



UNIVERSITY OF  
SAN FRANCISCO

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Office of Assessment  
and Accreditation Support

# 2023 Admitted Graduate Student Survey Report

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## General Information about the Survey

### PURPOSE

The purpose of this survey was to learn how applicants admitted to USF graduate programs perceive USF and the areas that influenced their decisions to attend, or not attend.

### ORIGINATORS

The survey was developed by the Office of Assessment & Accreditation Support in collaboration with the Office of Graduate Enrollment.

### DATA COLLECTION

**Survey Population:** The survey was sent to 2222 people who were admitted in summer and fall 2023 to graduate programs in the College of Arts & Sciences, School of Education, School of Management, and the School of Nursing & Health Professions. The School of Law did not participate. Four survey invite emails were returned making the total number who received the survey 2218.

**Instrument:** Qualtrics

**Period:** September 13, 2023 – October 12, 2023

**Response Rate:** 20% (452 responses)

## Executive Summary

The Admitted Graduate Student Survey, sent to summer and fall 2023 graduate applicants who were admitted, including those who accepted and then enrolled or did not enroll, *and* those who declined the offer, was carried out to learn how applicants perceive USF and areas that influenced their decisions to attend or not to attend. The survey was developed by the Office of Assessment & Accreditation Support in collaboration with the Office of Graduate Enrollment. The College of Arts and Sciences (CAS), the School of Education (SOE), the School of Management (SOM), and the School of Nursing and Health Professions (SONHP) participated.

The Qualtrics survey was sent September 13, 2023 and gathered responses until October 12, 2023. There was a 20% response rate, with 452 of 2218, of those queried participating. Of all participants, 75%, or 339 participants, accepted their admission offer, but notably, 113 participants, or 25% of participants *did not accept their offer*, providing valuable insights on their decisions. 15% of participants who accepted their offers, or 52 applicants, ultimately did not enroll.

### DEMOGRAPHICS

The highest proportion of participants (35%) indicated that they were admitted to the CAS. 26% indicated they were admitted to the SOE, 20% indicated they were admitted to the SOM, 17% indicated they were admitted to the SONHP, and 2% did not indicate which college or school they were admitted to.

The highest proportion of CAS participants (12%) were admitted to the Professional Communication MA program. The highest proportion of SOE participants (39%) were admitted to the Marriage & Family Therapy (MFT) program. The highest proportion of SOM participants (35%) were admitted to the full-time Business Administration (MBA) program, and the highest proportion of SONHP participants (36%) were admitted to the Nursing, Master's entry program (ME-MSN).

36% of participants were international students.

### DECISION TO ATTEND/NOT ATTEND

Of the 75% of participants who accepted their admission to USF, 85% began attending USF and 89% agreed or strongly agreed that they made the right decision to attend USF; whereas, only 47% of all those who were offered admission, but did not begin attending<sup>1</sup> agreed or strongly agreed that they made the right decision not to attend USF.

63% of those who did not accept their offer of admission agreed or strongly agreed that they made the right decision *not* to attend USF. 14% who accepted their offer of admission, but did not begin attending, agreed or strongly agreed that they made the right decision *not* to attend USF.

Of those who did not accept their offer of admission to USF or accepted, but did not begin attending, the majority (60%) are attending another college or university.

Of non-matriculants, the highest percentage (64%) indicated that financial cost was a factor that influenced their decision not to attend USF, followed by availability of scholarships (49%) and affordability of the San Francisco/Bay Area (31%).

Of those who did not accept their admission offer, or accepted their offer of admission, but did not begin attending, 40% are not attending any college or university at this time, the primary reason (50%) given was financial followed by difficulty obtaining a visa (33%).

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<sup>1</sup> Those who were offered admission, but did not begin attending includes both those who did not accept their offer of admission and those who accepted, but did not begin attending.

32% of participants applied only to USF. 68% of all participants indicated that USF was their first choice. Of those who accepted their offer, 79% indicated that USF was their first choice. The highest percentage of participants were accepted to all of the institutions to which they applied, with the exception of those who applied to four institutions (the highest percentage were accepted to only three of the four they applied to).

### INSTITUTIONS TO WHICH APPLICANTS ENROLLED INSTEAD OF USF

79% of those who enrolled elsewhere rated the job outcomes/career opportunities of the college they attended as excellent or good and 78% rated the academic rigor (reputation) as excellent or good.

Of those who indicated the institutions they chose to attend instead of USF, 32 attended private institutions, 26 attended public universities, 24 chose California institutions, and four participants chose international institutions.

### COST, FEDERAL FINANCIAL AID, INSTITUTIONAL AID

Of 30 possible factors, the highest percentage (64%) of those who did not accept USF's offer of admission or accepted the offer of admission, but did not begin attending rated financial cost as a factor that influenced their decision. 60% of participants who did not accept USF's offer of admission (and were not international students) indicated that they applied for federal financial aid at USF.<sup>2</sup> Of those who began attending USF (and were not international students), the highest proportion (60%) applied for federal financial aid. The majority (82%) of all those who applied for federal financial aid received aid.

74% of those who chose to attend another college or university indicated that the cost of attendance at USF is higher than the institution they are attending. 58% of all participants indicated they received a scholarship from USF; however, 65% of participants who began attending another institution indicated they received more financial assistance from the institution they are attending than offered by USF, with 39% indicating they received a scholarship and 30% indicating they received grants.

### INFLUENCES AND PERCEPTIONS

All participants most highly rated the majority of characteristics related to USF as Excellent or Good. The highest percentage of all participants (81%) rated diversity of students at USF as excellent or good, however, only 47% of those participants who began attending USF indicated that diversity of students influenced their decision to attend.

80% of all participants rated class size at USF as excellent or good, 79% rated location as excellent or good, and 78% rated both academic rigor (reputation) and commitment to social justice as excellent or good. Diversity of faculty/staff and commitment to racial justice were rated excellent or good by 77% of all participants. 75% of all participants rated length of time passed between application and letter of admission as excellent or good. Financial cost was rated excellent or good by only 28% of all participants and availability of scholarships was rated excellent or good by only 37% of all participants.

88% of all participants indicated that job outcomes/career opportunities were extremely or very Important when choosing a college or university. Of these, 63% began attending USF. For those who did not accept their offer of admission the average rating of importance of job outcomes/career opportunities was 4.61<sup>3</sup>(very important or extremely important), though the characteristic with the highest average rating of importance for this group of participants was financial cost (4.64). That same group rated USF as 3.08 (average) for job outcomes/career opportunities and rated financial cost as 2.39 (between poor and average) for financial cost.

62% of all participants rated job outcomes/career opportunities as good or excellent and only 28% of all participants rated USF's financial cost as excellent or good, whereas 79% of those who began attending another institution rated the outcomes/career opportunities of the institution they are attending as good or excellent and 54% of those who attended another institution rated the financial cost of the institution they attended as excellent or good.

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<sup>2</sup> No participants who accepted the offer of admission, but did not begin attending USF, applied for federal financial aid with USF.

<sup>3</sup> Ratings were based on a 5pt scale (5 = Extremely important, 4 = Very important, 3 = Moderately important, 2 = Slightly important, and 1 = Not At all Important).

## Demographics

### SCHOOL/COLLEGE ADMITTED TO

Participants indicated what school or college they were admitted to from the following response options: College of Arts & Sciences; School of Education; School of Management; and School of Nursing & Health Professions.

The below data indicate the proportion of participants who selected each response option:

- College of Arts & Sciences = **35%**
- School of Education = **26%**
- School of Management = **20%**
- School of Nursing & Health Professions = **17%**
- Did not indicate = **2%**

### INTERNATIONAL STUDENTS

Participants indicated whether or not they were an international student and, if so, if they were living outside the US when they applied to USF.

- **36%** of participants indicated they are international students (up 1% from 2022).
- Of those, **78%** indicated they were living outside the US when they applied to USF (down 3% from 2022).

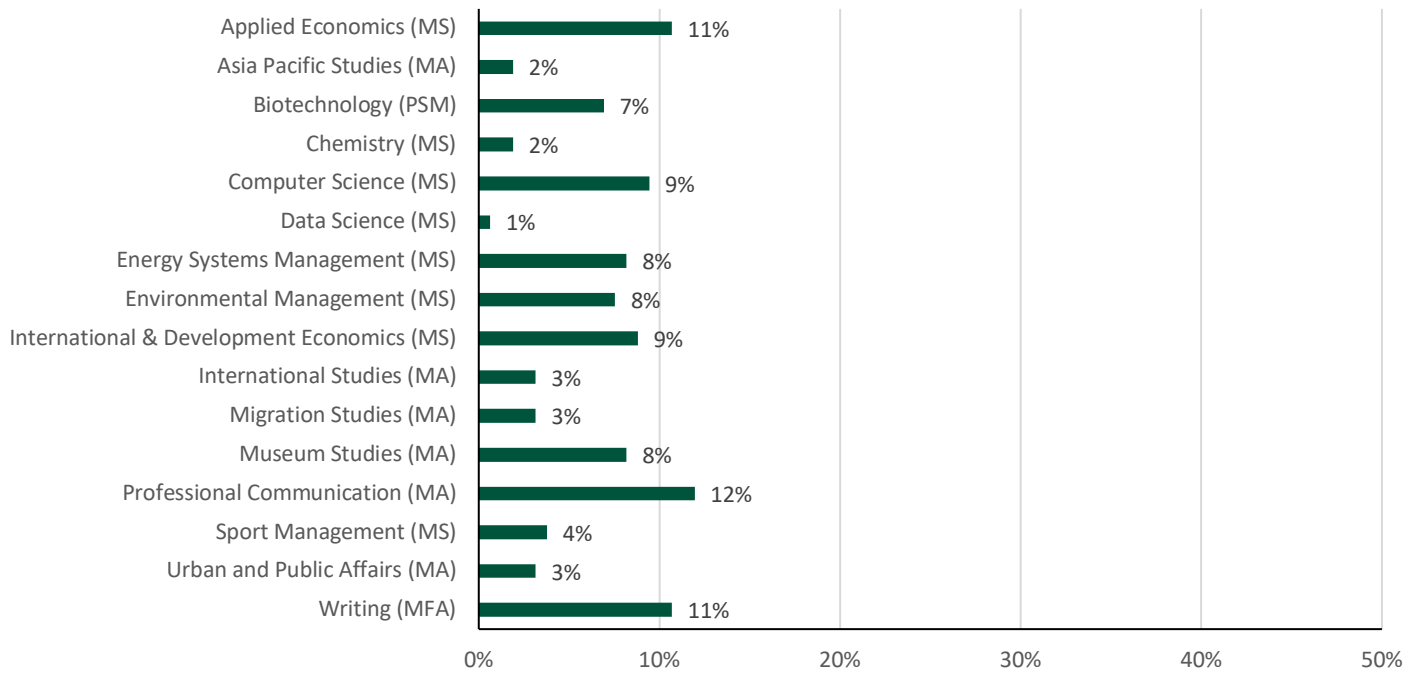
### PROGRAMS ADMITTED TO

New this year, participants indicated which program they were admitted to.

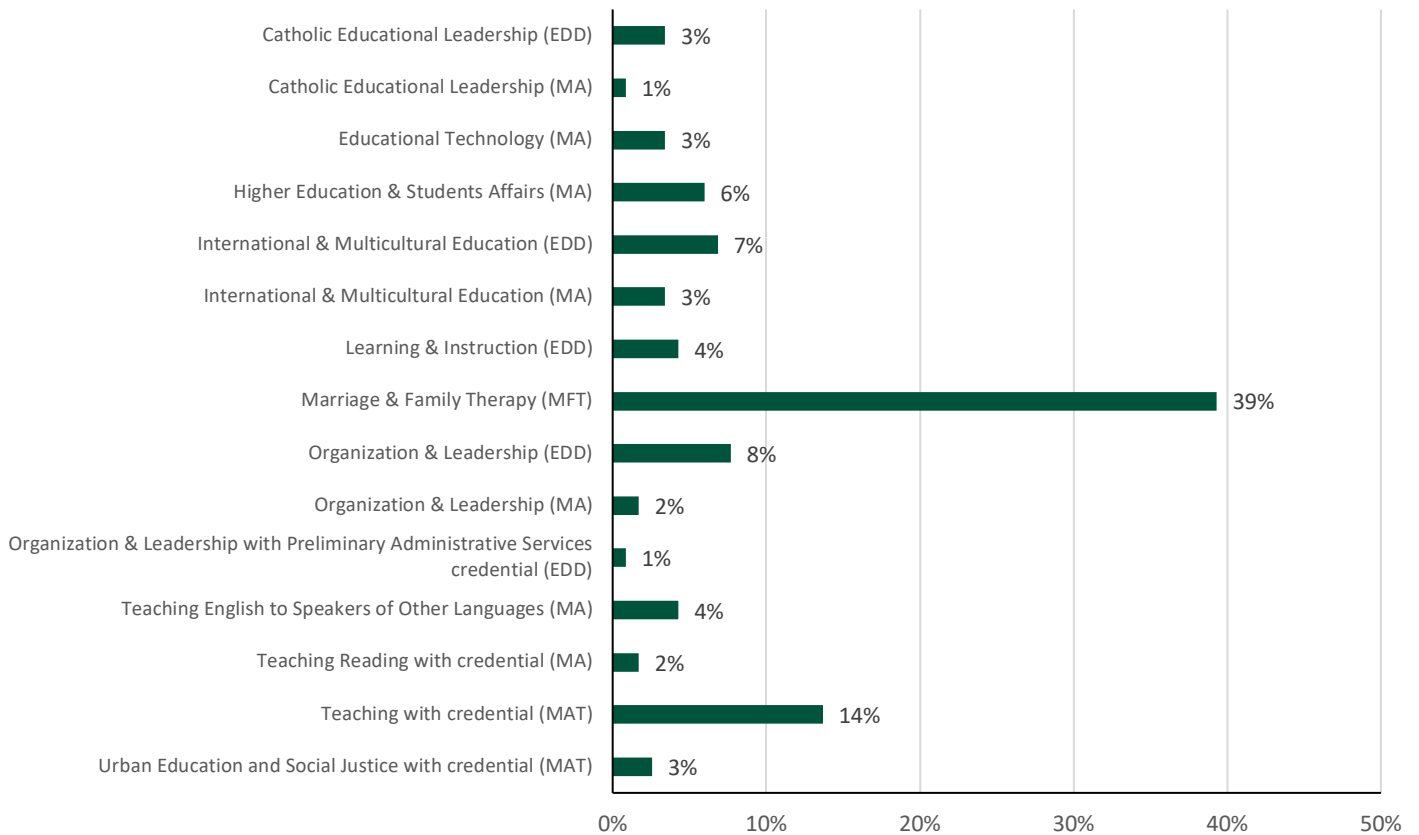
- The highest percentage of participants **admitted to the College of Arts and Sciences (CAS)** were admitted to the **Professional Communication** program (**12%**).
- The highest percentage of participants **admitted to the School of Education (SOE)** were admitted to the **Marriage & Family Therapy** program (**39%**).
- The highest percentage of participants **admitted to the School of Management (SOM)** were admitted to the **Business Administration (MBA, Full-time)** program (**35%**).
- The highest percentage of participants **admitted to the School of Nursing & Health Professions** were admitted to the **Nursing, Master's entry (ME-MSN)** program (**36%**).

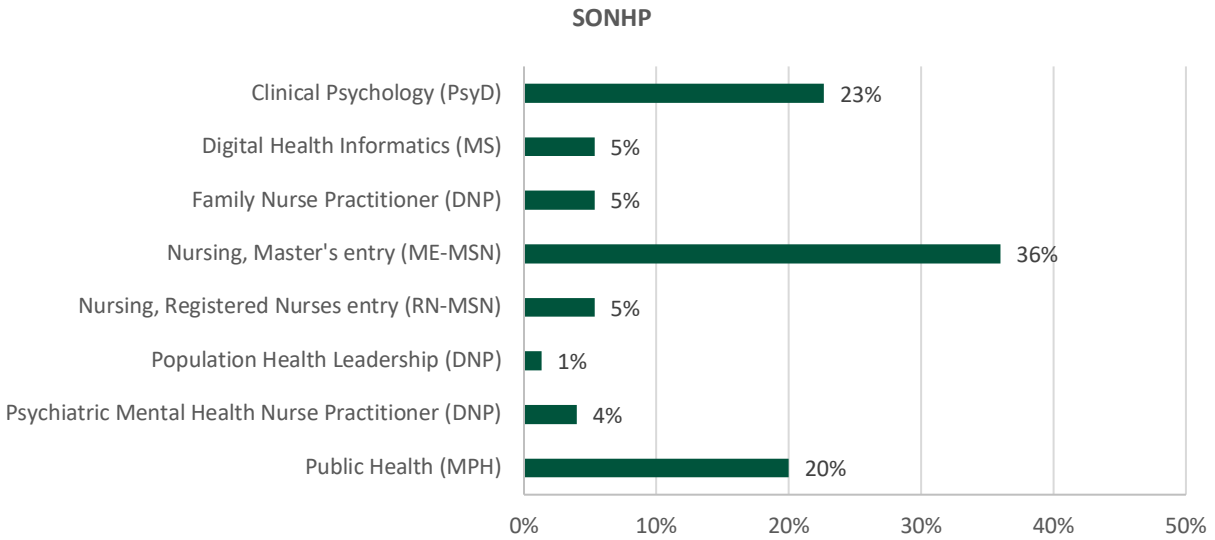
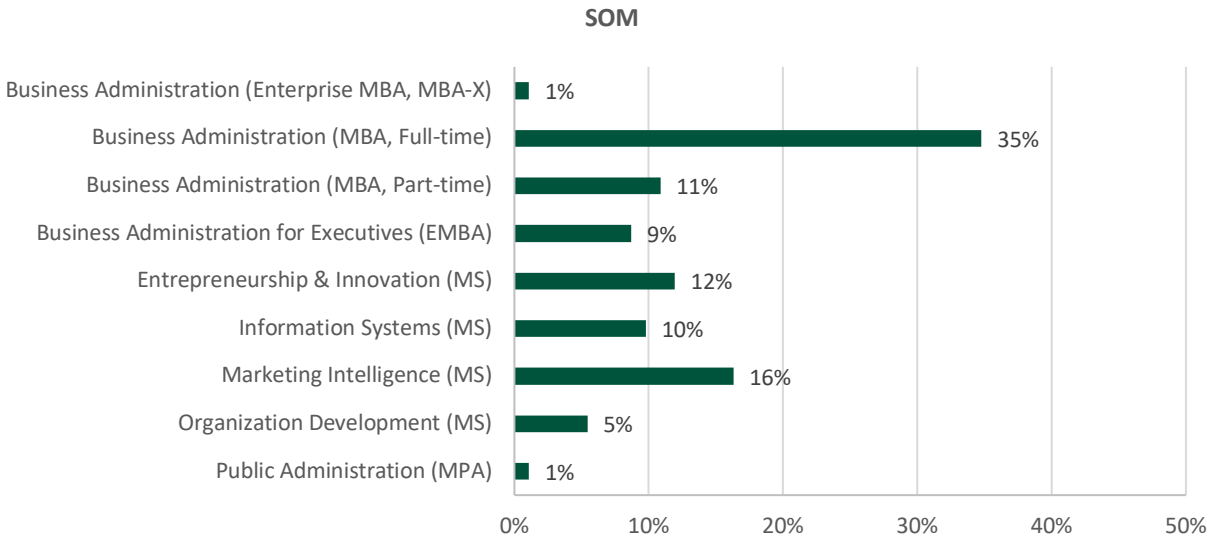
The following figures indicate the percentage of participants who selected each program within each school and the college.

### CAS



### SOE





## Admission/Acceptance

### DECISION TO ATTEND/NOT ATTEND

Participants were asked to indicate whether or not they accepted their offer of admission.

The below data indicate the proportion of participants who selected each response option:

- Accepted their offer of admission = **75%** (down 2% from 2022)
- Did not accept their offer of admission = **25%**

Those who indicated that they accepted their offer of admission were then asked whether or not they began attending USF.



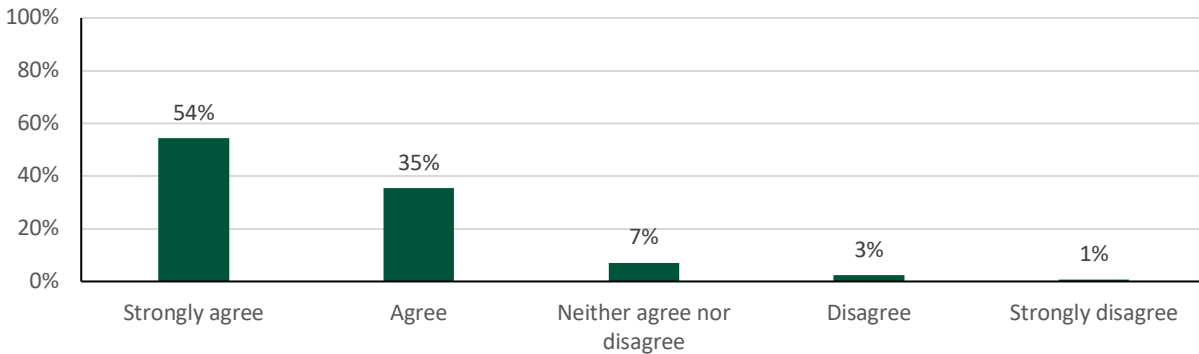
- Of those who accepted their offer of admission (and responded to this question) **85% began attending** USF (down 7% from 2022) and **15% did not begin attending** USF.

### PARTICIPANTS WHO BEGAN ATTENDING USF

Participants who indicated they began attending USF were asked the extent to which they agreed with the following statement using a 5-pt. scale (1 = *Strongly Disagree*, 5 = *Strongly Agree*): I made the right decision to attend USF.

- The highest proportion of participants (**89%**) **Agreed** or **Strongly Agreed** that they made the right decision to attend USF (down 4% from 2022).

The following figure details the proportion of participants who selected each response option.

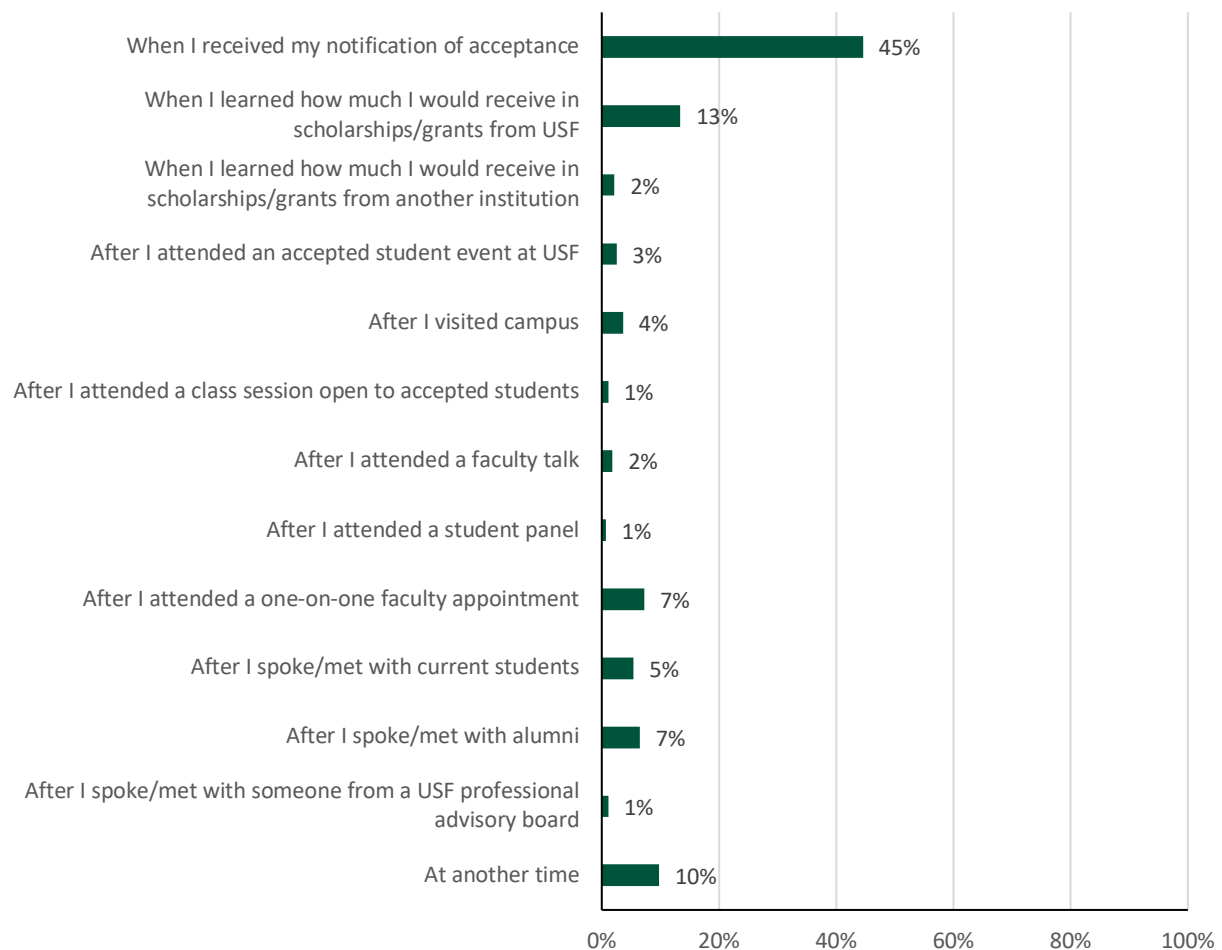


### At what point decided to attend USF

Participants who began attending USF were asked to indicate at what point they decided to attend USF from the following response options: When I received my notification of acceptance; When I learned how much I would receive in scholarships/grants from USF; When I learned how much I would receive in scholarships/grants from another institution; After I attended an accepted student event at USF; After I visited campus; After I attended a class session open to accepted students; After I attended a faculty talk; After I attended a student panel; after I attended a one-on-one faculty appointment; After I spoke/met with current students; After I spoke/met with someone from a USF professional board; and At another time. Participants' responses to *At another time* can be found in **Appendix A, 1.1**.

- The highest proportion (**45%**) of participants selected **when I received my notification of acceptance** (down 8% from 2022).

The following figure details the proportion of participants who selected each response option.



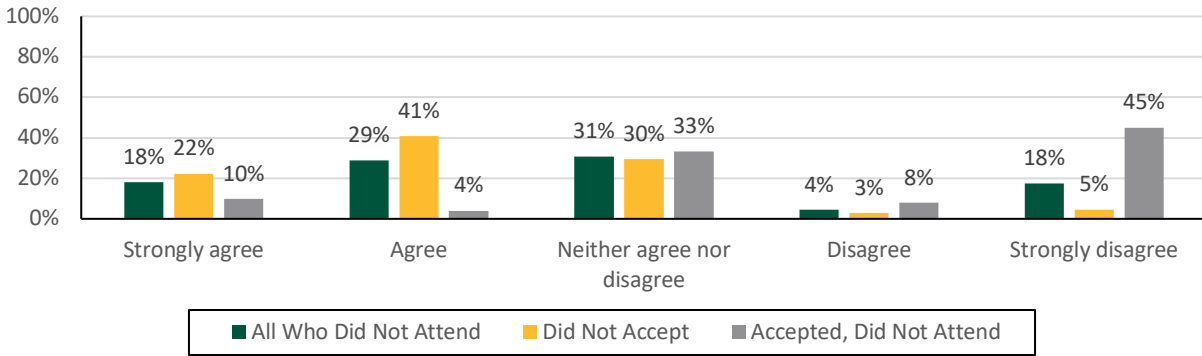
#### PARTICIPANTS WHO DID NOT BEGIN ATTENDING USF

Participants who indicated they did not begin attending USF were asked the extent to which they agreed with the following statement using a 5-pt. scale (1 = *Strongly Disagree*, 5 = *Strongly Agree*): I made the right decision not to attend USF.

- The highest proportion (47%) **Agreed** or **Strongly Agreed** that they made the right decision not to attend USF (up 1% from 2022).
- Of those who **did not accept their offer of admission**, the highest proportion (63%) **Agreed** or **Strongly Agreed** that they made the right decision not to attend USF (up 14% from 2022).
- Of those who **accepted their offer, but did not begin attending** USF, the highest proportion (53%) **Disagreed** or **Strongly Disagreed** that they made the right decision not to attend USF (up 17% from 2022).

The following figure details the proportion of all non-attending participants<sup>4</sup> who selected each response option and is further disaggregated by all those who did not accept their offer of admission and those who accepted their offer of admission, but did not begin attending.

<sup>4</sup> All non-attending participants includes those who did not accept their offer of admission and those who accepted, but did not begin attending.

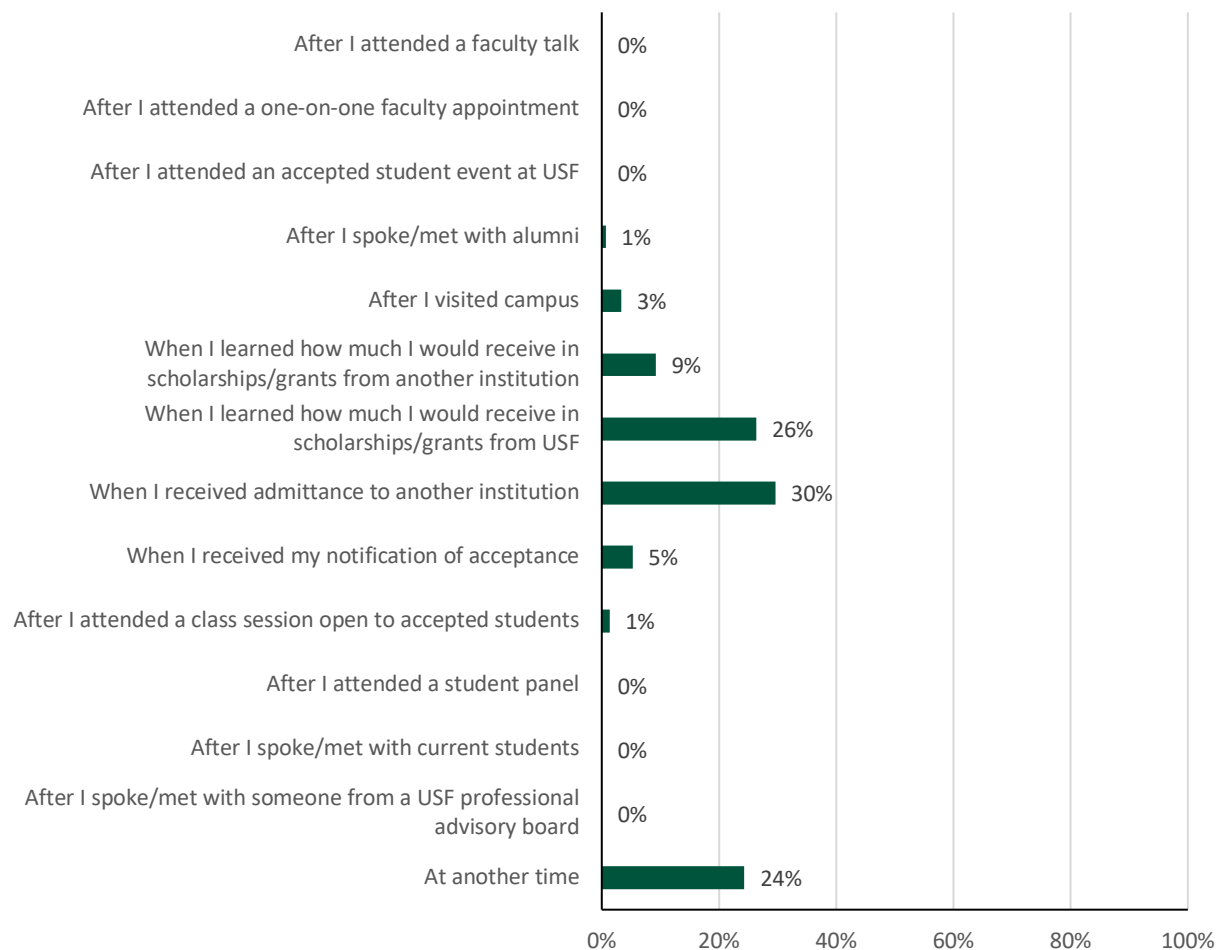


### At what point decided not to attend

Participants who did not accept their offer of admission or accepted their offer, but did not begin attending USF, were asked to indicate at what point they decided not to attend USF from the following response options: After I attended a faculty talk; After I attended a one-on-one faculty appointment; After I attended an accepted student event at USF; After I spoke/met with alumni; After I visited campus; When I learned how much I would receive in scholarships/grants from another institution; When I learned how much I would receive in scholarships/grants from USF; When I received admittance to another institution; When I received my notification of acceptance; After I attended a class session open to accepted students; After I attended a student panel; After I spoke/met with current students; After I spoke/met with someone from a USF professional advisory board; and At another time. Participants' responses to *At another time* can be found in **Appendix A, 1.2**.

- The highest proportion (**30%**) of participants selected **when I received admittance to another institution**. This was also the highest in 2022 with 31% of participants selecting this response option.

The following figure details the proportion of participants who selected each response option.



### Attending another college or university

Those who did not accept their offer of admission or accepted their offer, but did not begin attending USF were asked to indicate if they chose to attend a college or university other than USF or if they are not attending any college or university at this time.

The below data indicate the proportion of participants who selected each response option:

- Not attending any college or university at this time = **40%** (up 1% from 2022)
- Chose to attend a college or university other than USF = **60%**

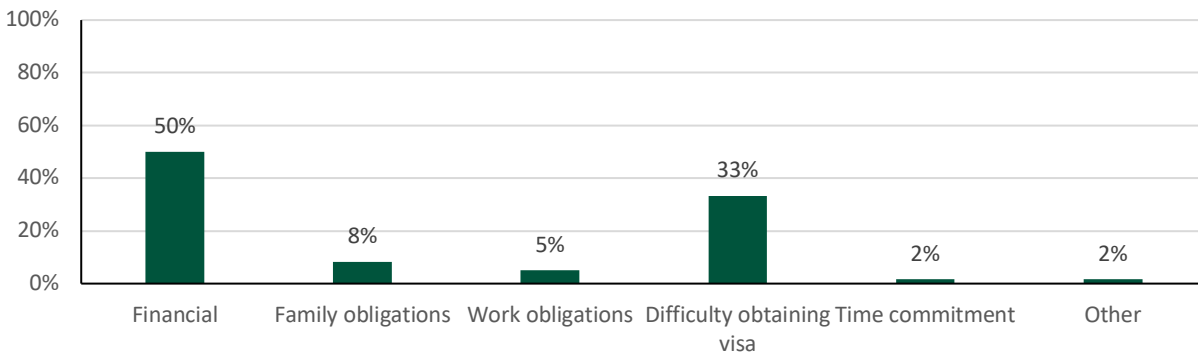
Participants who indicated that they chose to attend a college or university other than USF were asked to indicate in an open text field the name of the college or university they began attending. Participants' responses can be found in **Appendix A, 1.3**.

### Primary reason for not attending any college or university

Those who indicated they are not attending *any* college or university at this time were asked to indicate the primary reason for that decision using the following response options: Financial; Family obligations; Work obligations; Difficulty obtaining a visa; Time commitment; and Other. Participants who selected *Other* were provided an opportunity to write in a response. No participants wrote in response to *Other*.

- The highest proportion (**50%**) of participants indicated the primary reason they are not attending any college or university at this time is **financial** (down 7% from 2022).

The following figure details the proportion of participants who selected each response option.

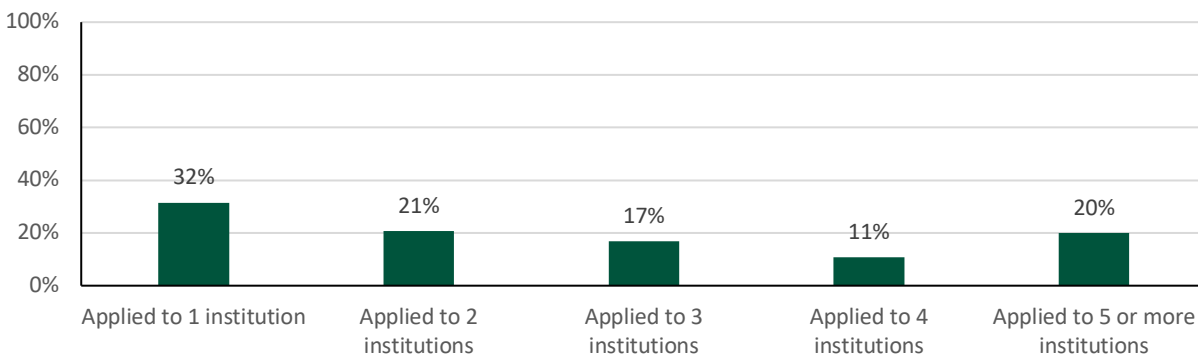


### APPLICATION AND ACCEPTANCE TO OTHER INSTITUTIONS

Participants indicated how many institutions, including USF, they applied to from the following response options: 1; 2; 3; 4; and 5 or more.

- The highest proportion (**32%**) of participants indicated that **they only applied to USF** (unchanged from 2022). 92% of those who only applied to USF (and responded to the question) indicated they began attending USF (up 1% from 2022).

The following figure details the proportion of participants who selected each response option.



Those who indicated they applied to more than one institution were asked to indicate how many they were admitted to from the following response options: 1; 2; 3; 4; and 5 or more.<sup>5</sup>

- Of those who indicated they **applied to two institutions**; the highest proportion (**77%**) indicated they were **admitted to both** institutions (up 9% from 2022).
- Of those who indicated they **applied to three institutions**; the highest proportion (**65%**) were **admitted to all three** institutions (up 16% from 2022).
- Of those who indicated they applied to four institutions; the highest proportion (**40%**) were **admitted to three institutions** (up 5% from 2022).

<sup>5</sup> The percentages are based on the number of participants who responded to this question. In some instances, participants who responded to the previous question (how many institutions including USF did you apply to) did not respond to this question; therefore, those who did not respond are not included in the denominator.

- Of those who indicated they **applied to five or more institutions**, the highest proportion (**43%**) were **admitted to five or more institutions** (up 3% from 2022).

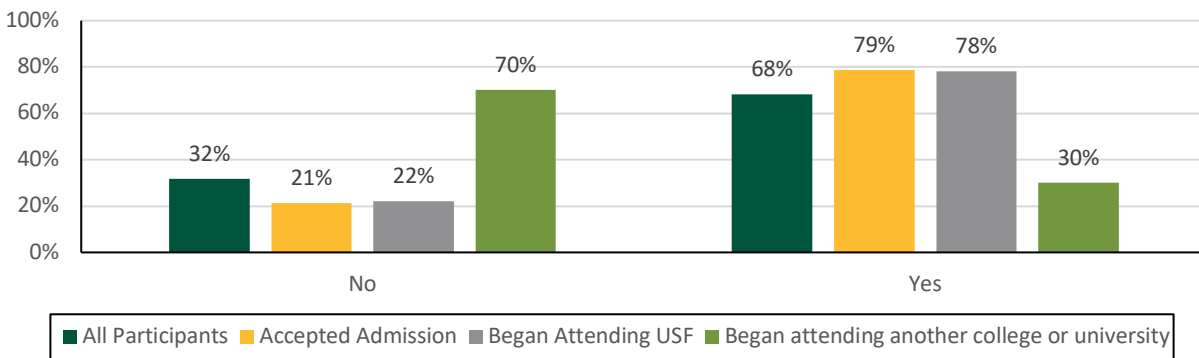
*Was USF first choice?*

Participants indicated whether or not USF was their first choice.

The data below indicate the percentage of participants who indicated that USF was their first choice:

- All participants = **68%** (up 1% from 2022)
- Participants who accepted their offer of admission = **79%** (up 4% from 2022)
- Participants who began attending USF = **78%** (up 3% from 2022)
- Participants who chose to attend another college or university = **30%** (up 1% from 2022)

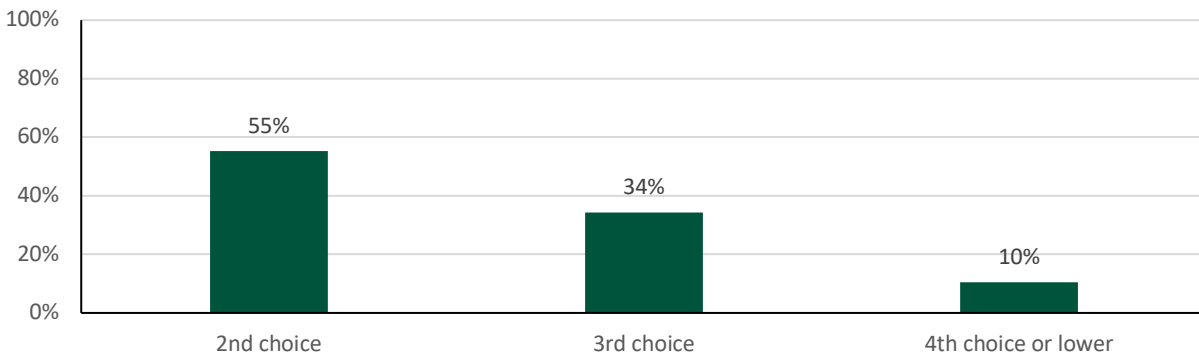
The following figure details the percentage of participants who indicated that USF was or was not their first choice.



Those who indicated USF was not their first choice were asked to indicate if it was their 2<sup>nd</sup> choice, 3<sup>rd</sup> choice or 4<sup>th</sup> choice or lower.

- Of those who indicated that USF was not their first choice and responded to this question, the majority (**55%**) indicated it was their **2<sup>nd</sup> choice** (down 7% from 2022).

The following figure details the proportion of participants who indicated that USF was their 2<sup>nd</sup>, 3<sup>rd</sup>, or 4<sup>th</sup> choice or lower.



Participants who indicated that USF was not their first choice were asked to indicate their top 3 choices to which they were admitted using an open text field. Participants’ responses can be found in **Appendix A, 1.4**.

- The most common response for 1<sup>st</sup> top choice was UC Davis.
- The most common response for 2<sup>nd</sup> and 3<sup>rd</sup> choice was USF.

## College Characteristics

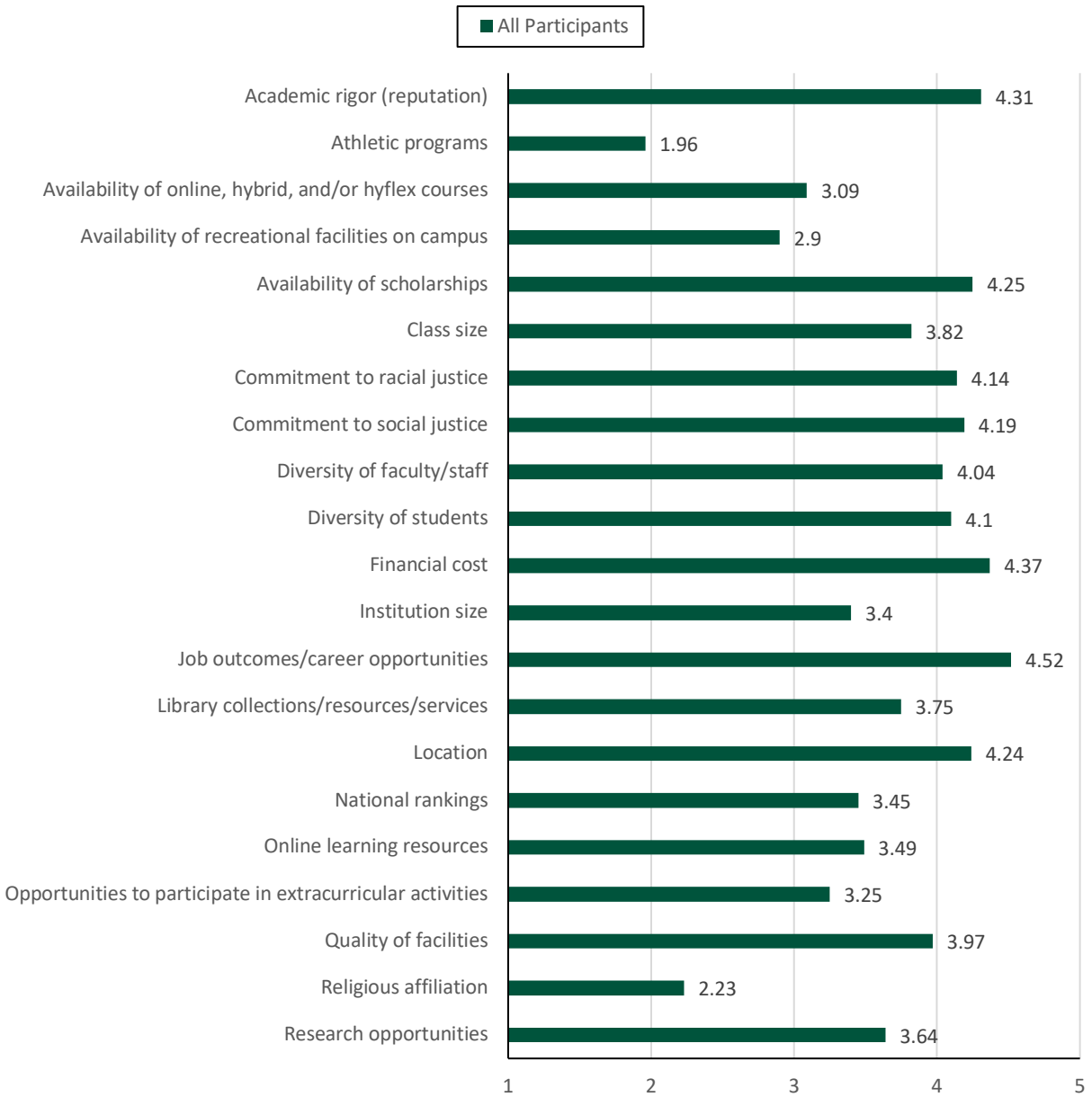
### ALL PARTICIPANTS

#### Level of importance of characteristics in choosing college or university

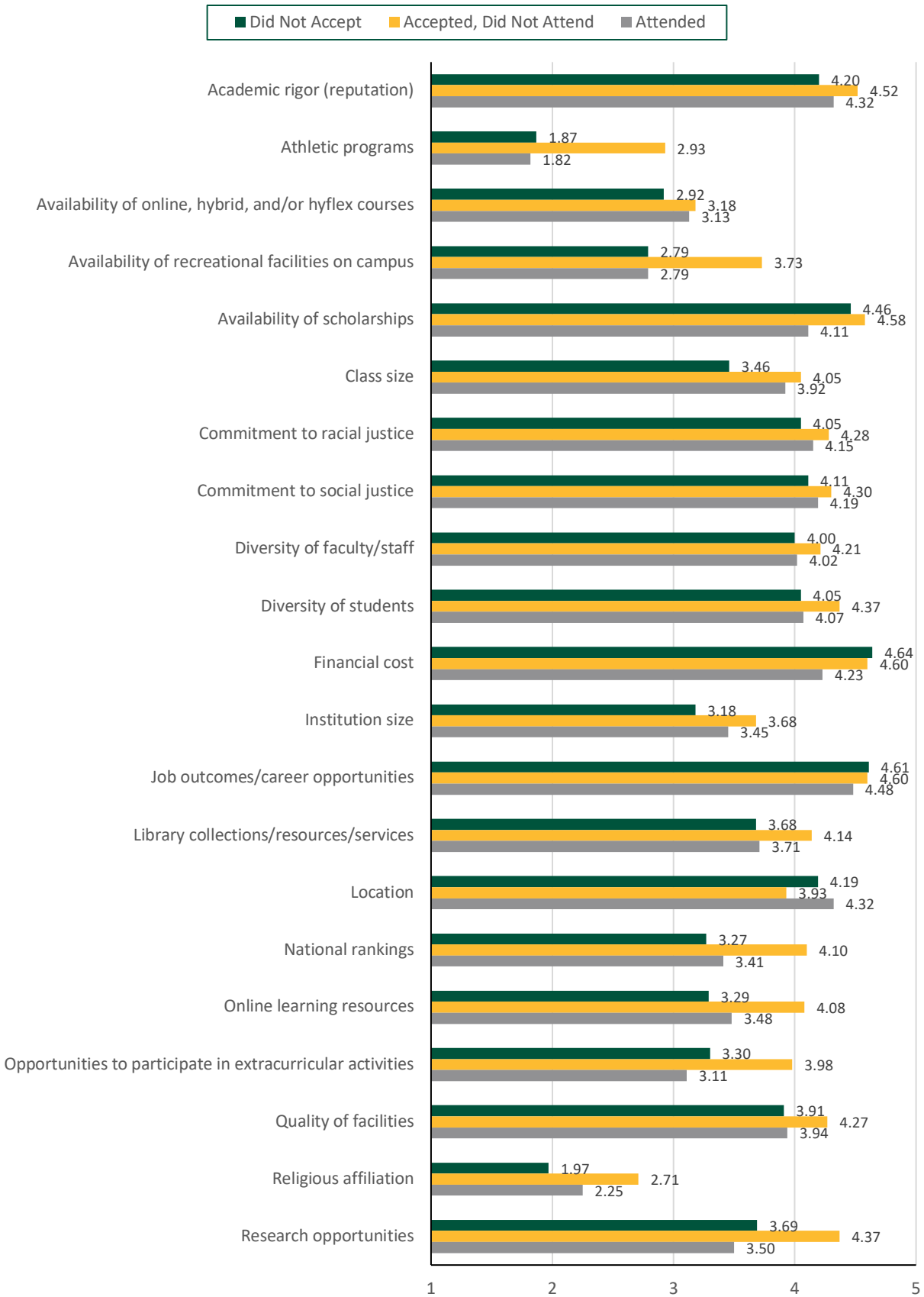
All participants (whether they began attending or not) indicated the level of importance each of the following characteristics had in choosing a college or university using a 5-pt. scale (*1 = Not at all important, 5 = Extremely Important*): Academic rigor (reputation); Athletic programs; Availability of online, hybrid, and/or hyFlex courses; Availability of recreational facilities on campus; Availability of scholarships; Class size; Commitment to racial justice; Commitment to social justice; Diversity of faculty/staff; Diversity of students; Financial cost; Institution size; Job outcomes/career opportunities; Library collections/resources/services; Location; National rankings; Online learning resources; Opportunities to participate in extracurricular activities; Quality of facilities; Religious affiliation; and Research opportunities.

- The highest percentage (**88%**) of participants indicated that **job outcomes/career opportunities** was **Extremely** or **Very Important** in choosing a college or university (down 2% from 2022). Of these:
  - **63%** began attending USF (down 7% from 2022)
  - **26%** did not accept their offer of admission (up 3% from 2022)
  - **11%** accepted their offer of admission, but did not begin attending (up 5% from 2022)

The following figures detail all participants' average level of importance of each characteristic given by all participants and is also disaggregated by those who began attending; those who did not accept their offer of admission; and those who accepted their offer of admission, but did not begin attending.







### Rating of characteristics of USF

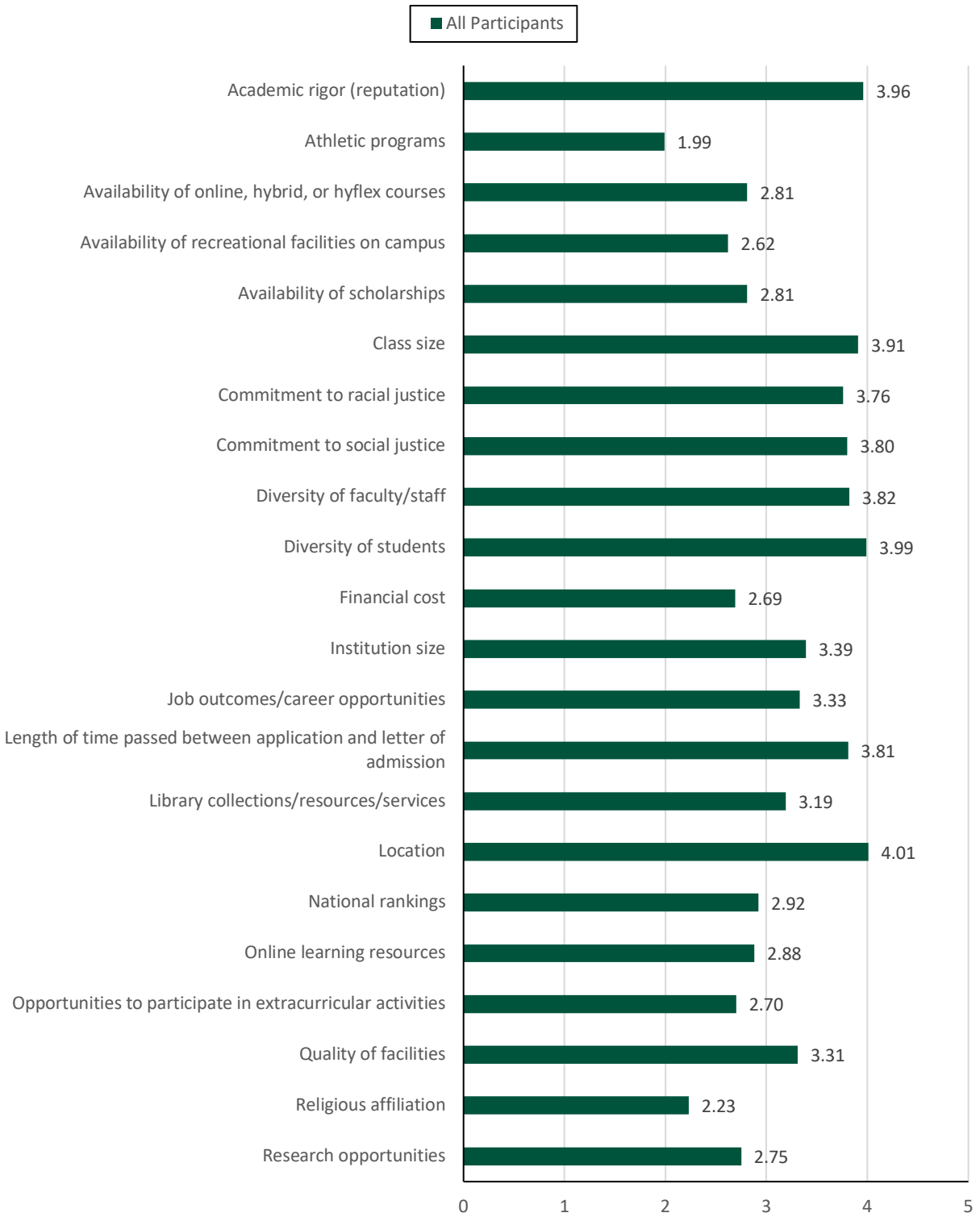
All participants (whether they began attending USF or not) were asked to rate the following characteristics of USF using a 6-pt scale (0 = *No opinion*, 5 = *Excellent*): Academic rigor (reputation); Athletic programs; Availability of online, hybrid, or hyFlex courses; Availability of recreational facilities on campus; Availability of scholarships; Class size; Commitment to racial justice; Commitment to social justice; Diversity of faculty/staff; Diversity of students; Financial cost; Institution size; Job outcomes/career opportunities; Length of time passed between application and letter of admission; Library collections/resources/services; Location; National rankings; Online learning resources; Opportunities to participate in extracurricular activities; Quality of facilities; Religious affiliation; and Research opportunities. This rating gauges participants' perception of USF.

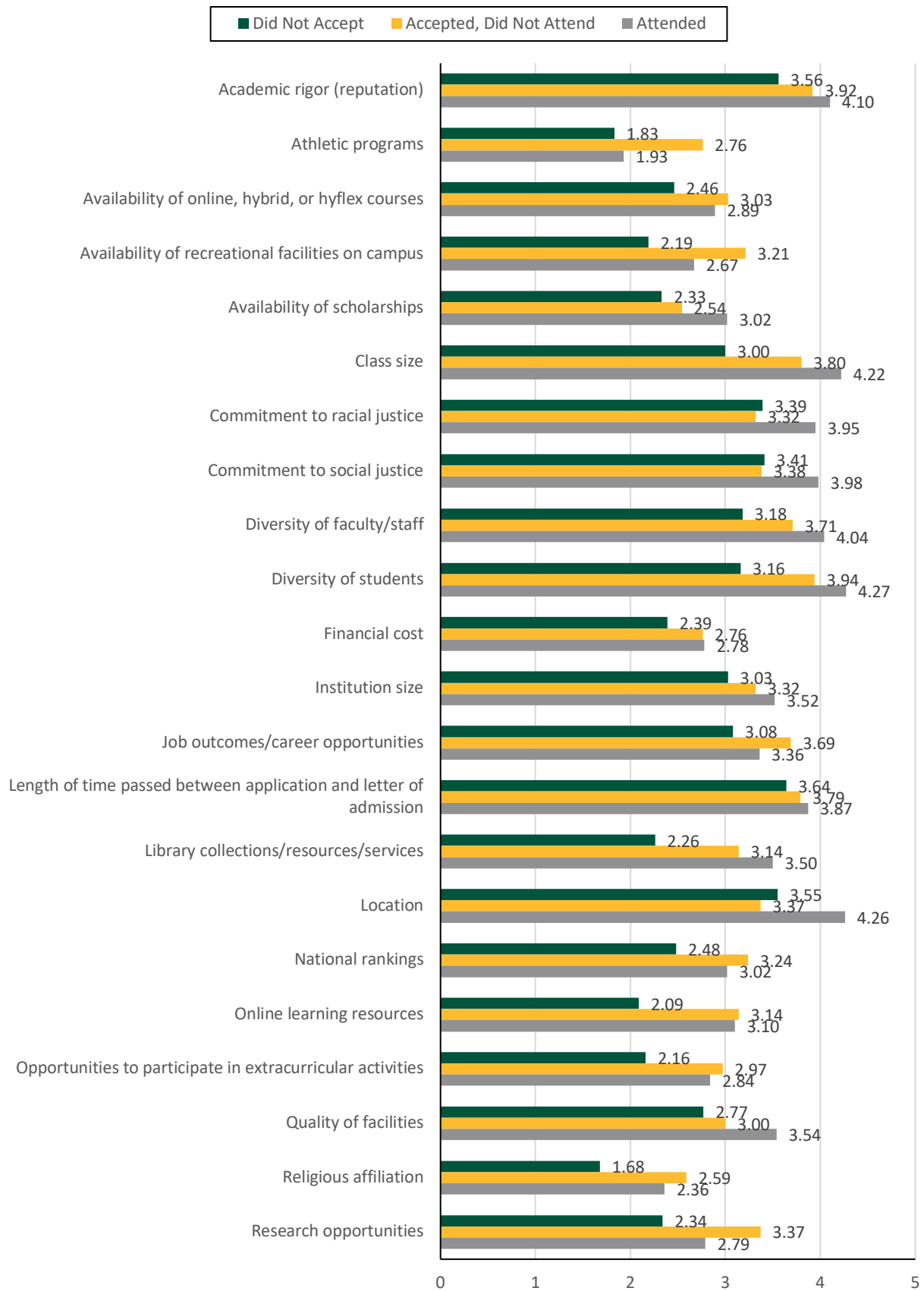
The below data indicate the percentage of participants who rated each characteristic as **Excellent** or **Good**:

- Academic rigor (reputation) = **78%** (down 6% from 2022)
- Athletic programs = **34%** (down 2% from 2022)
- Availability of online, hybrid, or hyFlex courses = **48%** (down 4% from 2022)
- Availability of recreational facilities on campus = **46%** (down 1% from 2022)
- Availability of scholarships = **37%** (down 8% from 2022)
- Class size = **80%** (up 1% from 2022)
- Commitment to racial justice = **77%** (up 3% from 2022)
- Commitment to social justice = **78%** (up 4% from 2022)
- Diversity of faculty/staff = **77%** (up 7% from 2022)
- Diversity of students = **81%** (up 10% from 2022)
- Financial cost = **28%** (down 3% from 2022)
- Institution size = **63%** (unchanged from 2022)
- Job outcomes/career opportunities = **62%** (down 3% from 2022)
- Length of time passed between application and letter of admission = **75%** (up 4% from 2022)
- Library collections/resources/services = **62%** (up 5% from 2022)
- Location = **79%** (up 1% from 2022)
- National rankings = **50%** (down 6% from 2022)
- Online learning resources = **53%** (down 3% from 2022)
- Opportunities to participate in extracurricular activities = **48%** (down 2% from 2022)
- Quality of facilities = **63%** (up 4% from 2022)
- Religious affiliation = **40%** (up 2% from 2022)
- Research opportunities = **48%** (up 1% from 2022)

The **majority of characteristics** (19 out of 22) were rated by the highest percentage of participants as either **Excellent or Good** with the exception of Athletic programs and Religious affiliation, which the highest percentage of participants rated as No Opinion and Financial cost which the highest percentage of participants rated as Average. In 2022, 16 out of 22 characteristics were rated by the highest percentage of participants as either **Excellent or Good**.

The following figures detail the average rating of each characteristic of USF by all participants and is also disaggregated by those who began attending; those who did not accept their offer of admission; and those who accepted their offer of admission, but did not begin attending. This rating gauges participants' perception of USF.





## THOSE WHO DID NOT ATTEND USF

### Factors that influenced decision not to attend USF

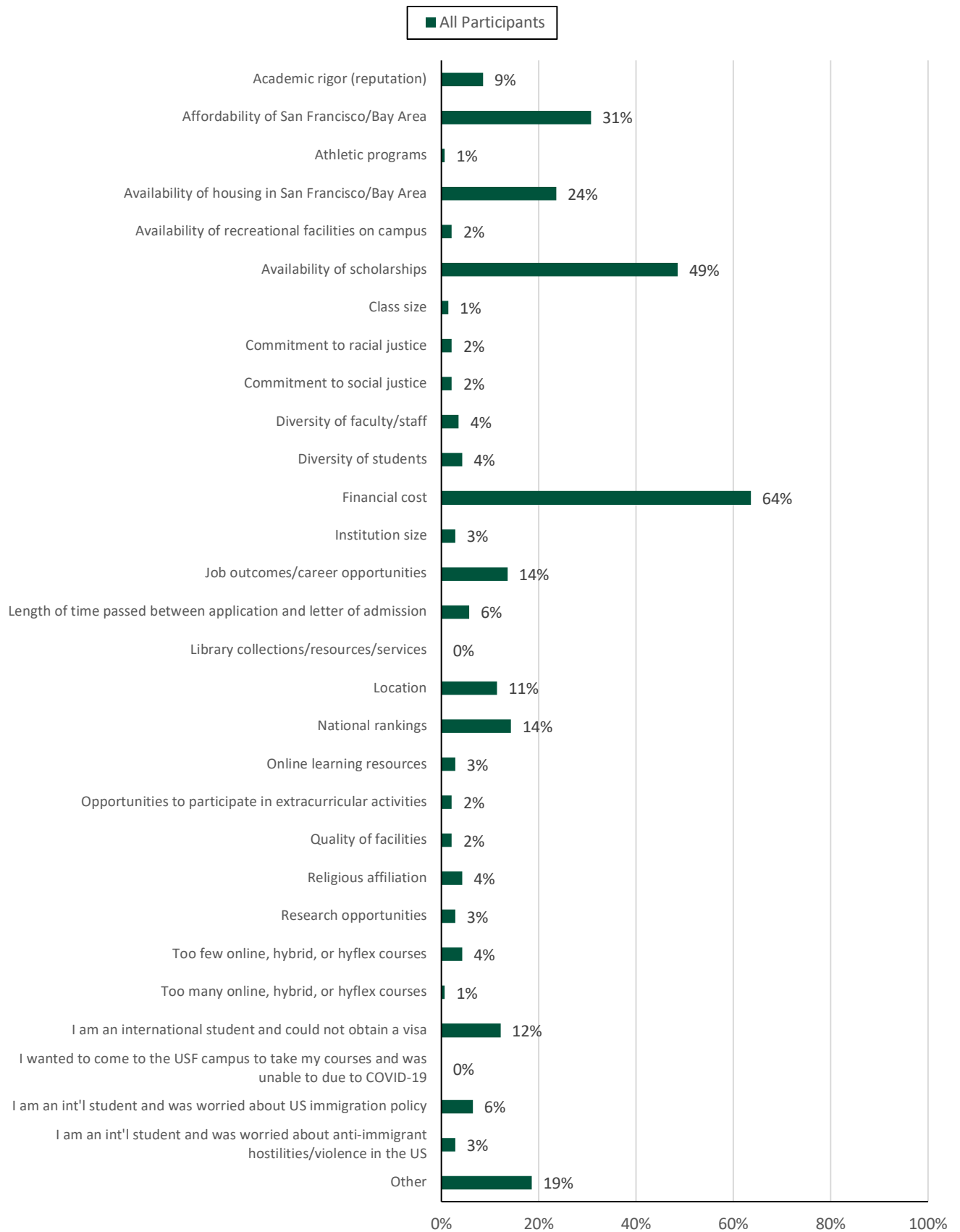
Those who did not accept their offer of admission or accepted their offer of admission, but did not begin attending, USF were asked to indicate the factors that influenced their decision not to attend USF from the following response options: Academic rigor (reputation); Affordability of San Francisco/Bay Area; Athletic programs; Availability of housing in San Francisco/Bay Area; Availability of recreational facilities on campus; Availability of scholarships; Class size; Commitment to racial justice; Commitment to social justice; Diversity of faculty/staff; Diversity of students; Financial cost; Institution size; Job outcomes/career opportunities; Length of time passed between application and letter of admission; Location; National rankings; Online learning resources; Opportunities to participate in extracurricular activities; Quality of facilities; Religious affiliation; Research opportunities; Too few online, hybrid, or hyFlex courses; Too many online, hybrid, or hyFlex courses; I am an international student and could not obtain a visa; I wanted to come to the USF campus to take my courses and was unable to due to COVID-19; I am an international student and was worried about US immigration policy; I am an international student and was worried about anti-immigrant hostilities/violence in the US; and Other. Participants could select all that apply. Participants' responses to Other can be found in **Appendix A, 2.1**.

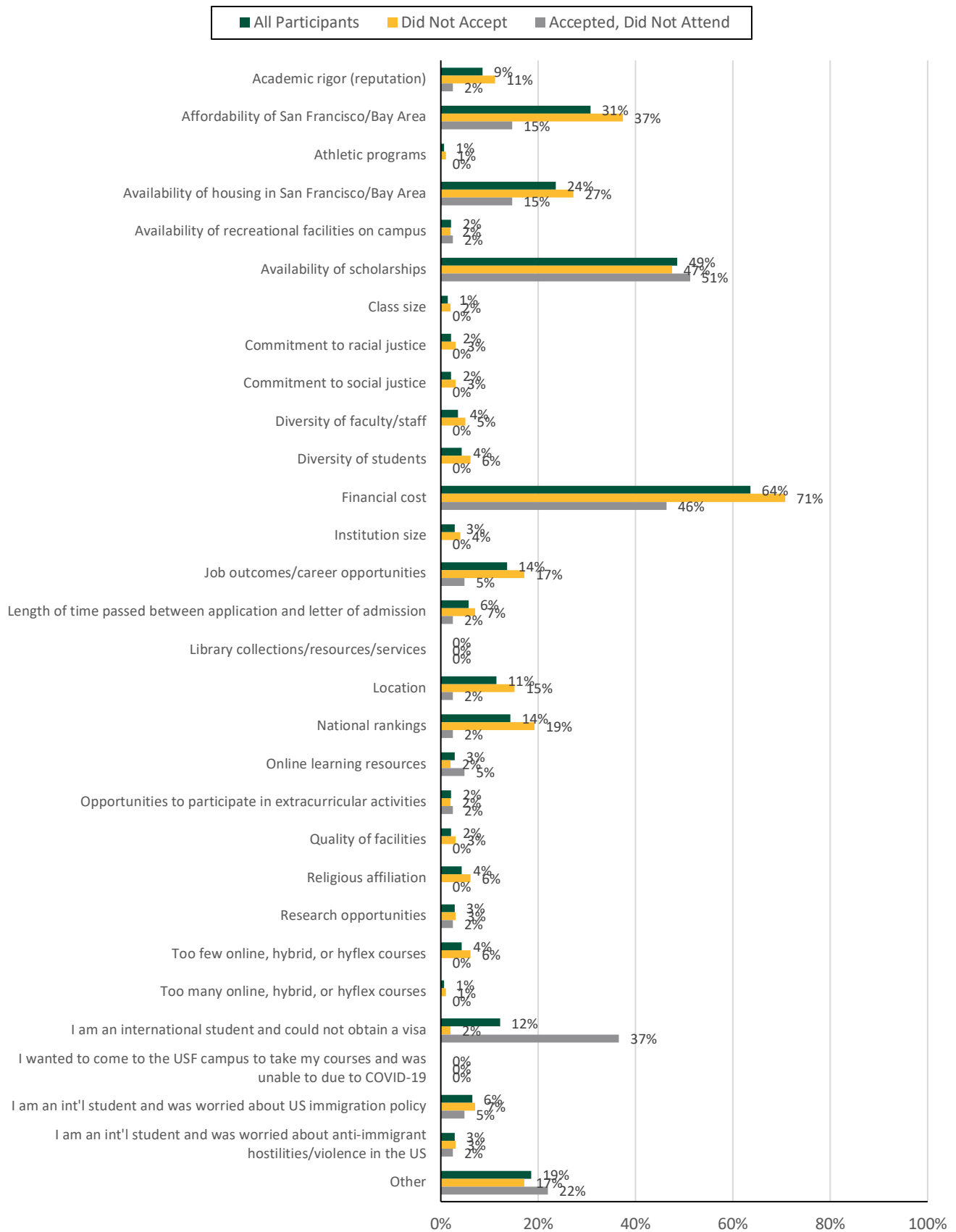
- Of all non-attending participants<sup>6</sup>, the highest percentage (**64%**) indicated that **financial cost** was a factor that **influenced their decision not to attend USF** (up 4% from 2022).
- Of those who did not accept their offer of admission, the highest percentage (**71%**) indicated that **financial cost** was a factor that **influenced their decision not to attend USF** (up 7% from 2022).
- Of those who accepted their offer of admission, but did not begin attending, the highest percentage (**51%**) indicated that **availability of scholarships** was a factor that **influenced their decision not to attend USF** (up 5% from 2022).

The following figure details the percentage of all non-attending participants who selected each response option and is also disaggregated by those who did not accept their offer of admission and those who accepted their offer of admission, but did not begin attending.

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<sup>6</sup> All non-attending participants includes those who did not accept their offer of admission and those who accepted, but did not begin attending





### Rating of institution attending

Those who indicated that they began attending a college or university other than USF were asked to rate the following characteristics of the institution they are attending using a 6-pt. scale (0 = *No opinion*, 5 = *Excellent*): Academic rigor (reputation), Athletic programs; Availability of online, hybrid, or hyFlex courses; Availability of recreational facilities on campus; Availability of scholarships; Class size; Commitment to racial justice; Commitment to social justice; Diversity of faculty/staff; Diversity of students; Financial cost; Institution size; Job outcomes/career opportunities; Length of time passed between application and letter of admission; Library collections/resources/services; Location; National rankings; Online learning resources; Opportunities to participate in extracurricular activities; Quality of facilities; Religious affiliation; and Research opportunities.

The below data indicate the percentage of participants who rated each characteristic as **Excellent** or **Good**:

- Academic rigor (reputation) = **78%** (down 18% from 2022)
- Athletic programs = **36%** (up 2% from 2022)
- Availability of online, hybrid, or hyFlex courses = **53%** (down 4% from 2022)
- Availability of recreational facilities on campus = **64%** (up 10% from 2022)
- Availability of scholarships = **59%** (down 2% from 2022)
- Class size = **68%** (down 14% from 2022)
- Commitment to racial justice = **76%** (up 5% from 2022)
- Commitment to social justice = **75%** (unchanged from 2022)
- Diversity of faculty/staff = **73%** (down 2% from 2022)
- Diversity of students = **72%** (down 3% from 2022)
- Financial cost = **55%** (up 5% from 2022)
- Institution size = **69%** (down 5% from 2022)
- Job outcomes/career opportunities = **79%** (down 16% from 2022)
- Length of time passed between application and letter of admission = **67%** (down 6% from 2022)
- Library collections/resources/services = **72%** (down 6% from 2022)
- Location = **73%** (down 7% from 2022)
- National rankings = **64%** (down 11% from 2022)
- Online learning resources = **67%** (unchanged from 2022)
- Opportunities to participate in extracurricular activities = **68%** (up 21% from 2022)
- Quality of facilities = **73%** (up 6% from 2022)
- Religious affiliation = **19%** (up 1% from 2022)
- Research opportunities = **60%** (down 2% from 2022)

The **majority of characteristics** (20 out of 22) were rated by the highest percentage of participants as either **Excellent or Good** with the exception of Athletic programs and Religious Affiliation, which the highest percentage of participants rated as No Opinion.

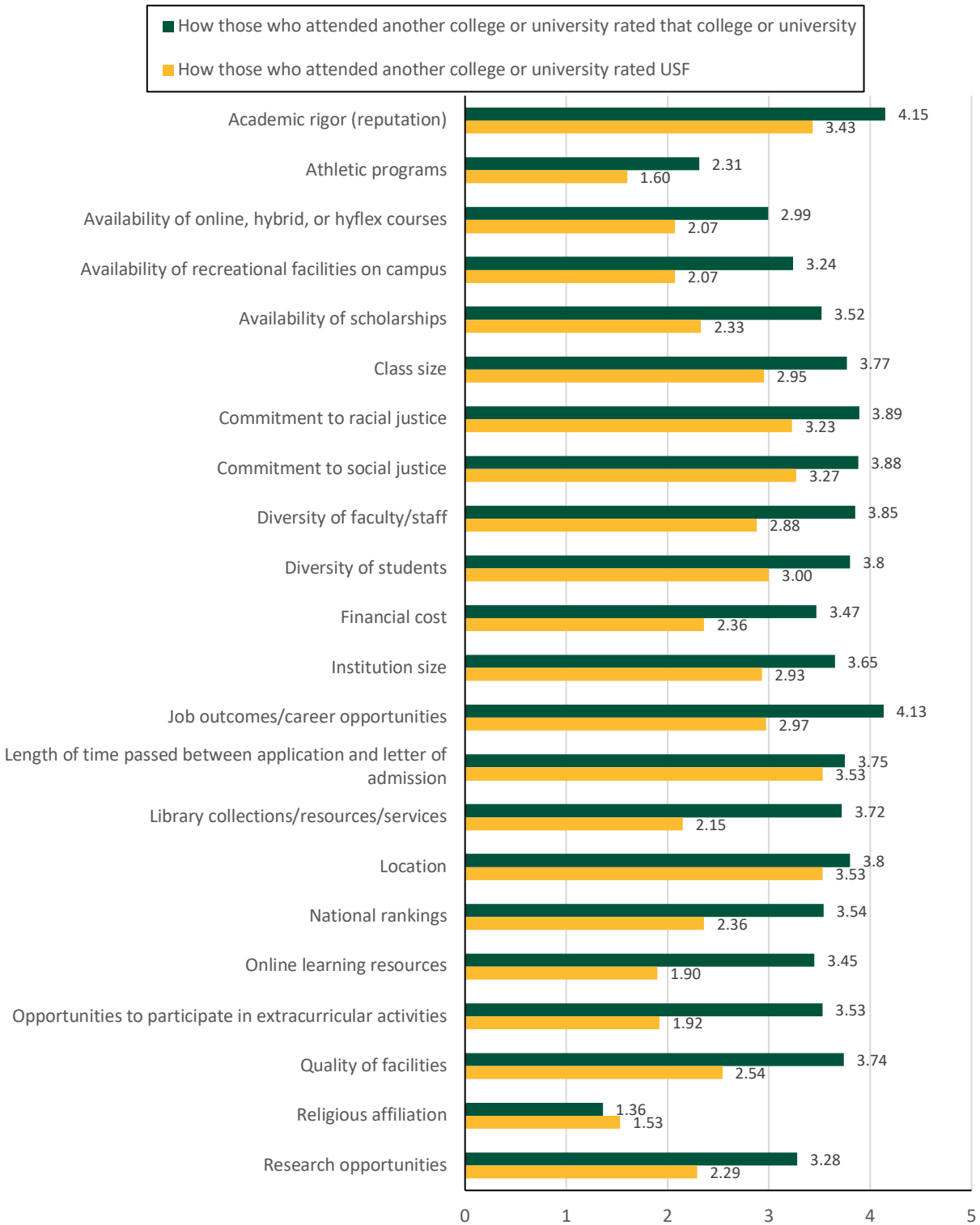
In 2022, 19 out of 22 characteristics were rated by the highest percentage of participants as either **Excellent or Good**.

### Rating of institution attending vs. rating of USF

On average, participants who attended another college or university rated the characteristics of the college or university they are attending higher than they rated the same characteristics of USF, with the exception of Religious Affiliation.

The following figure details participants' average rating of each characteristic of the college or university they are attending and compares it to the ratings they gave USF.





### THOSE WHO BEGAN ATTENDING USF

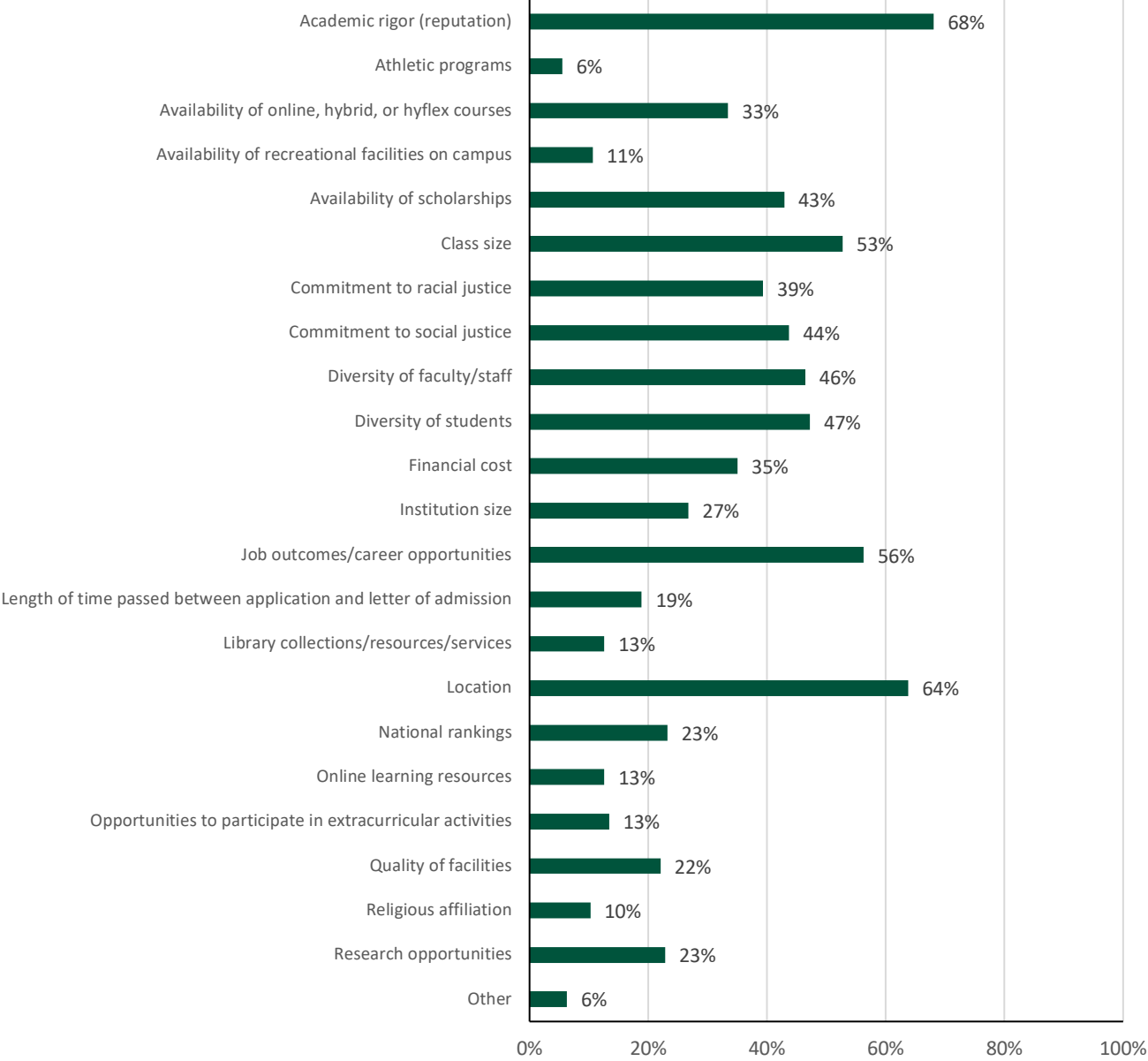
#### Factors that influenced decision to attend USF

Participants who indicated that they began attending USF were asked to select the factors that influenced their decision to attend USF from the following response options: Academic rigor (reputation); Athletic programs;

Availability of online, hybrid, or hyFlex courses; Availability of recreational facilities on campus; Availability of scholarships; Class size; Commitment to racial justice; Commitment to social justice; Diversity of faculty/staff; Diversity of students; Financial cost; Institution size; Job outcomes/career opportunities; Length of time passed between application and letter of admission; Library collections/resources/services; Location; National rankings; Online learning resources; Opportunities to participate in extracurricular activities; Quality of facilities; Religious affiliation; Research opportunities; and Other. Participants could select all that apply. Participants’ responses to Other can be found in **Appendix A, 2.2**.

- The highest percentage (**68%**) of participants who began attending USF indicated that **Academic rigor (reputation) influenced their decision to attend** (up 1% from 2022).

The figure below details the percentage of participants who began attending and selected each response option.



## Financial Factors

### FINANCIAL AID/ASSISTANCE

#### Applied for federal financial aid

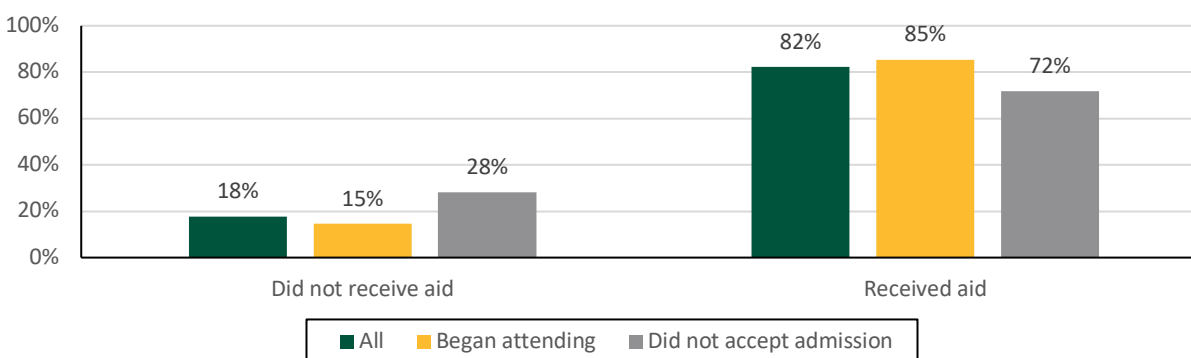
Participants indicated whether or not they applied for federal financial aid (Federal Direct Unsubsidized Loans and/or Direct Plus Loans) at USF and, if so, whether or not they received federal financial aid.

- **58%** of all participants indicated that they **applied for federal financial aid at USF**.
- 42% of all participants indicated that they did not apply for federal financial aid at USF.

This is unchanged from 2022.

- Of those who began attending USF, the highest proportion (**60%**) applied for federal financial aid at USF (this is down 4% from 2022).
- Of those who did not accept their offer of admission to USF or accepted their admission to USF, but did not begin attending, the highest proportion (**55%**)<sup>7</sup> applied for financial aid (up 13% from 2022).
- Overall, the majority (**82%**) of all those who applied for federal financial aid at USF received aid (down 9% from 2022).

The following figure details the proportion of participants who received aid or not, disaggregated by those who began attending and those who did not accept their offer of admission.<sup>8</sup>



#### Type of aid received from USF

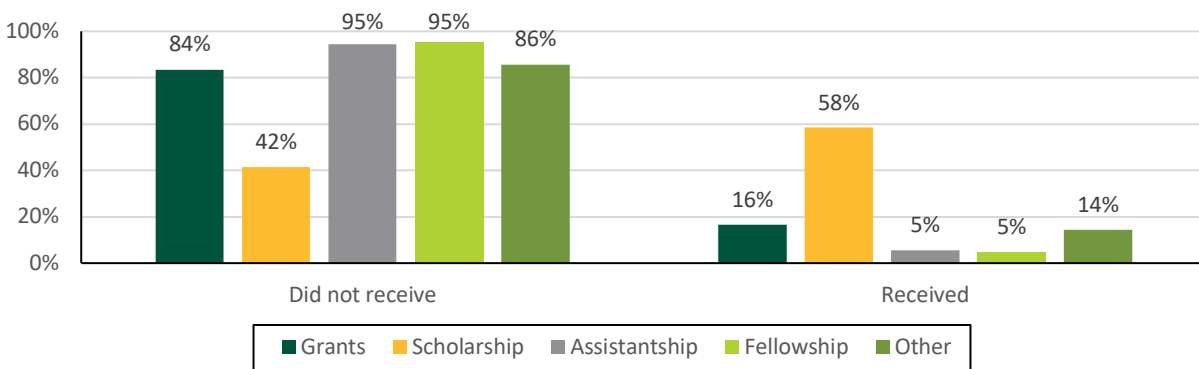
Participants indicated if they received any of the following from USF: Grant; Scholarship; Assistantship; Fellowship; and Other. Participants' responses to Other can be found in **Appendix A, 3.1**.

- Of those who received a grant, scholarship, assistantship, fellowship or other, the highest percentage (**58%**) **received a scholarship** from USF (down 3% from 2022).

The below figure details the percentage of participants that received or did not receive each kind of aid.

<sup>7</sup> The number of participants who accepted their admission and did not begin attending and responded to this question was < 8; therefore, the data has been combined with those who did not accept admission.

<sup>8</sup> No participants who accepted their offer of admission, but did not begin attending, indicated they applied for federal aid at USF; therefore, they are not included in this figure.



### Aid from institution attending

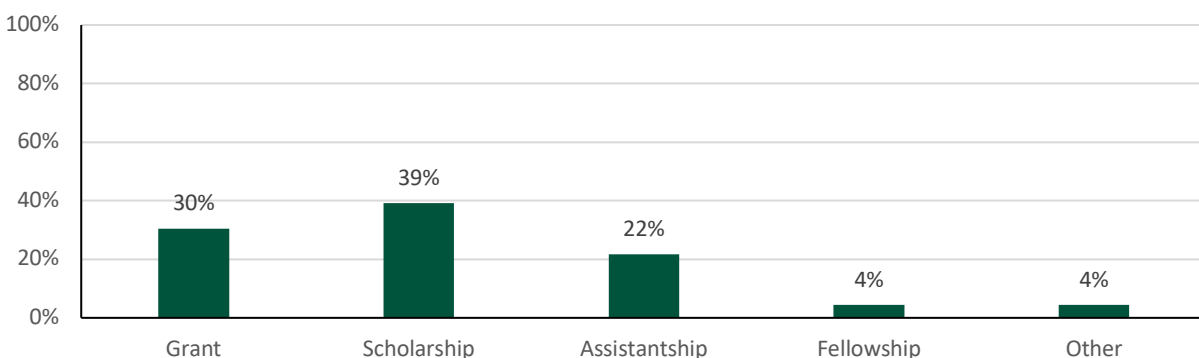
Those who indicated that they chose to attend a college or university other than USF were asked if the institution they are attending offered them more financial assistance than USF. Participants could select Yes; No; or I did not apply for financial assistance at the institution I am attending.

- The highest proportion (**65%**) of participants that attended another college or university indicated they **received more financial assistance from the institution they are attending** than from USF (up 5% from 2022).

Participants who indicated that the institution they are attending offered them more financial assistance than USF were asked to indicate the kind of assistance the institution they are attending offered them from the following response options: Grant; Scholarship; Assistantship; Fellowship; and Other. Participants could select all that apply. Participants' responses to *Other* can be found in **Appendix A, 3.2**.

- The highest percentage of participants (**39%**) **received a scholarship** from the institution they are attending (down 25% from 2022).

The following figure details the percentage of participants who selected each response option.



### COST OF ATTENDANCE

Participants who indicated that they chose to attend a college or university other than USF were asked if the cost of attendance at USF is higher or lower than the institution they are attending.

- **74%** of participants indicated that the **cost of attendance at USF is higher** than the institution they are attending (down 8% from 2022).

## Additional Thoughts

Participants were asked if there was anything else they'd like to tell USF. Participants' responses can be found in *Appendix A, 4*.