



“Entering Student Questionnaire”

Fall 2024



Office of Institutional Effectiveness
University of Mount Union
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Introduction

Purpose

The purpose of the Entering Student Questionnaire (ESQ) is to learn about the reasons first-year students chose the University of Mount Union, their experience during the admissions process, and to better understand the expectations they have for their academic careers and overall university experiences.

Survey Administration Methods

2024

The 2024 ESQ was made available via a QR code to 686 first-year undergraduate students attending their First Year Seminar (FYS) courses in the fall of 2024, the initial step of the general education Integrative Core (IC) Program at Mount Union. Students were introduced to the ESQ by their FYS instructors during the first week of September. Additionally, the ESQ was directly emailed to FYS students. A total of 347 students completed the 2024 ESQ. The FYS instructors' encouragement, and the leadership of the IC director, were instrumental in achieving a 50.6% response rate for 2024.

Survey Response Rates

Year administered	Potential Respondents	Responses Received	Response Rate
2017	602	322	53.5
2018	695	290	41.7
2019	584	255	43.7
2020*	-	-	-
2021*	-	-	-
2022	584	122	20.9
2023	533	173	32.5
2024	686	347	50.6

*No survey due to Covid-19

Results

The 2024 ESQ is composed of 13 multiple choice questions. It was revised to include four new questions (Q9-Q12) to determine students' methods of interacting with the University and the level and effectiveness of communication during the admission process. Response charts are included in the following section. When possible, previous years' data are included for comparison.

Question 1: Including Mount Union, how many applications did you submit to colleges and universities?

2024 Total Respondents: 344	2024		2023		2022		2019	
Number of Applications	n	%	n	%	n	%	n	%
1-3	146	42.4	73	42.2	50	42.0	110	45.3
4-6	118	34.3	61	35.3	45	37.8	107	44
7 or more	80	23.3	36	20.8	24	20.2	26	10.7
Total Responses	344	100	170	98.3	119	100	243	100

Questions 2-4 (combined): When considering which college/university to attend, what was your first choice? Second choice? Third choice?

2024 College/University Considered (Listed if Combined Choices is ≥ 3; Ordered by Combined Choices - Total Respondents)	1st Choice Total Respondents: 333		2nd Choice Total Respondents: 295		3rd Choice Total Respondents: 267		Combined Choices Total Respondents: 895	
	n	%	n	%	n	%	n	%
University of Mount Union	197	59.2	85	28.8	41	15.4	323	36.0
Kent State University	21	6.3	22	7.5	41	15.4	84	9.4
The Ohio State University	16	4.8	20	6.8	20	7.5	56	6.2
Baldwin Wallace University	9	2.7	19	6.4	14	5.2	42	4.7
Youngstown State University	7	2.1	16	5.4	14	5.2	37	4.1
University of Akron	5	1.5	15	5.1	16	6.0	36	4.0
Ohio University	9	2.7	8	2.7	13	4.9	30	3.3
Ashland University	10	3.0	12	4.1	4	1.5	26	2.9
John Carroll University	5	1.5	8	2.7	11	4.1	24	2.7
Bowling Green State University	6	1.8	6	2.0	11	4.1	23	2.6
Miami University	8	2.4	9	3.1	4	1.5	21	2.3
Walsh University	3	0.9	8	2.7	9	3.4	20	2.2
Ohio Northern University	1	0.3	8	2.7	8	3.0	17	1.9
Cleveland State University	3	0.9	2	0.7	8	3.0	13	1.4
Otterbein University	2	0.6	6	2.0	5	1.9	13	1.4
Malone University	0	0.0	3	1.0	7	2.6	10	1.1
University of Cincinnati	3	0.9	3	1.0	4	1.5	10	1.1
Wittenburg University	1	0.3	1	0.3	6	2.2	8	0.9
North Carolina A&T State University	7	2.1	0	0.0	0	0.0	7	0.8
Slippery Rock University	0	0.0	5	1.7	2	0.7	7	0.8
Stark State College	0	0.0	4	1.4	3	1.1	7	0.8
Muskingum University	0	0.0	5	1.7	1	0.4	6	0.7
Capital University	1	0.3	1	0.3	3	1.1	5	0.6
College of Wooster	2	0.6	2	0.7	1	0.4	5	0.6
Hiram College	1	0.3	1	0.3	3	1.1	5	0.6
Case Western Reserve University	3	0.9	0	0.0	1	0.4	4	0.4
Gannon University	0	0.0	3	1.0	1	0.4	4	0.4
Marietta College	0	0.0	2	0.7	2	0.7	4	0.4
Tiffin University	0	0.0	4	1.4	0	0.0	4	0.4
University of Central Florida	0	0.0	3	1.0	1	0.4	4	0.4
University of Pittsburgh	2	0.6	2	0.7	0	0.0	4	0.4
Cincinnati University	1	0.3	1	0.3	1	0.4	3	0.3
Clarion University	0	0.0	1	0.3	2	0.7	3	0.3
Cuyahoga Community College	1	0.3	2	0.7	0	0.0	3	0.3
Dayton University	0	0.0	0	0.0	3	1.1	3	0.3
Fairmont State	3	0.9	0	0.0	0	0.0	3	0.3
Findlay University	1	0.3	1	0.3	1	0.4	3	0.3
Florida International University	0	0.0	1	0.3	2	0.7	3	0.3
Heidelberg College	0	0.0	2	0.7	1	0.4	3	0.3
Lake Erie College	0	0.0	1	0.3	2	0.7	3	0.3
University of Houston	2	0.6	1	0.3	0	0.0	3	0.3
University of Toledo	1	0.3	1	0.3	1	0.4	3	0.3
West Virginia University	2	0.6	1	0.3	0	0.0	3	0.3
Total Responses	333	100	295	100	267	100	897	100

Question 5: Please indicate the level of involvement others may have had in your college decision-making process.

2024 Total Respondents: 333	Not involved at all		Somewhat involved		Highly involved	
Others	n	%	n	%	n	%
Parents/Family	38	6.9	146	29.0	149	54.4
Friends/Peers	137	24.9	165	32.8	30	10.9
Coaches	167	30.3	87	17.3	77	28.1
H.S. Guidance Counselors	209	37.9	105	20.9	18	6.6
Total Responses	551	100	503	100	274	100

Question 6: Which of the following reasons were important to you in deciding to attend college/university? (Select all statements that apply.)

2024 Total Respondents: 331	2024		2023		2022		2019	
Reasons Provided	n	%	n	%	n	%	n	%
To be able to get a better job	228	15.5	107	16.6	82	16.8	195	19.2
To gain a general education and appreciation of ideas	161	11.0	69	10.7	71	14.5	131	12.9
To learn more about things that interest me	186	12.7	75	11.6	64	13.1	137	13.5
To be able to make more money	188	12.8	87	13.5	60	12.3	143	14.1
To be involved in athletics	178	12.1	72	11.1	-	-	-	-
To prepare for graduate or professional school	106	7.2	50	7.7	51	10.5	100	9.8
To become a more cultured person	70	4.8	41	6.3	43	8.8	78	7.7
To improve reading and study skills	86	5.9	32	5.0	33	6.8	74	7.3
To get away from home	104	7.1	52	8.0	26	5.3	56	5.5
Parents wanted me to go	96	6.5	43	6.7	22	4.5	66	6.5
A mentor or role model encouraged me to go	54	3.7	12	1.9	21	4.3	25	2.5
OTHER - Athletics	1	0.1	-	-	6	1.2	7	0.7
OTHER - Personal desire/dream/challenge	8	0.5	2	0.3	4	0.8	1	0.1
Nothing better to do	0	0.0	0	0.0	3	0.6	3	0.3
OTHER - Campus environment	-	-	2	0.3	-	-	-	-
OTHER - A school that cares	-	-	1	0.2	-	-	-	-
OTHER - Research opportunities	-	-	1	0.2	-	-	-	-
OTHER - Scholarships	1	0.1	-	-	2	0.4	-	-
Could not find a job	0	0.0	0	0.0	0	0.0	0	0.0
Total Responses	1,467	100	646	100	488	100	1,016	100

Question 7: Which of the following reasons were very important to you in selecting Mount Union?
(Select all statements that apply.)

2024 Total Respondents: 329	2024		2023		2022		2019	
Reasons for selecting Mount Union	n	%	n	%	n	%	n	%
Size of Mount Union (student body)	222	11.3	115	13.1	85	12.1	187	11.8
Good academic reputation	199	10.1	92	10.5	79	11.2	165	10.4
Good reputation for social activities	104	5.3	43	4.9	52	7.4	91	5.7
Offered financial assistance	137	7.0	60	6.8	50	7.1	105	6.6
Campus facilities	154	7.8	78	8.9	48	6.8	106	6.7
Wanted to live near home	126	6.4	64	7.3	48	6.8	92	5.8
Quality of faculty	137	7.0	57	6.5	47	6.7	117	7.4
Student-faculty interaction	93	4.7	33	3.8	40	5.7	84	5.3
Graduates get good jobs	123	6.3	54	6.1	38	5.4	122	7.7
Recruited by Mount Union	118	6.0	54	6.1	36	5.1	86	5.4
Prominent athletic programs	128	6.5	48	5.5	33	4.7	80	5.0
Recruited by the athletic department	101	5.1	48	5.5	26	3.7	65	4.1
Friend's suggestion	40	2.0	19	2.2	21	3.0	32	2.0
Graduates go to good graduate schools	55	2.8	26	3.0	17	2.4	54	3.4
Opportunity to study abroad	49	2.5	18	2.0	17	2.4	53	3.3
Technology available to me	41	2.0	19	2.2	17	2.4	41	2.6
Teacher's advice	34	1.7	10	1.1	15	2.1	19	1.2
Relative's wishes	29	1.5	15	1.7	10	1.4	34	2.1
Advice of guidance counselor	19	1.0	7	0.8	8	1.1	20	1.3
Religious affiliation of Mount Union	18	0.9	5	0.6	8	1.1	13	0.8
Mount Union is located far from my home	29	1.5	11	1.3	8	1.1	22	1.4
OTHER - Quality of specific academic program	6	0.3	3	0.3	-	-	-	-
OTHER - People/Campus amazing	2	0.1	1	0.1	-	-	-	-
OTHER - Gender inclusive housing	-	-	-	-	1	0.1	0	0.0
OTHER - Coach's advice	-	-	-	-	1	0.1	0	0.0
OTHER - Alumni support and enthusiasm	2	0.1	-	-	-	-	-	-
Total Responses	1,966	100	880	100	705	100	1,588	100

Question 8: From the list below, please select all words or phrases you would say to describe the University of Mount Union.

2024 Total Respondents: 329	2024	
Descriptors	n	%
Academic	256	7.3
Welcoming	250	7.1
Friendly	244	6.9
Athletic	241	6.8
Safe	222	6.3
Helpful	209	5.9
Social	198	5.6
Accomplished	195	5.5
Diverse	183	5.2
Community-Oriented	182	5.2
Career-Focused	177	5.0
Competitive	148	4.2
Cultural	141	4.0
Lively	135	3.8
Determined	123	3.5
Confident	120	3.4
Strong	120	3.4
Collaborative	115	3.3
Exceptional	110	3.1
Affordable	60	1.7
Resilient	50	1.4
Artistic	43	1.2
Total Responses	3522	100

Question 9: How frequently did you see or interact with Mount Union on the following channels?

2024 Total Respondents: 320	Often		Sometimes		Never		N/A	
Channels	n	%	n	%	n	%	n	%
Email	199	25.6	98	10.8	20	1.6	3	1.3
UMU website	189	24.3	90	9.9	33	2.6	6	2.7
Instagram	158	20.3	119	13.1	36	2.8	6	2.7
Direct mail	77	9.9	161	17.8	71	5.6	7	3.1
Text	71	9.1	171	18.9	68	5.4	6	2.7
Facebook	33	4.2	70	7.7	177	14.0	39	17.5
Twitter	28	3.6	52	5.7	194	15.3	43	19.3
Display ads	13	1.7	74	8.2	204	16.1	26	11.7
YouTube	7	0.9	56	6.2	222	17.5	32	14.3
LinkedIn	3	0.4	15	1.7	243	19.2	55	24.7
Total Responses	778	100	906	100	1268	100	223	100

Question 10: During the admission process, you were assigned an Admission Counselor and a Go-To Raider to assist you. Please tell us about their level of communication this past summer regarding your transition to campus.

2024 Total Respondents: 318	About the right amount		Not enough		Too much	
Person assisting	n	%	n	%	n	%
Admission counselor	291	49.9	19	45.2	4	66.7
Go-To Raider	292	50.1	23	54.8	2	33.3
Total Responses	583	100	42	100	6	100

Question 11: How effective was this communication in providing you with relevant information?

2024 Total Respondents: 319	Extremely effective		Very effective		Somewhat effective		Not so effective		Not at all effective	
	n	%	n	%	n	%	n	%	n	%
Total Responses	86	27.0	161	50.5	67	21.0	4	1.2	1	0.3

Question 12: During the admission process, what was your preferred method of communication?

2024 Total Respondents: 319	n	%
Text	238	42.2
Email	186	33.0
Phone call	125	22.1
Direct mail	15	2.7
Total Responses	564	100

Question 13: When you look ahead to your time at Mount Union, which of the following do you expect to do? (Select all that apply.)

2024 Total Respondents: 319	2024		2023		2022		2019	
Likely Accomplishments	n	%	n	%	n	%	n	%
Make at least a B average	255	19.0	134	18.9	99	17.3	219	18.6
Be satisfied with college	247	18.4	115	16.2	90	15.7	186	15.8
Participate in an on-campus extra-curricular club or organization	167	12.4	95	13.4	77	13.5	157	13.4
Participate in a volunteer activity or community service	124	9.2	83	11.7	73	12.8	141	12.0
Graduate with honors	111	8.3	44	6.2	52	9.1	85	7.2
Play varsity athletics	166	12.4	76	10.7	47	8.2	119	10.1
Get an off-campus job while attending school	97	7.2	67	9.5	42	7.3	74	6.3
Be elected to an honor society	31	2.3	10	1.4	26	4.5	35	3.0
Perform in fine arts events on campus (music recitals, plays, art shows, etc.)	54	4.0	23	3.2	20	3.5	41	3.5
Seek vocational counselor (career development)	22	1.6	17	2.4	19	3.3	43	3.7
Join a social fraternity or sorority	48	3.6	31	4.4	18	3.1	55	4.7
Be elected to student office	14	1.0	6	0.8	6	1.0	16	1.4
Need extra time to complete your degree	7	0.5	7	1.0	3	0.5	5	0.4
Total Responses	1,343	100	708	100	572	100	1,176	100