

## EXECUTIVE SUMMARY

**Purpose:** This parent satisfaction survey is part of a larger effort by the USU Logan Center to increase the number of undergraduate students at USU by boosting the number of high school students in the USU Concurrent Enrollment (CCE) program who decide to pursue a degree at USU. As part of this larger effort, the Logan Center recently completed a needs assessment of concurrent enrollment students. This parent satisfaction survey was designed as a follow-up study to validate student responses and to obtain additional recommendations to improve recruitment for the USU Undergraduate (UG) program.

**Methods:** In the first phase of the survey, 436 randomly selected households were mailed questionnaires together with material explaining the survey (Appendix B). The second phase of the survey was to call parents to remind them to complete the mailed questionnaire and to offer to complete it over the telephone. There were 253 completed questionnaires analyzed for this final report. This is a 58% rate of return for the total 436 surveys mailed. To improve the validity of results it is important to have a greater return rate (Dillman, 2000). For this reason, a sub-sample of 120 households was taken from a second random sample. A special effort was made to call and complete questionnaires within this sub-sample, and, of the 120, a total of 112 surveys were completed. This is a 93% return rate.

**Population Description:** Of the 253 parents responding, 105 (42%) had a student who attended Sky View HS, 87 (34%) a student at Mountain Crest HS, and 61 (24%) a student who attended Logan HS. Also, of the 253 parents responding, 99 (39%) had students who had graduated, 99 (39%) had a student who was going to be a Senior, and 55 (22%) had a student who was going to be a Junior. Twenty-five percent of those responding were the fathers of the students, 75% were the mothers, and less than 1% were "other relatives". The parents' level of education of respondents is presented in the table below:

Level of Education	Count	Percent
HS diploma	78	31%
Two-year college	44	17%
Bachelor's	79	31%
Master's	43	17%
Professional/Doctorate	9	4%
Total	253	100%

**College Decision:** 60% of the parents of concurrent enrollment students said that their child had decided on a university that they wanted to attend. Again, 39% parents reported that their student had graduated, but only 21% said that s/he had registered for classes at USU for Fall Semester of 2006.

**Importance of College Factors:** The survey questionnaire asked parents to rank the importance of 18 factors relating to an undergraduate (UG) program for their student. To answer, they were given a scale of one to five with anchors of "Not at all important" and "Extremely important". These questions were identical to ones asked in the students' needs assessment completed in the spring of 2006, and included factors relating to quality of academic program, advising, social activities, housing, and financial aid (Appendix A).

When parents' responses were compared to students' in a ranking of factors by means the same five factors ranked highest for both groups and occurred in the same order:

Parents	Students
Education for better job	Education for better job
Affordable tuition	Affordable tuition
Quality prog for his/her career	Quality program for my career
Availability of scholarships	Availability of scholarships
Get credit for CCE classes	Get credit for CCE classes

**Parent Satisfaction with USU Concurrent Enrollment Program:**

- 87% of the parents agreed with the statement "I am satisfied with the education that my student is receiving through USU concurrent enrollment," of those 47% strongly agreed. In comparing the two populations, parent response was the same as student response.

- 90% of the parents agreed with the statement “I recommend to other parents that their students take USU Concurrent Enrollment classes”, of those 63%, a majority, strongly agreed with the statement. Again, in comparing the two populations, parent response was very similar to student response.

**Recommendations:** Receiving USU credit hours was in the top five factors, therefore, it is recommended that the CCE Program continue to be maximized as a marketing tool. The following are recommended to forward the effort:

1. Recruitment and retention requires understanding not only on what parents and students consider important, but satisfaction with their student’s experience. It is critical to measure actual experience compared to what is important to produce a quantitative measure of parent and student satisfaction with the USU CCE program.
2. Produce a bulletin or newsletter to inform parents of websites that could aid them in tracking their students’ accumulated USU credit hours, track USU requirements, and to translate that into the dollar value of tuition and fees that they have saved.
3. Conduct a needs assessment of teachers and counselors to understand their perceptions of USU Concurrent Enrollment program and their perceptions of students’ needs for an UG program. This to inform marketing efforts to recruit local HS students to USU.