19	13.9	13	9.8
University of Akron	24	5.6	3	1.9	4	2.9	17	12.8
The Ohio State University	19	4.4	8	5.0	3	2.2	8	6.0
Baldwin Wallace University	18	4.2	0	0.0	9	6.6	9	6.8
John Carroll University	15	3.5	0	0.0	9	6.6	6	4.5
Ohio University	14	3.3	3	1.9	6	4.4	5	3.8
Youngstown State University	14	3.3	2	1.3	6	4.4	6	4.5
Bowling Green State University	12	2.8	1	0.6	3	2.2	8	6.0
Walsh University	12	2.8	0	0.0	7	5.1	5	3.8
Ohio Northern University	9	2.1	1	0.6	3	2.2	5	3.8
Ashland University	8	1.9	0	0.0	4	2.9	4	3.0
Capital University	8	1.9	0	0.0	4	2.9	4	3.0
Malone University	8	1.9	1	0.6	1	0.7	6	4.5
Miami University	8	1.9	1	0.6	2	1.5	5	3.8
Otterbein University	8	1.9	1	0.6	3	2.2	4	3.0
Muskingum University	7	1.6	0	0.0	6	4.4	1	0.8
Marietta College	6	1.4	3	1.9	0	0.0	3	2.3
Cleveland State University	4	0.9	2	1.3	0	0.0	2	1.5
Heidelberg College	4	0.9	0	0.0	3	2.2	1	0.8
Indiana University of Pennsylvania	4	0.9	0	0.0	1	0.7	3	2.3
Slippery Rock University	4	0.9	3	1.9	0	0.0	1	0.8
Westminster College	4	0.9	0	0.0	3	2.2	1	0.8
Stark State College	3	0.7	0	0.0	2	1.5	1	0.8
University of Cincinnati	3	0.7	0	0.0	2	1.5	1	0.8
Bethany College (WV)	2	0.5	0	0.0	1	0.7	1	0.8
College of Wooster	2	0.5	0	0.0	1	0.7	1	0.8
Michigan State University	2	0.5	0	0.0	2	1.5	0	0.0
University of Dayton	2	0.5	1	0.6	0	0.0	1	0.8
University of Utah	2	0.5	0	0.0	2	1.5	0	0.0
West Virginia University	2	0.5	0	0.0	0	0.0	2	1.5
Grand Total Responses	430	100	160	100.0	137	100	133	100

Question 7: From the list below, please select all words or phrases you would say describe the University of Mount Union.

2023 Total Respondents: 161	2023	
Descriptors	n	%
Academic	126	5.3
Athletic	114	4.8
Welcoming	112	4.7
Friendly	110	4.6
Small	110	4.6
Safe	92	3.9
Helpful	77	3.2
Accomplished	76	3.2
Diverse	75	3.2
Social	74	3.1
Competitive	69	2.9
Career-Oriented	68	2.9
Community-Oriented	68	2.9
Family-Like	67	2.8
Committed	61	2.6
Challenging	57	2.4
Compassionate	56	2.4
Exceptional	54	2.3
Achievement	53	2.2
Responsible	53	2.2
Proud	52	2.2
Collaborative	51	2.1
Success-Building	48	2.0
Outstanding	46	1.9
Technologically Up-to-date	46	1.9
Impressive	45	1.9
Cultural	42	1.8
Intellectual	41	1.7
Strong	41	1.7
Leading	40	1.7
Confident	39	1.6
Determined	39	1.6
Mentoring	39	1.6
Exciting	36	1.5
Lively	32	1.3
Ambitious	29	1.2
Resilient	29	1.2
Comprehensive	25	1.1
Affordable	22	0.9
Artistic	21	0.9
Courageous	20	0.8
Faith-Affirming	19	0.8
Grand Total Responses	2374	100

Question 8: Which of the following reasons were important to you in deciding to attend college/university? (Select all that apply.)

2023 Total Respondents: 161	2023		2022		2019	
Reasons Provided	n	%	n	%	n	%
To be able to get a better job	107	16.6	82	16.8	195	19.2
To gain a general education and appreciation of ideas	69	10.7	71	14.5	131	12.9
To learn more about things that interest me	75	11.6	64	13.1	137	13.5
To be able to make more money	87	13.5	60	12.3	143	14.1
To be involved in athletics*	72	11.1	-	-	-	-
To prepare for graduate or professional school	50	7.7	51	10.5	100	9.8
To become a more cultured person	41	6.3	43	8.8	78	7.7
To improve reading and study skills	32	5.0	33	6.8	74	7.3
To get away from home	52	8.0	26	5.3	56	5.5
Parents wanted me to go	43	6.7	22	4.5	66	6.5
A mentor or role model encouraged me to go	12	1.9	21	4.3	25	2.5
OTHER - Athletics	-	-	6	1.2	7	0.7
OTHER - Personal desire/dream/challenge	2	0.3	4	0.8	1	0.1
Nothing better to do	-	-	3	0.6	3	0.3
OTHER - Campus environment	2	0.3	-	-	-	-
OTHER - A school that cares	1	0.2	-	-	-	-
OTHER - Research opportunities	1	0.2				
OTHER - Scholarships	0	0.0	2	0.4	0	0.0
Could not find a job	0	0.0	0	0.0	0	0.0
Grand Total Responses	646	100	488	100	1016	100
offered as an answer option in 2023						

Question 9: Do you estimate that chances are good that you will do any of the following? (Select all statements that apply.)

2023 Total Respondents: 161	2023		2022		2019	
Likely Accomplishments	n	%	n	%	n	%
Make at least a B average	134	18.9	99	17.3	219	18.6
Be satisfied with college	115	16.2	90	15.7	186	15.8
Participate in an on-campus extra-curricular club or organization	95	13.4	77	13.5	157	13.4
Participate in a volunteer activity or community service	83	11.7	73	12.8	141	12.0
Graduate with honors	44	6.2	52	9.1	85	7.2
Play varsity athletics	76	10.7	47	8.2	119	10.1
Get an off-campus job while attending school	67	9.5	42	7.3	74	6.3
Be elected to an honor society	10	1.4	26	4.5	35	3.0
Perform in fine arts events on campus (music recitals, plays, art shows, etc.)	23	3.2	20	3.5	41	3.5
Seek vocational counselor (career development)	17	2.4	19	3.3	43	3.7
Join a social fraternity or sorority	31	4.4	18	3.1	55	4.7
Be elected to student office	6	0.8	6	1.0	16	1.4
Need extra time to complete your degree	7	1.0	3	0.5	5	0.4
Grand Total Responses	708	100	572	100	1176	100

Question 10: Which of the following objectives do you consider essential or important to achieve in your lifetime? (Select all statements that apply.)

2023 Total Respondents: 159	2023		2022		2019	
Important Lifetime Objectives	n	%	n	%	n	%
Being very well off financially	130	15.9	85	13.2	198	14.2
Raising a family	119	14.5	82	12.8	203	14.6
Helping others who are experiencing difficulty	68	8.3	65	10.1	135	9.7
Influencing social values	46	5.6	48	7.5	75	5.4
Developing a meaningful philosophy of life	46	5.6	41	6.4	79	5.7
Becoming an authority in my own field	57	7.0	40	6.2	96	6.9
Obtaining recognition from colleagues for contributions to your field	49	6.0	37	5.8	78	5.6
Helping to promote racial understanding	28	3.4	34	5.3	55	3.9
Becoming successful in your own business	52	6.4	30	4.7	74	5.3
Participating in a community-action program	25	3.1	27	4.2	46	3.3
Becoming involved in programs to clean up the environment	36	4.4	26	4.0	71	5.1
Having administrative responsibility for the work of others	32	3.9	25	3.9	67	4.8
Creating artistic work	22	2.7	22	3.4	31	2.2
Never being obligated to people	23	2.8	21	3.3	42	3.0
Keeping up to date with political affairs	24	2.9	15	2.3	38	2.7
Making a theoretical contribution to science	15	1.8	12	1.9	36	2.6
Influencing the political structure	17	2.1	11	1.7	27	1.9
Becoming accomplished in the performing arts	14	1.7	11	1.7	17	1.2
Writing original works	15	1.8	11	1.7	25	1.8
Grand Total Responses	818	100	643	100	1393	100