2022 Noel Levitz Snapshot Series: Admissions

Accessible Version of Content

In the spring of 2022, the Institute for Teaching & Learning fielded the Noel Levitz Satisfaction survey to all YSU students. Two different survey versions were used as a part of the survey administration. Many of the same items occur on both surveys, and this document focuses on both survey versions, but breaks up results by undergraduate/graduate status and age group. The surveys had a **response rate of 17%.**

Access more student survey data using your YSU login at [Noel Levitz Data 2012-2022.xlsx](https://ysuprod-my.sharepoint.com/%3Ax%3A/g/personal/atkaufman_ysu_edu/ERfRtAJNSlpHuzHKPIv2QDcBuc-HgykszMlcxNnZftTouw?e=HGr8X2)

# Key Data Points:

## If students had to do it over, would they enroll at YSU again?

“Yes”, is defined as students indicating maybe, probably, or definitely yes. 71% of undergraduate students aged 18-24 answered yes, 72% of undergraduate students aged 25 and older answered yes, and 79% of graduate students answered yes.

## What are the most important considerations for choosing YSU?

For undergraduate students of all ages, cost, financial assistance, and future career opportunities. For graduate students, cost, financial assistance, and academic reputation.

## What impacted undergraduate students (age 18-24) when deciding on YSU? And how has that changed since 2012? \*

The following factors are ranked in order of importance in 2022. 2012 data is also included. Students were asked to rate these factors on a scale or 1 to 7, with 7 being the most important.

* Cost – 6.55 in 2022 and 6.57 in 2012
* Financial assistance – 6.37 in 2022 and 6.29 in 2012
* Future career opportunities – 6.23 in 2022 and 6.21 in 2012
* Distance – 6.03 in 2022 and 6.2 in 2012
* Reputation – 5.92 in 2022 and 5.86 in 2012
* Personal recommendation – 5.58 in 2022 and 5.71 in 2012
* Website – 5.38 in 2022 and 5.31 in 2012
* Campus visit – 5.36 in 2022 and 5.24 in 2012

## Reflection on Admissions Representatives

Students are asked how important an item is on a scale of 1-7, with 7 being the most important. Students are then asked how satisfied they are with that item on a scale of 1-7, with 7 being the most satisfied. The gap is the difference between importance and satisfaction.

1. Undergraduate students aged 18-24 responded to the following item, “Admissions representatives accurately portray campus in their recruiting practices.” On a scale of 1-7 for importance, they rated it 6.2. On a scale of 1-7 for satisfaction, they rated it 5.46. The gap is 0.74.
2. Undergraduate students aged 25 and older responded to the following item, “Admissions representatives respond to adult students’ unique needs.” On a scale of 1-7 for importance, they rated it 6.38. On a scale of 1-7 for satisfaction, they rated it 5.74. The gap is 0.64.
3. Graduate students responded to the following item, “Admissions representatives are knowledgeable.” On a scale of 1-7 for importance, they rated it 6.5. On a scale of 1-7 for satisfaction, they rated it 6.03. The gap is 0.47.