

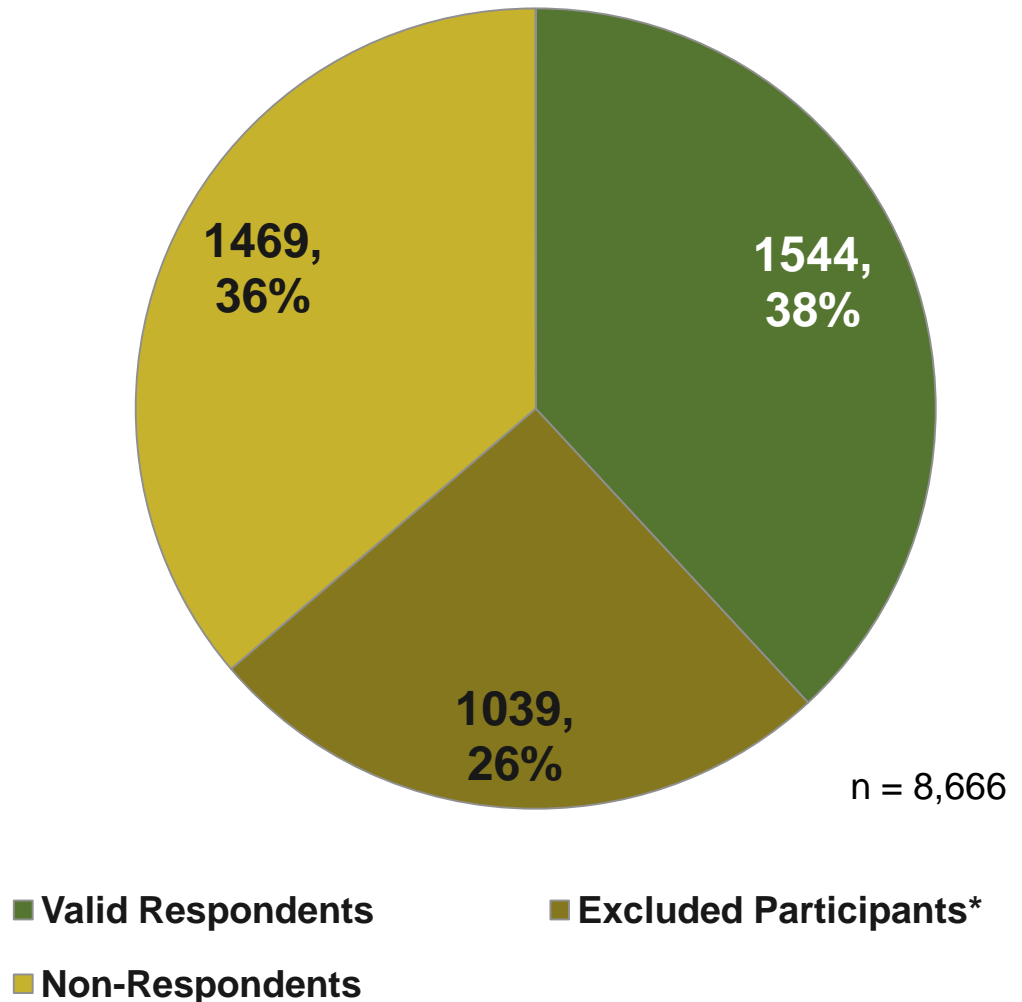
Non-Returning Student Survey: Fall 2009 to Spring 2010

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Non-returning student cohort (2009)

Methodology

The Fall 2009 to Spring 2010 Non-returning Student Survey was designed to identify the major factors that led students registered in Fall 2009 to not register in Spring 2010 and the plans and activities that those students pursued rather than studying at UVU. The survey canvassed all non-returning, degree-seeking students from Fall 2009 but analysis is based on adult students in academic programs who verified that they were not registered for Spring 2010. The margin of error was 2.0%, based on a sample of 1,544 respondents drawn from a population of 4,052 non-returning degree-seeking students.



*Includes students who did not verify their registration status when called, contacts with other adult relatives of the students, and respondents whose identity (as either the student or some other adult relative) was not reported.

Major Conclusions

1

Students embrace UVU as a university, seeing more than a community college.

2

Student persistence is a consequence of decisions made by UVU.

3

Student attrition is largely among students seeking degrees from UVU.

4

The most important reasons for not returning were financial or work-related.

5

Concerns about programs and courses are important motivations to transfer.

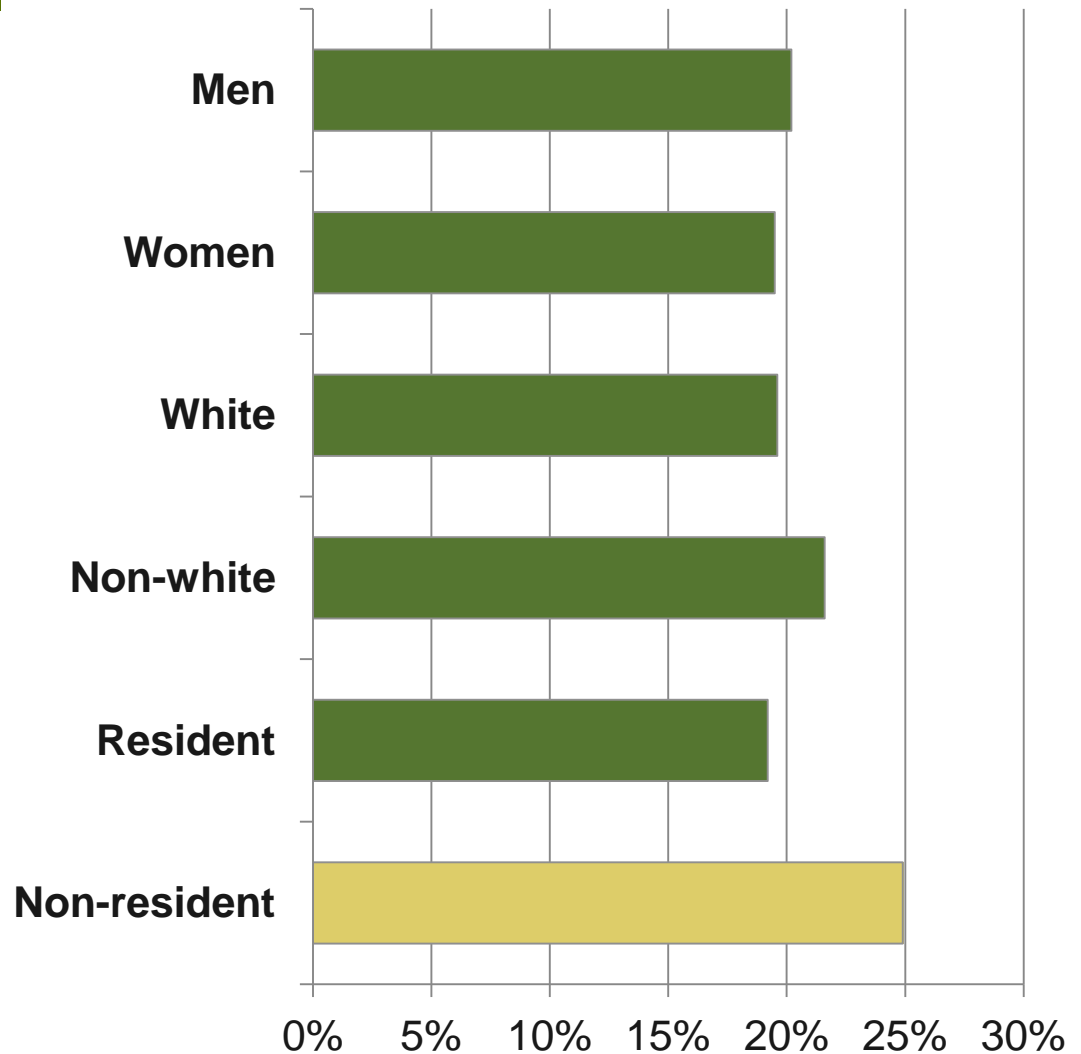
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Students want courses at a wide range of times, with strong demand in morning and evening.

Which students don't return?

There are surprisingly few differences in the demographics of returning and non-returning student groups. But students without Utah residency are 30% more likely to withdraw than Utah residents.

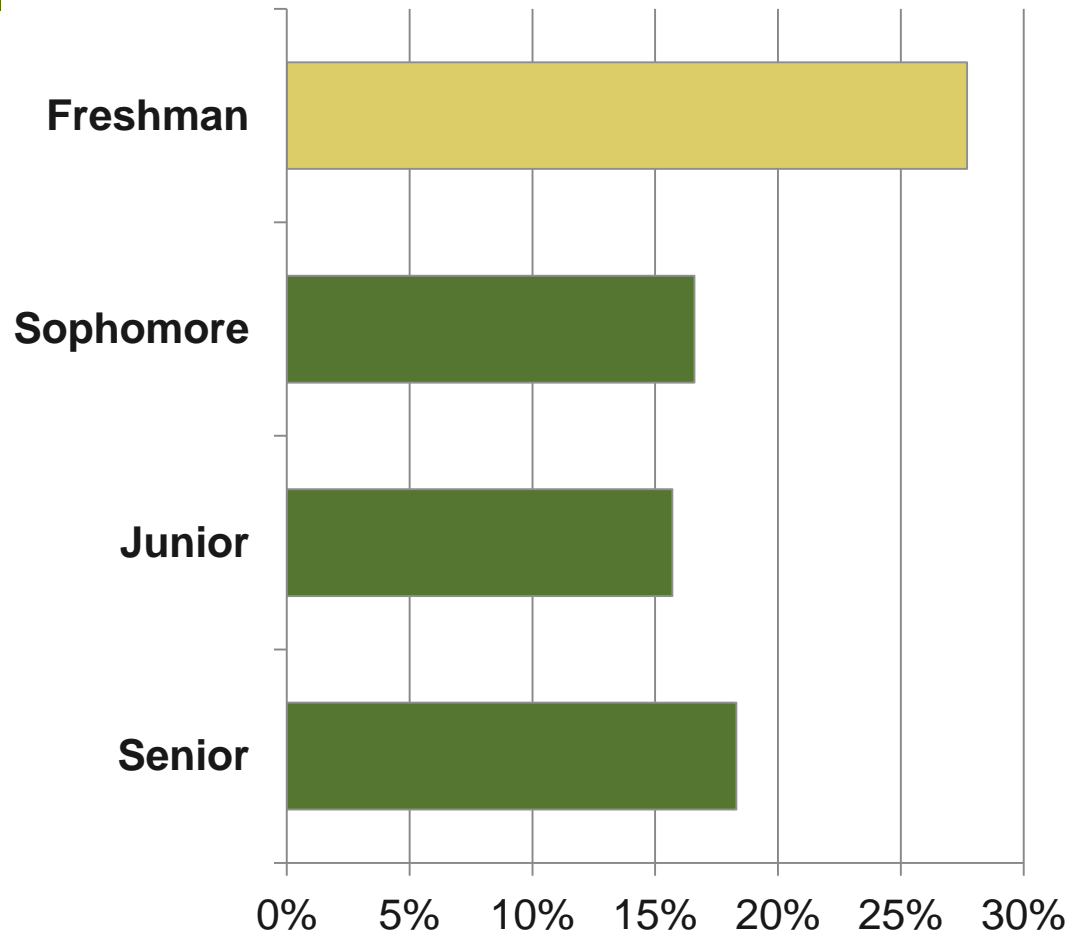
Non-returning students by demographic group (2009)



Which students don't return?

More than one in four Fall 2009 freshmen did not return in Spring 2010, a rate more than 60% higher than other undergraduates. Only 12% of non-returning freshmen are leaving to serve a religious mission. This suggests that improvements in freshman retention should result in improved overall graduation rates as students are much less likely to withdraw in subsequent years.

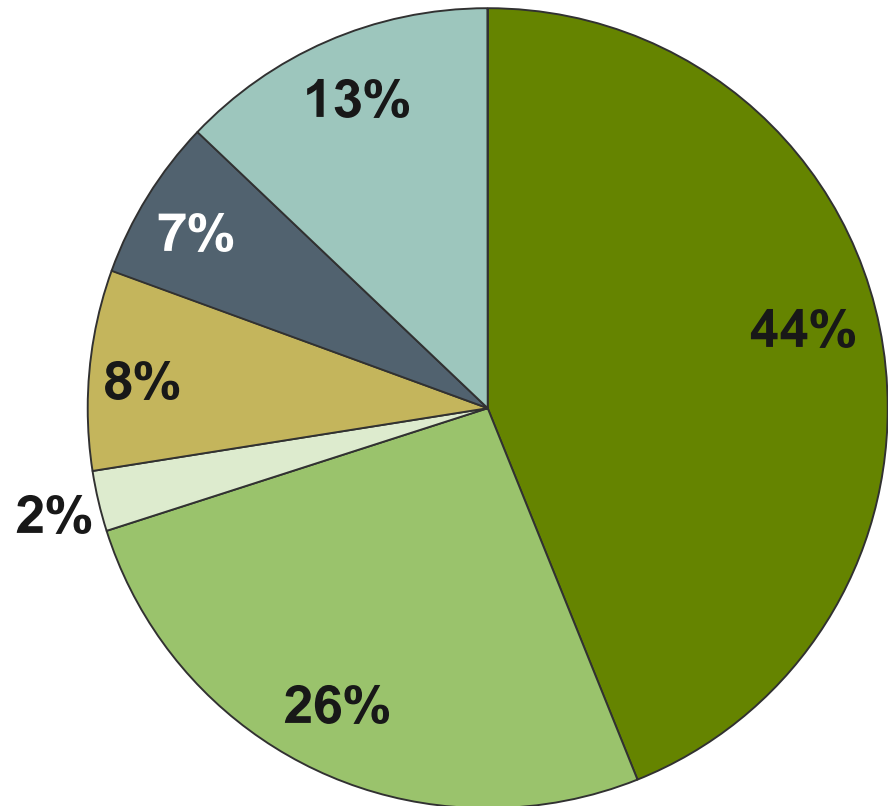
Non-returning students
by class level (2009)



Which students don't return?

Student attrition is primarily among those who registered with the intention of receiving a degree from UVU. Attrition does not reflect a relatively large population of students who see UVU as a transfer-oriented institution.

Non-returning student intentions on registering for fall 2009

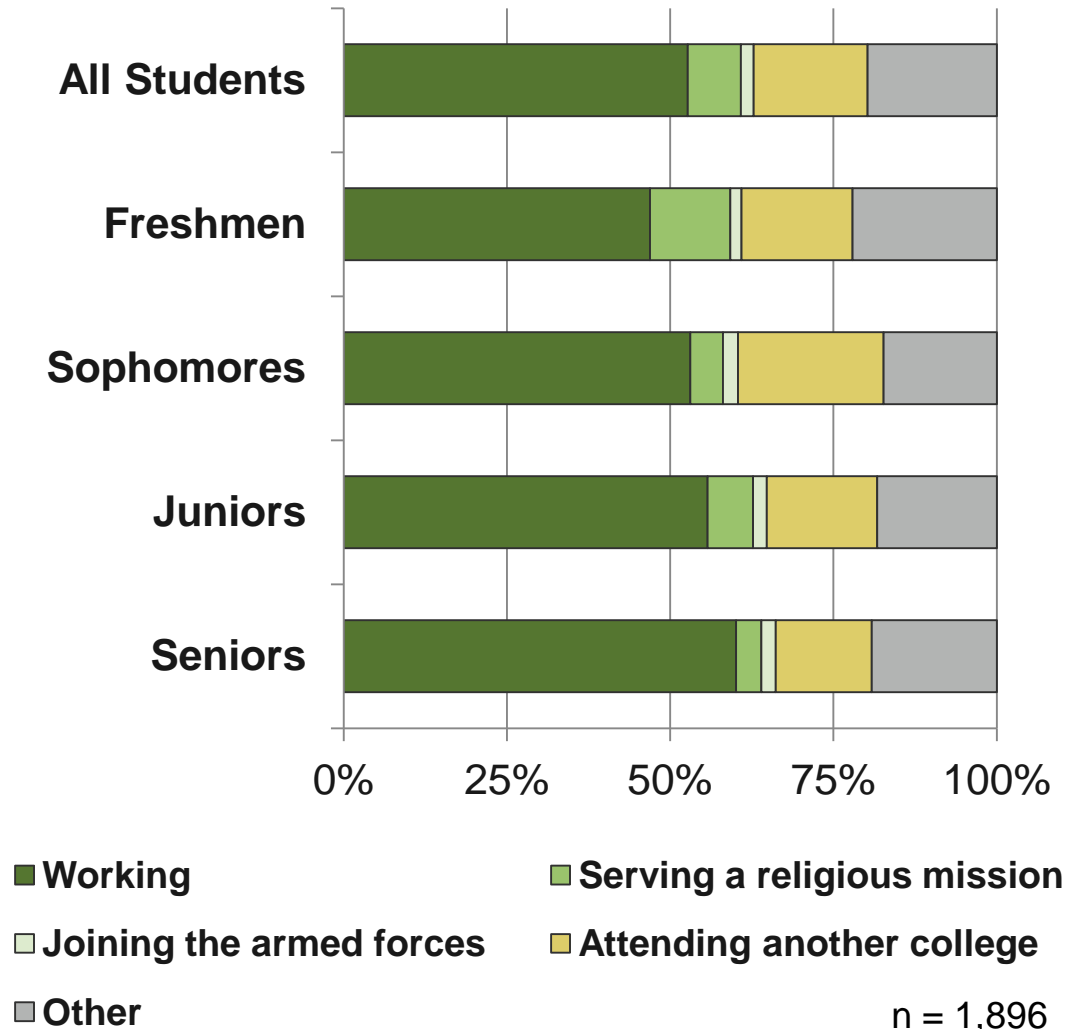


- Earn Bachelor's Degree
- Earn Associate's Degree
- Earn Certificate/Diploma
- Take General Ed before Transferring
- Course Work for Personal Interest
- Other

What do non-returning students do?

Approximately half of all non-returning students leave to pursue employment. Seniors are most likely to leave for a job. Freshmen show a somewhat different pattern than other groups, with fewer working and approximately 12% leaving to serve a religious mission. This is consistent with the norms of missionary service among men in the LDS Church.

Activities of non-returning students reported by student or other adult (2009)

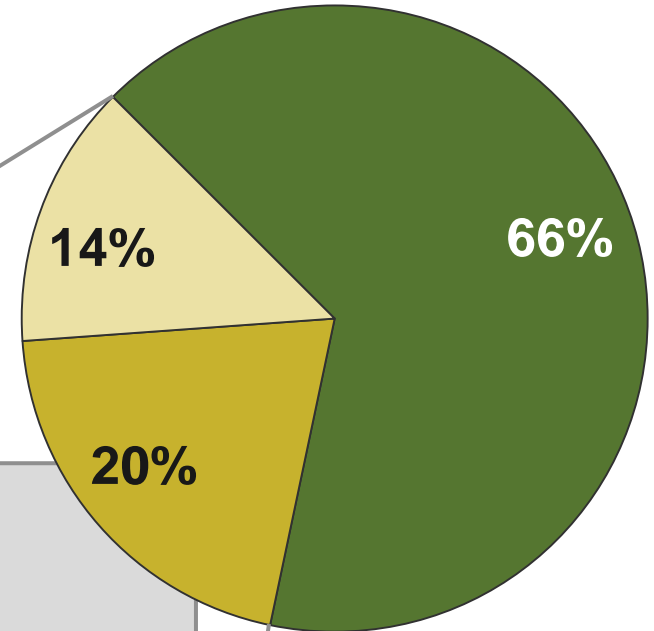


Do students want to stay at UVU?

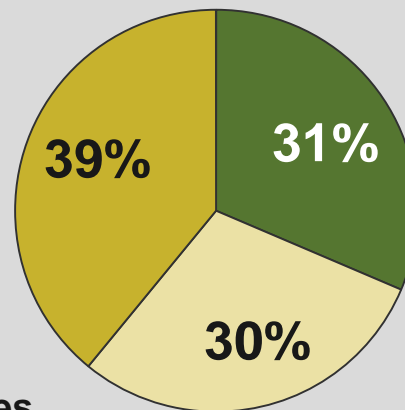
Only one-third of non-returning students transferred or plan to transfer. Less than one-third of transferring students would have stayed at UVU if the program were offered here, and two of every five left even though UVU offers their preferred program.

Non-returning student transfer intentions (2009)

- Not Transferring
- Transferred
- Planning to Transfer



Transferring students who would stay at UVU if program was offered



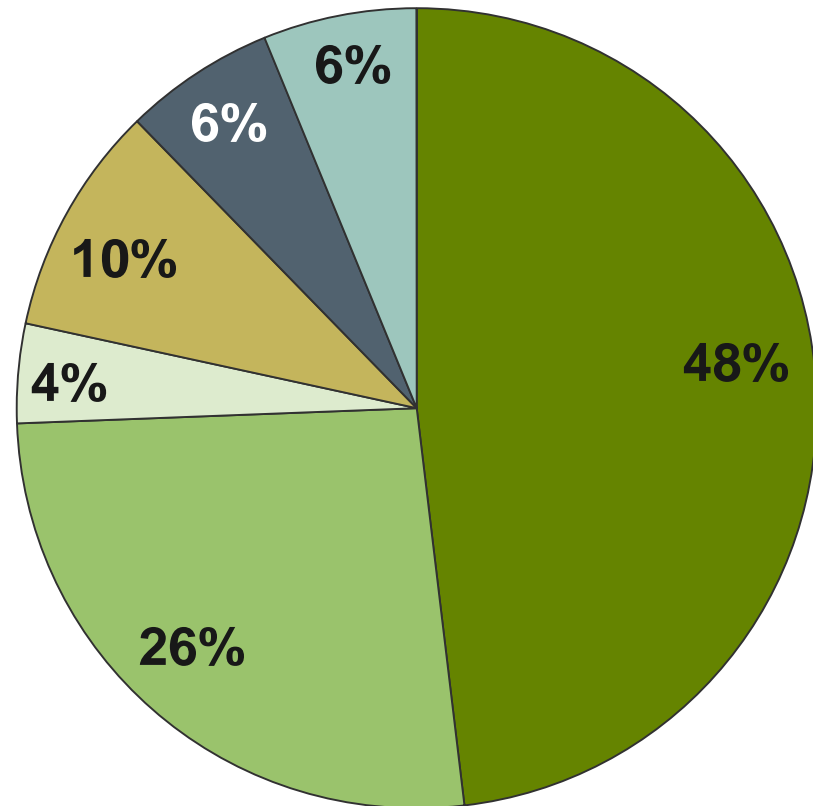
n = 484

- Yes
- No (Program not offered at UVU)
- No (Program is offered at UVU)

Which students don't return?

This is generally consistent with Fall 2006 students who did not return in Spring 2007. There was a decline in the percentage of non-returning students who intended to pursue a certificate from Fall 2007 to Fall 2009, and an increase among students who had other intentions.

Non-returning student intentions on registering for fall 2006

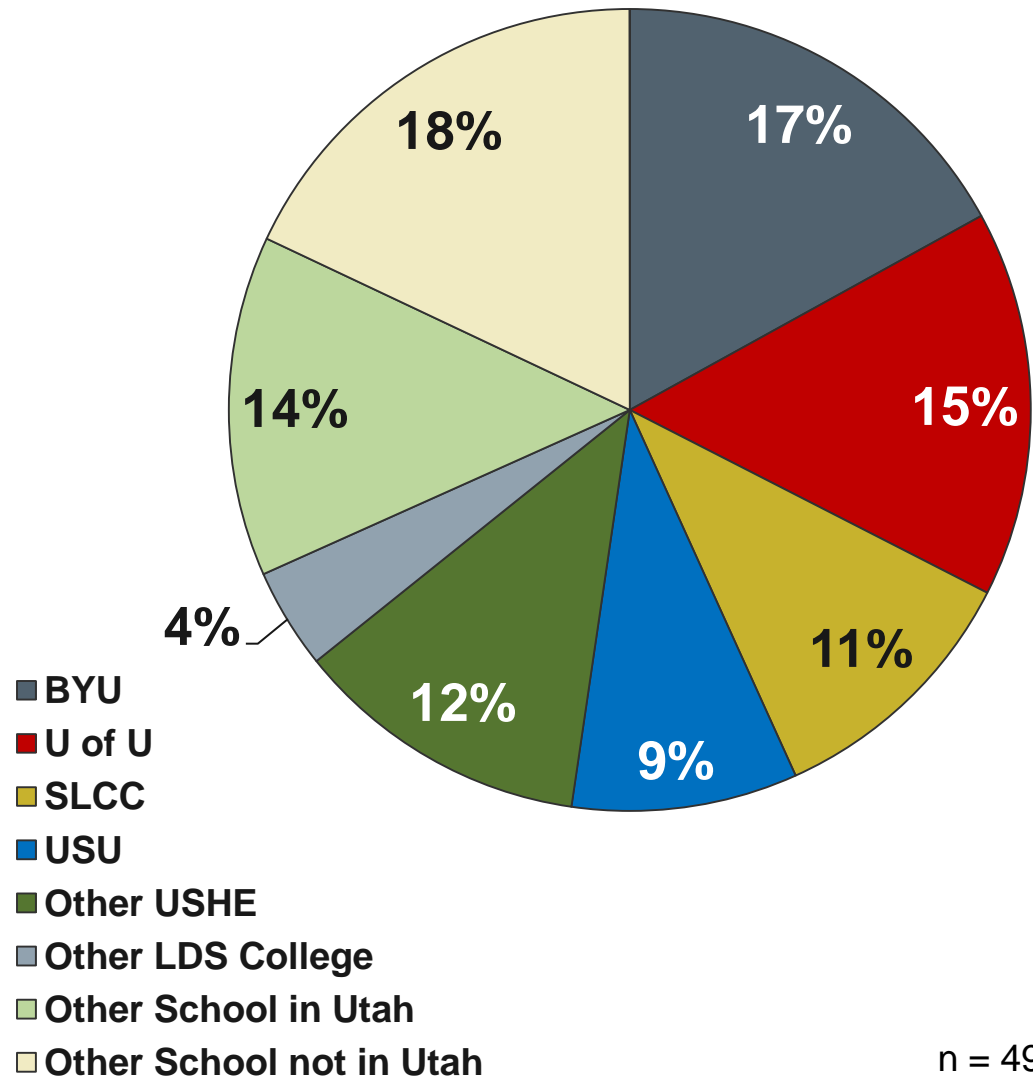


- Earn Bachelor's Degree
- Earn Associate's Degree
- Earn Certificate/Diploma
- Take General Ed before Transferring
- Course Work for Personal Interest
- Other

Do students want to stay at UVU?

Universities outside of Utah were the most common choice of transferring students, with sizable contingents attending BYU, the University of Utah, and Salt Lake Community College. Non-residents made up 40% of transfers to institutions outside the state, doing so at three times the rate of Utah residents.

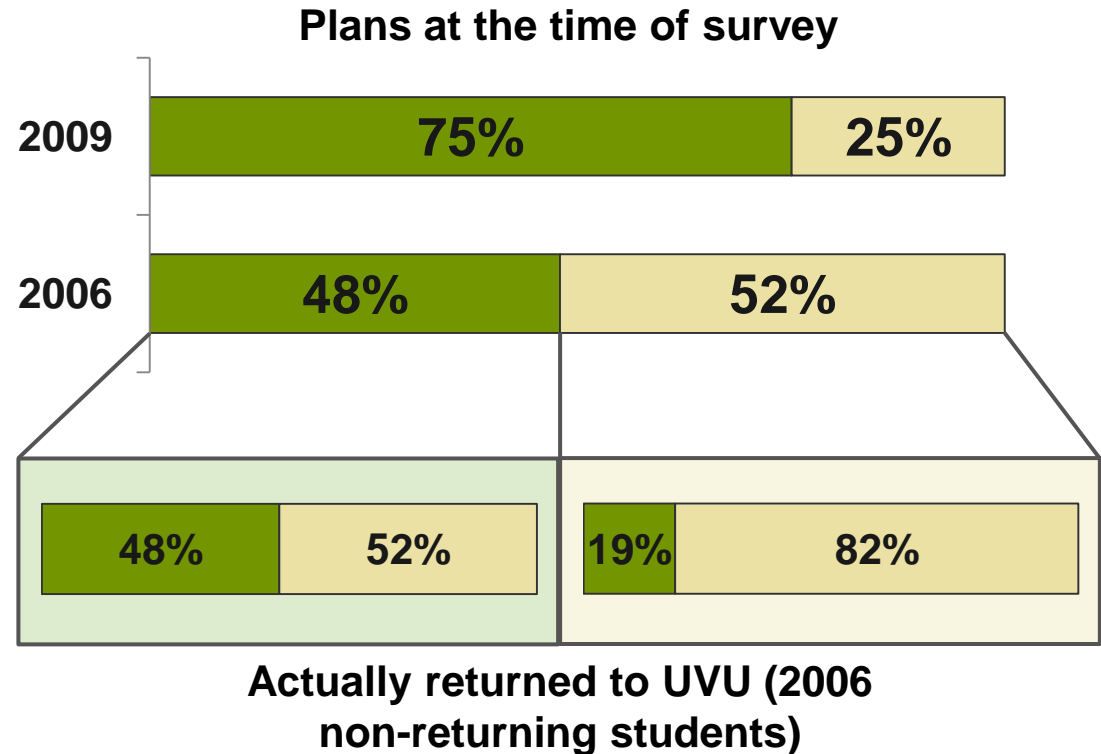
Transferring students' preferred institution (2009)



Do students want to stay at UVU?

Three-fourths of non-returning students planned to re-register at UVU, with most planning to do so in the summer or fall of 2010. This represents a quite substantial increase over the Fall 2006 to Spring 2007 survey, in which only 48% planned to return. However, actual registration data from fall 2006 participants indicates the intentions are not reliable indications of future action.

Non-returning student re-enrollment at UVU (2009 vs. 2006)

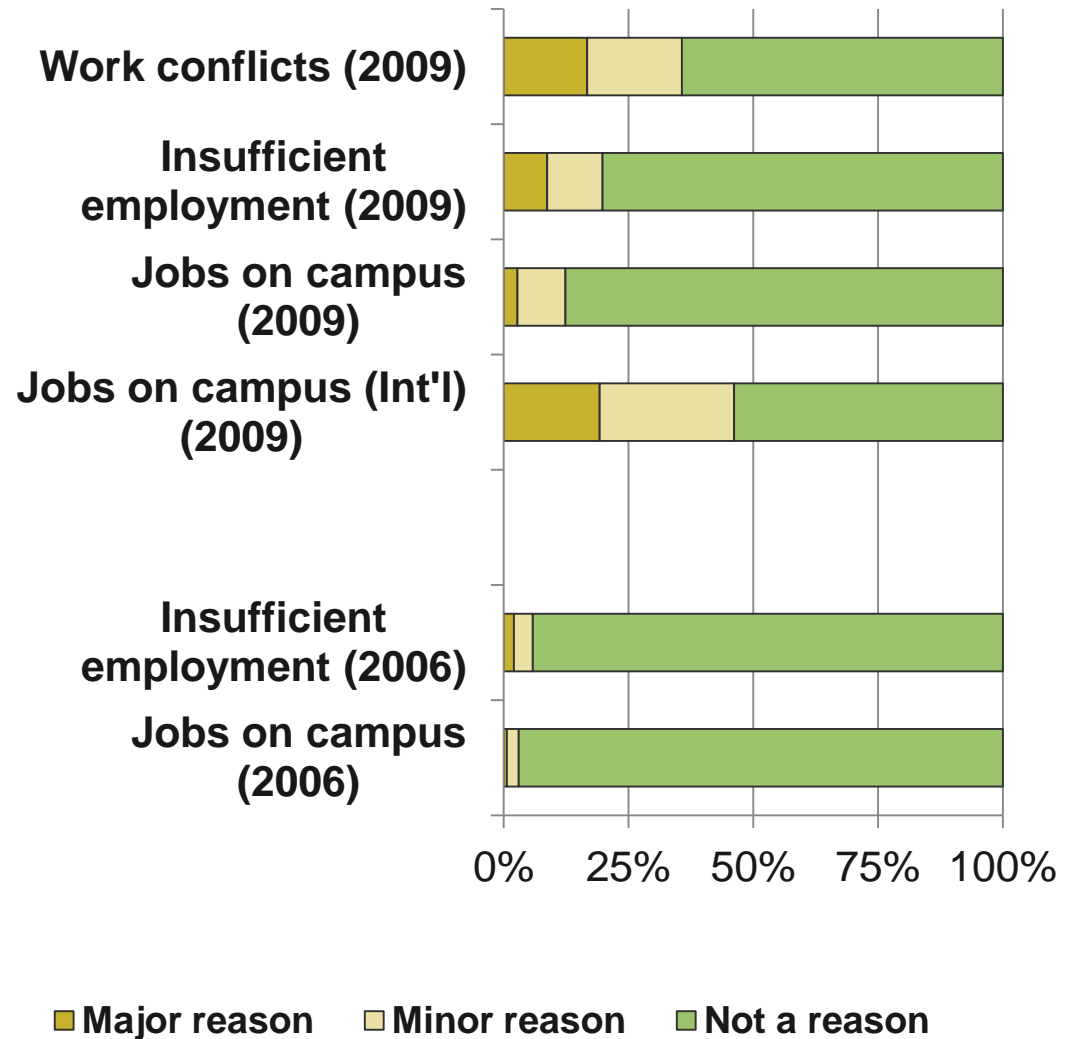


■ Yes ■ No

Economic reasons for not returning

Schedule conflict with work was the most commonly reported overall (major or minor) and major reason for not registering. Availability of on-campus jobs, though a relatively uncommon reason overall, was a great concern of international students. Employment concerns showed the greatest difference from the fall 2006 non-returning students, most likely reflecting dramatically different economic conditions.

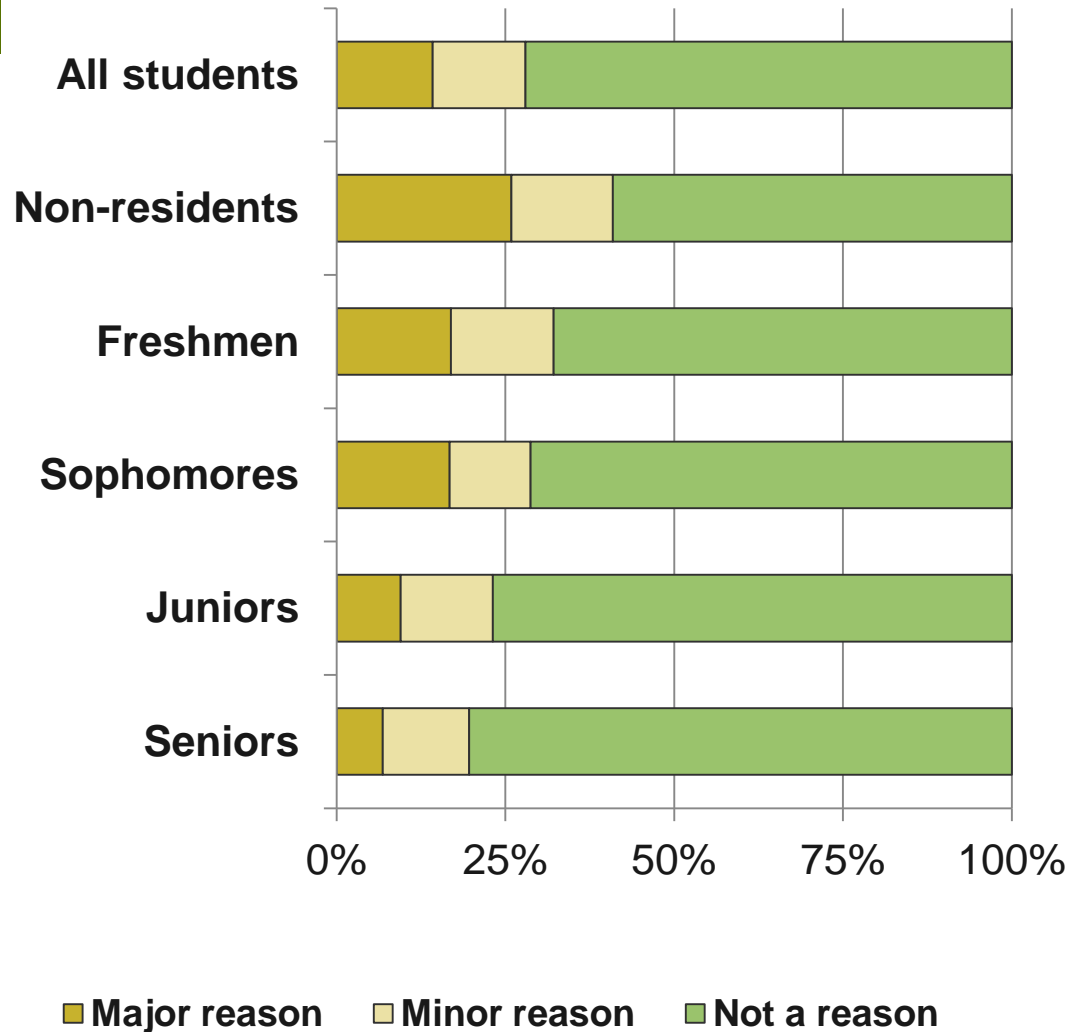
Job-related reasons for not returning (2009 and 2006)



Economic reasons for not returning

The second most common overall and third most common major reason was insufficient financial aid. Students without Utah residency were twice as likely to report that insufficient financial aid was a major reason than Utah residents. This was also more likely to be of major concern to freshmen and sophomores than juniors and seniors.

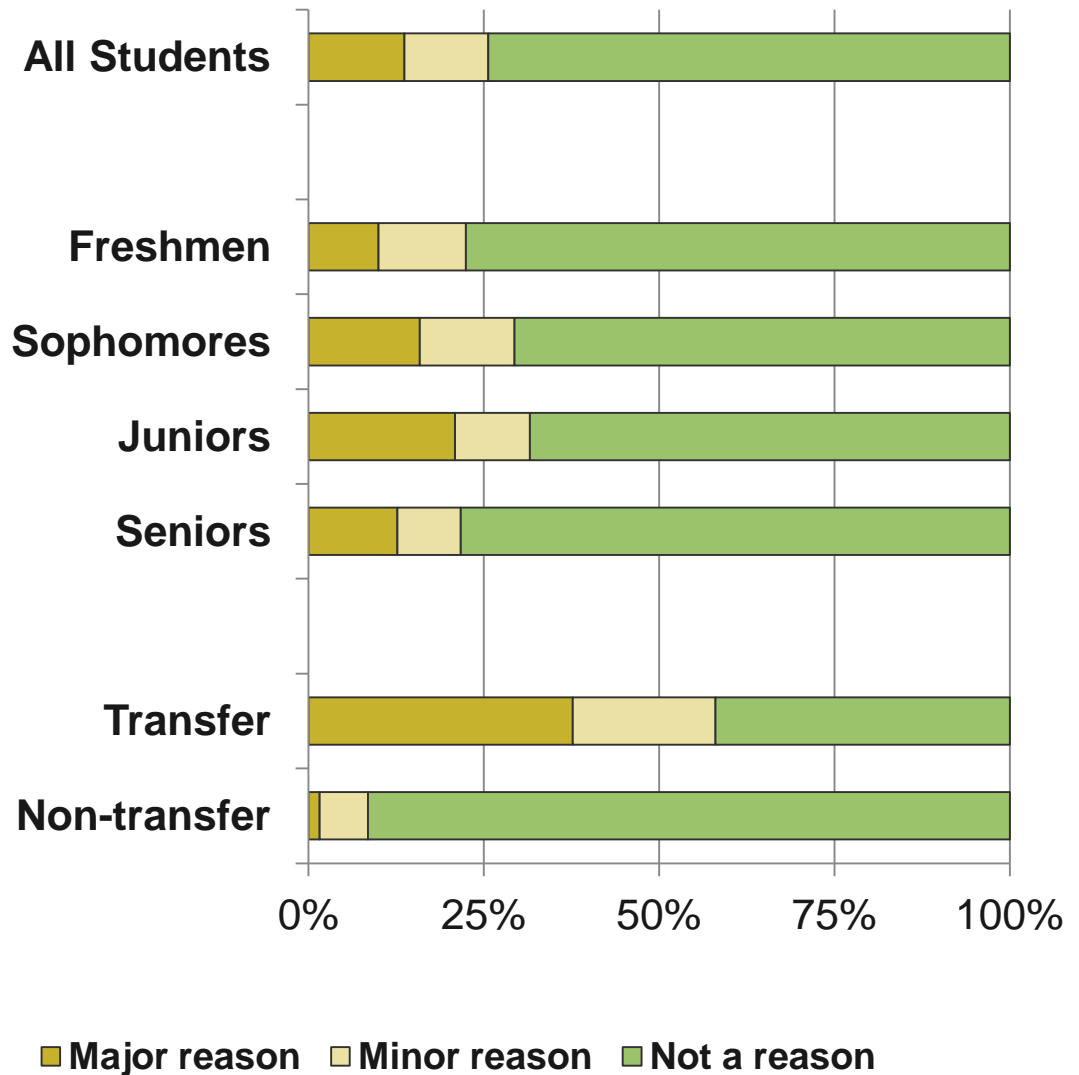
Insufficient financial aid as a reason for not returning (2009)



Academic reasons for not returning

A better program elsewhere was the fourth most commonly cited major reason for leaving and fifth most common major or minor reason. But it was the most commonly reported reason for not returning among students who transferred. The importance of this reason to non-returning students increases over time, peaking in the junior year.

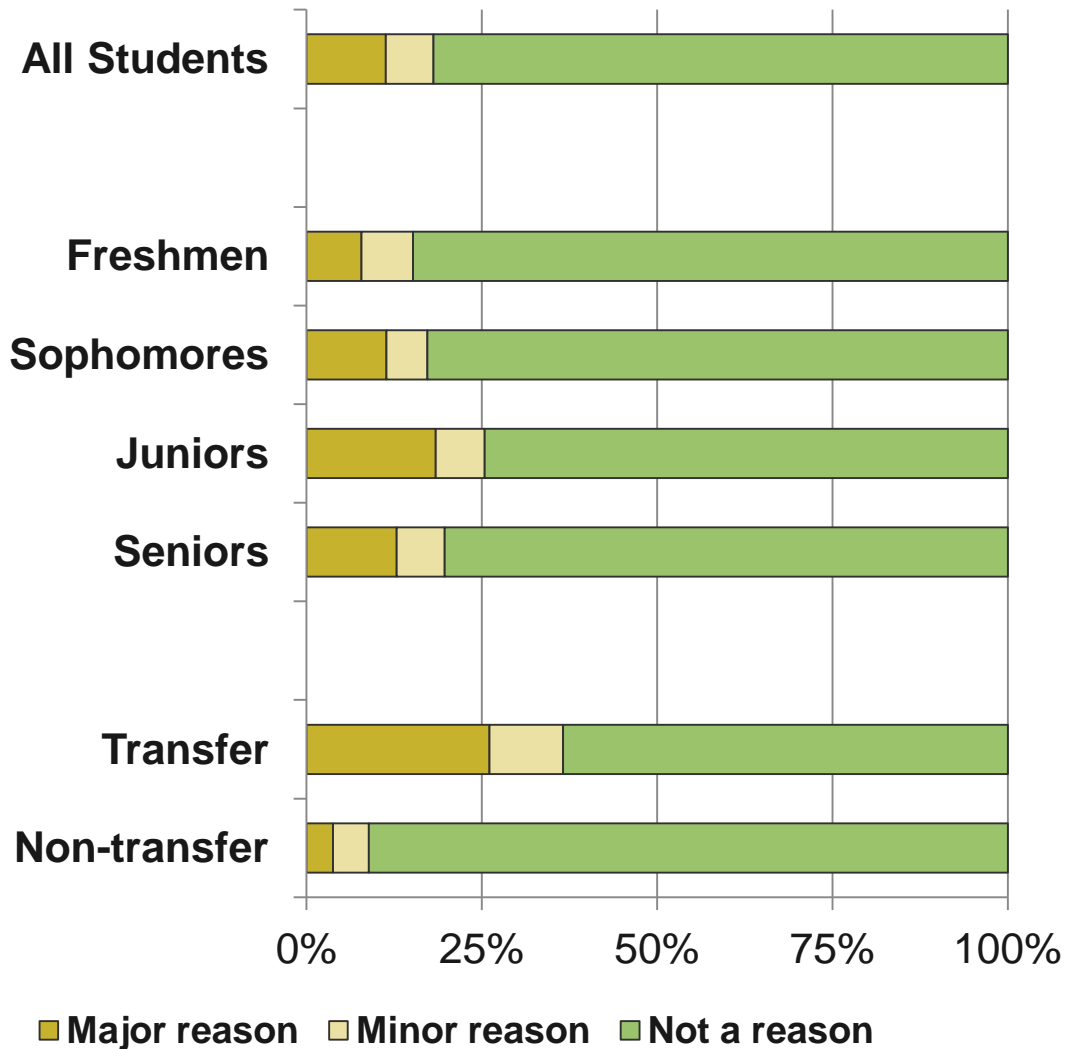
Better program elsewhere as a reason for not returning (2009)



Academic reasons for not returning

The lack of a preferred program was a less common reason but was likely a major reason when it was reported. Concerns with program availability peak in the junior year. This was the third most commonly reported reason among students who transferred.

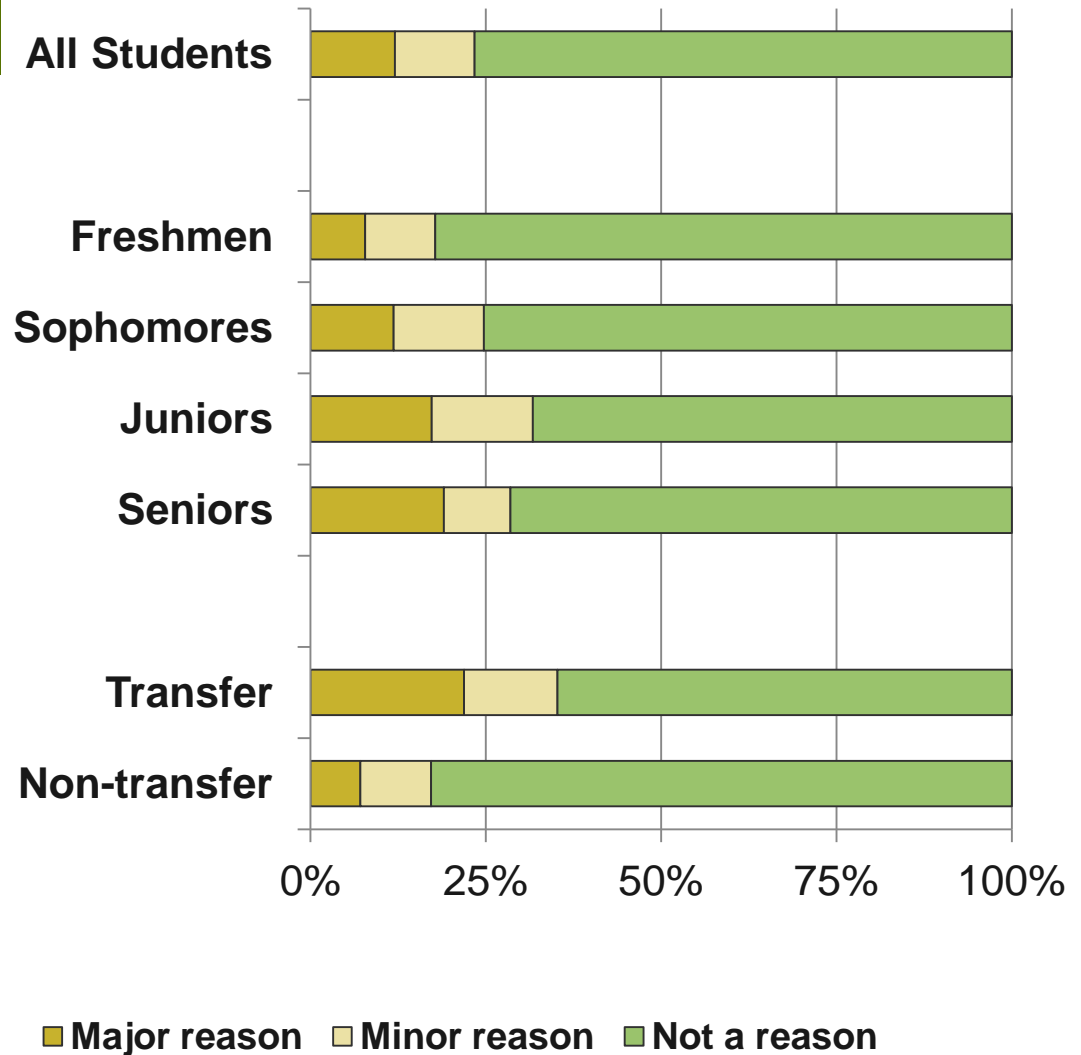
Program not available as a reason for not returning (2009)



Academic reasons for not returning

Course availability was the sixth most common major reason and seventh most common overall reason. The pattern of other program-related reasons holds here: this is of greatest concern in the junior year and to transfer students.

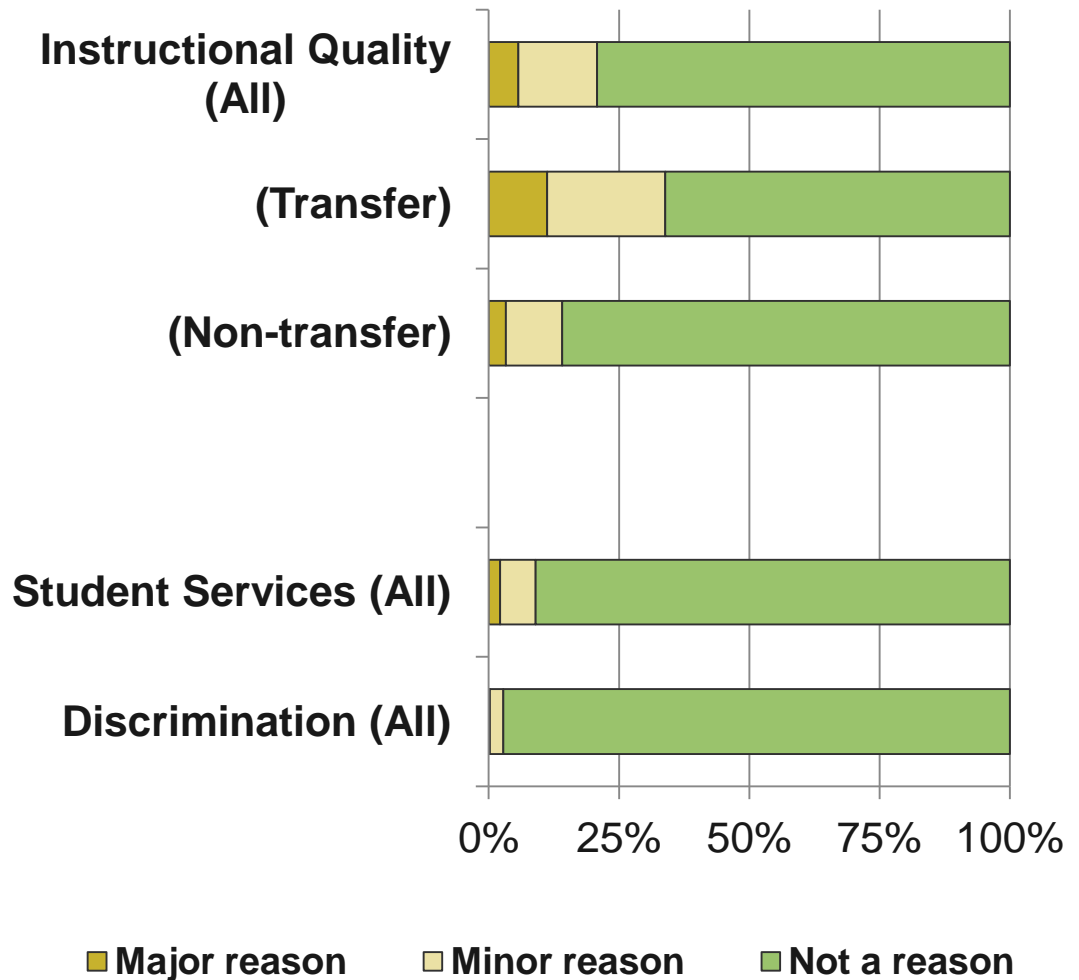
Course availability as a reason for not returning (2009)



Academic reasons for not returning

Non-returning students give exceptionally high ratings for educational quality generally. One in five cited quality of instruction as a reason overall. Transferring students were more than twice as likely to report that quality of instruction and helpfulness of staff and faculty were reasons (mainly minor ones) for not returning. Campus environment issues were the least often cited overall and major reasons.

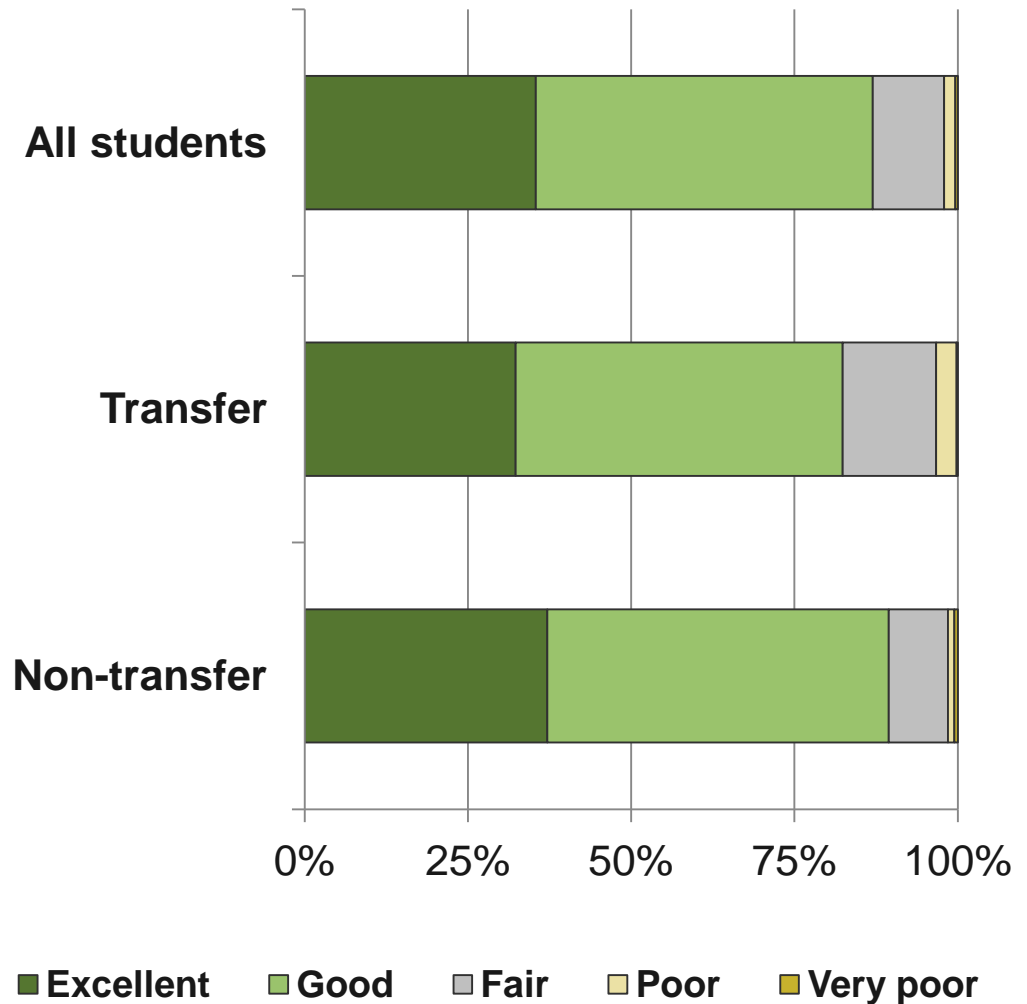
Faculty performance and campus environment as reasons for not returning (2009)



Academic reasons for not returning

Non-returning students give exceptionally high ratings for educational quality, comparable to that of graduates. Compared to students who withdrew from higher education, transferring students were slightly less likely to rate the quality of their educational experience highly.

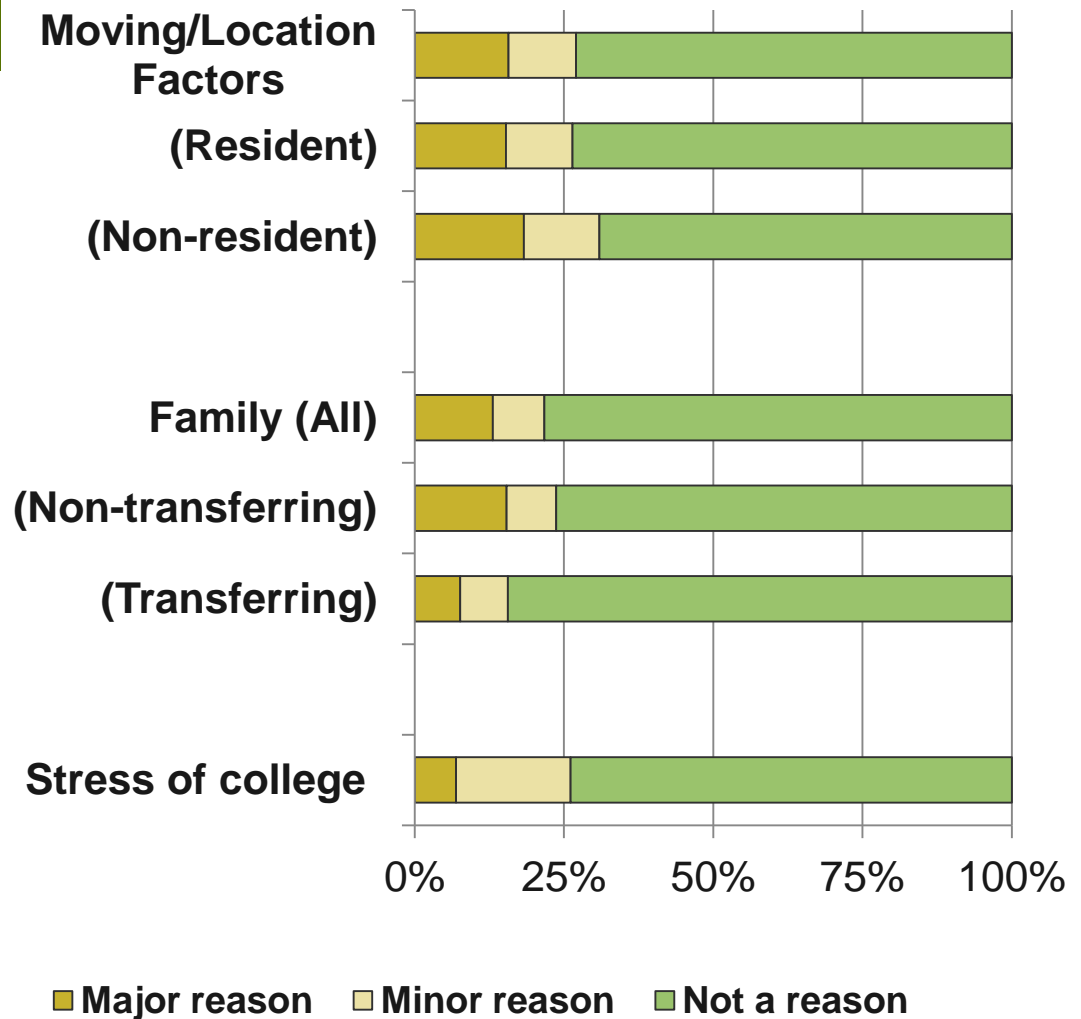
Assessment of educational quality by non-returning students (2009)



Personal reasons for not returning

Moving and location factors were the second most commonly cited major reason and third most common reason overall for not returning, and was slightly more common among non-residents. Nearly one-fourth of non-transferring students reported that family responsibilities were a reason that they did not return. The stress of college was not ranked highly overall but was the most commonly reported minor reason for not returning, affecting one in four students.

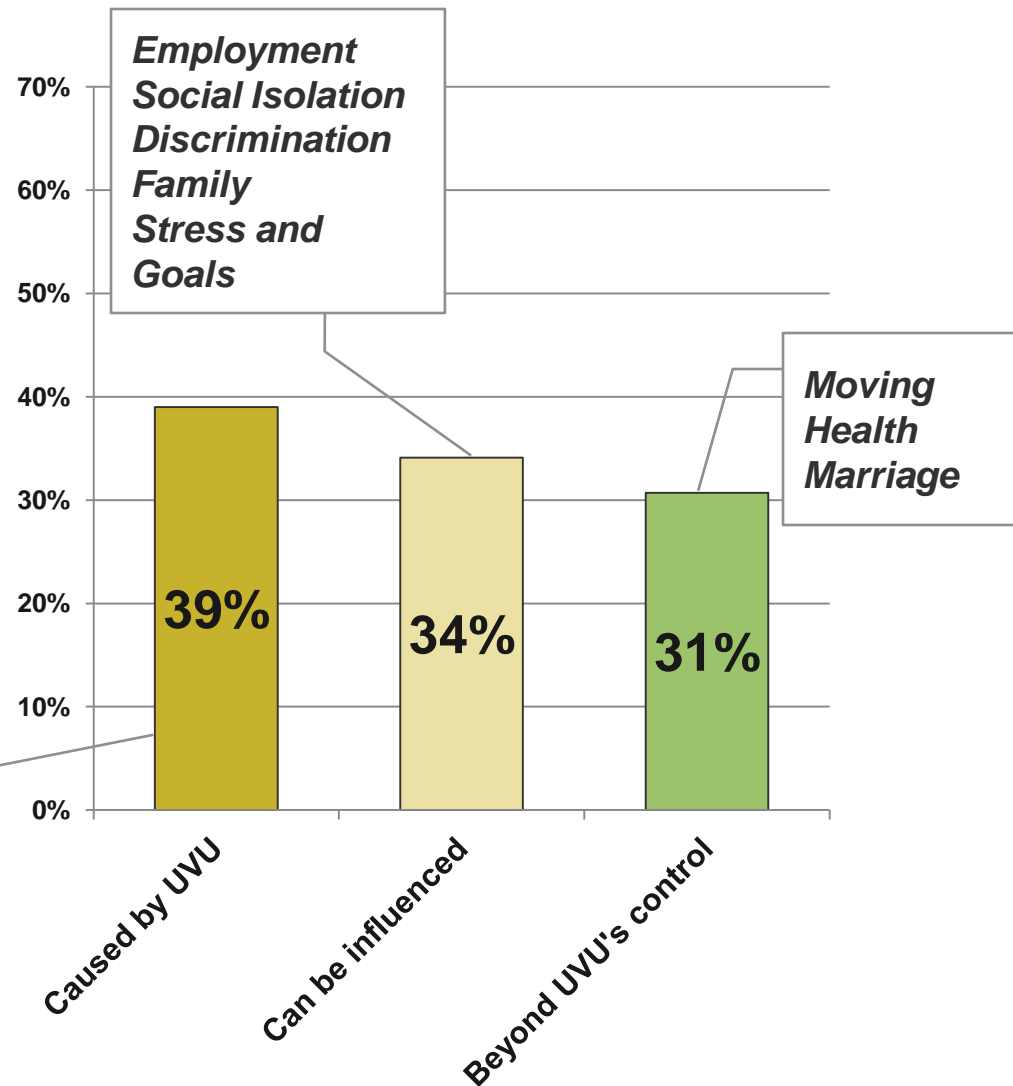
Personal reasons for not returning (2009)



What can UVU do?

Student persistence is primarily not an outside force but a consequence of how decisions made by the University affect individual students. More than two-thirds of non-returning students reported major reasons within UVU's influence.

Reasons for non-returning by level of control (2009)

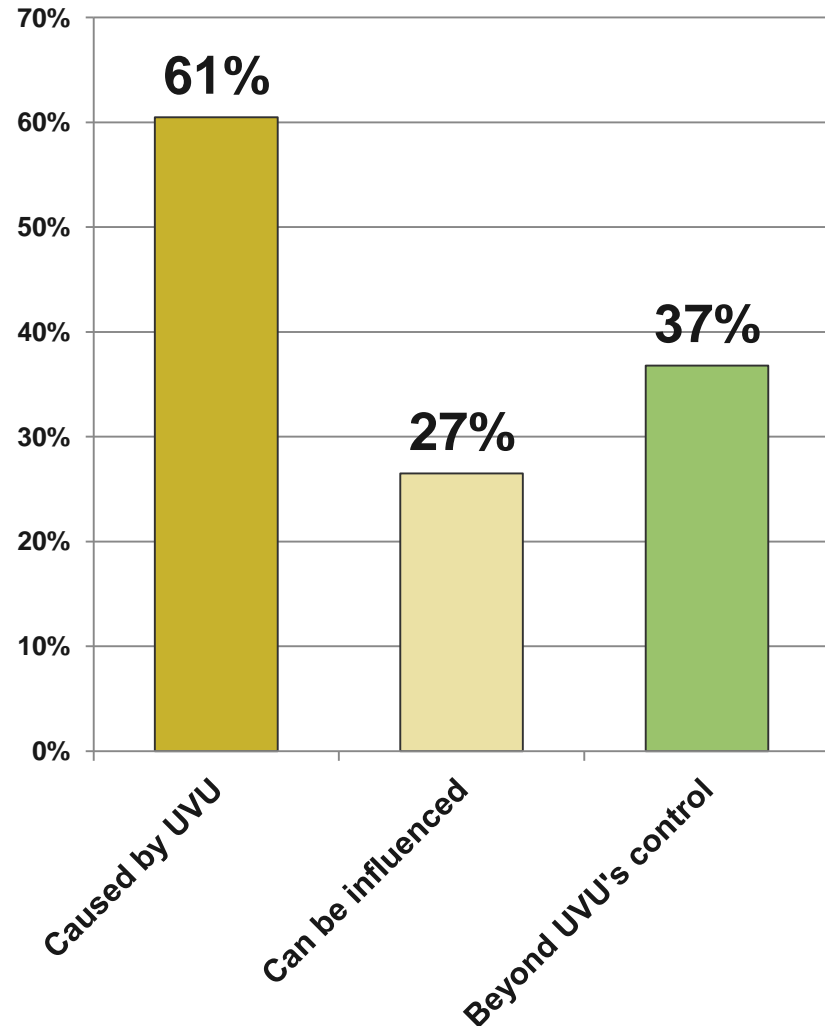


Educational Quality
Programs and Courses
Faculty
Student Services
Financial Aid

What can UVU do?

Three out of every five students who transferred reported at least one major reason that was a consequence of UVU's policies or actions. Without forgetting the wisdom of existing policies or practices, decision-making should consider the retention dimension of decisions that are not themselves about retaining students.

Reasons for non-returning by level of control among transfer students (2009)

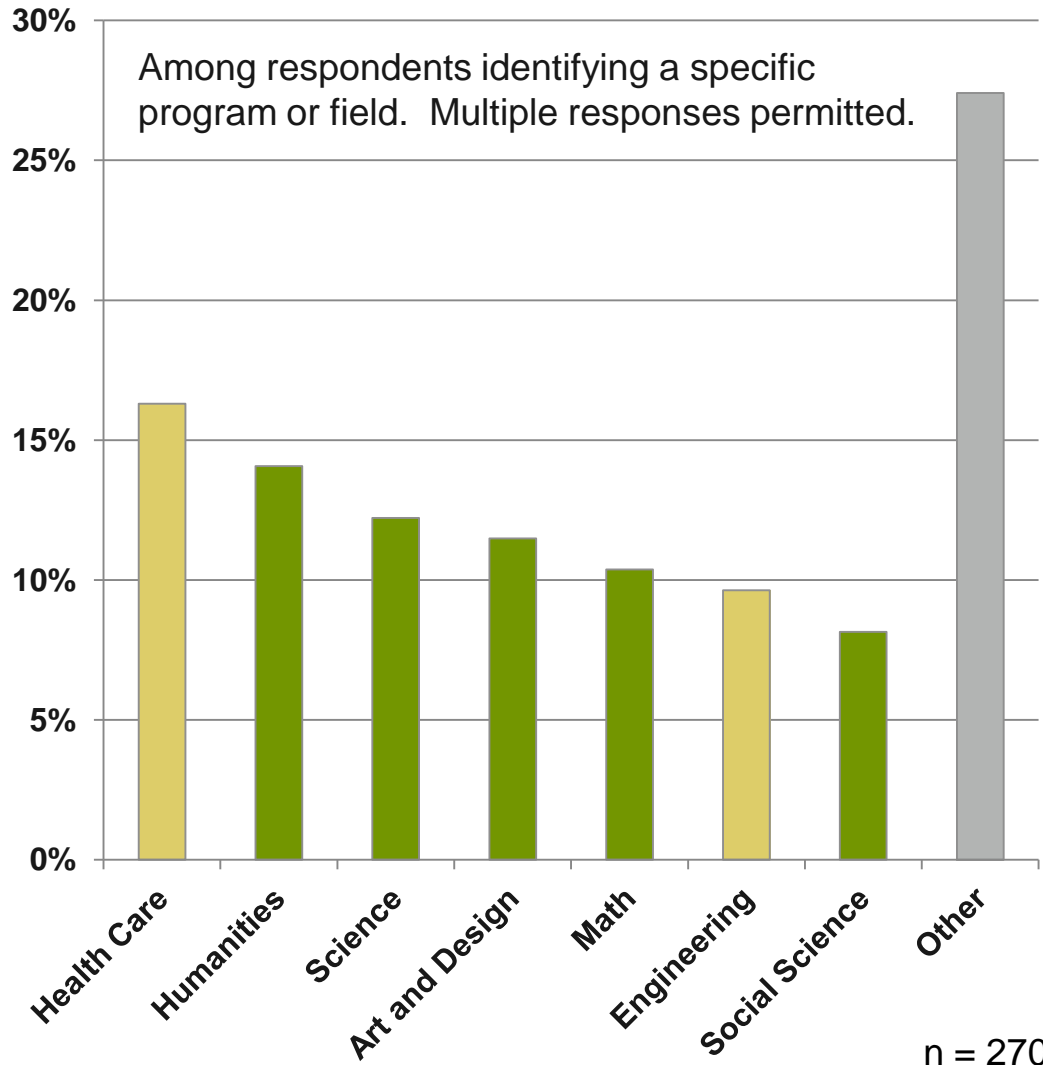


n = 506

What can UVU do?

Health care and engineering programs are the most prominent requested programs among non-returning students that are not currently offered at UVU. But many of those who noted the lack of a particular program often suggested programs in areas where UVU offers a reasonably large number of programs.

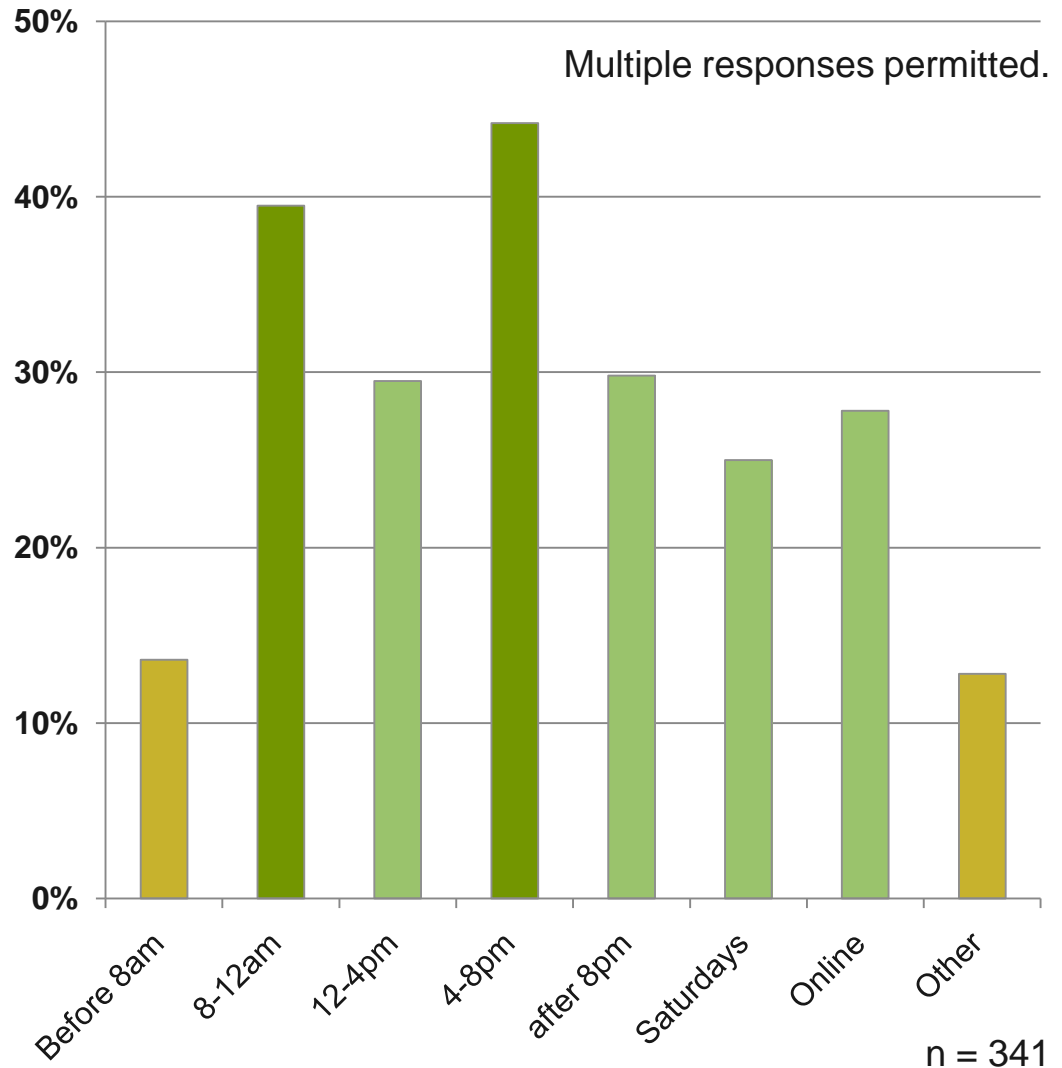
Preferred programs among non-returning students (2009)



What can UVU do?

Nearly half of non-returning students would prefer that classes be offered in late afternoon or early evening. But there is strong demand for courses virtually any time of the day, on weekends, and online, suggesting that students expect UVU to provide university-level service with classes throughout the day rather than a primarily morning schedule.

Preferred class times among non-returning students (2009)



Further Information

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“Non-returning Student Survey: Fall 2009 to Spring 2010”

Available through the IRI
web site:

<http://www.uvu.edu/iri>