

Business Intelligence & Research Services attempted to contact all new-to-UVU students from the 2022-23 academic year who did not return to UVU for Fall 2023 (excluding graduated students). This survey was conducted by phone in October of 2023.

We spoke with 600 of the 3,454 students whom we attempted to contact, which gave us a 17.4% response rate and a 3.6% margin of error. We spoke with another 761 parents or other adults speaking on behalf of the students, but only asked this group about post-UVU activities (39.4% response rate and 2.1% margin of error).

Key Findings

- The most common activities that non-returning students were doing instead of attending UVU were the following:
 - Working (47.0%, down from 51.5% in 2022)
 - Taking a break (29.2%, down from 34.9% in 2022)
 - Moved away (15.1%, about the same)
- The most common reasons why students chose not to return were the following:
 - Not being able to afford college (32.4%, about the same as 2022)
 - Not doing well in classes (24.4%%, about the same)
 - Dealing with mental health issues (22.5%, down slightly from 26.9% in 2022)
- The most mentioned program that UVU is missing is Esthetician (6 out of 47 mentions).
- The most common ways that non-returning students paid for their first year at UVU were work (31.4%), savings (29.8%), and grants/scholarships (26.1%).
- 85.8% of non-returning students said that there was nothing UVU could have done to help them return (about the same as 2022).

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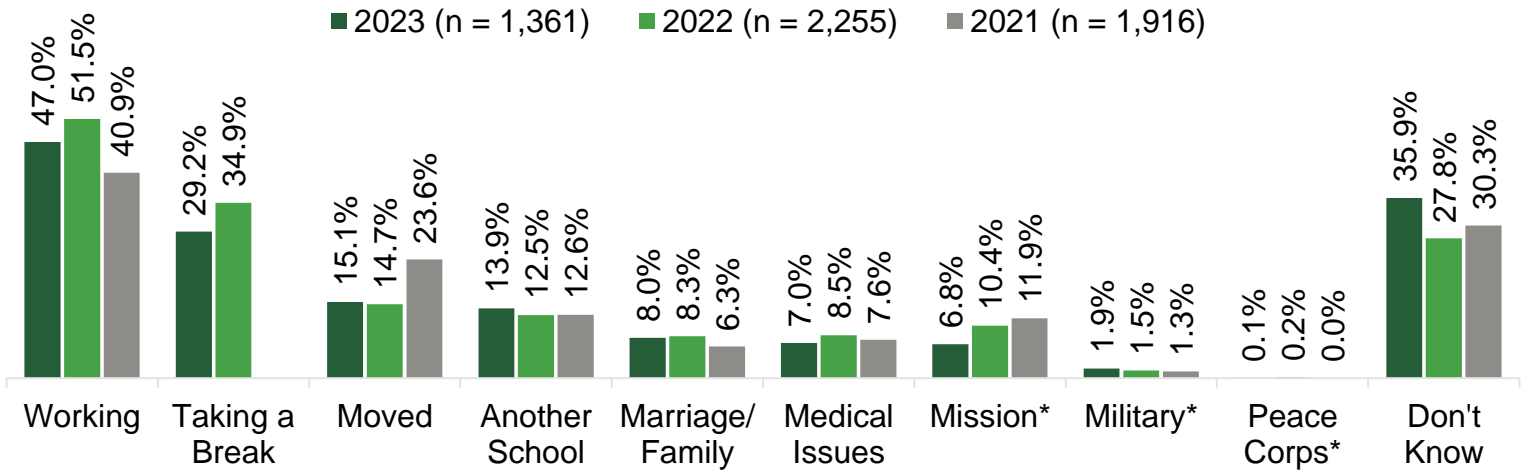
UVU employees can further explore these results at the link below:

<https://tableau.uvu.edu/views/2023NRSSDashboard/Post-UVUActivities>

Report prepared by Taylor Lovell (TLovell@uvu.edu).

Post-UVU Activities

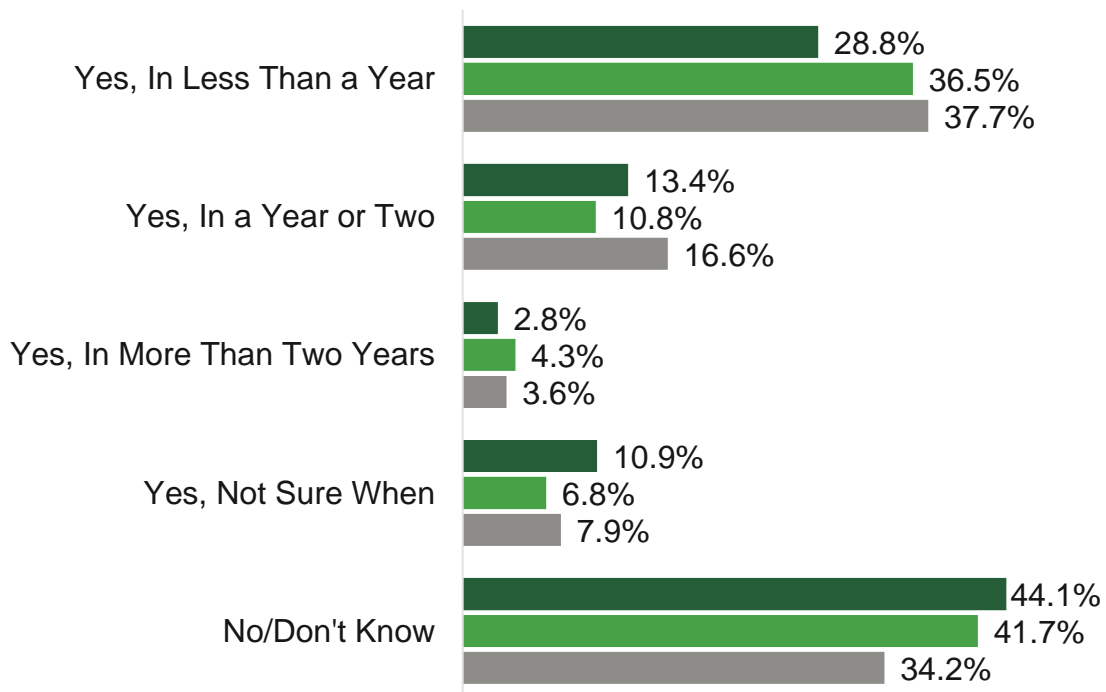
Students and Parents Combined, Multiple Responses Allowed



**When speaking with parents or other adults, we only ask specifically about these items.*

"Do you plan to attend UVU in the future?"

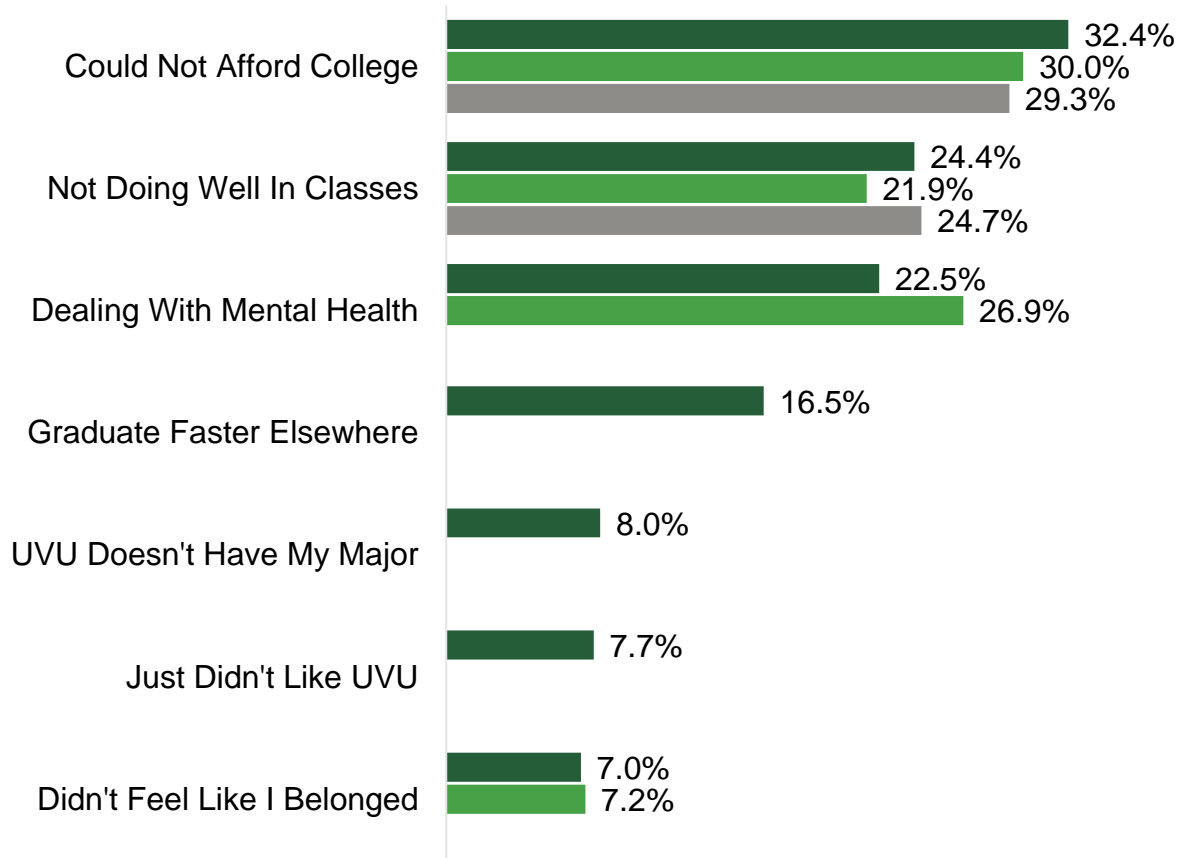
2023 (n = 597) 2022 (n = 1,198) 2021 (n = 955)



Reasons for Not Returning to UVU

Multiple Responses Allowed

■ 2023 (n = 599) ■ 2022 (n = 1,215) ■ 2021 (n = 962)



“What major or program is missing?”

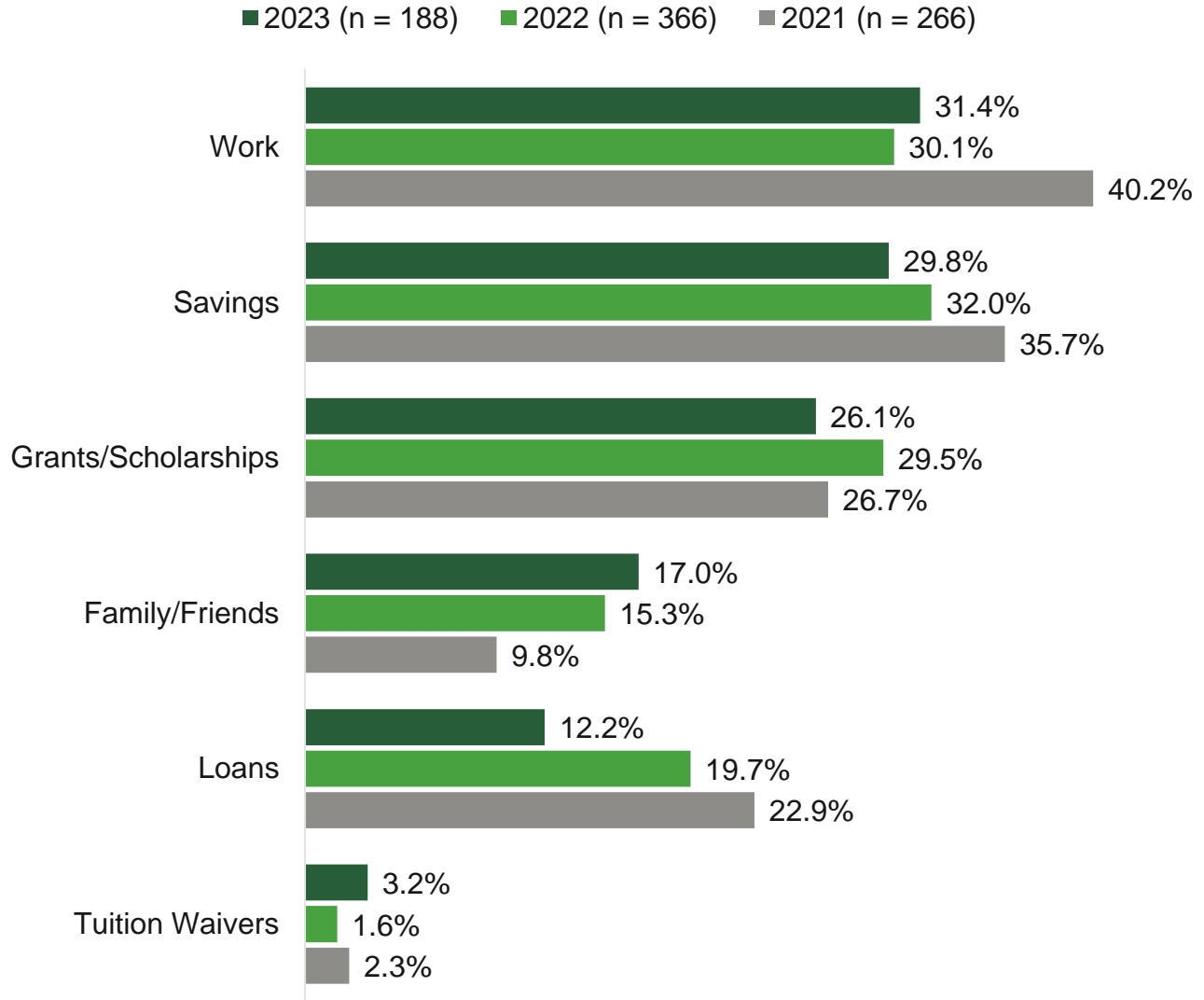
Only asked of students who said UVU doesn't have their major/program.

Open Response, n = 47

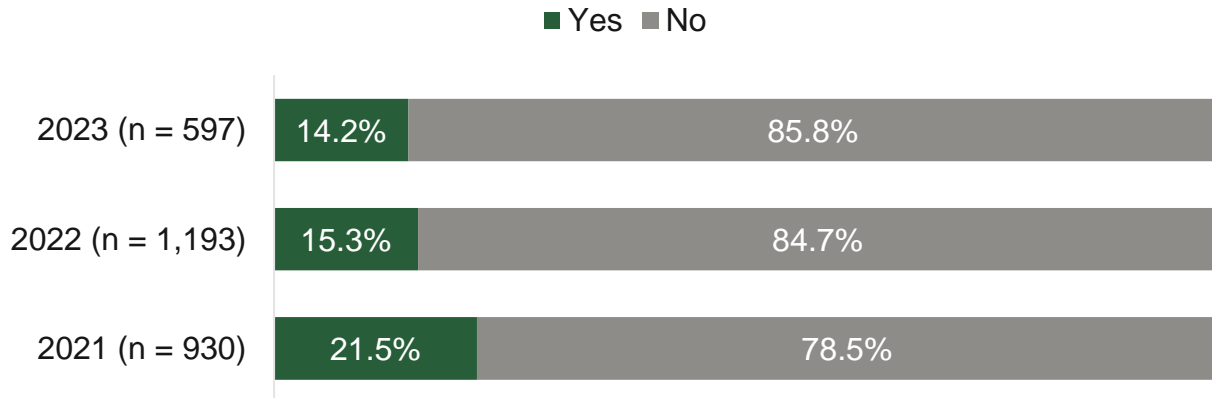
- Esthetician (6 mentions)
- Dietetics and Nutrition (2)
- Interior Design (2)

"How did you finance your first year at UVU"

*Only asked of students who indicated they couldn't afford college.
Multiple Responses Allowed*



"Is there anything the university could have done to help you attend this semester?"



**Most Common Responses to
"What could UVU have done?"**

(n = 85)

Cheaper Tuition/Grant/Scholarship	37.6%
More Communication (from Advisors)	11.8%
More Online Classes/Programs	7.1%
Help with Financial Aid	5.9%
Specific Program/Class	5.9%

Notable Demographic Differences

Gender

- Female students were more likely to be serving a mission (8.2% female, 5.6% male).
- Male students were more likely to be...
 - Serving in the military (2.8% male, 0.7% female)
 - Working (52.6% male, 39.0% female)
- Female students were more likely to say that...
 - UVU doesn't offer their major/program (13.9% female, 4.3% male)
 - They will graduate faster elsewhere (21.2% female, 13.5% male)
 - They were dealing with mental health issues (29.0% female, 18.4% male).
- Male students who couldn't afford college were more likely to pay for school using...
 - Savings (36.8% male, 18.9% female).
 - Work (36.8% male, 23.0% female).
- Female students who couldn't afford college were more likely to pay for school using loans (16.2% female, 9.6% male).

Race/Ethnicity

- White students were more likely to be...
 - Serving a mission (7.6% white, 3.9% POC)
 - Getting married or raising a family (18.3% white, 9.4% POC)
 - Dealing with medical issues (8.0% white, 3.3% POC)
- Students of color were more likely to say that they...
 - Just didn't like UVU (11.0% POC, 7.0% white)
 - Could not afford college (41.7% POC, 36.8% white)
- White students who couldn't afford college were more likely to pay for school using...
 - Savings (34.8% white, 20.4% POC)
 - Work (34.8% white, 26.5% POC)
- Students of color who couldn't afford college were more likely to pay for school using...
 - Loans (18.4% POC, 10.6% white).
 - Grants and scholarships (32.7% POC, 23.7% white).
 - Tuition waivers (8.2% POC, 0.8% white).
- Students of color were more likely to say that there was something UVU could have done to help them return (24.4% POC, 14.9% white).

Notable Demographic Differences

First Generation

- Non-first-generation students were more likely to be serving a mission (8.0% not first gen, 3.9% first gen).
- First-generation students were more likely to be working (52.2% first gen, 44.5% not first gen).
- First-generation students were more likely to say that they...
 - Could not afford college (37.3% first gen, 30.1% not first gen)
 - Were not doing well in their classes (28.9% first gen, 22.3% not first gen)
- First-generation students who couldn't afford college were more likely to pay for school using loans (25.0% first gen, 6.3% not first gen).
- Non-first-generation students who couldn't afford college were more likely to pay for school using the help from family and friends (21.1% not first gen, 8.3% first gen).

Pell Status

- Pell-eligible students were more likely to be...
 - Working (52.7% Pell eligible, 44.8% Pell ineligible)
 - Getting married or raising a family (13.7% Pell eligible, 6.0% Pell ineligible)
 - Dealing with medical issues (10.3% Pell eligible, 5.8% Pell ineligible)
- Pell-eligible students were more likely to say that they...
 - Were dealing with mental health issues (27.6% Pell eligible, 20.4% Pell ineligible)
 - Could not afford college (37.1% Pell eligible, 30.2% Pell ineligible)
- Pell-ineligible students who couldn't afford college were more likely to pay for school using...
 - Savings (35.7% Pell ineligible, 17.7% Pell eligible)
 - Work (38.1% Pell ineligible, 17.7% Pell eligible)
 - Help from family and friends (24.6% Pell ineligible, 1.6% Pell eligible)
- Pell-eligible students who couldn't afford college were more likely to pay for school using...
 - Loans (19.4% Pell eligible, 8.7% Pell ineligible)
 - Grants and scholarships (62.9% Pell eligible, 7.1% Pell ineligible)
- Pell-eligible students were more likely to say that there was something UVU could have done to help them return (24.6% Pell eligible, 14.4% Pell ineligible).