

Noel-Levitz Parents E-Expectations Survey Results

1. Have you visited at least one Web site for the purpose of assisting your student to research or enroll at a specific college or university?

Yes	79.00%
No	21.00%

2. We're interested in understanding more about the role that Web sites, specific to a college or university, play in your research and decision process. Please choose the one that best reflects your use of college or university Web sites.

a. If the school doesn't have an effective Web site that answers my questions, I won't recommend it to my student.	10.00%
b. I prefer to go to the Web site for information, but if it is a school I really like, I'm willing to call them or read brochures to get answers to my questions.	79.80%
c. The Web isn't really my first resource for research on schools. The quality of a school's site doesn't really matter to me.	10.20%

3. How would you characterize your level of involvement with your student's college research and selection process? Please select the option that best represents you.

a. I'm doing most of the research and paperwork for my student.	13.30%
b. I am helping my student with some of the research and paperwork.	56.30%
c. My student is doing most of the research and paperwork.	30.40%

5. College Web sites offer a lot of content that may or may not be valuable to you and student in researching schools and making an enrollment decision. The following list reflects content resources that are typically available on college or university Web sites. For each, please rate the value to you on a scale of one to five. One equals "not at all valuable" and five equals "extremely valuable."

	Not at all valuable	Little value	May or may not be valuable	Some value	Extremely valuable	Rating
						Average
Academic programs or majors	0.4% (2)	0.2% (1)	1.2% (6)	10.2% (52)	88.1% (451)	4.85
Internships or co-ops	2.1% (11)	5.3% (27)	18.9% (97)	39.2% (201)	34.5% (177)	3.99
Faculty and teaching	0.6% (3)	0.8% (4)	8.8% (45)	33.7% (173)	56.2% (289)	4.44
Successful alumni	4.5% (23)	12.3% (63)	31.1% (159)	32.1% (164)	20.0% (102)	3.51
Profiles of current students	4.7% (24)	10.9% (56)	31.4% (161)	36.7% (188)	16.2% (83)	3.49
Tuition and fees	0.6% (3)	0.4% (2)	3.1% (16)	13.6% (70)	82.3% (422)	4.77
Financial aid	1.4% (7)	1.4% (7)	5.3% (27)	15.2% (78)	76.8% (393)	4.65

6. This is the second group of Web content resources we would like you to rate. For each, please rate the value to you on a scale of one to five. One equals "not at all valuable" and five equals "extremely valuable."

	Not at all valuable	Little value	May or may not be valuable	Some value	Extremely valuable	Rating
						Average
Scholarships	0.4% (2)	1.4% (7)	2.6% (13)	11.3% (57)	84.3% (425)	4.78
Housing and residence life	1.0% (5)	1.2% (6)	7.2% (36)	29.6% (149)	61.0% (307)	4.49
Student life and activities	0.4% (2)	0.6% (3)	8.7% (44)	39.1% (198)	51.2% (259)	4.4
Athletic programs	8.7% (44)	13.9% (70)	28.2% (142)	28.8% (145)	20.4% (103)	3.38
Parking	4.8% (24)	12.7% (64)	30.7% (155)	36.0% (182)	15.8% (80)	3.46
Food service and meals	1.0% (5)	3.0% (15)	17.2% (87)	48.9% (247)	29.9% (151)	4.04
Job placement rates	1.0% (5)	3.6% (18)	10.5% (53)	37.2% (188)	47.8% (242)	4.27

7. This is the third group of Web content resources we would like you to rate. For each, please rate the value to you on a scale of one to five. One equals "not at all valuable" and five equals "extremely valuable."

	Not at all valuable	Little value	May or may not be valuable	Some value	Extremely valuable	Rating
						Average
Graduate school placement	1.8% (9)	3.8% (19)	18.3% (91)	41.6% (207)	34.4% (171)	4.03
Accreditation	0.8% (4)	0.8% (4)	4.2% (21)	24.9% (124)	69.3% (345)	4.61
National rankings, such as U.S. News and World Report	2.0% (10)	5.0% (25)	17.5% (87)	45.8% (228)	29.7% (148)	3.96
Visiting campus	0.4% (2)	0.6% (3)	5.4% (27)	29.8% (148)	63.8% (317)	4.56
Admissions requirements	0.4% (2)	0.2% (1)	1.4% (7)	17.3% (86)	80.7% (402)	4.78
Information for accepted students	0.8% (4)	0.8% (4)	5.4% (27)	24.5% (122)	68.4% (340)	4.59
Student or faculty blogs	5.7% (28)	14.2% (70)	36.3% (179)	34.5% (170)	9.3% (46)	3.28

8. This is the fourth and final group of Web content resources we would like you to rate. For each, please rate the value to you on a scale of one to five. One equals "not at all valuable" and five equals "extremely valuable."

	Not at all valuable	Little value	May or may not be valuable	Some value	Extremely valuable	Rating
						Average
Graduation rates	1.6% (8)	1.4% (7)	5.9% (29)	34.1% (168)	56.9% (280)	4.43
Information for parents of prospective students	1.0% (5)	0.6% (3)	3.2% (16)	25.3% (125)	69.8% (345)	4.62
Debt-load of graduates	4.1% (20)	6.1% (30)	17.5% (86)	36.4% (179)	36.0% (177)	3.94
Loan default rates	6.1% (30)	12.8% (63)	27.1% (133)	31.4% (154)	22.6% (111)	3.52
Payment plan options	1.2% (6)	1.8% (9)	7.5% (37)	25.4% (125)	64.0% (315)	4.49
Campus safety	0.8% (4)	1.0% (5)	1.6% (8)	14.1% (69)	82.5% (405)	4.76

9. Some parents will use online forms or other interactive resources on a college Web site on behalf of their student. In other words, they might complete a form or participate in an online chat posing as their student. Using the choices offered below, please select the option that best represents your attitude toward this approach.

I have done this	12.30%
I would do this	15.40%
I would not do this	41.00%
I haven't given this any thought	31.30%

10. Similarly, some parents regularly read postal mail (brochures and letters) that come from schools addressed to their student. Please select the option that best describes the way in which you interact with print materials sent from a college or university to your student.

I don't read any of my student's mail	3.00%
If my student brings something they have received to me, I will read it	25.60%
I am selective. I will read certain things, based on content or the institution, but not others	25.20%
I read nearly everything that my student receives from a college or university, with my student's permission	39.80%
I read nearly everything that my student receives from a college or university, without my student's permission	6.40%

11. For the next four questions, we will ask you to review a list of interactive features you might see on a college or university Web site. Please indicate whether or not you have used any of the following features on a college Web site. This is the first group of four listing interactive resources.

	I HAVE done this	I have NOT, but would like to	I have NOT and would NOT like to
Submitted a form online on behalf of your student to receive more information in the mail or by e-mail	40.8% (200)	30.4% (149)	28.8% (141)
Completed an admissions application online on behalf of your student	10.9% (53)	28.3% (138)	60.9% (297)
Requested a campus visit for your student by completing a form	28.0% (137)	40.2% (197)	31.8% (156)
Entered information about your student's interests to see a personalized Web page	14.0% (68)	27.2% (132)	58.8% (286)
Completed a tuition cost calculator form to learn more about how much a school might cost	32.0% (157)	51.1% (251)	16.9% (83)
Completed a financial aid or scholarship estimator form to learn about how much money your student might receive in aid or scholarships	25.6% (124)	61.8% (299)	12.6% (61)
Participated in an online chat event	2.7% (13)	22.6% (108)	74.6% (356)
Filled out a form to get a personalized viewbook PDF	4.8% (23)	40.0% (191)	55.1% (263)
Chatted online (one-to-one) with an admissions counselor or student	5.0% (24)	36.0% (174)	59.0% (285)
Read profiles of current students	20.7% (100)	30.5% (147)	48.8% (235)
E-mailed current students or faculty from the site	12.0% (57)	32.5% (154)	55.5% (263)
Read profiles of faculty, alumni, or current students	35.1% (166)	37.6% (178)	27.3% (129)
E-mailed an admissions counselor or administrator	26.5% (125)	47.0% (222)	26.5% (125)
Listened to or viewed a podcast or video	19.8% (94)	37.9% (180)	42.3% (201)
Subscribed to an RSS or XML feed	2.4% (11)	27.6% (129)	70.0% (327)
Viewed a virtual tour	47.5% (225)	42.0% (199)	10.5% (50)
Read a blog written by faculty or current students	16.9% (80)	39.3% (186)	43.8% (207)
Looked for a school page on MySpace or Facebook	4.9% (23)	28.0% (132)	67.2% (317)
Opted in to receive text message alerts	7.0% (33)	22.0% (103)	71.0% (333)

16. Has your student been invited to access any social networking sites sponsored by the schools they have applied to?

Yes	16.30%
No	23.70%
I don't know	60.00%

17. Have you viewed any school-specific pages on these sites?

Yes	11.10%
No	88.90%

19. When thinking of how a school might communicate directly with you as your student's parent or guardian, which of the following means of communication are most appealing to you? You may select all that apply or add your own recommendations.

Telephone calls	48.70%
E-mail messages	83.60%
Letters or brochures in the mail	75.70%
Text messages	7.00%
Instant messaging/live chat	4.70%
All of these	7.90%
None of these	0.60%

20. At which stage in your student's enrollment decision would you like to begin receiving communications directly from a school? Select the option that best reflects your preference.

After I have communicated interest in a school by inquiring via phone, e-mail, Web site, or in person	19.40%
After my student has communicated interest in a school	48.70%
After my student has visited a school	6.40%
After my student has applied to a school	14.90%
After my student has been accepted by a school	9.60%
Never	1.10%

21. Of the following types of communication messages you might expect a college or university to present to prospective students, which are of top interest to you as a parent? Select all that apply.

Dates, deadlines, and procedures	84.30%
Campus or other personal visit opportunities	69.50%
Program details	68.70%
Student life details (activities, clubs, social culture)	66.10%
Residence life details (dormitories, meal plans)	74.50%
Athletic program details	34.30%
Religious affiliation/campus ministry details	37.80%
Mission/vision/values	47.20%
Tuition/financial aid/scholarship information	94.40%
Virtual tour/campus views	50.00%
Location/campus information	68.70%
Application status	76.60%

22. Of the following individuals you might meet on a college campus, please select those with whom you expect to communicate with during the course of your student's enrollment process and all of the ways in which you might expect to communicate with this individual.

	Interview on campus	Informal meeting during campus visit	E-mail messages	Telephone calls	Instant message/live chat	Letters delivered via postal mail	I wouldn't expect to communicate with this individual
Director of Admissions	21.3% (95)	32.9% (147)	28.0% (125)	13.6% (61)	0.7% (3)	40.0% (179)	18.8% (84)
Admissions Counselor	53.6% (240)	40.6% (182)	47.1% (211)	32.4% (145)	2.2% (10)	37.9% (170)	3.3% (15)
Student Tour Guide	35.3% (153)	53.1% (230)	15.7% (68)	3.9% (17)	0.9% (4)	6.9% (30)	9.5% (41)
Director of Financial Aid	25.2% (110)	28.7% (125)	33.3% (145)	21.3% (93)	2.3% (10)	37.8% (165)	19.0% (83)
Financial Aid Counselor	47.9% (212)	34.1% (151)	46.3% (205)	32.5% (144)	2.7% (12)	39.3% (174)	5.0% (22)
Dean of Students/Student Affairs Administrator	15.8% (69)	37.5% (164)	21.5% (94)	8.0% (35)	1.1% (5)	27.2% (119)	29.3% (128)
President of the College or University	7.3% (32)	21.7% (95)	10.5% (46)	1.6% (7)	0.5% (2)	18.9% (83)	55.3% (242)
Academic Dean for the Department(s) your students may enter	24.7% (111)	37.6% (169)	28.0% (126)	9.8% (44)	1.6% (7)	32.7% (147)	19.3% (87)
Individual faculty members	19.2% (84)	48.4% (212)	27.2% (119)	11.9% (52)	2.3% (10)	15.3% (67)	21.0% (92)

23. Please select the term/year that your student will enroll in a college or university. Please select one item for semester/term and one for year.

Fall	88.70%
Spring	5.10%
Summer	3.10%
2009	47.70%
2010	31.10%
2011	5.70%

24. Has your student applied to any schools?

Yes	30.40%
No	69.60%

25. Has your student been accepted to any schools?

Yes	86.30%
No	13.70%

26. Regardless of whether or not your student has received acceptances, has your student made a final decision and selected a college or university?

Yes	84.40%
No	12.80%
I don't know	2.80%

27. Have you visited this school with your student?

Yes	80.60%
No, and I don't expect to do so.	3.60%
No, but I expect to do so.	15.80%

28. How far away from your family home is the school your student will attend or is most likely to attend?

Within 25 miles from my home	28.80%
Within 50 miles from my home	15.80%
Within 100 miles from my home	15.10%
Within 250 miles from my home	19.40%
More than 250 miles from my home	20.90%

29. Is this school in the state in which you currently reside?

Yes	76.10%
No, it is in another state	23.20%
No, it is in another country	0.70%

30. What type of school is your student likely to attend?

Public, four-year college or university (state school)	54.30%
Community college	9.30%
Private, four-year college or university	32.90%
Private, two-year college or university	0.70%
I don't know	2.90%

31. Which statement best reflects your involvement in your student's final decision:

It was/will be completely up to my student	17.10%
We have/will discuss(ed) the options and agree(d) upon a particular school	82.50%
I made/will make the decision for my student	0.40%

32. Thinking about the school that your student is most likely to attend, please select one of the options below that describes a range of total expense per year for that particular school. This amount represents expenses for tuition only and doesn't take into account any financial aid or scholarship awards your student might receive.

Less than \$5,000 per year	8.70%
Between \$5,000 and \$10,000 per year	27.50%
More than \$10,000 but less than \$20,000 per year	34.70%
More than \$20,000 but less than \$30,000 per year	16.80%
More than \$30,000 but less than \$40,000 per year	8.30%
More than \$40,000 per year	4.00%

33. Which of the following financial scenarios best depicts how your student will manage their college tuition and expenses?

My student is paying. I do not expect to pay tuition or living expenses.	10.20%
My student and me/our family will share responsibility for payment of tuition or living expenses.	65.80%
I/our family will be completely responsible for our student's tuition and living expenses.	24.10%

34. Do you think it likely that your student will select a school that you or any other family member has attended or currently attends?

Yes, I am certain	8.60%
It is very likely	10.60%
Maybe	33.90%
It is not at all likely	33.30%
Absolutely not	13.70%

35. Please select the item that represents your relationship to the student you have been considering as you completed this survey.

Mother	77.40%
Father	20.90%
Step-mother	0.70%
Step-father	0.00%
Grandmother	0.40%
Grandfather	0.40%
Other relative/guardian	0.00%
Non-related guardian	0.20%

36. What is your highest level of education or degree?

Elementary or Middle School	0.20%
High School	9.00%
Some college or vocational training, no degree	22.00%
Associate's degree or completed vocational program	14.50%
Bachelor's degree	31.50%
Master's degree	17.60%
Doctoral/Professional degree	5.10%

37. Which range best represents your current age:

Less than 25 years	0.00%
26 to 35 years	2.20%
36 to 45 years	41.10%
46 to 55 years	49.10%
56 to 65 years	7.30%
66 or older	0.20%

38. When you go online at the location where you most often use the Internet, what connection speed do you have?

Phone modem	7.00%
Broadband connection such as cable or dsl	91.90%
PDA/Smart Phone	1.10%

39. Please indicate the range that represents your family's household income.

Less than \$50,000	20.40%
Between \$50,000 and \$75,000	20.60%
Between \$75,000 and \$100,000	17.30%
Between \$100,000 and \$125,000	12.40%
More than \$125,000	12.90%
No response	16.40%