

# Admitted Student Questionnaire

Eastern Mennonite University

2006

# Survey Background

- All admitted students as of April 2006 surveyed (401)
- 43% response rate (171 students)
  - 70% for enrolling students
  - 19% for non-enrolling students
- Students rate EMU and competitors
  - Characteristics and images
  - Cost/aid
  - Information sources

# Yield Rate

- EMU: 47%
  - Higher than 2001 (44%) and 2003 (38%)
- National: 39%
- Gender Difference
  - Male: 49%
  - Female: 45%

**Less Important: EMU higher**

Diverse student backgrounds

**Very Important: EMU higher**

Quality of faculty

Access to faculty

Attractiveness of campus

Availability of religious activities

Surroundings

Part of the country

**Less Important: EMU lower**

Ease of getting home

Quality of academic facilities

Extra-curricular activities available

Athletic programs available

Prominent intercollegiate athletics

**Very Important: EMU lower**

Cost of attendance

Quality of majors

Quality of social life

Quality of on-campus housing

Overall academic reputation

Variety of courses

Access to off-campus activities

Undergraduate emphasis

# Characteristics

## Characteristics more important to *non-enrolling* students

- Prominent intercollegiate athletics
- Availability of athletic programs
- Ease of getting home

## Characteristics more important to *enrolling* students

- Quality of faculty
- Quality of majors
- Undergraduate emphasis
- Availability of extra-curricular activities
- Access to off-campus activities
- Availability of religious activities
- Quality of social life

(At least 10% difference between enrolling and non-enrolling students stating these items were very important.)

# Top 5 images of EMU

Friendly	69%
Comfortable	65%
Personal	55%
Relaxed	52%
Fun	49%

# Focusing our Marketing on Images Associated with Yield

Images with strong yields, but associated less with EMU:

- Intellectual (54% yield)
- Career-oriented (52% yield)
- Challenging (54% yield)

Significantly more enrolling students see us as *friendly, comfortable and social.*

Significantly more non-enrolling students see us as *conservative.*

# Information Sources: Exposure

## Top sources of EMU information

- Post-admission communication (92%)
- College web site (90%)
- Financial aid communication (90%)
- College publications (87%)
- Electronic communication (87%)
- Contact with students (84%)
- Visit to campus (80%)
- Contact with faculty (79%)

*Note:* Above percentages refer to the percent who indicated that they were exposed to the source of information.

# Information Sources: Ratings

*Highest* rated information sources (>60% “best” or “better than most”)

- Post-admission communications
- College publications
- Visit to campus
- On-campus interview
- Contact with faculty

*Lowest* rated information sources (<40% “best” or “better than most”)

- College videos/CDs

# Information sources: Changes

- More students exposed to electronic sources of information and less to face-to-face sources (makes sense, because they reach the broadest audience).
- Highest yield rates (>50%) are for students who visited campus, had an on-campus interview, and contact with faculty (makes sense, because those taking the effort to visit may be those who are already more intent on attending EMU).

# Cost/Aid

- 74% say cost/aid important in college choice (compared to 66% at other private baccalaureate colleges)
- This is an increase from
  - 64% in 2003
  - 67% in 2001
- Lower yield for students saying cost/aid is significant (41% vs. 61%)

# Cost/Aid, continued

Total package for students attending EMU similar to package for students attending other school

## Higher

- Work
- Need-based aid

## Lower

- Loan aid
- Merit grant aid

# Top 12 Competitors

## Cross-Applications

1. JMU
2. Bridgewater
3. Goshen
4. Hesston
5. Messiah
6. Liberty U
7. Bluffton
8. Virginia Tech
9. Eastern
10. Radford
11. Temple
12. Roanoke

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# Discussion

- How do the data fit with what you know about EMU?
- How can we apply this to our marketing?
- How does this apply to recruitment of prospective students and working with financial aid?