



LOYOLA
UNIVERSITY MARYLAND

Graduate Students: Satisfaction, Connection to Loyola, Student Services, and Outcomes

Prepared by:

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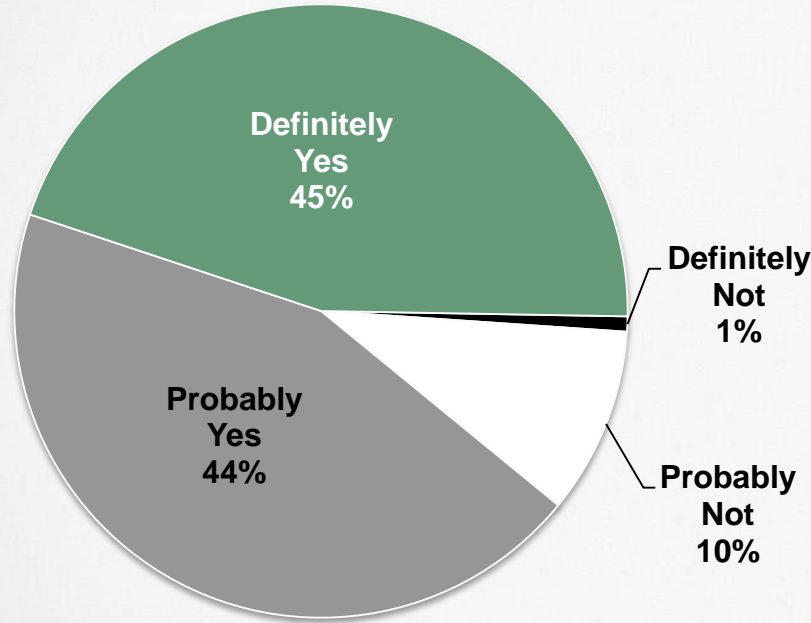
Terra Schehr, Assistant Vice President for
Institutional Research & Effectiveness

September 2014

Overview/Methodology

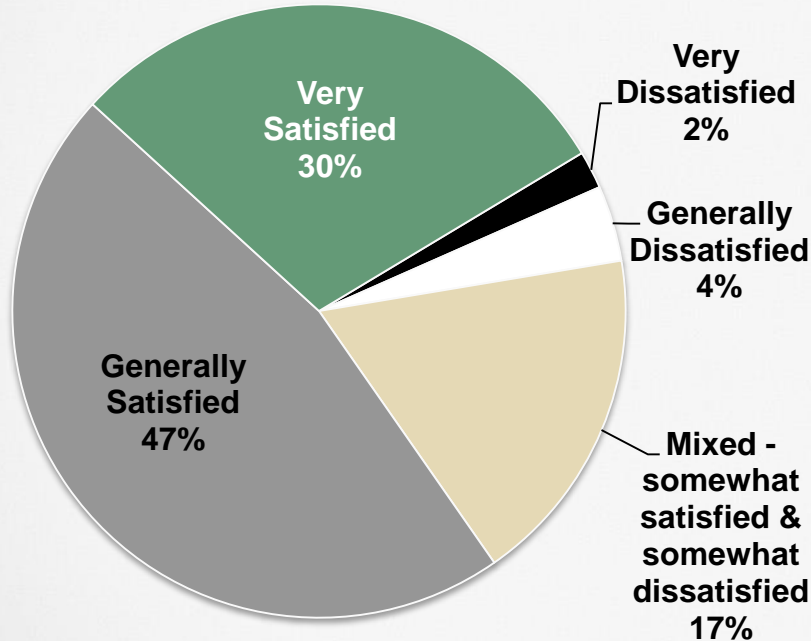
- Survey developed by IR and Grad COAD and administered online to all registered graduate students in Spring 2014.
 - Survey included items used in a 2010-11 survey of graduate students along with some new content relevant to current issues at Loyola.
 - An incentive of a chance to win one of three iPad2 devices was offered.
- 729 usable surveys were completed for a response rate of 40%
 - Key student demographics—including academic program—appear in similar proportions in the survey sample as they do in the graduate student population
- Sampling error for proportions is $\pm 3\%$

Likelihood to Choose Loyola Again



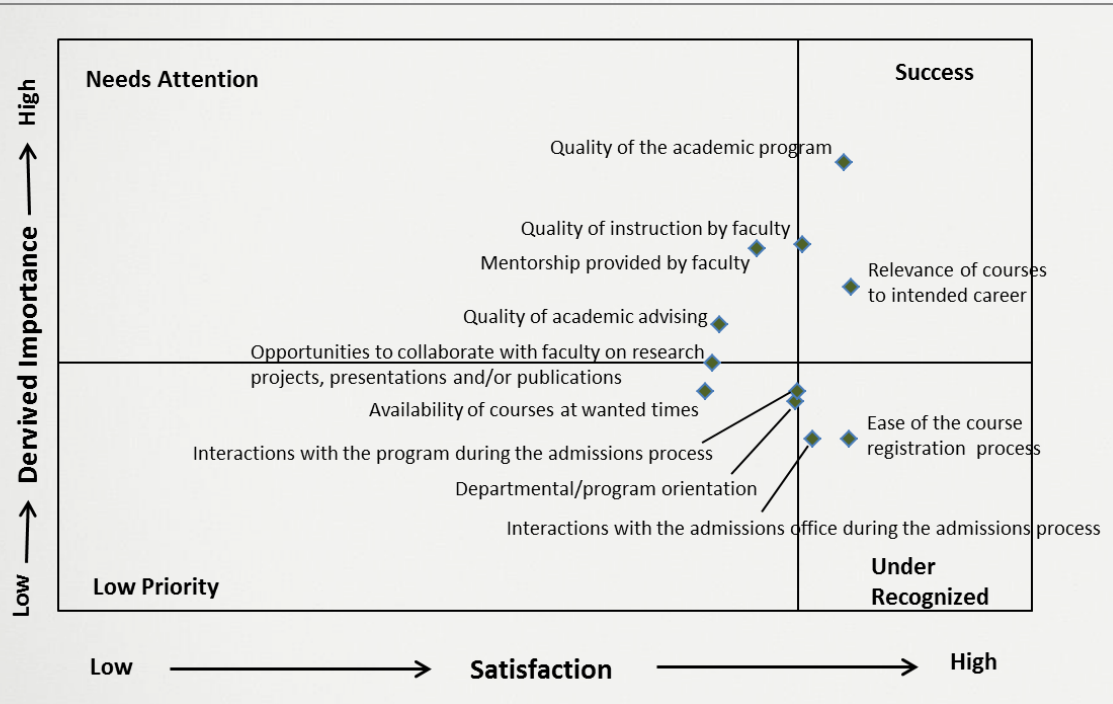
- Likelihood to enroll in Loyola if they “were to choose over again” is slightly lower among students surveyed at this time compared to the 2010-11 survey population.
 - In 2014, 89% report that they would choose Loyola again, while 92% reported the same in 2011.

Overall Satisfaction



- Satisfaction with their “entire graduate experience at Loyola” is slightly lower among students surveyed at this time compared to the 2010-11 survey population.
 - 77% report being either *Very* or *Generally Satisfied* in 2014, while just 79% reported the same in 2011.

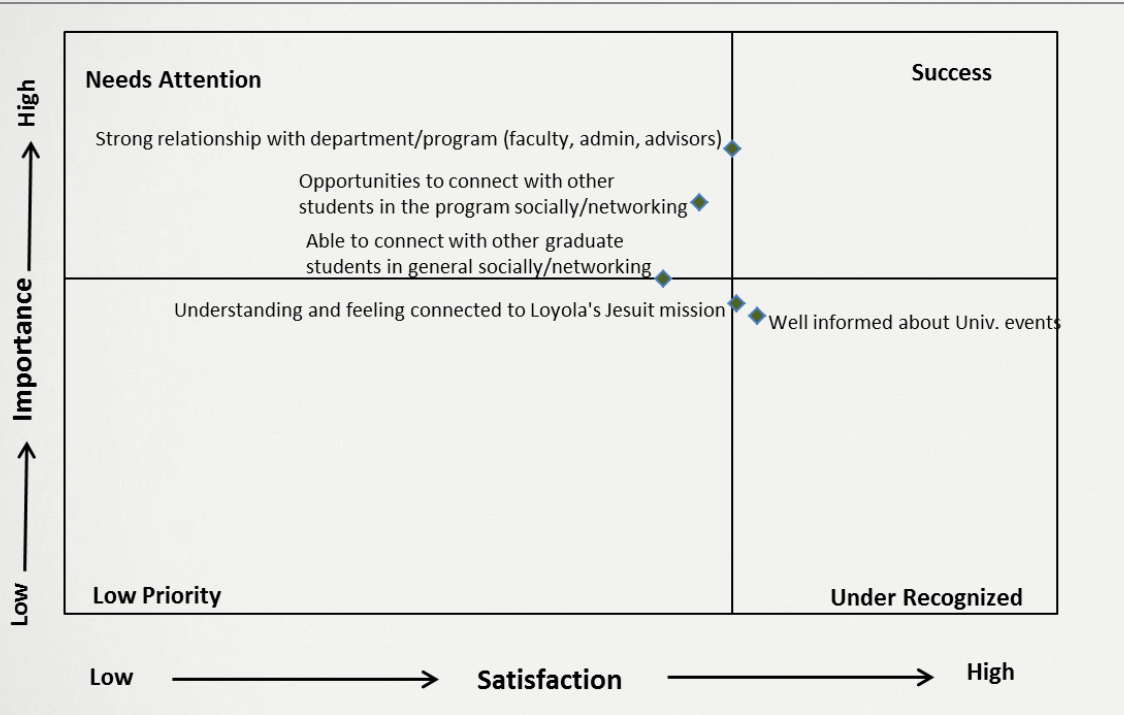
Overall Satisfaction: Priority Action Grid



- Chart shows the satisfaction ratings, on a scale of 1-5, for each of 15 individual attributes queried on the survey.
- Satisfaction ratings are plotted along with the derived importance of each attribute to students' overall satisfaction with their Loyola experience.
 - Derived importance is the bivariate correlation between each individual attribute and the overall satisfaction rating.
- Grid is demarcated by the median values of satisfaction ratings (4.04) and correlation coefficients (0.26).
 - Range of satisfaction ratings = 3.66- 4.26
 - Range of correlation coefficients = 0.18 - 0.47

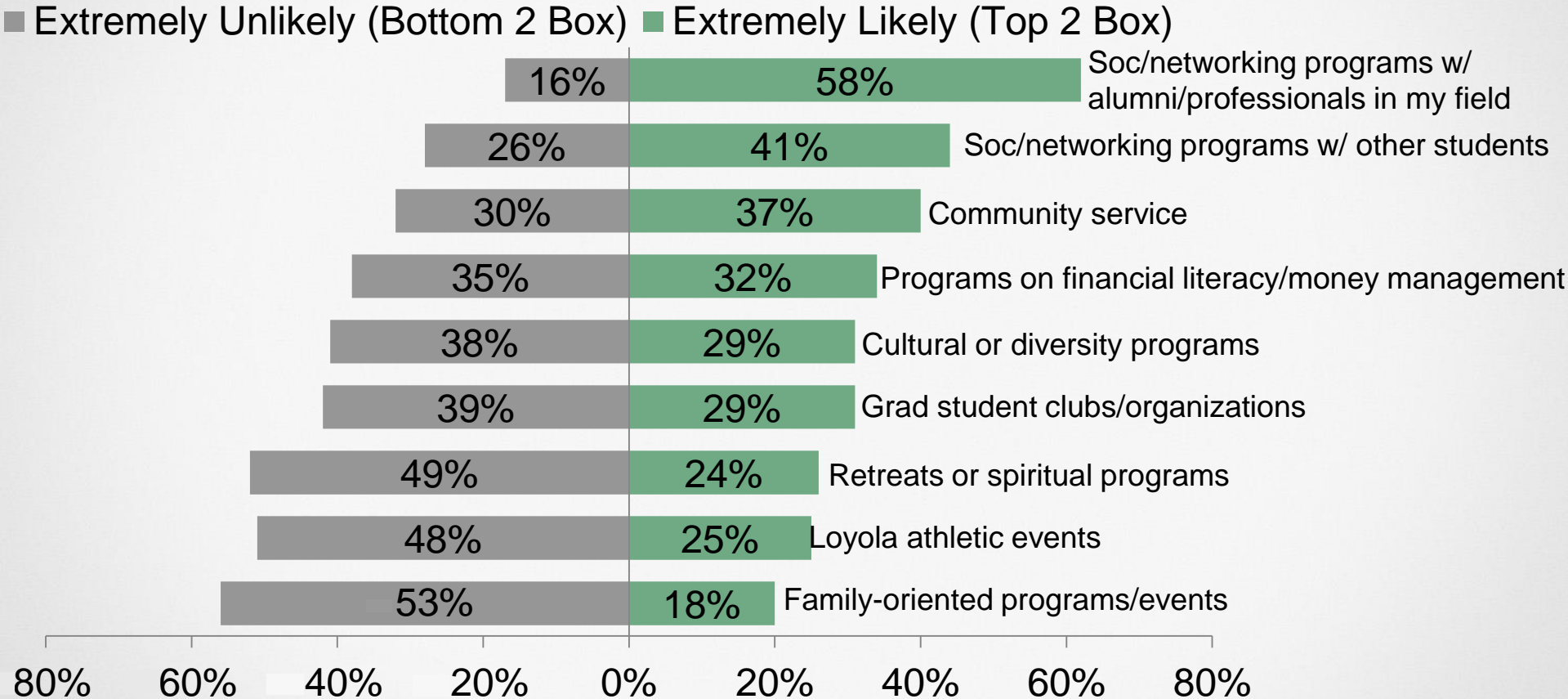
Connection to Loyola

Student Connection: Priority Action Grid



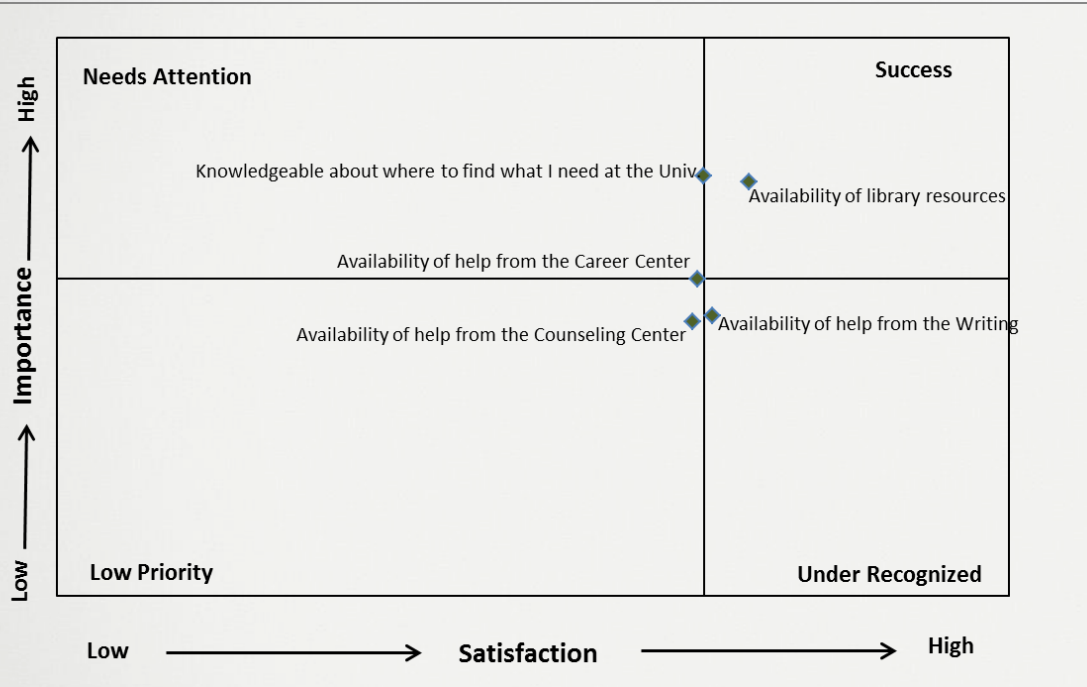
- Chart shows the satisfaction and importance ratings, on a scale of 1-5
- Grid is demarcated by the median values of satisfaction ratings (3.69) and importance ratings (2.88).
 - Range of satisfaction ratings = 3.42 - 3.79
 - Range of importance ratings = 2.57 - 3.99

Likelihood to Attend Student Programs



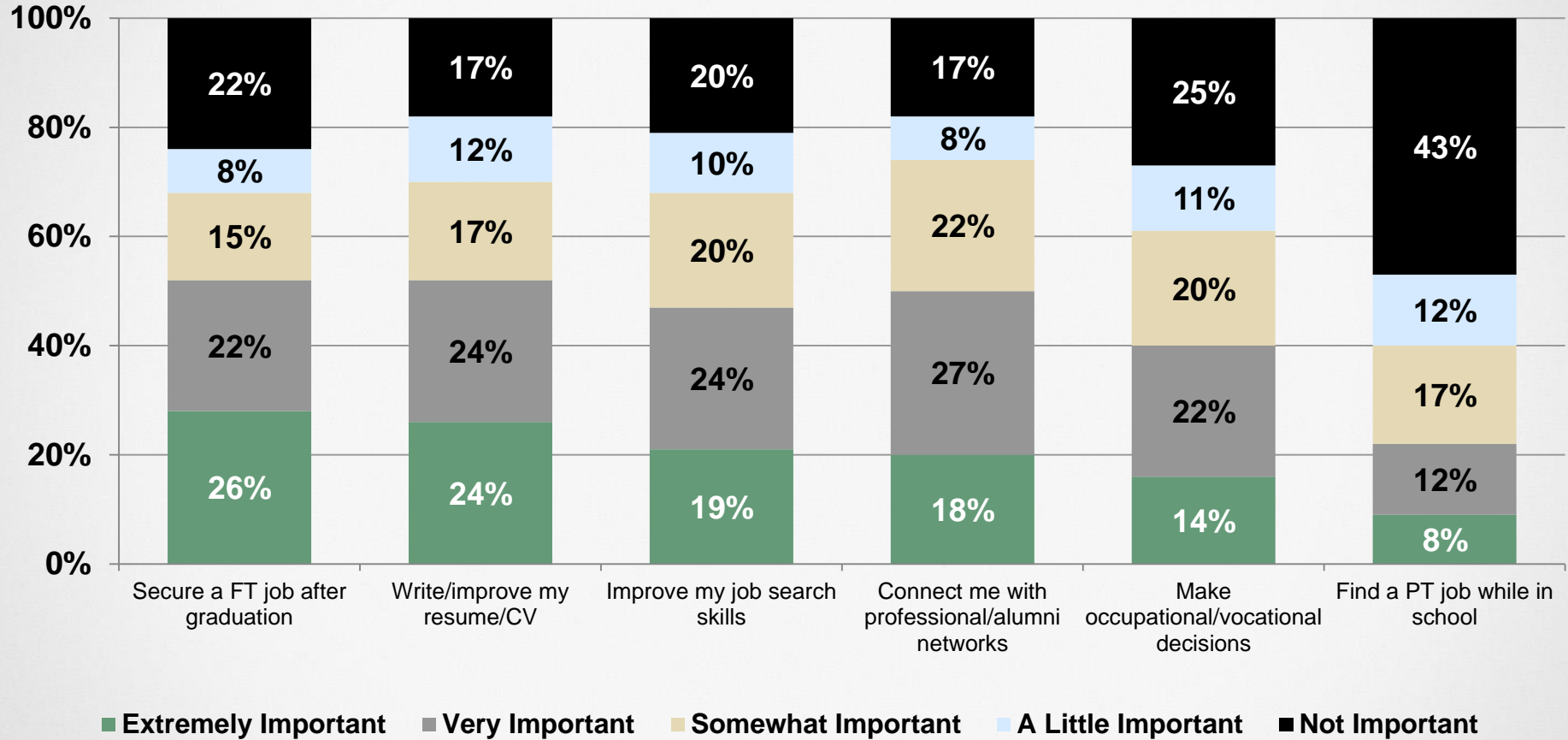
Student Services

Student Services: Priority Action Grid



- Chart shows the satisfaction and importance ratings, on a scale of 1-5
- Grid is demarcated by the median values of satisfaction ratings (3.72) and importance ratings (2.84).
 - Range of satisfaction ratings = 3.68 - 3.92
 - Range of importance ratings = 2.45 - 3.76

Expectations for the Career Center: To help . . .



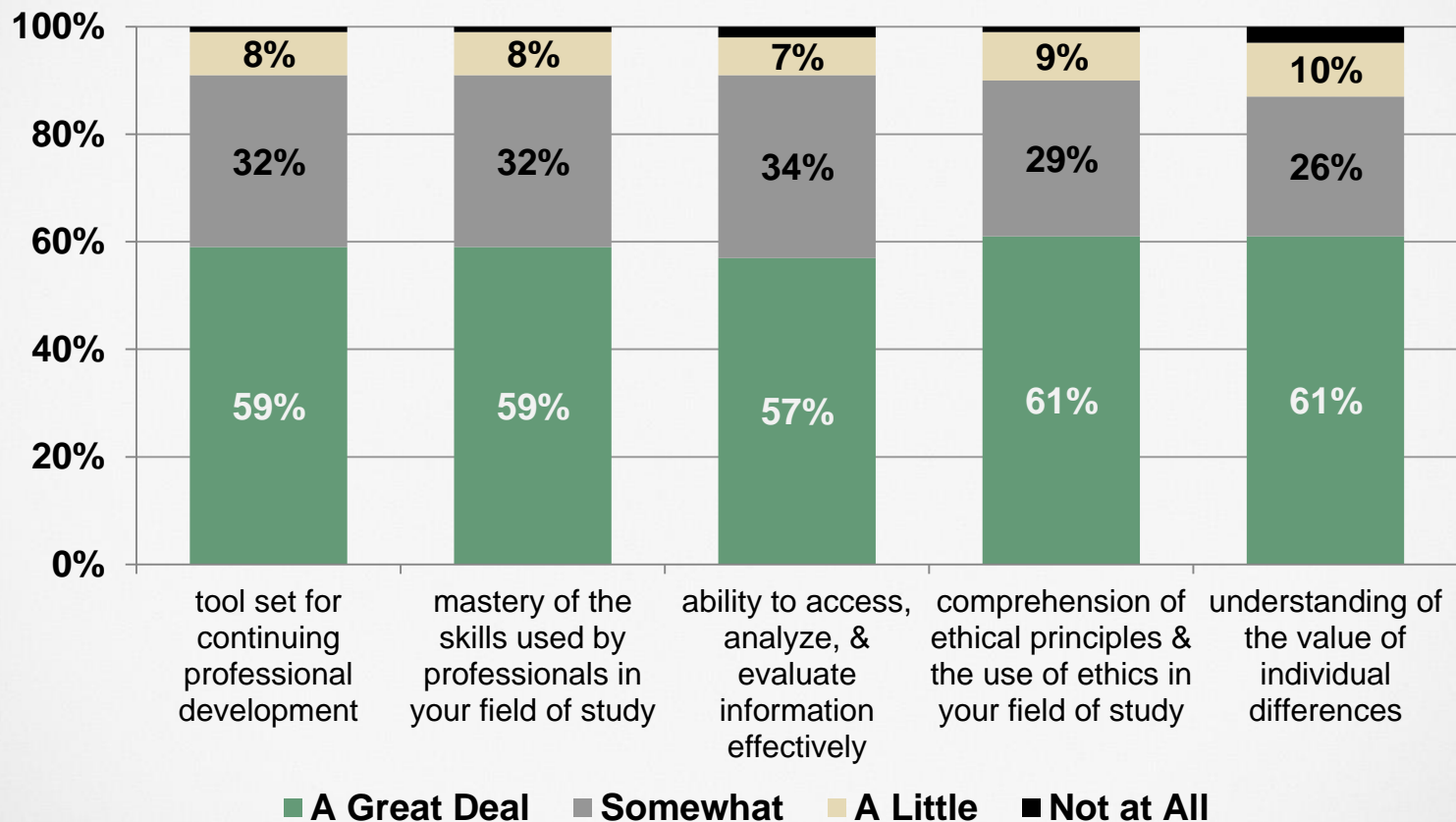
Courses and Outcomes

Course Rigor and Delivery

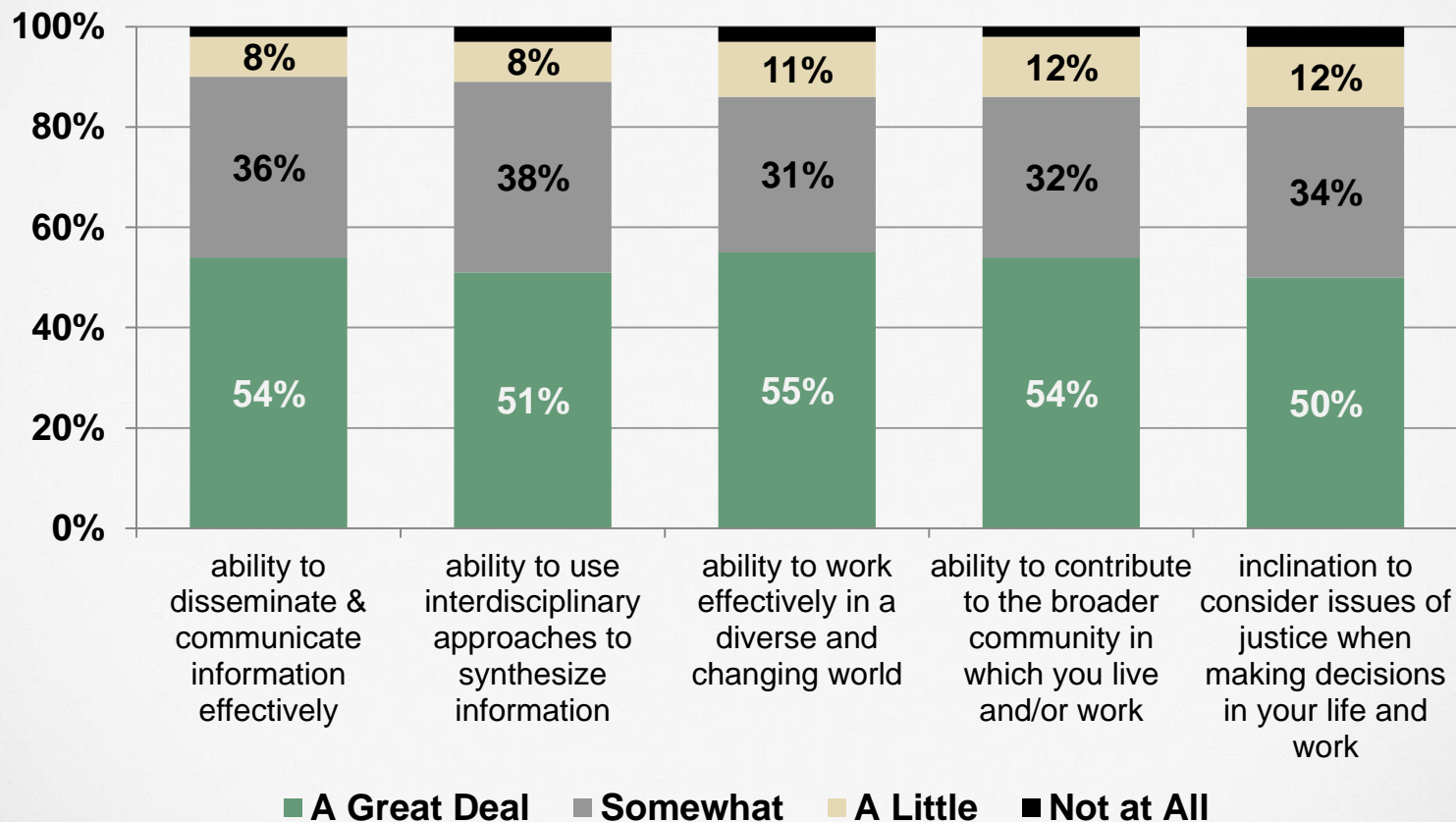
- 85% of students described the level challenge in their courses as “just right.”
 - 9% of students described their courses as “too easy/not challenging enough.”
- When asked if they had the option while at Loyola to take some courses in alternative formats, 57% said they would “definitely” or “probably” take a course in a hybrid/blended format, and 38% said they “definitely” or “probably” would take a course that was completely online.*
 - 19% of students who would consider hybrid courses would not consider fully online courses.

*Question not asked of students in the Emerging Media program

To What Extent Has Loyola Improved Your . . . ?



To What Extent Has Loyola Improved Your . . . ?



Degree Completion

- 36% of students reported that it is taking them longer than they anticipated to complete their degree.
- Top three reasons it is taking longer than anticipated are:
 - Work obligations (44%)
 - Financial problems (34%)
 - Loans are the primary source of funding for 42% of respondents.
 - Employer reimbursements are the primary source of funding for 20% of respondents.
 - Lack of course availability (28%)

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