

Higher Ed Administration Interviews | Spring 2014



OUTCOMES OF INTEREST:

What impact did the higher education administration interviews have on potential ELPS graduate students' decision to attend KU?

Proposed Goals & Outcomes:

Goal 1: Interpersonal Competence

- Students will feel connected to the university
 - Students will engage in a meaningful way with a KU professional
 - Students will feel welcomed as a member of the KU community
 - Students will find a "home" within the Lawrence community

Connected to KU Mission Connection: Educate leaders (made possible by contributing to students' sense of belonging which is linked to recruitment & retention efforts)

METHOD

N = 30 participants
(43% completion rate)

40% males (17% previously employed in full-time job)
60% females (11% previously employed in full-time job)

DATA HIGHLIGHTS:

- 100% of survey respondents who attended interview day chose to enroll at KU
- Qualitative data suggested that of those who did not enroll at KU, things KU could have done differently included: 1) offering more tuition waiver, 2) better assistantship placement, and 3) provide more personalized attention during interview process

What impacted your decision to attend KU?

Of greatest impact...

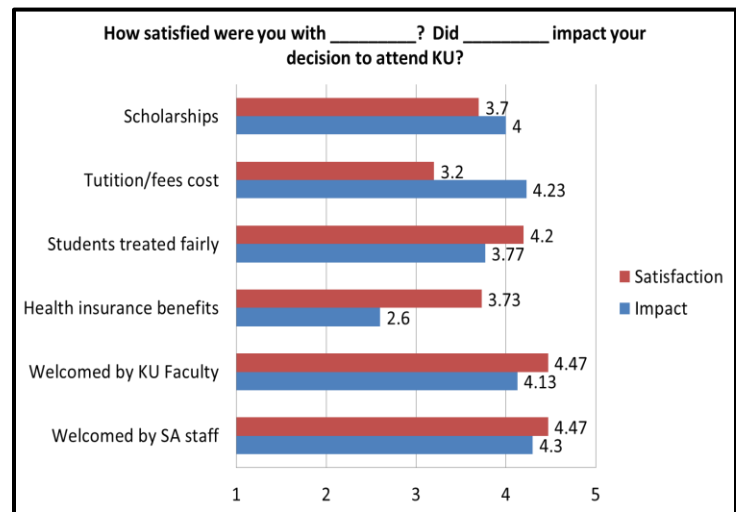
- Assistantship placement
- Feeling welcomed by Student Affairs staff
- Tuition/fees cost
- Feeling welcomed by KU faculty
- Scholarships

What was your satisfaction with each category?

Issues receiving lowest satisfaction ratings...

- Tuition/fees cost
- Assistantship compensation
- Scholarships
- Health insurance benefits

Note that some of the same issues (i.e., money related) that had the greatest impact on whether students chose to enroll received the lowest satisfaction marks



ACTION STEPS AS RESULT OF ASSESSMENT

EFFORTS:

- 1) Highlight for student affairs staff how vital their role is in the interview process...students want to feel welcomed and notice how staff interact with them
- 2) Two of the biggest factors impacting students' decision to enroll at KU (i.e., tuition/fees costs and scholarships) received the lowest satisfaction ratings... work with SOE to determine ways to address financial concern
- 3) For the interview day, consider:
 - i) Improved organizational flow
 - ii) Acknowledging diversity in Kansas
 - iii) Building more social interaction opportunities with current and future graduate students

