School of Graduate Studies

Applicant Survey - 2010
Methodology - 2010

• Surveyed 1,339 (1,486) graduate applicants sent offers
• Response rate 42% (48%)
• Online survey July 22 - August 26

Objectives:
  • Track satisfaction with recruitment and admission processes
  • Identify areas for improvement
Areas of focus

- Reputation - Graduate program/department
- Graduate Student Life
- Recruitment & Application Processes
- Financial packages
Reputation

High Scores (80 – 96%):
• Proud to be future graduate
• Program will help find satisfying career
• Peers feel program has excellent reputation
• Overall, program has excellent reputation

Lower Scores (70 – 73%)
• Program makes unique education contribution versus other universities
• Program widely recognized as leader
Graduate Student Life

We scored high (87 – 93%) on:

• Stimulating academic environment
• Good academic support

Reasonable, but not great (68% – 75%) on:

• Safe environment
• Students feeling they will fit in
• Extracurricular activities
Graduate Student Life

Low (22 – 55%) on:

- Meeting needs of student who are parents
- Welcoming of persons with diverse backgrounds
- Meeting the needs of persons with disabilities

- Most respondents chose “neutral”
Recruitment/Application Process

• 86% of applicants give good or excellent ratings for overall recruitment and admission process (2009: 89%, 2008: 89%)
• Applicants continue to feel wanted and engaged
• Positive about program’s follow-up and communications
Reasons applicants do not accept

- I felt another university really wanted me
- Better resources at another university
- Preferred to study with another professor at another university
- Better financial package at another university
Communications with Applicants

Program Websites

• “Most important way for me to receive info about grad programs” – 89%

• High Scores (81-94%):
  • Easy to find, navigate & understand

• Room for improvement (60-72%):
  • Answered my questions about graduate studies in the department
  • Made it clear how program was unique
Top 10 Website Details

- Application deadlines
- How to apply
- Admission requirements
- Description of graduate program
- Funding Options
- Course offerings
- Faculty research interests
- Program-specific contact information
- Program’s facilities & resources
- Post-graduate opportunities
Communications with applicants

• “Program representatives very helpful in answering questions” – 92%
• 231 respondents met with grad. supervisor
  • 97% satisfied with meeting
  • 99% satisfied with telephone/email communication
• Positive scores on timely responses to emails and requests, the completeness of answers, communication frequency and “feeling wanted.”
Financial Packages

• Queen’s compares favorably to other universities on amount offered (76%), timing (83%) duration (90%), components (85%) and distribution between scholarship & TA/RA’s (85%)

• We score low on (54% - 60%):
  • Making funding information easy to find
  • Clarity of financial offer packages
  • Scholarship vs. TA/RA distribution
Observations & Next steps

- High quality, well crafted websites key recruitment tool
- Program/department visits influential
- Personal contact important
- Need to improve information about funding and clarify funding packages
- Changes to survey for cross-faculty & research/professional program comparisons and to better understand our applicants
Exit Survey for Graduating Students - 2010
Methodology

• 1,107 graduates sent survey between February & October 2010

• 35% response rate
<table>
<thead>
<tr>
<th></th>
<th>Academic Experience</th>
<th>Support</th>
<th>Program</th>
<th>Overall Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master's - Research</td>
<td>82%</td>
<td>77%</td>
<td>77%</td>
<td>78%</td>
</tr>
<tr>
<td>Master's - Courses</td>
<td>85%</td>
<td>79%</td>
<td>81%</td>
<td>84%</td>
</tr>
<tr>
<td>Ph.D</td>
<td>87%</td>
<td>71%</td>
<td>76%</td>
<td>81%</td>
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</tbody>
</table>
Time on Academic Advising | My Supervisor was Supportive | Overall Relationship with Supervisor was Good
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Master's - Research | 83% | 83% | 89%
Master's - Courses | 81% | 77% | 87%
Ph.D | 83% | 91% | 93%
Student Debt

• 47% respondents reported no debt
• Average debt = $13,364
• Median debt = $4,000