

2017 Wayne State University Student Survey

Overview of Results

Overview

- Key Results
- Study Background
- Survey Findings

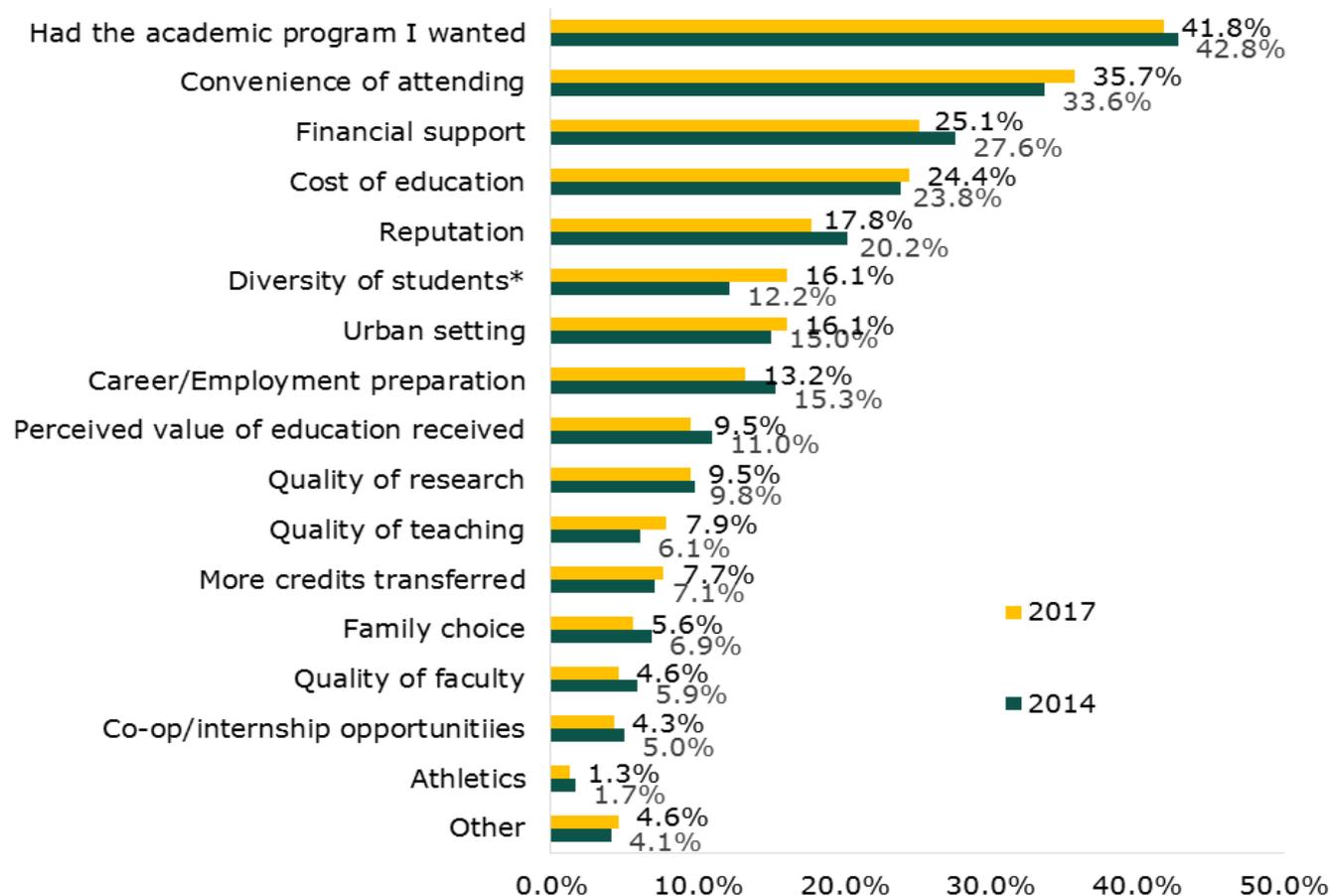
Key Results

- There were 5,945 respondents to the 2017 Wayne State University (WSU) Student Survey, representing a response rate of 23.4%. **This response rate was higher** than the 20.3% response rate in 2014.
- First-year students indicated that **availability of their desired academic programs, convenience of attending, financial support, and cost of education** are important reasons for selecting WSU.
- Consistent with 2014 results, **peers influenced students' decision to attend WSU**. Over four fifths (82%) of respondents indicated that they would recommend that others attend WSU.
- Also consistent with 2014 results, **diversity of students** and **quality of research** were considered strengths of WSU, whereas **parking** was considered a major weakness.
- The **WSU Police Department**, the **Schoolcraft Center in Livonia**, and the **ATEC in Warren** received the highest satisfaction ratings in 2017. **Parking, Food Services, and University Housing** received the lowest satisfaction ratings (consistent with 2014 results).

Study Background

- The study's purpose is to gain an understanding of WSU students' views of the University, in terms of its reputation and the customer service it provides, in order to guide ongoing University efforts to improve customer service.
 - A committee with University faculty, administration, academic staff and student representatives developed the 2017 survey, using the 2014 survey as a starting point.
- The web survey was available from February 13, 2017 through March 31, 2017. A total of 5,945 students responded to the 2017 survey—a 23.4% response rate with a margin of error of $\pm 1.11\%$ (at a 95% confidence level).
 - 2014 Survey: A total of 5,587 students responded—a 20.3% response rate with a margin of error of $\pm 1.17\%$.
- The results presented are weighted results, adjusting for differences in survey responses by race, gender, and class level.

First-year/semester students: Why did you select WSU over other colleges & universities?



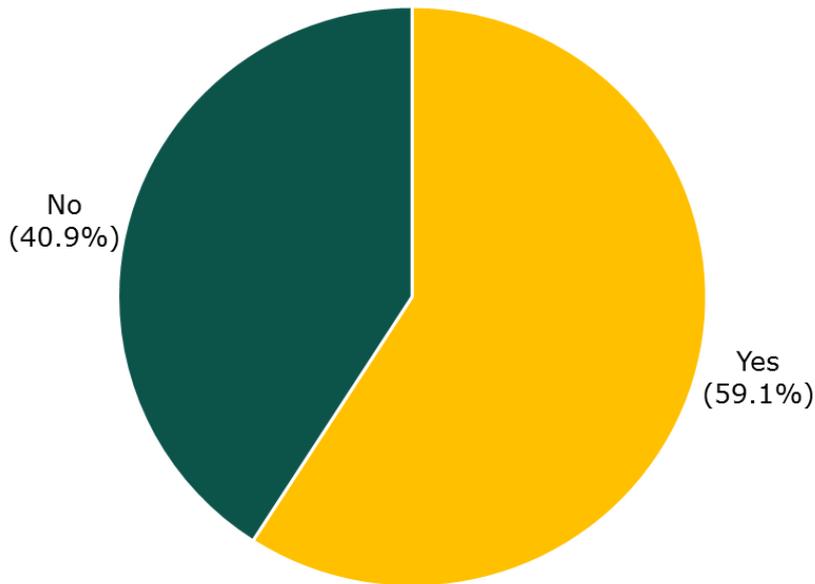
Only first-year/semester students were asked this question.

* Statistically Significant ($p < 0.05$)

Source: 2014 and 2017 WSU Student Surveys

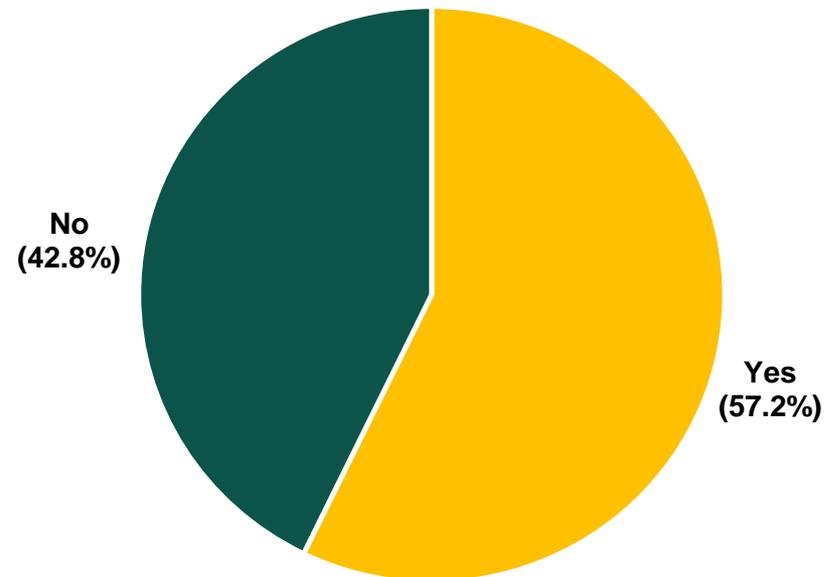
Did someone recommend that you select WSU?

2014 Survey



(n = 1,203)

2017 Survey



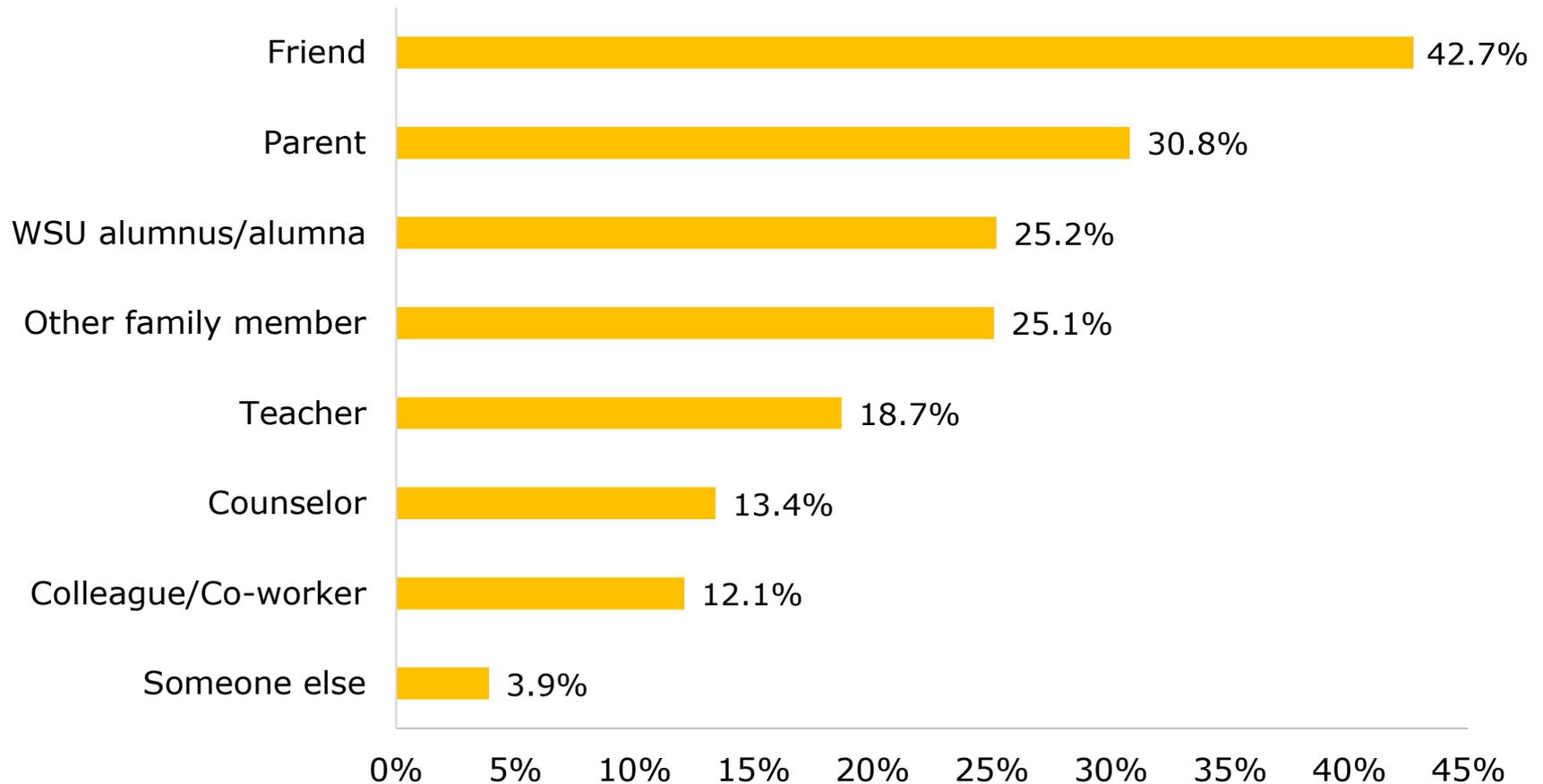
(n = 1,785)

*Only first-year/semester students were asked this question.

Source: 2014 and 2017 WSU Student Surveys

Who recommended that you select WSU?

Please select all that apply.



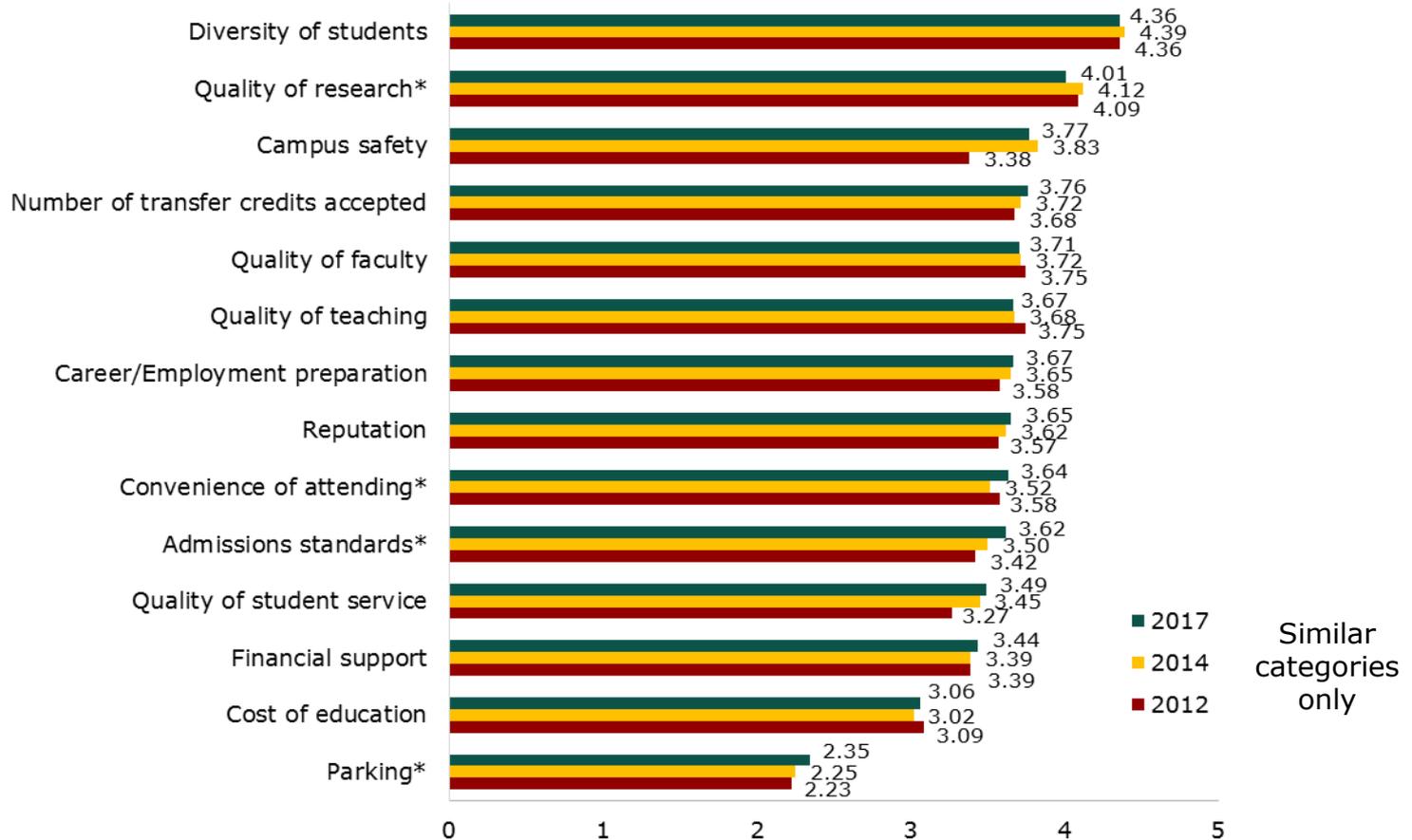
(n = 1,020)

*Only first-year students were asked this question.

Source: 2017 WSU Student Survey

Would you consider each of the following to be a strength or weakness of WSU?

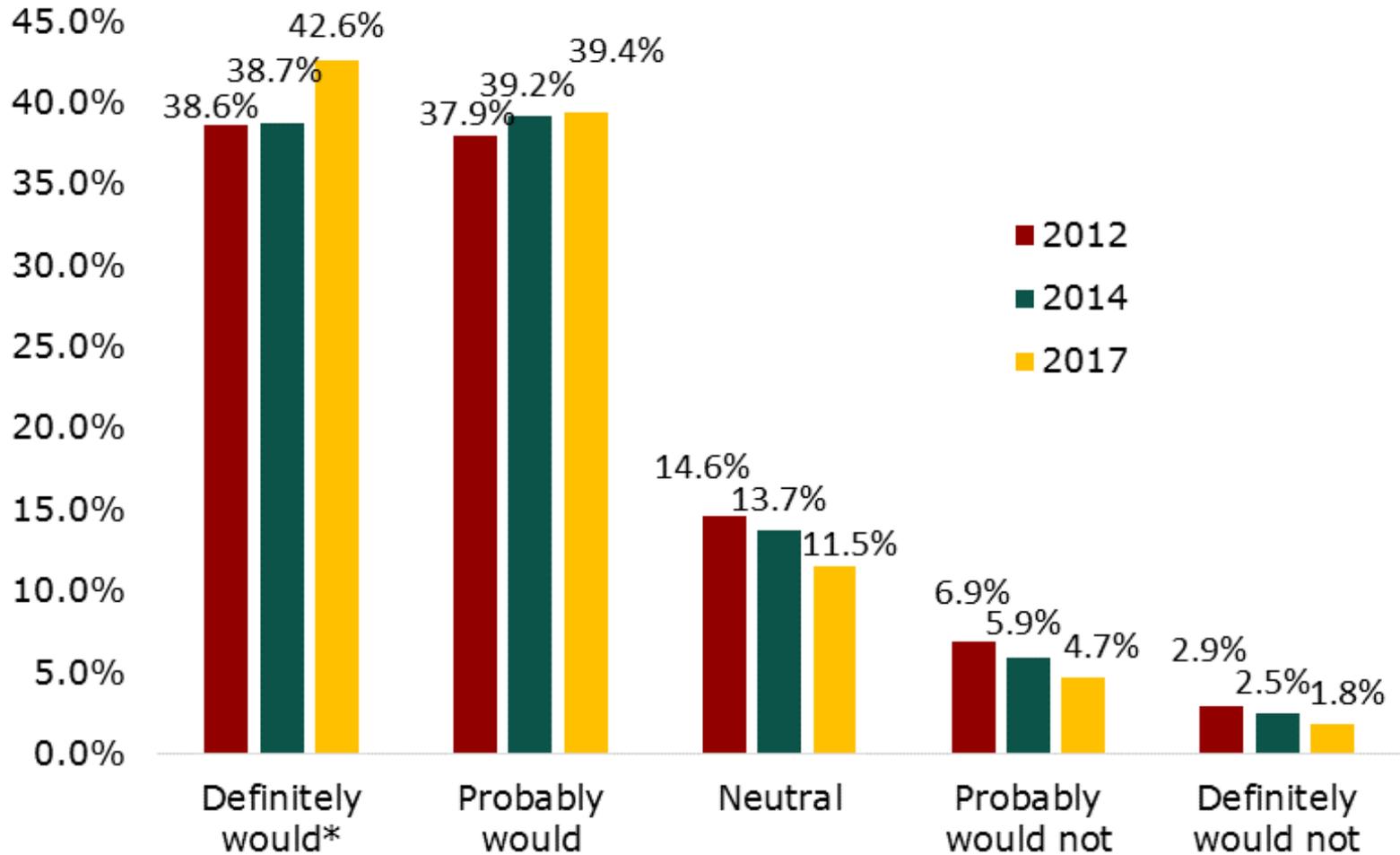
Using a scale from 1 to 5 with 1 = Major Weakness and 5 = Major Strength



* Statistically significant results between 2014 and 2017 ($p < 0.05$)

Source: 2012, 2014, and 2017 WSU Student Surveys

Would you recommend to others that they attend WSU?

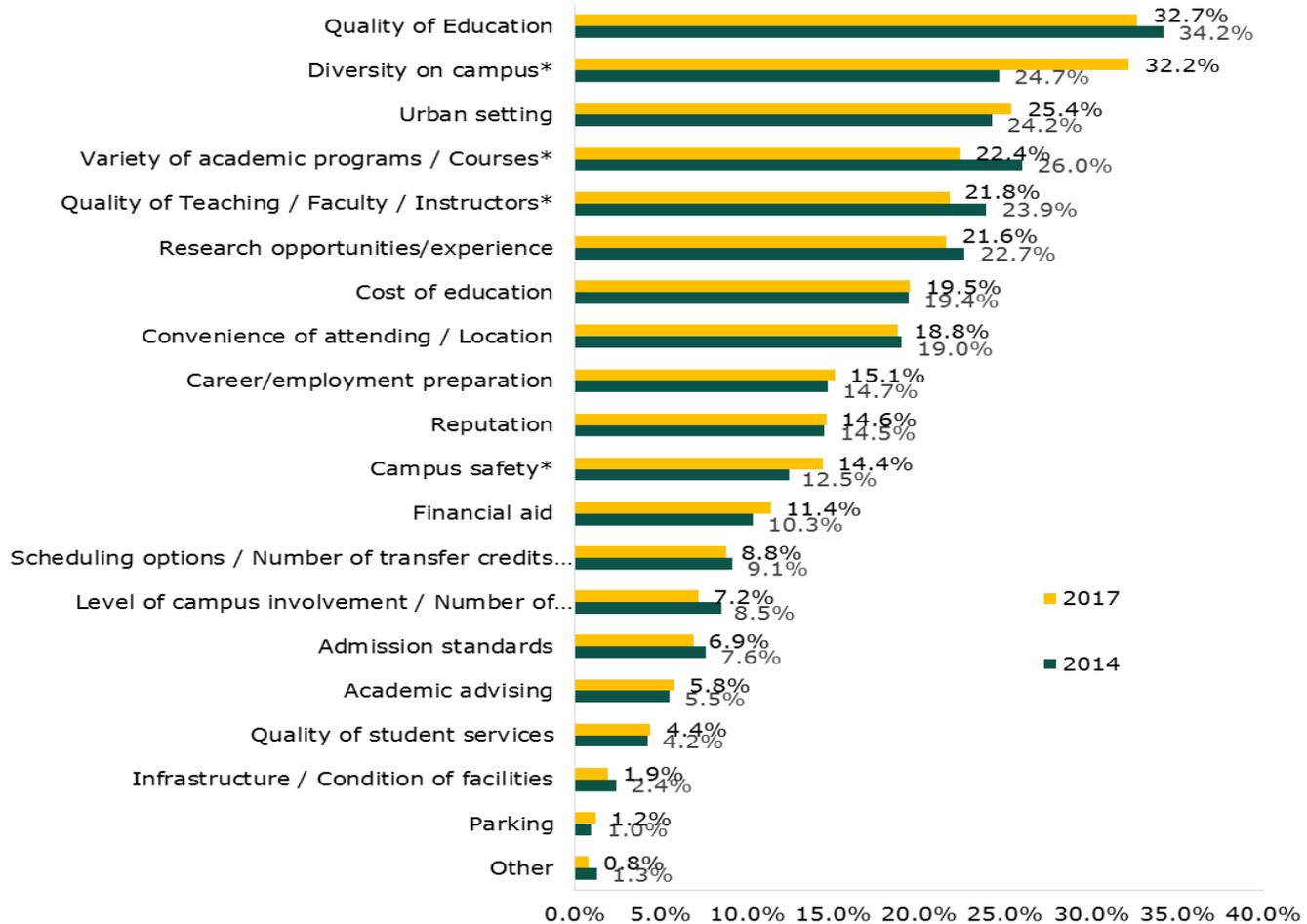


* Statistically significant results between 2014 and 2017 ($p < 0.05$)

Source: 2012, 2014, and 2017 WSU Student Surveys

Why would you recommend WSU?

Select up to three reasons

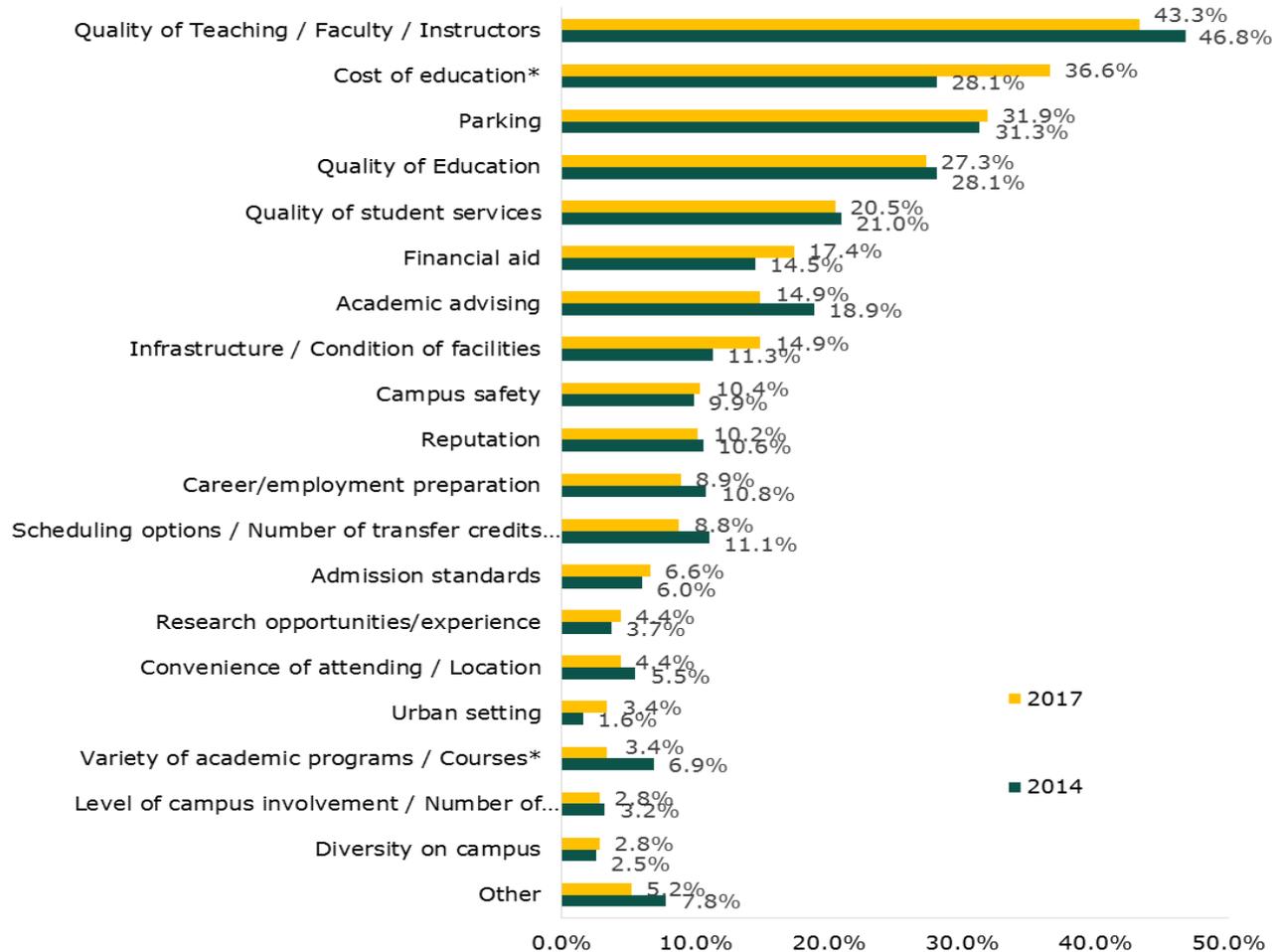


Source: 2014 and 2017 WSU Student Surveys

* Statistically Significant ($p < 0.05$)

Why would you not recommend WSU?

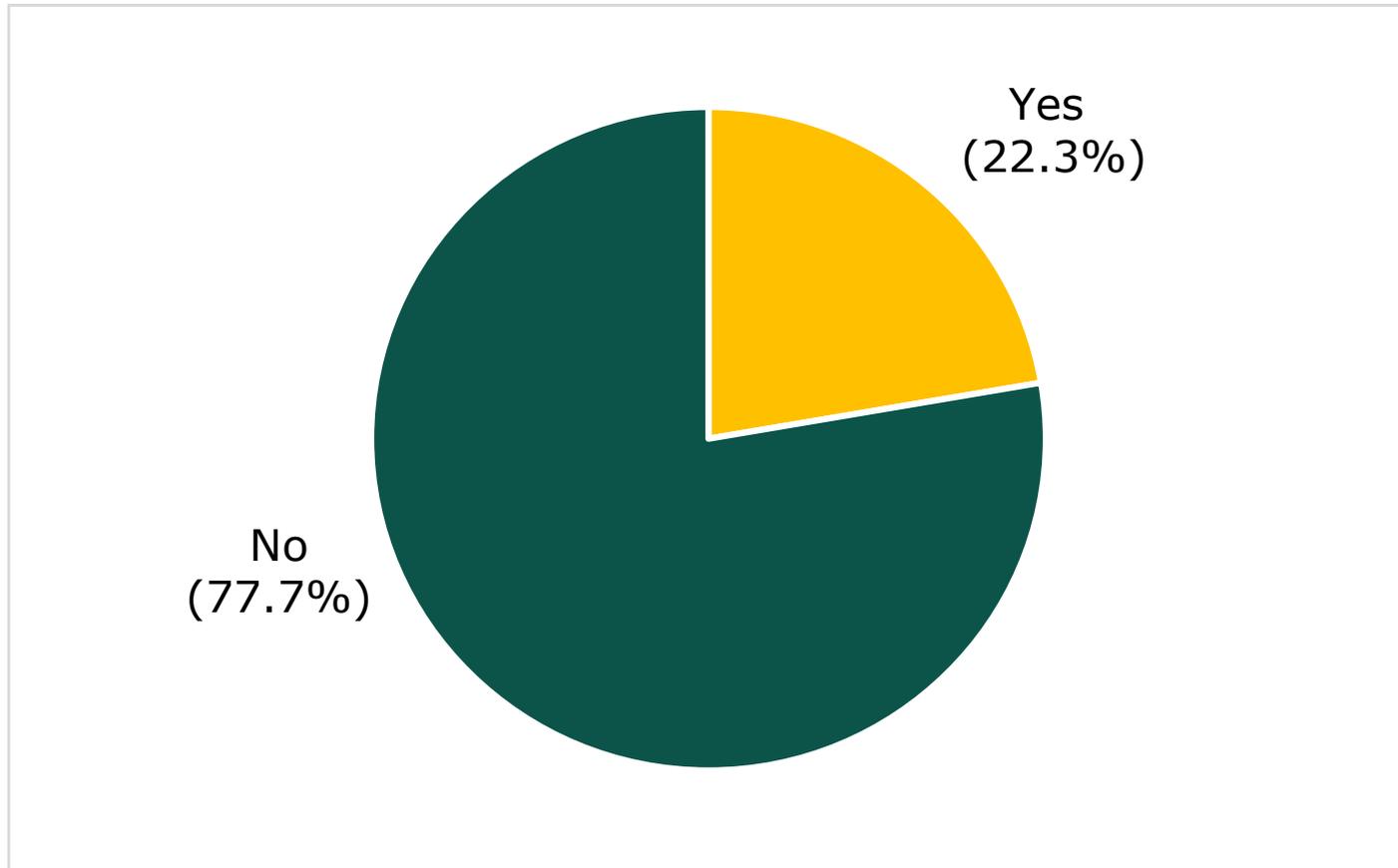
Select up to three reasons



Source: 2014 and 2017 WSU Student Surveys

* Statistically Significant ($p < 0.05$)

Have you had to seriously consider leaving WSU?

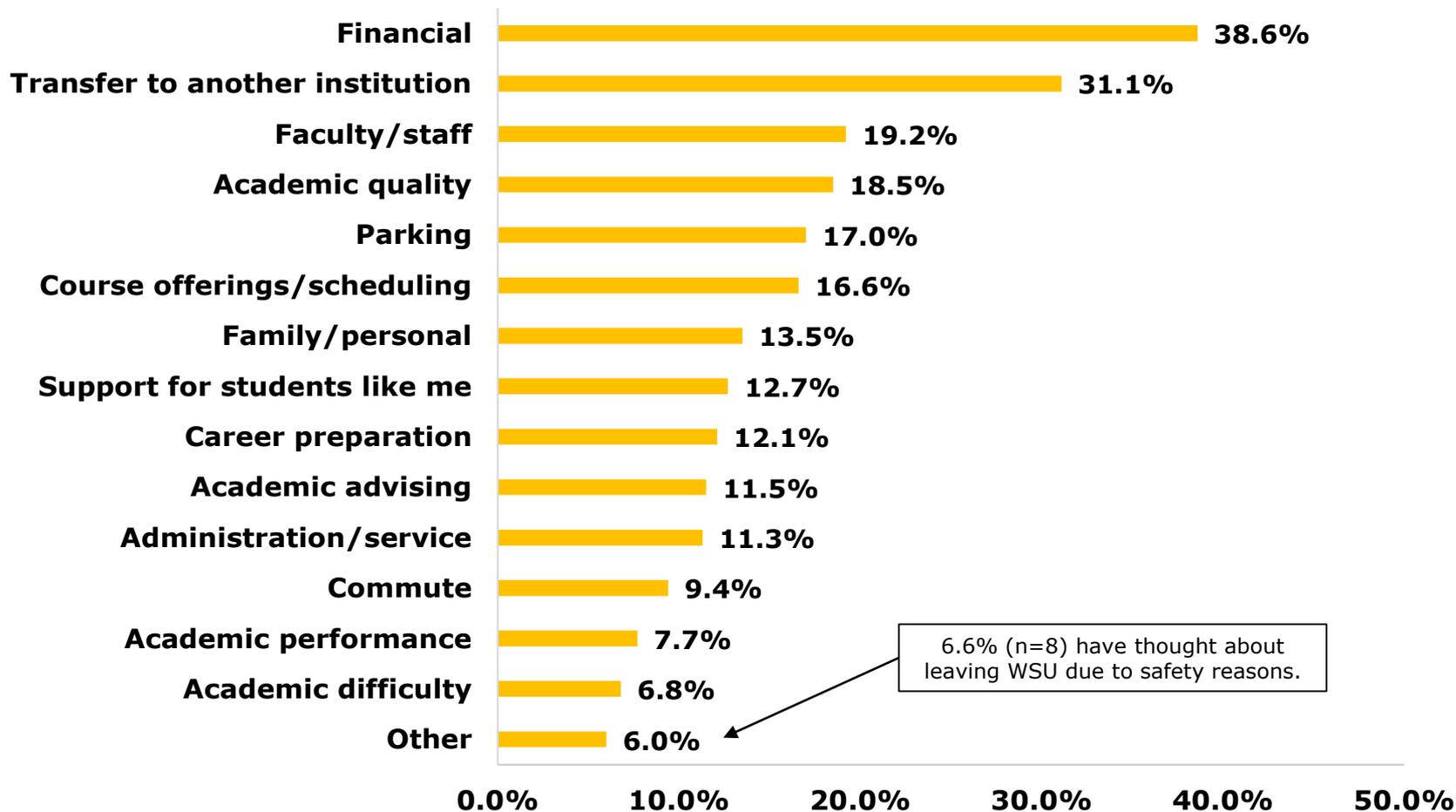


(n = 5,651)

Source: 2017 WSU Student Survey

Why have you thought about leaving WSU?

Select up to three reasons

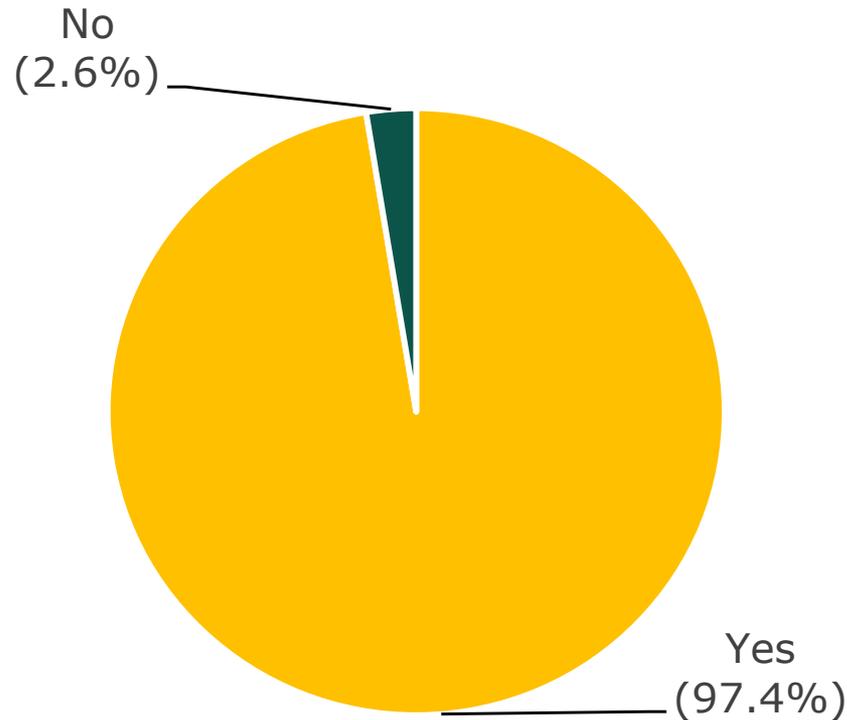


(n = 1,257)

*Question wording has changed from 2014

Source: 2017 WSU Student Survey

Do you plan on earning a degree from WSU?

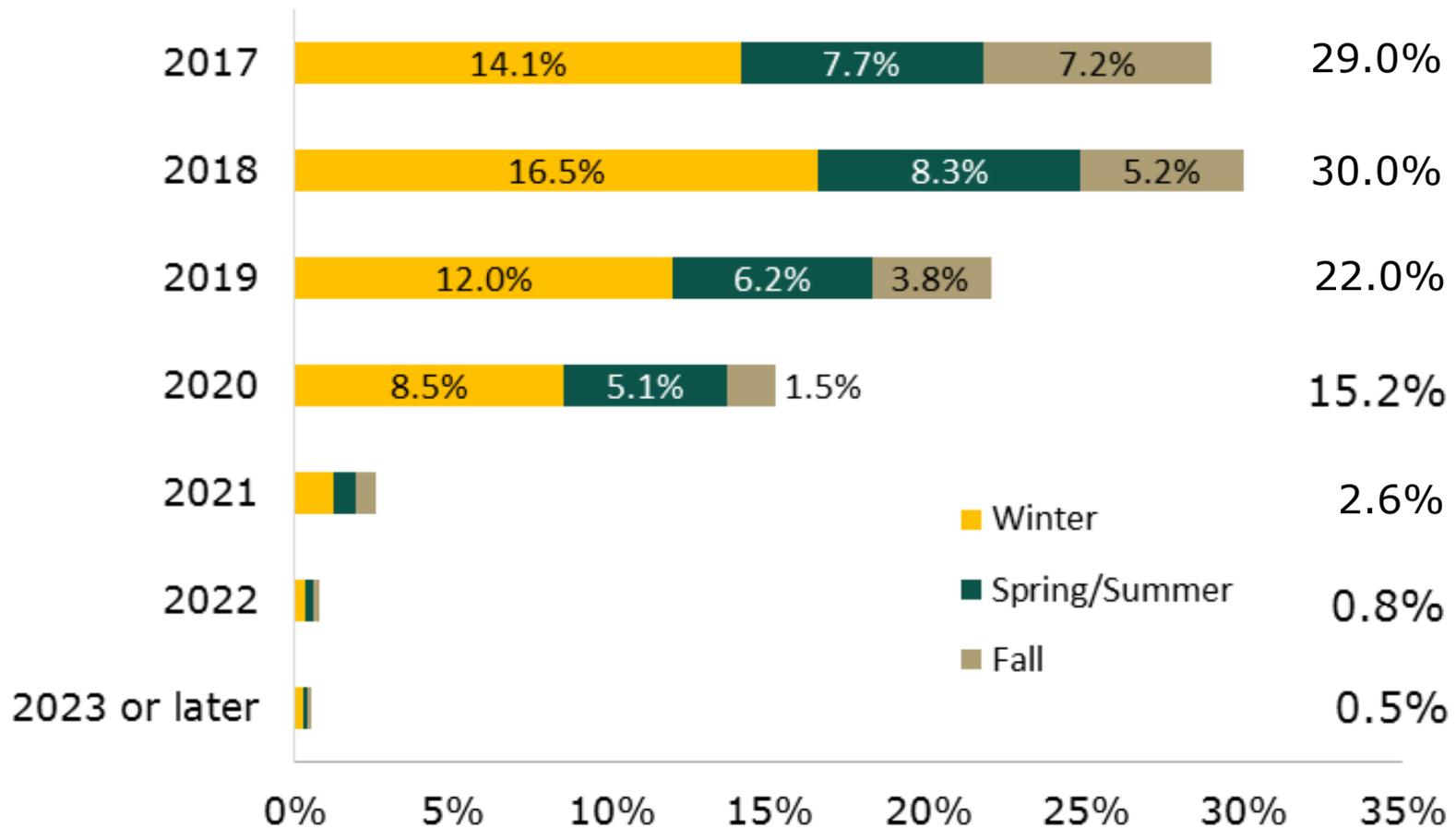


(n = 5,635)

Although over a fifth of respondents indicated that they have thought about leaving WSU, the vast majority of respondents indicated that they plan on earning a degree from WSU.

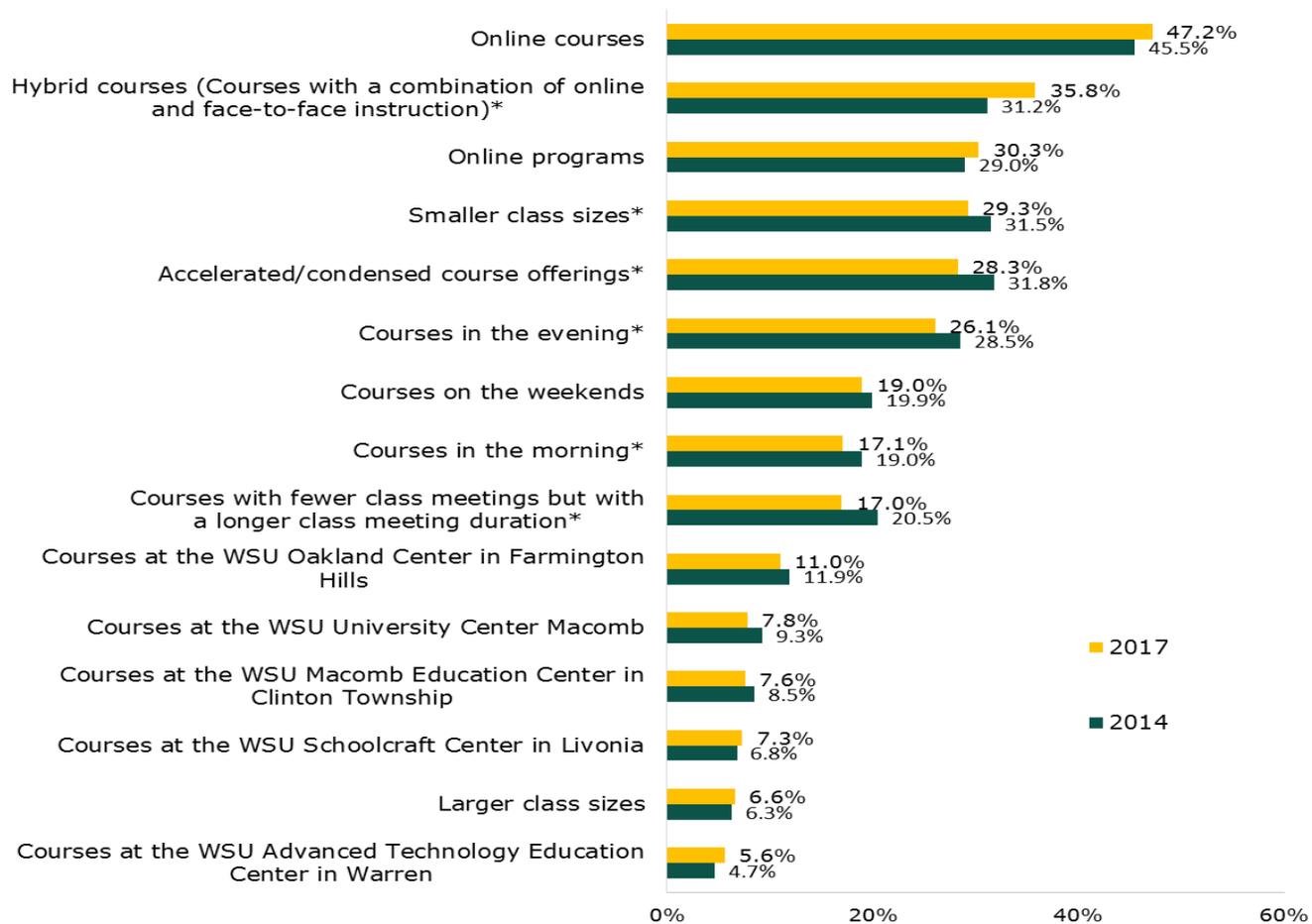
Source: 2017 WSU Student Survey

In what semester do you expect to graduate with a degree?



Source: 2017 WSU Student Survey

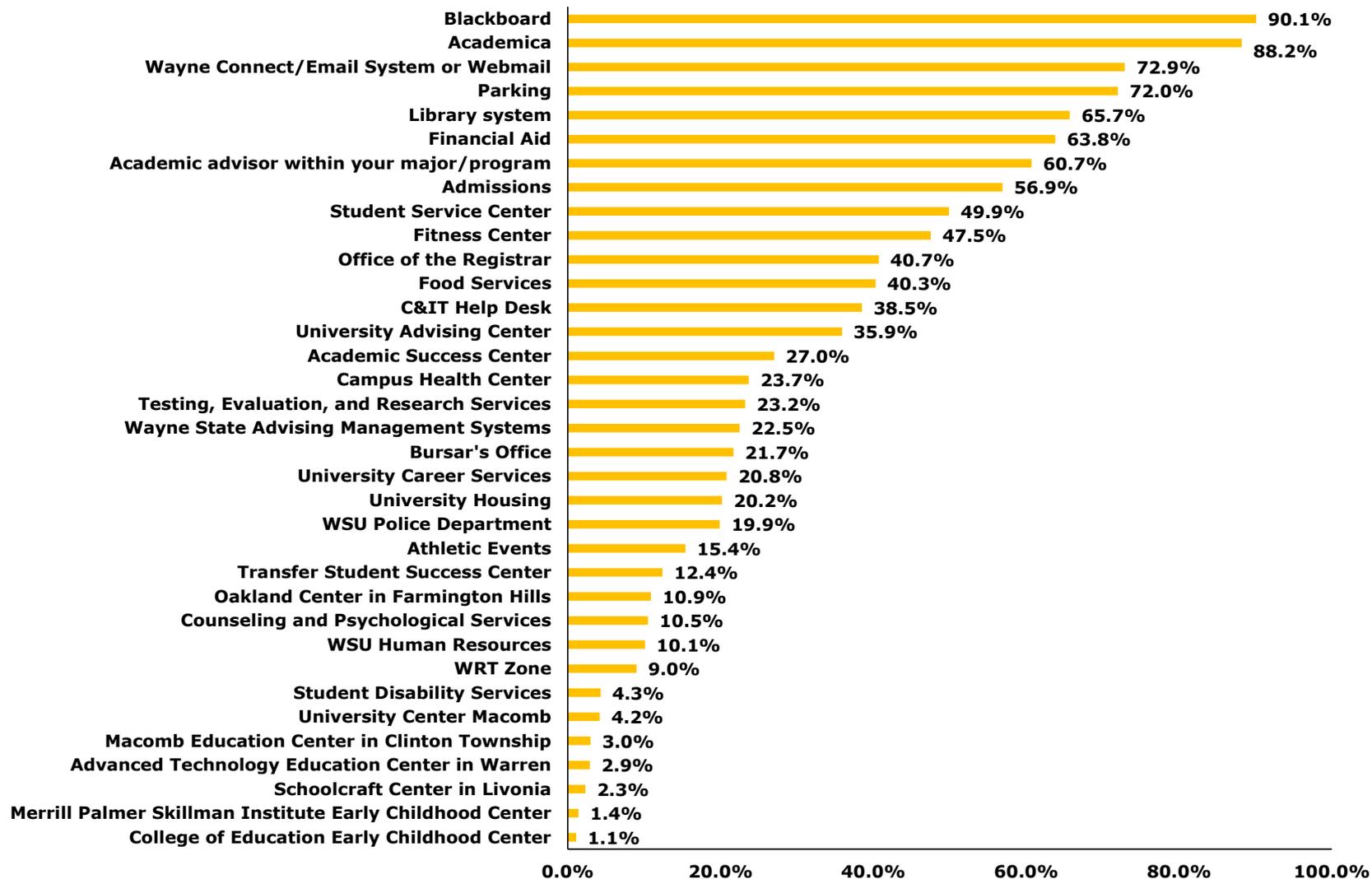
Which of the following course options should WSU offer more often?



Source: 2014 and 2017 WSU Student Surveys

* Statistically Significant ($p < 0.05$)

Please indicate which of the following WSU areas or resources you have used.

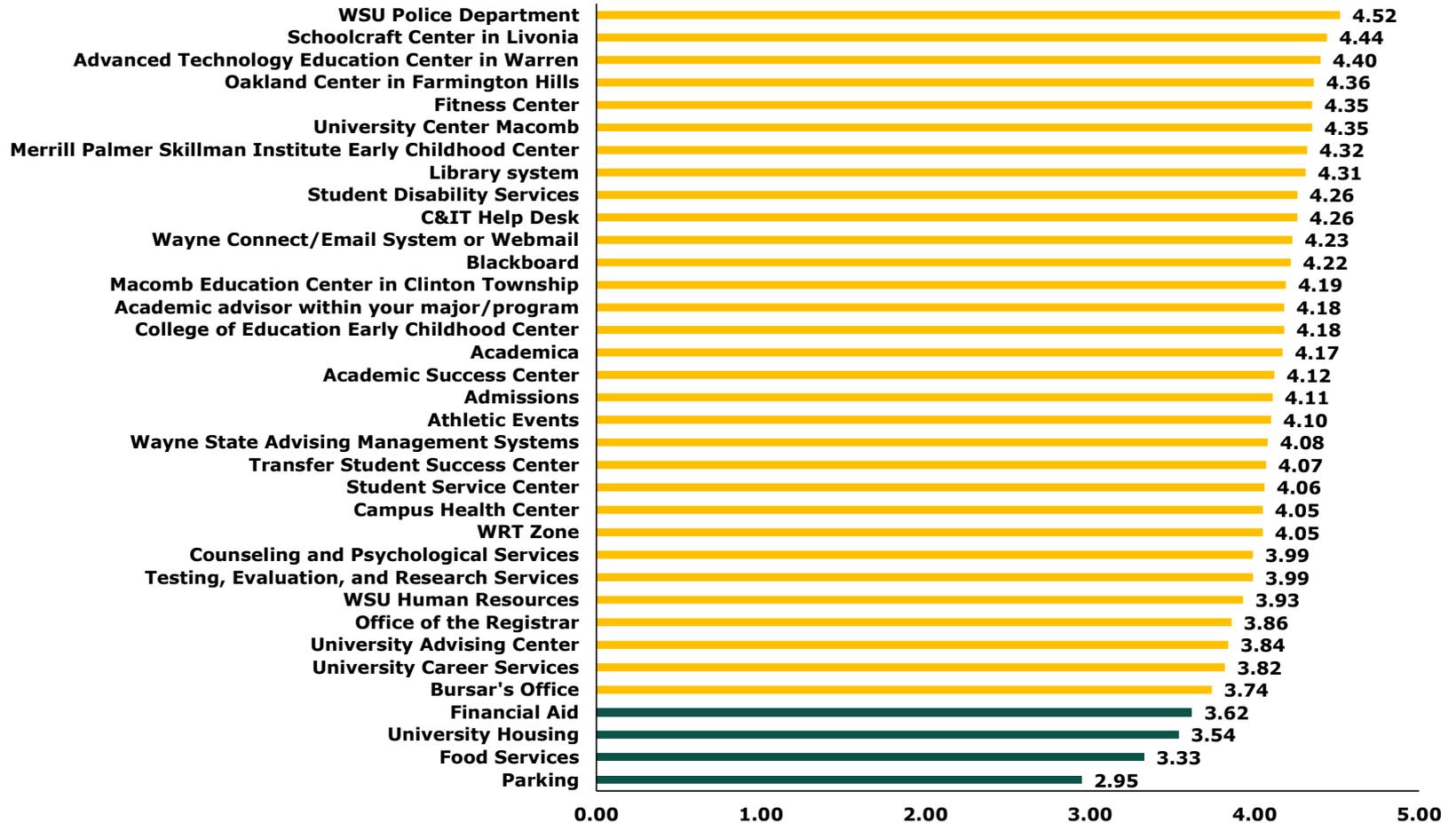


(n = 5,606)

Source: 2017 WSU Student Survey

How satisfied or dissatisfied are you with the quality of service you received from the WSU areas or resources that you selected?

1=Very Dissatisfied; 2=Generally Dissatisfied; 3=Neither; 4=Generally Satisfied; 5=Very Satisfied



Green-shaded bars represent ratings that are statistically significantly different from the other 34 ratings.

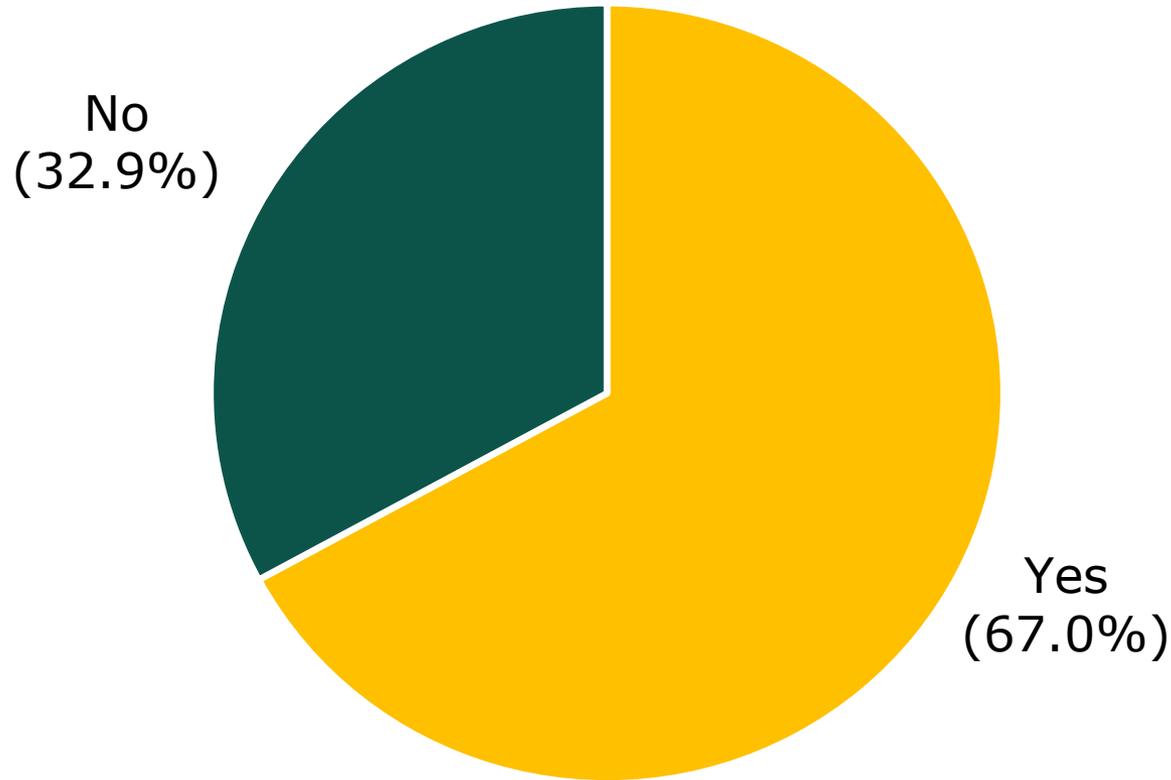
Source: 2017 WSU Student Survey

Comparison of Satisfaction Ratings Across Surveys

25 Service Areas in Common across Both Surveys

	2014 Survey	2017 Survey
Highest	Oakland Center in Farmington Hills (4.27)	WSU Police Department (4.52)
	WSU Public Safety (4.26)	Schoolcraft Center in Livonia (4.44)
	Blackboard (4.17)	ATEC in Warren (4.40)
	Wayne Connect/Email System or Webmail (4.16)	Oakland Center in Farmington Hills (4.36)
	Library System (4.16)	University Center Macomb (4.35)
	C&IT Help Desk (4.11)	MPSI Early Childhood Center (4.32)
	Pipeline/Academica (4.08)	Library System (4.31)
	Macomb Education Center in Clinton Twp. (4.07)	C&IT Help Desk (4.26)
	Departmental major or program advisor (4.07)	Wayne Connect/Email System or Webmail (4.23)
	MPSI Early Childhood Center (4.06)	Blackboard (4.22)
University Center Macomb (4.04)	Macomb Education Center in Clinton Twp. (4.19)	
Counseling and Psychological Services (4.02)	Academic advisor in major/program (4.18)	
COE Early Childhood Center (3.98)	COE Early Childhood Center (4.18)	
Writing Center (3.98)	Academica (4.17)	
Wayne State Advising Mngmt. System (WAMS) (3.93)	Wayne State Advising Mngmt. System (WAMS) (4.08)	
Transfer Student Success Center (3.87)	Transfer Student Success Center (4.07)	
ATEC in Warren (3.84)	WRT Zone (Writing Center) (4.05)	
Schoolcraft Center in Livonia (3.84)	Counseling and Psychological Services (CAPS) (3.99)	
Lowest	Testing Office (3.82)	Testing, Evaluation, and Research Services (3.99)
	Career Services (3.70)	University Advising Center (3.84)
	Bursar's Office (3.57)	University Career Services (3.82)
	University Advising Center (3.56)	Bursar's Office (3.74)
	University Housing (3.45)	University Housing (3.54)
	Food Services (3.27)	Food Services (3.33)
	Parking (2.72)	Parking (2.95)

Are you employed while attending WSU?



(n = 5,567)

Source: 2017 WSU Student Survey

On average, how many hours per week do you work while attending WSU?

	2014 (<i>n</i>=3,370)	2017 (<i>n</i>=3,706)
Mean	27.2 (<i>sd</i> =12.3)	27.1 (<i>sd</i> =12.7)
Median	25.0	25.0
Mode	40.0	40.0
Minimum	0.0	0.0
Maximum	90.0	90.0

Source: 2014 and 2017 WSU Student Surveys

On average, how many hours per week do you work while attending WSU?

Undergraduate Students Compared to Graduate Students

	Undergraduate Students (<i>n</i>=2,323)	Graduate Students (<i>n</i>=1,383)
Mean*	24.8 (<i>sd</i> =11.4)	31.0 (<i>sd</i> =13.9)
Median	24.0	36.0
Mode	20.0 (<i>n</i> =425)	40.0 (<i>n</i> =420)
Minimum	0.0	0.0
Maximum	80.0	90.0

* Statistically significant difference between undergraduate and graduate students ($p < 0.05$)

Source: 2017 WSU Student Surveys

To what extent is your current employment related to your course of study at WSU?

Not at all related 1—2—3—4—5 Very highly related

Mean	2.95
Median	3.00
Mode	5.00

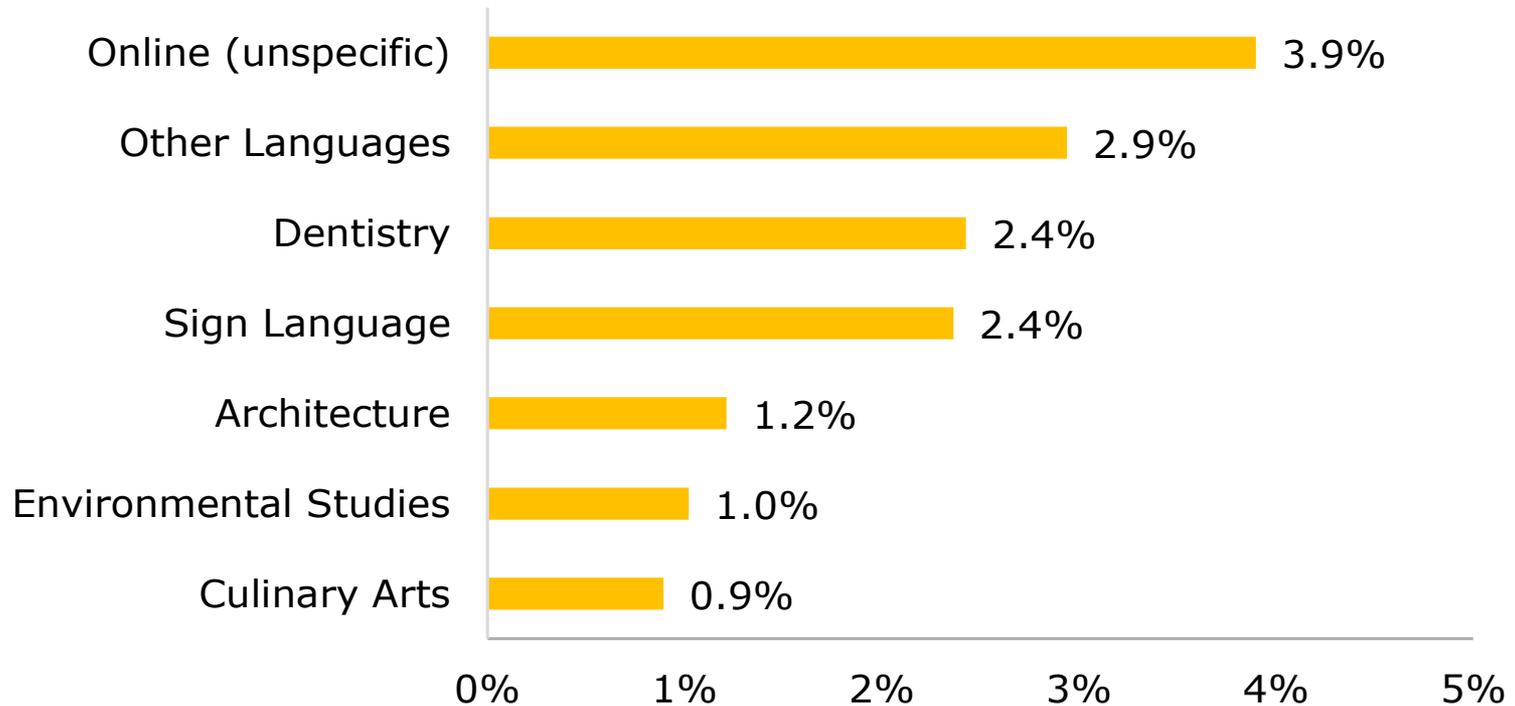
(n = 3,727)

Are there programs that we are not offering at WSU that we should be offering ?

Open-end

Of the 5,945 survey respondents, 3,410 students responded to this question. Of these students:

- 1,845 students provided an answer of 'no', 'don't know', 'not applicable', etc.
- 1,565 students provided a valid response. Of these students:



Source: 2017 WSU Student Survey

2017 WSU Student Survey Committee

- Co-chairs: Naida Simon – Provost Office and Academic Senate; and Lyke Thompson – Center for Urban Studies and College of Liberal Arts and Sciences
- Victoria Pardo – Eugene Applebaum College of Pharmacy and Health Sciences
- Jennifer Wareham – College of Liberal Arts and Sciences
- Kate Partington – Student Senate
- Mike Horn – Athletics
- Ahmad Ezzeddine – Educational Outreach and International Programs
- Carolyn Berry – Marketing and Communications
- Monica Brockmeyer – Associate Provost for Student Success

With assistance from the OIRA and C&IT