



“Entering Student Questionnaire”

Fall 2025



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

2025

The 2025 ESQ was made available via QR code and weblink to 673 first-year undergraduate students attending their First Year Seminar (FYS) courses in the fall of 2025. FYS is 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 by the Office of Institutional Effectiveness. A total of 426 students completed the 2025 questionnaire. The FYS instructors' encouragement, and the leadership of the IC director, were instrumental in achieving a response rate of 63.3% for 2025.

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
2025	673	426	63.3

*No survey due to Covid-19

Results

The 2025 ESQ is composed of 13 questions formatted as multiple choice, open-ended, and rating scale questions. Response charts are included in the following section. When feasible, previous years' data are included for comparison.

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

2025 Total Respondents: 424	2025		2024		2023		2022		2019	
Number of Applications	n	%	n	%	n	%	n	%	n	%
1-3	184	43.4	146	42.4	73	42.9	50	42.0	110	45.3
4-6	160	37.7	118	34.3	61	35.9	45	37.8	107	44
7 or more	80	18.9	80	23.3	36	21.2	24	20.2	26	10.7
Total Responses	424	100	344	100	170	100	119	100	243	100

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

2025 College/University Considered <i>(Listed if Combined Choices are ≥ 3; Ordered by Combined Choices 'n')</i>	1st Choice <i>Total Respondents: 389</i>		2nd Choice <i>Total Respondents: 366</i>		3rd Choice <i>Total Respondents: 324</i>		Combined Choices <i>Total Respondents: 897</i>	
	n	%	n	%	n	%	n	%
University of Mount Union	277	70.1	96	25.7	41	12.1	414	37.5
Kent State University	17	4.3	38	10.2	48	14.2	103	9.3
The Ohio State University	19	4.8	29	7.8	33	9.7	81	7.3
University of Akron	7	1.8	25	6.7	26	7.7	58	5.2
Ohio University	16	4.1	20	5.4	21	6.2	57	5.2
Ashland University	3	0.8	16	4.3	16	4.7	35	3.2
Baldwin Wallace University	3	0.8	16	4.3	15	4.4	34	3.1
Youngstown State University	5	1.3	10	2.7	18	5.3	33	3.0
Walsh University	4	1.0	13	3.5	13	3.8	30	2.7
Bowling Green State University	2	0.5	11	2.9	15	4.4	28	2.5
John Carroll University	5	1.3	13	3.5	9	2.7	27	2.4
Ohio Northern University	4	1.0	13	3.5	7	2.1	24	2.2
Otterbein University	2	0.5	12	3.2	7	2.1	21	1.9
Miami University	3	0.8	6	1.6	11	3.2	20	1.8
Malone University	3	0.8	6	1.6	9	2.7	18	1.6
Cleveland State University	2	0.5	6	1.6	9	2.7	17	1.5
Heidelberg College	0	0.0	8	2.1	5	1.5	13	1.2
College of Wooster	1	0.3	3	0.8	4	1.2	8	0.7
Hiram College	0	0.0	2	0.5	6	1.8	8	0.7
University of Cincinnati	6	1.5	1	0.3	1	0.3	8	0.7
University of Toledo	1	0.3	5	1.3	1	0.3	7	0.6
Case Western Reserve University	3	0.8	1	0.3	2	0.6	6	0.5
Capital University	0	0.0	3	0.8	2	0.6	5	0.5
Pennsylvania State University	1	0.3	2	0.5	2	0.6	5	0.5
Muskingum University	0	0.0	3	0.8	1	0.3	4	0.4
Tiffin University	1	0.3	2	0.5	1	0.3	4	0.4
University of St. Thomas	3	0.8	1	0.3	0	0.0	4	0.4
University of Tampa	1	0.3	2	0.5	1	0.3	4	0.4
Washington & Jefferson College	1	0.3	2	0.5	3	0.9	4	0.4
Westminster College	1	0.3	2	0.5	1	0.3	4	0.4
Grove City College	1	0.3	1	0.3	1	0.3	3	0.3
Lake Erie College	0	0.0	2	0.5	1	0.3	3	0.3
Mercyhurst University	1	0.3	1	0.3	1	0.3	3	0.3
Mount Vernon Nazarene Univ.	0	0.0	0	0.0	3	0.9	3	0.3
Ohio Wesleyan University	0	0.0	1	0.3	2	0.6	3	0.3
Old Dominican University	2	0.5	0	0.0	1	0.3	3	0.3
University of Dayton	0	0.0	1	0.3	2	0.6	3	0.3
Total Responses	395	100	373	100	339	100	1,105	100

2024 College/University Considered <i>(Listed if Combined Choices is ≥ 3; Ordered by Combined Choices 'n')</i>	1st Choice <i>Total Respondents: 333</i>		2nd Choice <i>Total Respondents: 295</i>		3rd Choice <i>Total Respondents: 267</i>		Combined Choices <i>Total Respondents: 895</i>	
	n	%	n	%	n	%	n	%
University of Mount Union	197	59.2	85	28.8	41	15.4	323	36.0

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

2025 Total Respondents: 413	Not involved at all		Somewhat involved		Highly involved	
Others	n	%	n	%	n	%
Parents/Family	30	4.8	182	27.8	201	55.4
Friends/Peers	160	25.4	206	31.5	43	11.8
Coaches	211	33.5	106	16.2	96	26.4
H.S. Guidance Counselors	229	36.3	160	24.5	23	6.3
Total Responses	630	100	654	100	363	100

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

2025 Total Respondents: 413	2025		2024		2023		2022		2019	
Reasons Provided	n	%	n	%	n	%	n	%	n	%
To be able to get a better job	276	15.4	228	15.5	107	16.6	82	16.8	195	19.2
To gain a general education and appreciation of ideas	236	13.2	161	11.0	69	10.7	71	14.5	131	12.9
To learn more about things that interest me	236	13.2	186	12.7	75	11.6	64	13.1	137	13.5
To be able to make more money	226	12.6	188	12.8	87	13.5	60	12.3	143	14.1
To be involved in athletics	193	10.8	179	12.2	72	11.1	-	-	-	-
To prepare for graduate or professional school	120	6.7	106	7.2	50	7.7	51	10.5	100	9.8
To become a more cultured person	103	5.7	70	4.8	41	6.3	43	8.8	78	7.7
To improve reading and study skills	102	5.7	86	5.9	32	5.0	33	6.8	74	7.3
To get away from home	118	6.6	104	7.1	52	8.0	26	5.3	56	5.5
Parents wanted me to go	119	6.6	96	6.5	43	6.7	22	4.5	66	6.5
A mentor or role model encouraged me to go	47	2.6	54	3.7	12	1.9	21	4.3	25	2.5
Nothing better to do (retired this response 2024)	-	-	-	-	0	0.0	3	0.6	3	0.3
OTHER - Athletics (made a response option 2023)	-	-	-	-	-	-	6	1.2	7	0.7
OTHER - Personal desire/dream/challenge	6	0.3	8	0.5	2	0.3	4	0.8	1	0.1
OTHER - Campus environment/location	3	0.2	-	-	2	0.3	-	-	-	-
OTHER - A school that cares	2	0.1	-	-	1	0.2	-	-	-	-
OTHER - Research opportunities/specific program	5	0.3	-	-	1	0.2	-	-	-	-
OTHER - Scholarships	2	0.1	1	0.1	-	-	2	0.4	-	-
Total Responses	1,794	100	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.)

2025 Total Respondents: 412	2025		2024		2023		2022		2019	
Reasons for selecting Mount Union	n	%	n	%	n	%	n	%	n	%
Size of Mount Union (student body)	299	12.4	222	11.3	115	13.1	85	12.1	187	11.8
Good academic reputation	248	10.3	199	10.1	92	10.5	79	11.2	165	10.4
Good reputation for social activities	133	5.5	104	5.3	43	4.9	52	7.4	91	5.7
Offered financial assistance	165	6.8	137	7.0	60	6.8	50	7.1	105	6.6
Campus facilities	192	8.0	154	7.8	78	8.9	48	6.8	106	6.7
Wanted to live near home	158	6.6	126	6.4	64	7.3	48	6.8	92	5.8
Quality of faculty	175	7.3	137	7.0	57	6.5	47	6.7	117	7.4
Student-faculty interaction	94	3.9	93	4.7	33	3.8	40	5.7	84	5.3
Graduates get good jobs	143	5.9	123	6.3	54	6.1	38	5.4	122	7.7
Recruited by Mount Union	141	5.9	118	6.0	54	6.1	36	5.1	86	5.4
Prominent athletic programs	130	5.4	128	6.5	48	5.5	33	4.7	80	5.0
Recruited by the athletic department	129	5.4	101	5.1	48	5.5	26	3.7	65	4.1
Friend's suggestion	62	2.6	40	2.0	19	2.2	21	3.0	32	2.0
Graduates go to good graduate schools	62	2.6	55	2.8	26	3.0	17	2.4	54	3.4
Opportunity to study abroad	60	2.5	49	2.5	18	2.0	17	2.4	53	3.3
Technology available to me	36	1.5	41	2.0	19	2.2	17	2.4	41	2.6
Teacher's advice	47	2.0	34	1.7	10	1.1	15	2.1	19	1.2
Relative's wishes	35	1.5	29	1.5	15	1.7	10	1.4	34	2.1
Advice of guidance counselor	25	1.0	19	1.0	7	0.8	8	1.1	20	1.3
Religious affiliation of Mount Union	45	1.9	18	0.9	5	0.6	8	1.1	13	0.8
Mount Union is located far from my home	31	1.3	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	2,410	100	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.

2025 Total Respondents: 410			2024 Total Respondents: 329		
2025			2024		
Descriptors	n	%	Descriptors	n	%
Welcoming	305	7.8	Academic	256	7.3
Academic	302	7.7	Welcoming	250	7.1
Friendly	281	7.2	Friendly	244	6.9
Athletic	272	7.0	Athletic	241	6.8
Safe	254	6.5	Safe	222	6.3
Helpful	229	5.9	Helpful	209	5.9
Social	228	5.8	Social	198	5.6
Accomplished	227	5.8	Accomplished	195	5.5
Community-Oriented	223	5.7	Diverse	183	5.2
Career-Focused	189	4.8	Community-Oriented	182	5.2
Diverse	177	4.5	Career-Focused	177	5.0
Lively	154	3.9	Competitive	148	4.2
Competitive	143	3.7	Cultural	141	4.0
Collaborative	132	3.4	Lively	135	3.8
Determined	126	3.2	Determined	123	3.5
Strong	125	3.2	Confident	120	3.4
Exceptional	124	3.2	Strong	120	3.4
Confident	123	3.2	Collaborative	115	3.3
Cultural	114	2.9	Exceptional	110	3.1
Affordable	71	1.8	Affordable	60	1.7
Resilient	60	1.5	Resilient	50	1.4
Artistic	40	1.0	Artistic	43	1.2
Total Responses	3,899	100	Total Responses	3,522	100

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

2025 Total Respondents: 406			Often		Sometimes		Never		N/A	
Channels	n	%	n	%	n	%	n	%	n	%
Email	262	26.1	120	10.1	17	1.1	7	2.8		
UMU website	243	24.2	134	11.2	22	1.4	7	2.8		
Instagram	223	22.2	147	12.3	32	2.0	4	1.6		
Direct mail	92	9.2	238	20.0	65	4.1	9	3.6		
Text	94	9.4	226	19.0	74	4.6	11	4.4		
Facebook	26	2.6	74	6.2	262	16.4	43	17.1		
Twitter	23	2.3	56	4.7	281	17.5	45	17.9		
Display ads	23	2.3	106	8.9	246	15.4	29	11.5		
YouTube	13	1.3	74	6.2	277	17.3	40	15.9		
LinkedIn	4	0.4	17	1.4	326	20.3	57	22.6		
Total Responses	1,003	100	1,192	100	1,602	100	252	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.

2025 Total Respondents: 406	About the right amount		Not enough		Too much	
Person assisting	n	%	n	%	n	%
Admission counselor	365	49.9	27	46.6	7	58.3
Go-To Raider	367	50.1	31	53.4	5	41.7
Total Responses	732	100	58	100	12	100

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

2025 Total Respondents: 405	Extremely effective		Very effective		Somewhat effective		Not so effective		Not at all effective	
	n	%	n	%	n	%	n	%	n	%
Total Responses	84	20.7	211	52.1	102	25.2	7	1.7	1	0.2

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

2025 Total Respondents: 405	n	%	2024 Total Respondents: 319	n	%
Text	293	40.9	Text	238	42.2
Email	268	37.4	Email	186	33.0
Phone call	129	18.0	Phone call	125	22.1
Direct mail	26	3.6	Direct mail	15	2.7
Total Responses	716	100	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.)**

2025 Total Respondents: 405	2025		2024		2023		2022	
Likely Accomplishments	n	%	n	%	n	%	n	%
Make at least a B average	314	19.3	255	19.0	134	18.9	99	17.3
Be satisfied with college	317	19.5	247	18.4	115	16.2	90	15.7
Participate in an on-campus extra-curricular club or organization	195	12.0	167	12.4	95	13.4	77	13.5
Participate in a volunteer activity or community service	160	9.9	124	9.2	83	11.7	73	12.8
Graduate with honors	132	8.1	111	8.3	44	6.2	52	9.1
Play varsity athletics	186	11.5	166	12.4	76	10.7	47	8.2
Get an off-campus job while attending school	129	7.9	97	7.2	67	9.5	42	7.3
Be elected to an honor society	49	3.0	31	2.3	10	1.4	26	4.5
Perform in fine arts events on campus (music recitals, plays, art shows, etc.)	48	3.0	54	4.0	23	3.2	20	3.5
Seek vocational counselor (career development)	17	1.0	22	1.6	17	2.4	19	3.3
Join a social fraternity or sorority	55	3.4	48	3.6	31	4.4	18	3.1
Be elected to student office	13	0.8	14	1.0	6	0.8	6	1.0
Need extra time to complete your degree	9	0.6	7	0.5	7	1.0	3	0.5
Total Responses	1,624	100	1,343	100	708	100	572	100