University Relations/Enrollment Management

1-1-2013

2013 Survey of Admitted Students-WVU-Full Report

Eduventures

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Survey of Admitted Students

Results for West Virginia University
October 2013
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About the Study

• The Eduventures Survey of Admitted Students delivers essential insights for you and your enrollment management team to:
  – Learn what your applicant pool thinks about your institution relative to competitors.
  – Make data-driven decisions to improve programming, communication, and financial aid.
  – Tailor your recruitment and yield strategy holistically and for specific student types.

• Between May 2013 and July 2013, 1,261 of West Virginia University’s admitted students responded to an online survey
  – 929 Enrolling Students
  – 332 Non-Enrolling Students

• 10% response rate

*Questions and answer options may be summarized or edited for clarity and concision. Please consult questionnaire for specific question wording.*
How To Use This Report

The information contained within this report will help you:

- Learn how students think and feel about your institution.
- Learn why students enroll at your institution and why they enroll elsewhere.
- Identify the perceptions that most strongly predict enrollment decisions.
- Understand your institution’s brand strengths and weaknesses.
- Measure how perceptions vary by student type.
- Identify the communication methods that are most used/useful to students.

Eduventures recommends putting this information into action in the following ways:

- **Teach colleagues about what drives enrollment** so that strategic decisions – whether in marketing and financial aid, department-level or university-wide – will have the greatest impact on future enrollments.
- **Refine messaging** to resonate with students during the recruiting process
- **Inform outreach strategy** to connect students with your institution at the times – and through the channels – that are most effective.
- **Justify current investments and additional expenditures** to key decision-makers.
- **Train admissions staff** to speak to key student enrollment drivers.
Executive Summary

Talk to me early.
Over 40% of admits started identifying schools to apply to by their sophomore year (refer to page 11 for more info).

I can’t decide where to go.
37% of non-enrolling students waited until the deadline to submit their deposits, most of whom were weighing their options (refer to pages 12 & 13 for more info).

I know I’m going to have a great time and get a great education.
WVU is rated fairly well amongst peers for core academics and career prep, but the first words that come to mind focus on sports and the social environment.

You did something right for me to choose you.
Over 20% of enrolling students chose WVU after they were turned off by their first choice school (refer to page 17 for more info).
Executive Summary

Your value just doesn’t make up for your price.
45% of non-enrolling students indicated that WVU’s value for its education is worse than the school that they are attending (refer to page 24 for more info)

I care what other people think.
WVU’s overall reputation is perceived to be weaker than competitors. 54% of non-enrolling students indicate WVU is worse than the school they are attending and is cited most frequently as a reason for not enrolling (refer to pages 21, 24 for more info)

I choose you... but there was someone else.
35% of enrolling students state they are attending WVU after not being admitted to their first choice (refer to page 17 for more info)

I was a really tough choice to go elsewhere.
48% of non-enrolling students indicated that they were ‘very’ or ‘extremely’ close to attending West Virginia Univ. (refer to page 18 for more info)
Recommendations for West Virginia University

- Develop the West Virginia University’s value proposition.
  - Based on student open-ended comments and quantitative measures, West Virginia University appears to be struggling to demonstrate the value of its education relative to its cost, despite receiving moderately strong ratings in career preparation and academic strength, which Eduventures’ research shows are the primary attributes that drive college choice.

- Focus on improving the overall reputation by highlighting academic strength and alumni career success and downplaying the social environment.
  - WVU’s reputation as a “party school” is distracting from the solid perception students have about the academic strength and career preparation WVU offers. This is impacting the overall reputation of the school.
Recommendations for West Virginia University

- Incorporate career services into recruitment tools and talking points.
  - Having specific information about internships, experiential learning, and alumni outcomes are particularly important to West Virginia University as prospects seek this information during their college search process. Use a variety of information, such as hard numbers like placement rates, combined with qualitative stories about internships and alumni profiles.

- Track responses closely once candidates are admitted and plan additional outreach for admits waiting until the deadline to commit.
  - Given the data showing that candidates who are waiting to respond to offers of admission end up enrolling at West Virginia University at much lower rates than those responding earlier, response time can be used as a flag to indicate a need for additional follow-up by admissions and faculty to make the case as to why admits should choose WVU.
SEARCH AND APPLICATION TIMING
When did you first begin to identify a list of colleges to which you would consider applying?

- **Before high school**: 11% (Enrolling), 4% (Non-Enrolling)
- **9th grade (including the summer before 9th grade)**: 10% (Enrolling), 5% (Non-Enrolling)
- **10th grade (including the summer before 10th grade)**: 20% (Enrolling), 17% (Non-Enrolling)
- **11th grade (including the summer before 11th grade)**: 42% (Enrolling), 47% (Non-Enrolling)
- **12th grade (including the summer before 12th grade)**: 17% (Enrolling), 27% (Non-Enrolling)
When did you submit your deposit / intent to enroll at the school that you are attending?

- Less than one week after receiving my acceptance letter: 16% Enrolling, 12% Non-Enrolling
- Between one week and one month after receiving my acceptance letter: 41% Enrolling, 25% Non-Enrolling
- More than a month after receiving my acceptance letter: 27% Enrolling, 30% Non-Enrolling
- Right before the due date for the deposit: 6% Enrolling, 26% Non-Enrolling
- A little bit after the deposit was due: 1% Enrolling, 2% Non-Enrolling
- Do not recall / unsure: 9% Enrolling, 6% Non-Enrolling
Why did you not submit your deposit sooner?

- **I was still weighing my options / deciding where to attend**
  - Non-Enrolling: 72%
  - Enrolling: 28%
- **I felt I still had time / I was not in a rush**
  - Non-Enrolling: 25%
  - Enrolling: 75%
- **My parents / I had to save up the money to pay the deposit**
  - Non-Enrolling: 7%
  - Enrolling: 93%
- **My parents made me wait to evaluate all my options**
  - Non-Enrolling: 16%
  - Enrolling: 84%
- **Other (please specify):**
  - Non-Enrolling: 7%
  - Enrolling: 93%
- **No particular reason**
  - Non-Enrolling: 5%
  - Enrolling: 95%

Among students who submitted deposit > 1 week after acceptance.

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ENROLLMENT DECISIONS
Which colleges besides West Virginia University offered you admission (accepted you) for Fall 2013? Please list up to four schools.

<table>
<thead>
<tr>
<th>College</th>
<th>Total n</th>
<th>Total %</th>
<th>Enrolling n</th>
<th>Enrolling %</th>
<th>Non-Enrolling n</th>
<th>Non-Enrolling %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pennsylvania State University</td>
<td>124</td>
<td>10%</td>
<td>70</td>
<td>8%</td>
<td>54</td>
<td>16%</td>
</tr>
<tr>
<td>Marshall University</td>
<td>112</td>
<td>9%</td>
<td>94</td>
<td>11%</td>
<td>18</td>
<td>5%</td>
</tr>
<tr>
<td>Fairmont State University</td>
<td>67</td>
<td>6%</td>
<td>63</td>
<td>7%</td>
<td>4</td>
<td>1%</td>
</tr>
<tr>
<td>University of Pittsburgh</td>
<td>60</td>
<td>5%</td>
<td>40</td>
<td>5%</td>
<td>20</td>
<td>6%</td>
</tr>
<tr>
<td>Shepherd University</td>
<td>53</td>
<td>4%</td>
<td>45</td>
<td>5%</td>
<td>8</td>
<td>2%</td>
</tr>
<tr>
<td>Radford University</td>
<td>45</td>
<td>4%</td>
<td>27</td>
<td>3%</td>
<td>18</td>
<td>5%</td>
</tr>
<tr>
<td>Ohio University-Main Campus</td>
<td>42</td>
<td>3%</td>
<td>26</td>
<td>3%</td>
<td>16</td>
<td>5%</td>
</tr>
<tr>
<td>West Liberty State College</td>
<td>37</td>
<td>3%</td>
<td>35</td>
<td>4%</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Alderson Broaddus College</td>
<td>33</td>
<td>3%</td>
<td>27</td>
<td>3%</td>
<td>6</td>
<td>2%</td>
</tr>
<tr>
<td>Towson University</td>
<td>33</td>
<td>3%</td>
<td>14</td>
<td>2%</td>
<td>19</td>
<td>6%</td>
</tr>
<tr>
<td>University of Alabama, The</td>
<td>33</td>
<td>3%</td>
<td>12</td>
<td>1%</td>
<td>21</td>
<td>6%</td>
</tr>
<tr>
<td>University of Maryland</td>
<td>33</td>
<td>3%</td>
<td>15</td>
<td>2%</td>
<td>18</td>
<td>5%</td>
</tr>
<tr>
<td>Virginia Polytechnic Institute and State U.</td>
<td>33</td>
<td>3%</td>
<td>13</td>
<td>1%</td>
<td>20</td>
<td>6%</td>
</tr>
<tr>
<td>James Madison University</td>
<td>29</td>
<td>2%</td>
<td>15</td>
<td>2%</td>
<td>14</td>
<td>4%</td>
</tr>
<tr>
<td>Virginia Commonwealth University</td>
<td>29</td>
<td>2%</td>
<td>15</td>
<td>2%</td>
<td>14</td>
<td>4%</td>
</tr>
<tr>
<td>George Mason University</td>
<td>28</td>
<td>2%</td>
<td>13</td>
<td>1%</td>
<td>15</td>
<td>5%</td>
</tr>
<tr>
<td>Indiana University of Pennsylvania</td>
<td>28</td>
<td>2%</td>
<td>20</td>
<td>2%</td>
<td>8</td>
<td>2%</td>
</tr>
<tr>
<td>Ohio State University</td>
<td>27</td>
<td>2%</td>
<td>13</td>
<td>1%</td>
<td>14</td>
<td>4%</td>
</tr>
<tr>
<td>Duquesne University</td>
<td>26</td>
<td>2%</td>
<td>18</td>
<td>2%</td>
<td>8</td>
<td>2%</td>
</tr>
</tbody>
</table>
Which college or university are you most likely to attend in Fall 2013?

<table>
<thead>
<tr>
<th>College</th>
<th>n</th>
<th>%</th>
<th>Yield Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pennsylvania State University</td>
<td>32</td>
<td>10%</td>
<td>26%</td>
</tr>
<tr>
<td>George Mason University</td>
<td>11</td>
<td>3%</td>
<td>39%</td>
</tr>
<tr>
<td>Virginia Polytechnic Institute and State U.</td>
<td>11</td>
<td>3%</td>
<td>33%</td>
</tr>
<tr>
<td>University of Alabama, The</td>
<td>10</td>
<td>3%</td>
<td>30%</td>
</tr>
<tr>
<td>Marshall University</td>
<td>9</td>
<td>3%</td>
<td>8%</td>
</tr>
<tr>
<td>University of Maryland</td>
<td>8</td>
<td>2%</td>
<td>24%</td>
</tr>
<tr>
<td>Ohio State University</td>
<td>6</td>
<td>2%</td>
<td>22%</td>
</tr>
<tr>
<td>University of Delaware</td>
<td>6</td>
<td>2%</td>
<td>33%</td>
</tr>
<tr>
<td>Towson University</td>
<td>5</td>
<td>2%</td>
<td>15%</td>
</tr>
<tr>
<td>University of Cincinnati-Main Campus</td>
<td>5</td>
<td>2%</td>
<td>38%</td>
</tr>
<tr>
<td>Alderson Broaddus College</td>
<td>4</td>
<td>1%</td>
<td>12%</td>
</tr>
<tr>
<td>California University of Pennsylvania</td>
<td>4</td>
<td>1%</td>
<td>36%</td>
</tr>
<tr>
<td>Ohio University-Main Campus</td>
<td>4</td>
<td>1%</td>
<td>10%</td>
</tr>
<tr>
<td>Temple University</td>
<td>4</td>
<td>1%</td>
<td>19%</td>
</tr>
<tr>
<td>University of South Carolina-Columbia</td>
<td>4</td>
<td>1%</td>
<td>29%</td>
</tr>
<tr>
<td>West Chester University of Pennsylvania</td>
<td>4</td>
<td>1%</td>
<td>40%</td>
</tr>
<tr>
<td>Christopher Newport University</td>
<td>3</td>
<td>1%</td>
<td>60%</td>
</tr>
<tr>
<td>Old Dominion University</td>
<td>3</td>
<td>1%</td>
<td>13%</td>
</tr>
<tr>
<td>Radford University</td>
<td>3</td>
<td>1%</td>
<td>7%</td>
</tr>
<tr>
<td>Rutgers University-New Brunswick</td>
<td>3</td>
<td>1%</td>
<td>30%</td>
</tr>
</tbody>
</table>

*Yield Rate is the proportion of students co-admitted to Competitor A who are enrolling at Competitor A.

Among non-enrolling students only.
Survey of Admitted Students

Why are you not attending your first choice school?

- My first choice school is too expensive for me / my family: 48% (43% Enrolling, 35% Non-Enrolling)
- I was not accepted to my first choice school: 34% (35% Enrolling, 32% Non-Enrolling)
- I received a better financial aid package from the other school: 15% (17% Enrolling, 17% Non-Enrolling)
- I learned something after I submitted my applications that made me change my mind: 12% (6% Enrolling, 3% Non-Enrolling)
- My original first choice didn’t seem like they cared about me once I submitted my application: 9% (9% Enrolling, 5% Non-Enrolling)
- I received the acceptance letter for the other school sooner: 2% (3% Enrolling, 2% Non-Enrolling)
- I received the financial aid package from the other school sooner: 7% (1% Enrolling, 1% Non-Enrolling)
- My parents made me go to a different school: 5% (1% Enrolling, 1% Non-Enrolling)

Among students who are not attending first choice.
How close were you to attending West Virginia University?

- Not close at all (it was only a backup option) 12%
- Not very close 14%
- Somewhat close 24%
- Very close (it was one of my top choices) 28%
- Extremely close (I nearly chose to attend this school instead) 20%
- Don't Know 1%

Among non-enrolling students only.
ENROLLMENT DRIVERS
What is the most important reason why you have chosen to attend West Virginia University?

**Major availability**
“I chose to attend WVU because they offered my major of Speech Pathology which not many schools offer.”

**Campus atmosphere**
“I love the school, the environment is right for me, and I could not picture myself anywhere else.”

**Academic quality**
“They have a very good Engineering program and the cost is reasonable for in-state students.”

**Close to home**
“WVU is very close to my home. Also, I scholarships I received are amazing!”

**Affordability**
“Compared to other Universities I've applied to, this was one of the most affordable...”

**Athletics**
“I wanted to attend a school that offered the big school feeling around athletics and social activities”

Among enrolling students ONLY (open-ended responses; responses edited for clarity and concision).
What is the most important reason why you have not chosen to attend West Virginia University?

Reputation

“Higher academic standards. A degree from Virginia Tech is better respected than a degree from WVU.”

“The reputation is better. WVU was rated as the #1 party school.”

Program quality

“The strength of Marshall University's forensic science program was the most important reason why I chose Marshall University over West Virginia University.”

Cost/Financial aid

“I received more financial aid from UD. I was hands down ready to go to WVU but I received no financial aid from them.”

Facilities/Campus

“More impressive campus and pharmacy facilities.”

Closer to home

“the main reason I chose Rutgers was the fact that it was closer to home...”
Perceptions of West Virginia University vs. Peers: Academic Strength and Career Preparation

*Values represent collective, average ratings of both enrolling and non-enrolling students who completed the 2013 Eduventures Survey of Admitted Students (including those who responded to a peer school's invitation). Values represent enrolling students’ average ratings on a scale of: 1=Awful, 4=Average, 7=Absolutely Perfect; and non-enrolling students’ average ratings on a scale of: 1=Far Worse, 4=About the Same, 7=Far Better.
Perceptions of West Virginia University vs. Peers: Physical Environment, Social Environment, Affordability

*Values represent collective, average ratings of both enrolling and non-enrolling students who completed the 2013 Eduventures Survey of Admitted Students (including those who responded to a peer school’s invitation). Values represent enrolling students’ average ratings on a scale of: 1=Awful, 4=Average, 7=Absolutely Perfect; and non-enrolling students’ average ratings on a scale of: 1=Far Worse, 4=About the Same, 7=Far Better.
Non-Enrolling Students: Please rate West Virginia University compared to [the school you chose to attend instead] in the following areas:

Beginning at the top, these are the 10 areas (out of 23) where non-enrolling students perceived West Virginia University to be weakest compared to the school they chose to attend.

Among non-enrolling students only. Sorted by mean value on scale of 1=Far Worse, 4=About the Same, 7=Far Better.
Non-Enrolling Students: Please rate West Virginia University compared to [the school you chose to attend instead] in the following areas: *(continued)*

Beginning at the top, these are the remaining areas (13 out of 23) where non-enrolling students rated West Virginia University compared to the school they chose to attend. The attributes toward the bottom are relative strengths of your institution.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Worse</th>
<th>About the Same</th>
<th>Better</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job opportunities for graduates</td>
<td>43%</td>
<td>37%</td>
<td>21%</td>
</tr>
<tr>
<td>Attractiveness of campus</td>
<td>41%</td>
<td>36%</td>
<td>24%</td>
</tr>
<tr>
<td>Strength / helpfulness of alumni network upon grad.</td>
<td>39%</td>
<td>36%</td>
<td>25%</td>
</tr>
<tr>
<td>Sense of community on campus</td>
<td>38%</td>
<td>38%</td>
<td>24%</td>
</tr>
<tr>
<td>Preparation for graduate / professional school</td>
<td>35%</td>
<td>44%</td>
<td>21%</td>
</tr>
<tr>
<td>Overall cost of attendance</td>
<td>40%</td>
<td>27%</td>
<td>33%</td>
</tr>
<tr>
<td>Campus safety</td>
<td>31%</td>
<td>50%</td>
<td>19%</td>
</tr>
<tr>
<td>Academic advising / support / degree planning</td>
<td>36%</td>
<td>41%</td>
<td>23%</td>
</tr>
<tr>
<td>Quality of campus buildings</td>
<td>35%</td>
<td>43%</td>
<td>22%</td>
</tr>
<tr>
<td>Availability of financial aid</td>
<td>37%</td>
<td>31%</td>
<td>32%</td>
</tr>
<tr>
<td>Quality of faculty</td>
<td>34%</td>
<td>45%</td>
<td>21%</td>
</tr>
<tr>
<td>Off-campus environment / things to do off-campus</td>
<td>34%</td>
<td>34%</td>
<td>32%</td>
</tr>
<tr>
<td>Availability of program in my area of interest</td>
<td>25%</td>
<td>49%</td>
<td>26%</td>
</tr>
<tr>
<td>Flexibility of delivery options</td>
<td>18%</td>
<td>60%</td>
<td>21%</td>
</tr>
<tr>
<td>Opportunity to be involved in campus events / orgs</td>
<td>20%</td>
<td>55%</td>
<td>25%</td>
</tr>
<tr>
<td>Wide variety of academic majors</td>
<td>22%</td>
<td>40%</td>
<td>38%</td>
</tr>
<tr>
<td>School spirit / sports culture</td>
<td>21%</td>
<td>36%</td>
<td>43%</td>
</tr>
</tbody>
</table>

West Virginia University is...  ■ Worse  ■ About the Same  ■ Better

Among non-enrolling students only. Sorted by mean value on scale of 1=Far Worse, 4=About the Same, 7=Far Better.
FINANCIAL AID
Additional Award Fund Needed Per Year To Attend West Virginia University

- Less than $2,000: 0%
- $2,000 to $3,999: 3%
- $4,000 to $5,999: 9%
- $6,000 to $7,999: 10%
- $8,000 to $9,999: 7%
- $10,000 to $11,999: 15%
- $12,000 to $13,999: 5%
- $14,000 to $15,999: 5%
- $16,000 to $17,999: 4%
- $18,000 to $19,999: 3%
- $20,000 to $21,999: 7%
- $22,000 to $23,999: 3%
- $24,000 or more: 7%
- Don’t know / unsure: 22%

Among non-enrolling students who said additional grants or scholarships would have influenced enrollment decision.
CUSTOM QUESTIONS
What are the first words that come to mind when you think of West Virginia University?

**Most Common Words**

<table>
<thead>
<tr>
<th>Enrolling</th>
<th>Non-Enrolling</th>
</tr>
</thead>
<tbody>
<tr>
<td>school</td>
<td>68</td>
</tr>
<tr>
<td>home</td>
<td>55</td>
</tr>
<tr>
<td>football</td>
<td>54</td>
</tr>
<tr>
<td>mountaineers</td>
<td>50</td>
</tr>
<tr>
<td>fun</td>
<td>47</td>
</tr>
<tr>
<td>great</td>
<td>40</td>
</tr>
<tr>
<td>big</td>
<td>37</td>
</tr>
<tr>
<td>education</td>
<td>31</td>
</tr>
<tr>
<td>party</td>
<td>23</td>
</tr>
<tr>
<td>spirit</td>
<td>21</td>
</tr>
<tr>
<td>mountaineer</td>
<td>21</td>
</tr>
<tr>
<td>college</td>
<td>21</td>
</tr>
<tr>
<td>family</td>
<td>20</td>
</tr>
<tr>
<td>pride</td>
<td>20</td>
</tr>
<tr>
<td>country</td>
<td>20</td>
</tr>
<tr>
<td>campus</td>
<td>19</td>
</tr>
<tr>
<td>beautiful</td>
<td>19</td>
</tr>
<tr>
<td>mountains</td>
<td>17</td>
</tr>
<tr>
<td>future</td>
<td>17</td>
</tr>
<tr>
<td>new</td>
<td>17</td>
</tr>
</tbody>
</table>

**Word Map**

- Football
- Fun
- Mountaineers
- Education
- Party
- Home
- Big
- Spirit
- Family
- Mountains
- Pride
- Country
- College
- Spirit
- Party
- Mountaineers
- Beautiful
- Home
- Future
- New
From the list below, please select all words or phrases that you would say are the most widely-held images of West Virginia University.

**Areas of most agreement**

- Spirit school: 75% Enrolling, 85% Non-Enrolling
- Partying: 76% Enrolling, 82% Non-Enrolling
- Affordable: 54% Non-Enrolling, 39% Enrolling
- Safe: 30% Enrolling, 20% Non-Enrolling
- Intellectual: 23% Non-Enrolling, 8% Enrolling
- Prestigious: 20% Non-Enrolling, 9% Enrolling
- Expensive: 12% Non-Enrolling, 9% Enrolling
- Inclusive: 11% Non-Enrolling, 8% Enrolling
- Not well-known: 5% Non-Enrolling, 5% Enrolling
- Selective: 0% Non-Enrolling, 0% Enrolling
From the list below, please select all words or phrases that you would say are the most widely-held images of West Virginia University.

Areas of least agreement

- Fun: 71% (Enrolling) vs 87% (Non-Enrolling)
- Athletics: 58% (Enrolling) vs 73% (Non-Enrolling)
- Friendly: 48% (Enrolling) vs 71% (Non-Enrolling)
- Comfortable: 31% (Enrolling) vs 54% (Non-Enrolling)
- Good academic reputation: 24% (Enrolling) vs 55% (Non-Enrolling)
- Well respected: 20% (Enrolling) vs 44% (Non-Enrolling)
- Back-up school: 8% (Enrolling) vs 38% (Non-Enrolling)
- Average: 12% (Enrolling) vs 28% (Non-Enrolling)
- Great teachers: 8% (Enrolling) vs 31% (Non-Enrolling)
- Academically challenging: 8% (Enrolling) vs 25% (Non-Enrolling)
From the list below, please select all words or phrases that you would say are the most widely-held images of West Virginia University’s social environment.

**Areas of least agreement**

- **Friendly**: 46% (Non-Enrolling) vs. 75% (Enrolling)
- **Wide variety of student activities on campus**: 43% (Non-Enrolling) vs. 73% (Enrolling)
- **Good school traditions**: 45% (Non-Enrolling) vs. 67% (Enrolling)
- **Easy to make new friends**: 34% (Non-Enrolling) vs. 68% (Enrolling)
- **Diverse**: 34% (Non-Enrolling) vs. 58% (Enrolling)
- **Takes advantage of the natural opportunities in the area**: 28% (Non-Enrolling) vs. 44% (Enrolling)
- **Encourages community service / volunteerism**: 12% (Non-Enrolling) vs. 35% (Enrolling)
From the list below, please select all words or phrases that you would say are the most widely-held images of West Virginia University’s social environment.

Areas of most agreement

- Has a lot of 'school spirit'
- Fun social life
- Party school
- Close-knit campus
- Takes advantage of the cultural opportunities in the area
- Intellectual atmosphere
- Other

<table>
<thead>
<tr>
<th>Area</th>
<th>Non-Enrolling</th>
<th>Enrolling</th>
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</thead>
<tbody>
<tr>
<td>Has a lot of 'school spirit'</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fun social life</td>
<td></td>
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<tr>
<td>Party school</td>
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<tr>
<td>Close-knit campus</td>
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<td></td>
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<tr>
<td>Takes advantage of the cultural opportunities in the area</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intellectual atmosphere</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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What impact did your perception of West Virginia University’s social environment have on your decision to enroll at the university?

- Very strong negative impact (I didn't enroll because of this)
- Strong negative impact
- Somewhat negative impact
- No impact
- Somewhat positive impact
- Strong positive impact
- Very strong positive impact (I enrolled because of this)

Non-Enrolling:
- 3% Very strong negative impact
- 6% Strong negative impact
- 23% Somewhat negative impact
- 38% No impact
- 14% Somewhat positive impact
- 14% Strong positive impact
- 2% Very strong positive impact

Enrolling:
- 6% Very strong negative impact
- 20% Strong negative impact
- 25% Somewhat negative impact
- 38% No impact
- 38% Somewhat positive impact
- 10% Strong positive impact
- 2% Very strong positive impact
How important was the opportunity for undergraduate research or internships in your field in deciding where you would enroll?

- Not important at all
- Somewhat unimportant
- Unimportant
- Did not factor in at all
- Somewhat important
- Important
- Very important

---

**Non-Enrolling**
- Not important at all: 6%
- Somewhat unimportant: 4%
- Unimportant: 8%
- Did not factor in at all: 17%
- Somewhat important: 22%
- Important: 23%
- Very important: 20%

**Enrolling**
- Not important at all: 7%
- Somewhat unimportant: 4%
- Unimportant: 5%
- Did not factor in at all: 14%
- Somewhat important: 23%
- Important: 26%
- Very important: 21%
DEMOGRAPHIC CHARACTERISTICS
## Demographic Characteristics

*Skill is a composite variable determined by students’ self-reported SAT, ACT and un-weighted GPA scores. GPA is first used to determine “Skill.” If students do not provide an un-weighted GPA, Skill is determined by ACT scores. If neither GPA nor ACT levels are reported, Skill is determined by SAT scores (reading + math). For example, if a student reports a GPA, his or her ACT and SAT scores are not used to calculate Skill. “Low Skill” students are those who reported: GPA less than 3.58, or ACT less than 26, or SAT less than 1220; “Medium Skill” students are those who reported GPA between 3.58 -3.87, or ACT 26-29, or SAT 1220-1360; “High Skill” students are those who reported a GPA of 3.88 or higher, ACT of 30 or higher or SAT of 1370 of higher.

<table>
<thead>
<tr>
<th>First Generation</th>
<th>Enrolling</th>
<th>Non-Enrolling</th>
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<tbody>
<tr>
<td>Not 1st Gen</td>
<td>66%</td>
<td>76%</td>
</tr>
<tr>
<td>1st Gen</td>
<td>34%</td>
<td>24%</td>
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<table>
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<tr>
<th>Gender</th>
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<tr>
<td>Male</td>
<td>45%</td>
<td>42%</td>
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<tr>
<td>Female</td>
<td>55%</td>
<td>58%</td>
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<tr>
<th>Race</th>
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<tbody>
<tr>
<td>Asian / P. Islander</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Black / African-American</td>
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<td>5%</td>
</tr>
<tr>
<td>Hispanic / Latino</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>White</td>
<td>88%</td>
<td>82%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>5%</td>
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</table>

<table>
<thead>
<tr>
<th>Skill*</th>
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<th>Non-Enrolling</th>
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<tr>
<td>Low skill</td>
<td>68%</td>
<td>63%</td>
</tr>
<tr>
<td>Medium Skill</td>
<td>23%</td>
<td>25%</td>
</tr>
<tr>
<td>High Skill</td>
<td>9%</td>
<td>12%</td>
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</table>

<table>
<thead>
<tr>
<th>Income</th>
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<th>Non-Enrolling</th>
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<tbody>
<tr>
<td>Under $60K</td>
<td>30%</td>
<td>22%</td>
</tr>
<tr>
<td>$60K - $99K</td>
<td>27%</td>
<td>21%</td>
</tr>
<tr>
<td>$100K - $160K</td>
<td>28%</td>
<td>30%</td>
</tr>
<tr>
<td>$160K+</td>
<td>15%</td>
<td>27%</td>
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</table>

<table>
<thead>
<tr>
<th>Residence</th>
<th>Enrolling</th>
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<tbody>
<tr>
<td>In-State</td>
<td>45%</td>
<td>53%</td>
</tr>
<tr>
<td>Out-of-state</td>
<td>55%</td>
<td>46%</td>
</tr>
<tr>
<td>International</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>
About Eduventures

**Who is Eduventures and What Do We Do?**

- We help leaders in education to make sound decisions about brand, operations, strategy and innovation through annual subscription services and consulting engagements. We work with over 400 higher education institutions and the firms that serve them.

**EVIDENCE**

- Our work has always been evidence and data-based, relying on state of the industry data and benchmarks and operational performance metrics. Over 2,300 higher education leaders rely on annual data sources from Eduventures to drive their success.

**EXPERTISE**

- Our team consists of full time analysts and consultants who are practitioners with broad and deep perspectives in recruitment, the academic experience, advancement, operations, statistics and strategic planning.

**IMPACT**

- This unique combination allows us to have incredible impact and drive meaningful results for our clients.
Eduventures offers comprehensive consulting services to higher education leaders in the areas of branding, operations, strategy, and innovation.

Eduventures’ Enrollment Management Consulting Capabilities include:

- Admissions audits
- Marketing audits
- Brand and competitive analysis and positioning – graduate and undergraduate
- Pricing studies
- Retention and at-risk student analysis

Questions?

Contact your Client Services Advisor to learn more about how to maximize the value of the 2013 Survey of Admitted Students
For more information or to discuss the findings of this report, please contact:

Heather O’Leary, Principal Analyst
617.532.6063
holeary@eduventures.com

Vicki Hall, Senior Analyst
617.532.6071
vhall@eduventures.com

101 Federal Street
12th Floor
Boston, MA 02110
For additional information on survey responses, please refer to the separate PDF entitled, ‘2013 Survey of Admitted Students – West Virginia University – Appendix’