



UNIVERSITY OF
SAN FRANCISCO

Office of Assessment
and Accreditation Support

2022 Admitted Graduate Student Survey Report- SOE

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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 2641 people who were admitted in Summer and Fall 2022 to graduate programs in the College of Arts & Sciences, School of Management, School of Nursing & Health Professions, and the School of Education. The School of Law did not participate.

Instrument: Qualtrics

Period: September 20, 2022 – October 10, 2022

Response Rate: The overall response rate for the survey was 17% (445 responses). This includes participants who indicated they applied to the College of Arts & Sciences, School of Management, School of Nursing & Health Professions, and the School of Education.

Key Findings

APPLICATION AND ACCEPTANCE TO OTHER INSTITUTIONS

The highest proportion (36%) of participants applied only to USF. The majority of participants who applied to two, three or four institutions were accepted to all of the institutions they applied to.

65% of all participants indicated that USF was their first choice. Of those who began attending USF, 71% indicated that USF was their first choice.

COLLEGE CHARACTERISTICS

The top three characteristics that all SOE participants indicated were Extremely or Very Important when choosing a college or university were diversity of faculty and staff (91%), diversity of students (90%), and job outcomes/career opportunities (90%). When asked to rate characteristics of USF, 92% rated commitment to social justice and commitment to racial justice as Excellent or Good and 89% rated academic rigor as Excellent or Good.

Out of 30 factors to select from, the highest percentage (83%) of those who did not accept their offer of admission or did not begin attending USF rated financial cost as a factor that influenced their decision not to attend USF. However, only 63% of those who did not accept their offer of admission or did not begin attending USF applied for Financial Aid.

Those who began attending another college or university rated 18 of 22 characteristics of the college they are attending higher than they rated the same characteristics of USF, with the exception of availability of recreational facilities on campus; commitment to racial justice; commitment to social justice; and religious affiliation. The highest percentage (100%) of participants rated library collections/resources/services at the institution they began attending as Excellent or Good.

The highest percentage (74%) of participants who began attending USF indicated that commitment to social justice influenced their decision to attend USF.

FINANCIAL FACTORS

76% of participants indicated that they applied for federal financial aid at USF and the majority (88%) of those who applied for federal financial aid received aid.

Of those who began attending USF, the highest proportion (92%) applied for federal financial aid at USF.

COST OF ATTENDANCE

75% 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.

Demographics

SCHOOL/COLLEGE

26% of all participants indicated they were accepted to the School of Education.

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.

- 11% of SOE participants were international students
- Of those, 62% indicated they were living outside the US when they applied to USF

Decision to Attend or Not Attend USF

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

- 84% of SOE participants accepted their offer of admission
- 16% of SOE participants did not accept their offer of admission

Those who indicated that they accepted their offer of admission were then asked whether or not they began attending USF. Of the SOE participants who accepted their offer of admission (and responded to this question):

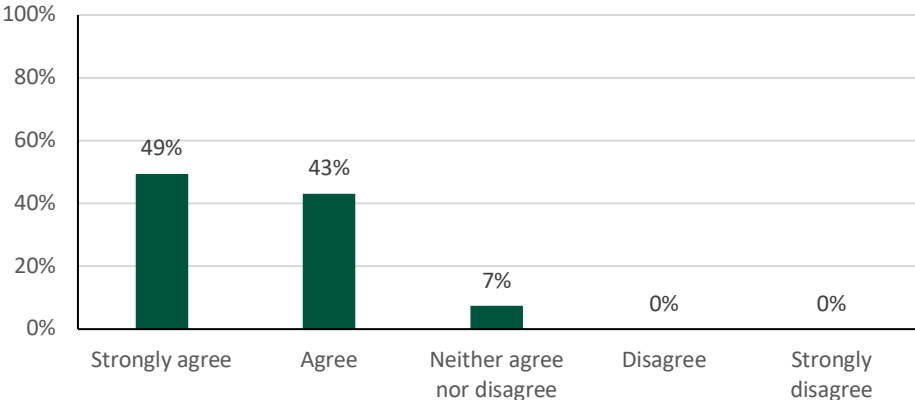
- 99% began attending USF
- 1% did not begin attending USF

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 SOE participants (92%) Agreed or Strongly Agreed that they made the right decision to attend USF.

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

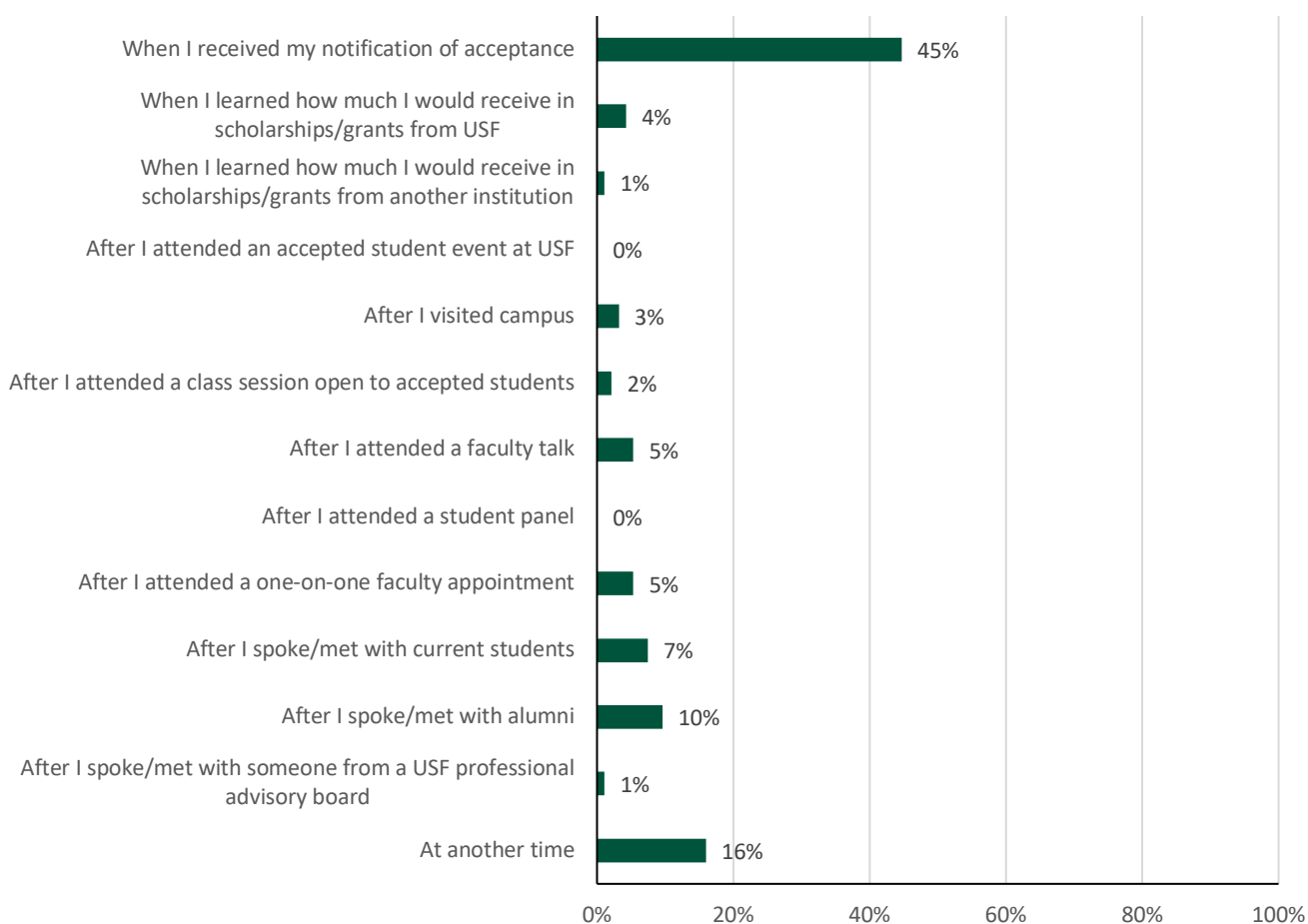


At what point decided to attend

Participants who began attending USF were asked to indicate at what point they decided to attend USF using 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 alumni; 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, 1.1**.

- The highest proportion (**45%**) of SOE participants selected *when I received my notification of acceptance*.

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

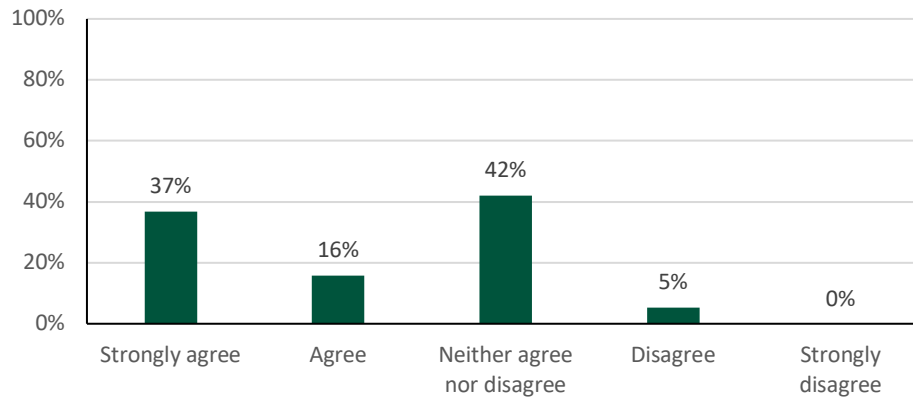


PARTICIPANTS WHO DID NOT BEGIN ATTENDING USF

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 of SOE participants (**53%**) **Agreed** or **Strongly Agreed** that they made the right decision not to attend USF.
- **5%** of those SOE participants who did not attend **Disagreed** or **Strongly Disagreed** that they made the right decision not to attend.

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

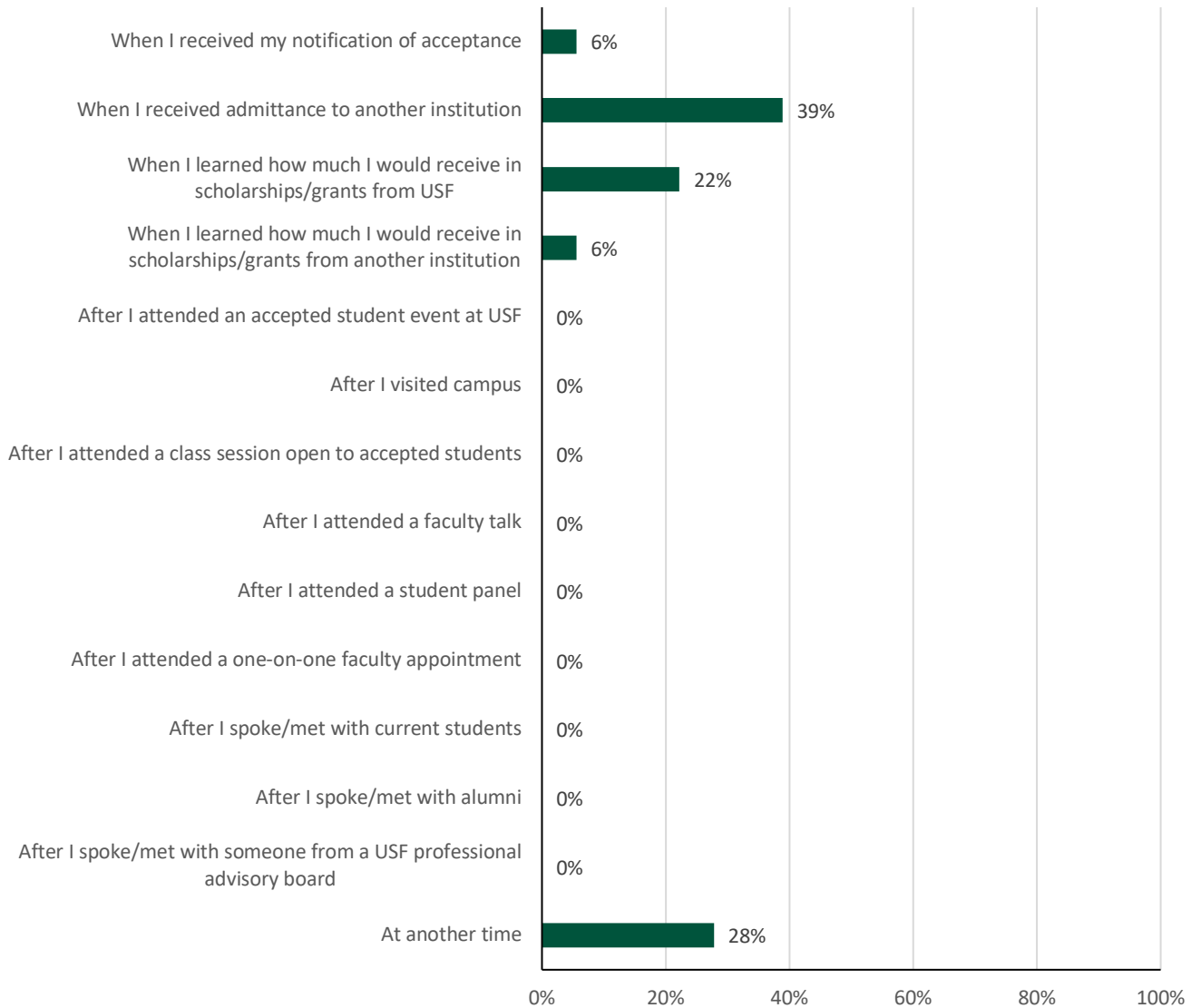


At what point decided not to attend

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: When I received my notification of acceptance; When I received admittance to another institution; 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 alumni; After I spoke/met with someone from a USF professional advisory board; and At another time. When I received my notification of acceptance; and At another time. Participants' responses to *At another time* can be found in **Appendix A, 1.2**.

- The highest proportion (**39%**) of SOE participants selected when I received admittance to another institution

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

- Not attending any college or university at this time = **33%**
- Chose to attend a college or university other than USF = **67%**

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. Not all names below are verbatim, some names of institutions have been formatted for consistency, when necessary.

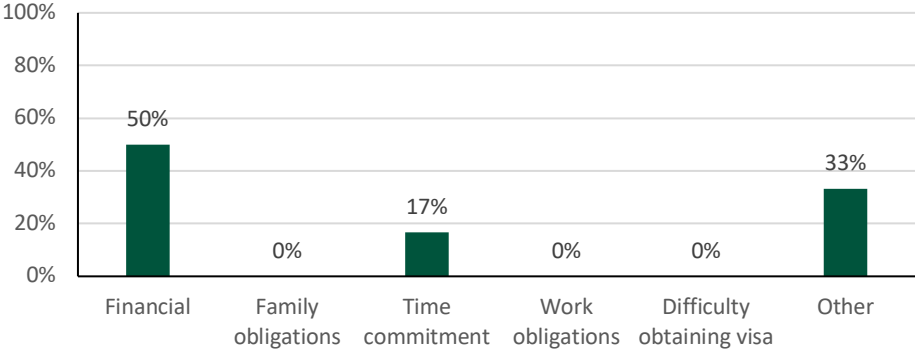
Name of College or University	Count of Participants Writing in this Institution
San Francisco State University	1
Palo Alto University	1
Smith College	1
Stanford University	1
CSU San Bernardino	1
Teachers College at Columbia University	1
Dominican University of California	1
George Washington University	1
Fresno Pacific University	1
Alliant International University	1

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; Time commitment; Work obligations; Difficulty obtaining a visa; and Other. Participants’ responses to *Other* can be found in **Appendix A, 1.3**.

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

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

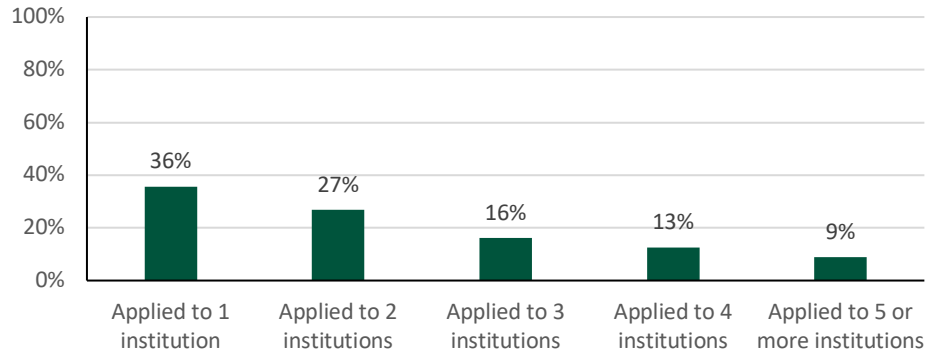


Application and Acceptance to Other Institutions

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 (**36%**) of SOE participants indicated that they applied only to USF.

The following figure details the proportion of SOE 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.

Of those SOE participants who indicated they:

- **Applied to two institutions;** the highest proportion (**57%**) were admitted to **both institutions**.
- **Applied to three institutions;** the highest proportion (**39%**) were admitted to **two institutions**.
- **Applied to four institutions;** the highest proportion (**43%**) were admitted to **three institutions**.
- **Applied to five or more institutions,** **40%** were admitted to **three institutions** and **40%** were admitted to **5 or more**.

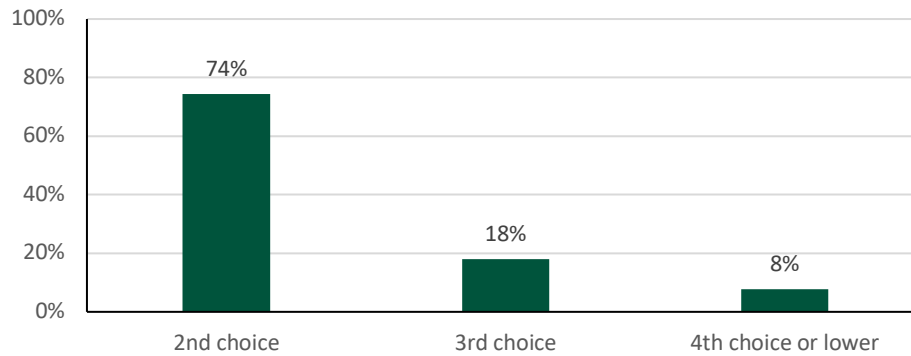
Participants then indicated whether or not USF was their first choice. The data below indicate the percentage of SOE participants who indicated that USF was their first choice:

- All SOE participants = **65%**
- SOE participants who accepted their offer of admission = **71%**
- SOE participants who began attending USF = **71%**
- SOE participants who chose to attend another college or university = **25%**

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

- Of the 35% of SOE participants who indicated that USF was not their first choice, **74%** indicated it was their **2nd choice**.

The following figure details the proportion of participants who indicated that USF was their 2nd, 3rd, or 4th 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 1st top choice was **San Francisco State University**.

College Characteristics

ALL SOE PARTICIPANTS

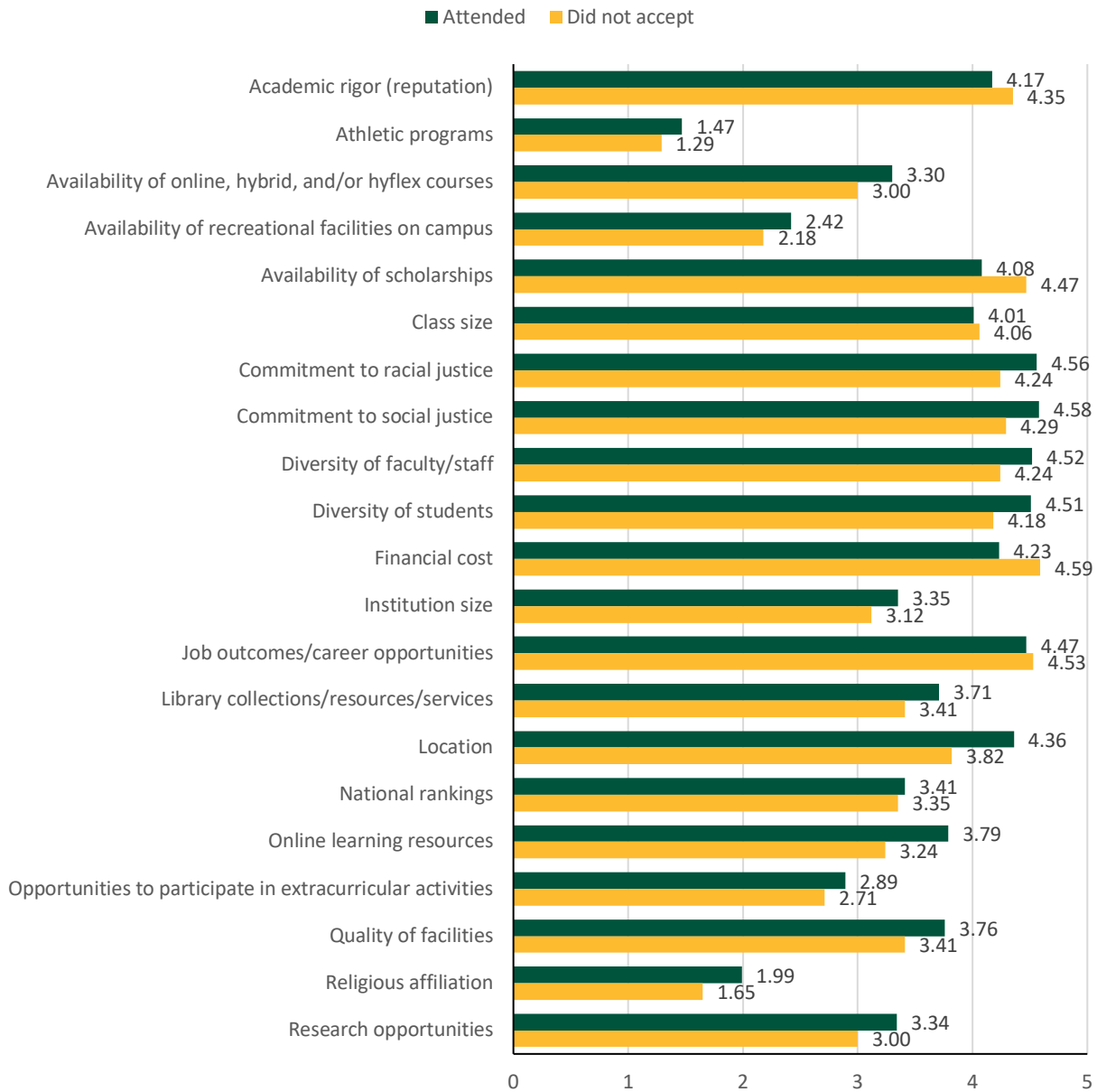
Level of Importance of Characteristics in Choosing College or University

All participants 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 (**91%**) of SOE participants indicated that **Diversity of faculty/staff** was **Extremely or Very Important** in choosing a college or university. Of these:
 - **83%** began attending USF.
 - **16%** did not accept their offer of admission.
 - **1%** accepted their offer of admission, but did not begin attending.

The following figure details SOE participants’ average level of importance of each characteristic, disaggregated by those who began attending and those who did not accept their offer of admission.¹

¹ Fewer than 8 participants accepted their offer of admission, but did not begin attending; therefore, the data are not disaggregated by this demographic.



Rating of USF Characteristics

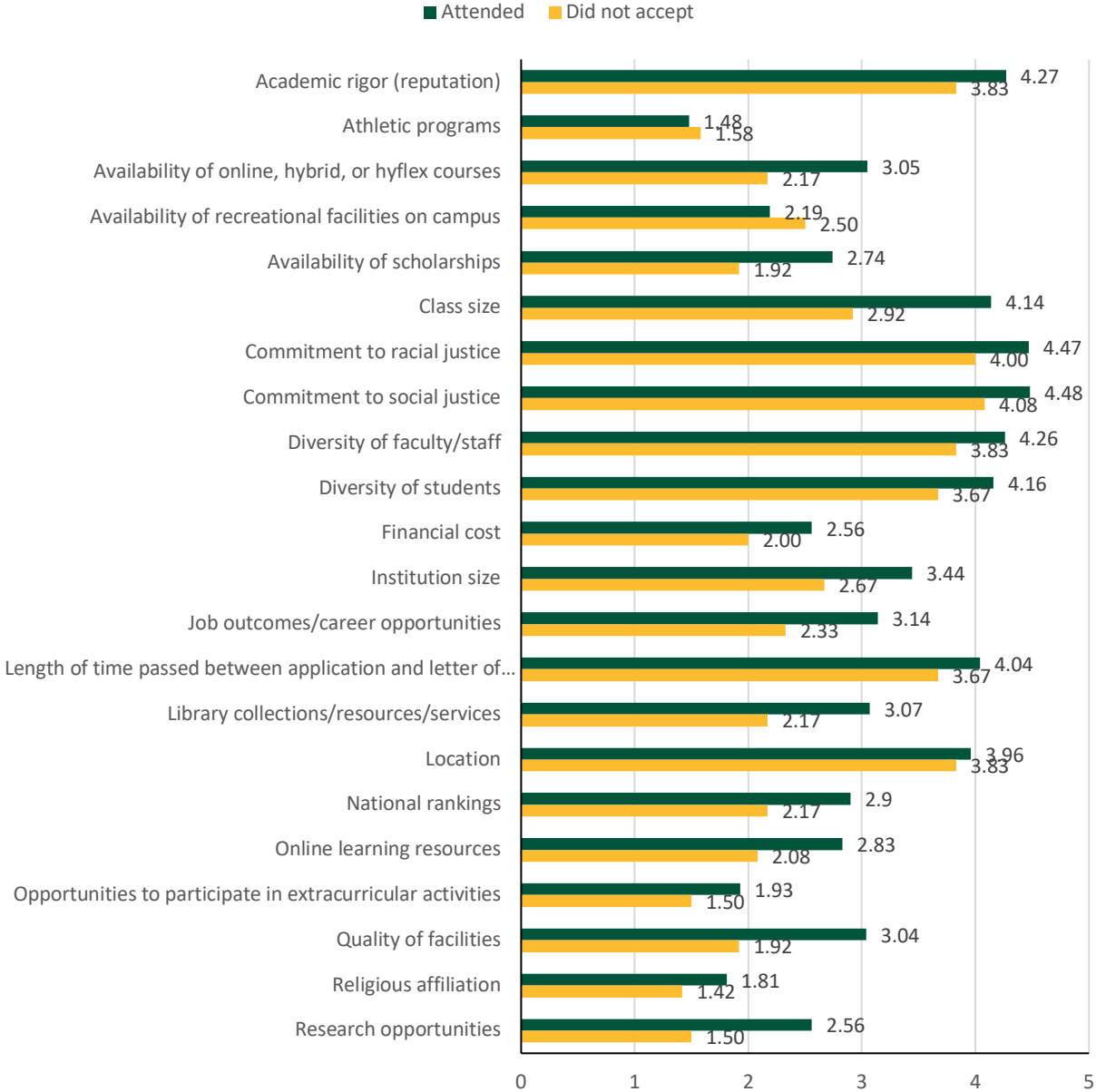
All participants (whether they began attending USF or not) were asked to rate the following characteristics of USF using a 6-pt scale (0 = *No opinion*, 5 = *Excellent*): Academic rigor (reputation); Athletic programs; Availability of online, hybrid, or HyFlex courses; Availability of recreational facilities 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 SOE participants who rated each characteristic as **Excellent** or **Good**:

- Academic rigor (reputation) = **89%**
- Athletic programs = **30%**
- Availability of online, hybrid, or HyFlex courses = **51%**
- Availability of recreational facilities on campus = **44%**
- Availability of scholarships = **32%**
- Class size = **80%**
- Commitment to racial justice = **92%**
- Commitment to social justice = **92%**
- Diversity of faculty/staff = **83%**
- Diversity of students = **73%**
- Financial cost = **17%**
- Institution size = **60%**
- Job outcomes/career opportunities = **60%**
- Length of time passed between application and letter of admission = **79%**
- Library collections/resources/services = **56%**
- Location = **79%**
- National rankings = **54%**
- Online learning resources = **53%**
- Opportunities to participate in extracurricular activities = **36%**
- Quality of facilities = **55%**
- Religious affiliation = **34%**
- Research opportunities = **45%**

The **majority of characteristics** (14 out of 22) were rated by the highest percentage of participants as either **Excellent or Good** with the exception of Athletic programs; Availability of recreational facilities on campus; Online learning resources; Opportunities to participate in extracurricular activities; Religious affiliation; and Research opportunities, which the highest percentage of participants rated as No Opinion and **Availability of Scholarships** and **Financial cost** which the highest percentage of participants rated as **Average**.

The following figure details SOE participants’ average rating of each characteristic of USF, disaggregated by those who began attending and those who did not accept their offer of admission.² This rating gauges participants’ perception of USF.



² Fewer than 8 participants accepted their offer of admission, but did not begin attending; therefore, the data are not disaggregated by this demographic.

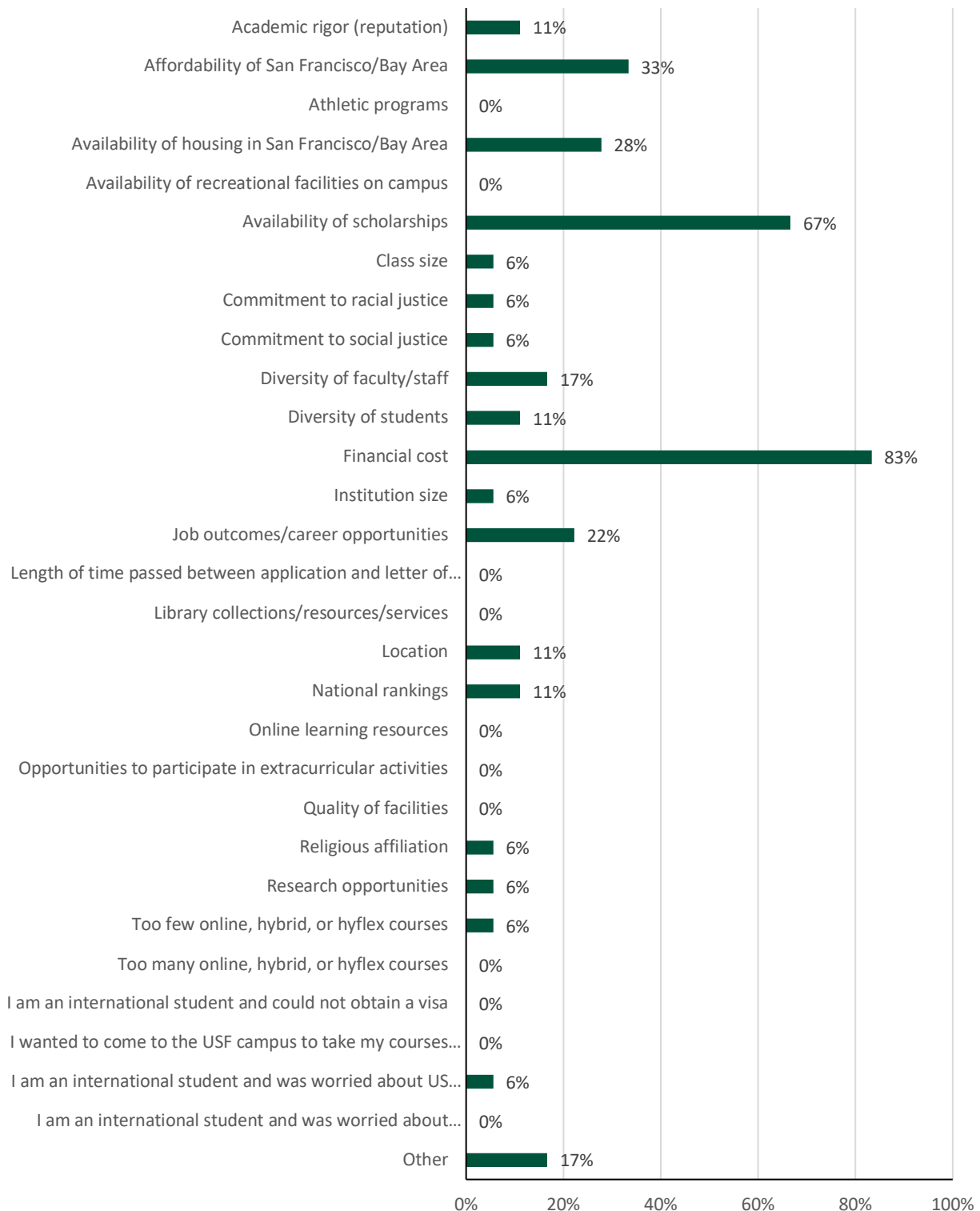
THOSE WHO DID NOT ATTEND USF

Factors that influenced decision not to attend USF

Those who did not accept their offer of admission or 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 participants that did not accept their offer of admission or accepted their offer, but did not begin attending USF, the highest percentage (**83%**) indicated that **financial cost** was a factor that **influenced their decision not to attend USF**.

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



Rating of institution they are 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 the below characteristics as **Excellent** or **Good**:

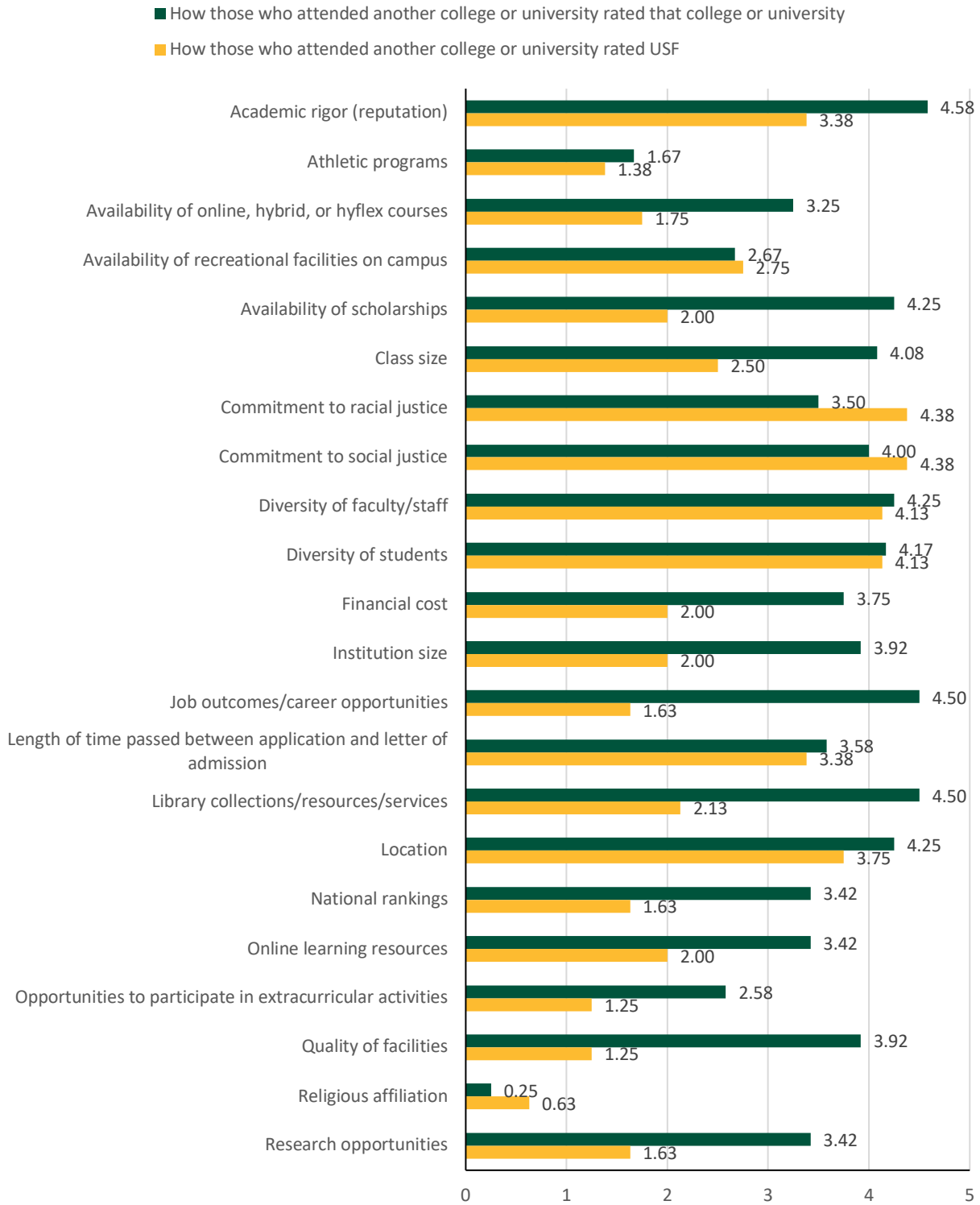
- Academic rigor (reputation) = **92%**
- Athletic programs = **25%**
- Availability of online, hybrid, or hyFlex courses = **67%**
- Availability of recreational facilities on campus = **50%**
- Availability of scholarships = **75%**
- Class size = **75%**
- Commitment to racial justice = **50%**
- Commitment to social justice = **58%**
- Diversity of faculty/staff = **75%**
- Diversity of students = **83%**
- Financial cost = **50%**
- Institution size = **83%**
- Job outcomes/career opportunities = **92%**
- Length of time passed between application and letter of admission = **75%**
- Library collections/resources/services = **100%**
- Location = **83%**
- National rankings = **67%**
- Online learning resources = **67%**
- Opportunities to participate in extracurricular activities = **58%**
- Quality of facilities = **75%**
- Religious affiliation = **0%**
- Research opportunities = **67%**

The **majority of characteristics** (16 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; Commitment to racial justice and Financial cost, which the highest percentage of participants rated as Average; Commitment to social justice, which 42% of participants rated as Excellent and 42% rated as Average; and Availability of recreational facilities on campus, which 33% rated as Good and 33% rated as No opinion.

Rating of institution they are attending vs. ratings 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 Availability of recreational facilities on campus, Commitment to racial justice, Commitment to social justice, and 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.



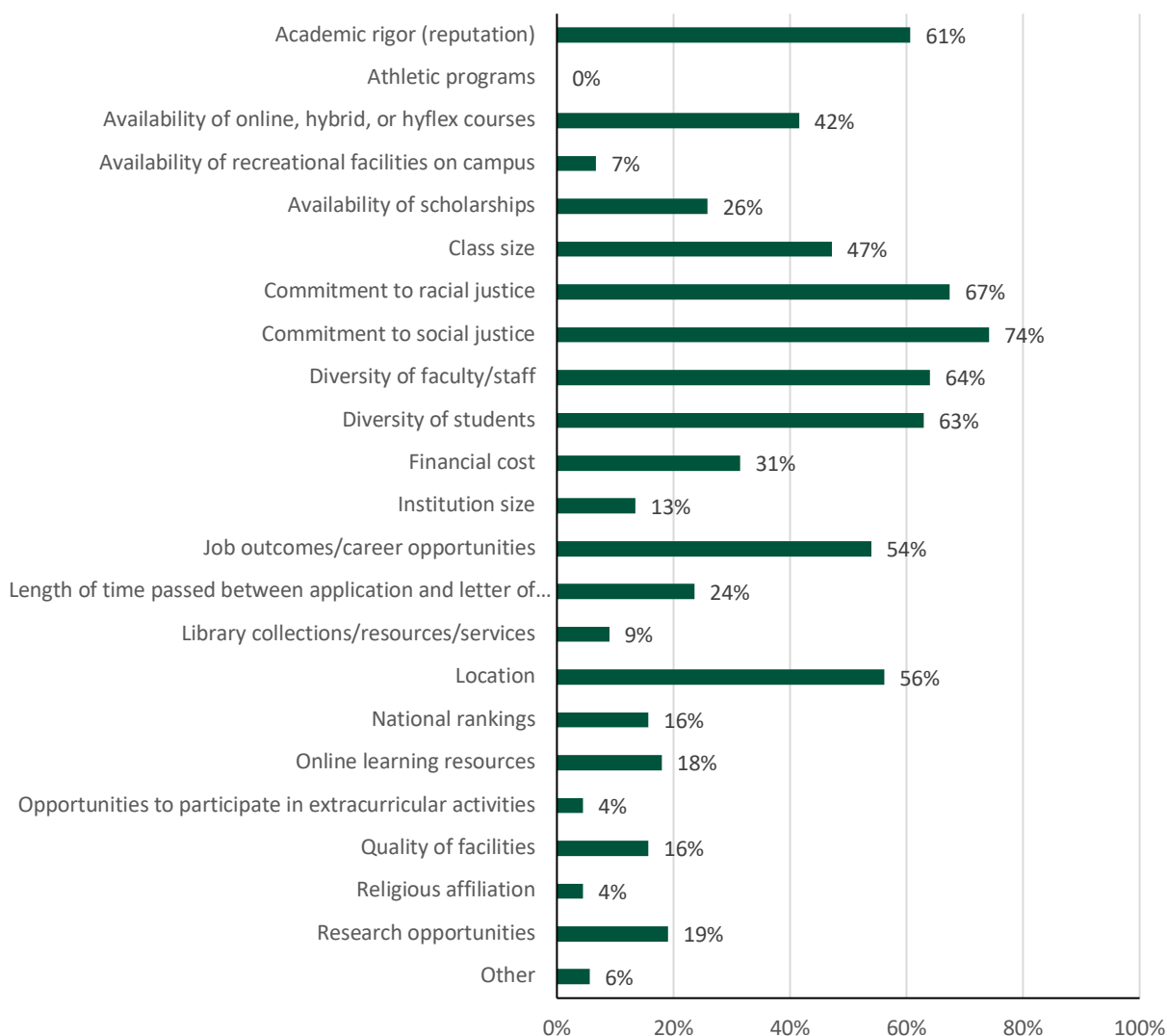
THOSE WHO BEGAN ATTENDING USF

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 (74%) of participants who began attending USF indicated that **Commitment to social justice influenced their decision to attend**.

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



Financial Factors

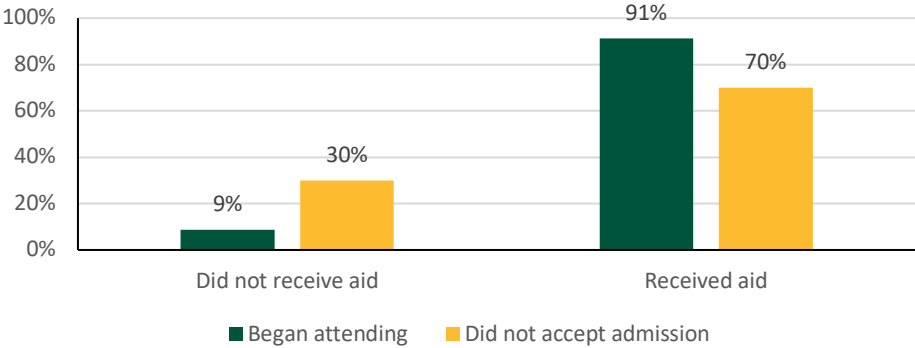
FINANCIAL AID/ASSISTANCE

Applied for federal financial aid

Participants indicated if 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.³

- **76%** of SOE participants indicated that they **applied for federal financial aid at USF**.
- **24%** of SOE participants indicated that they did not apply for federal financial aid at USF.
 - Of SOE participants who **began attending USF**, the highest proportion (**92%**) **applied for federal financial aid at USF**.
 - Of SOE participants who **did not accept their offer of admission to USF**, the highest proportion (**63%**) **applied for federal financial aid at USF**.
- Overall, the majority (**88%**) of all those who applied for federal financial aid at USF received aid.

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.



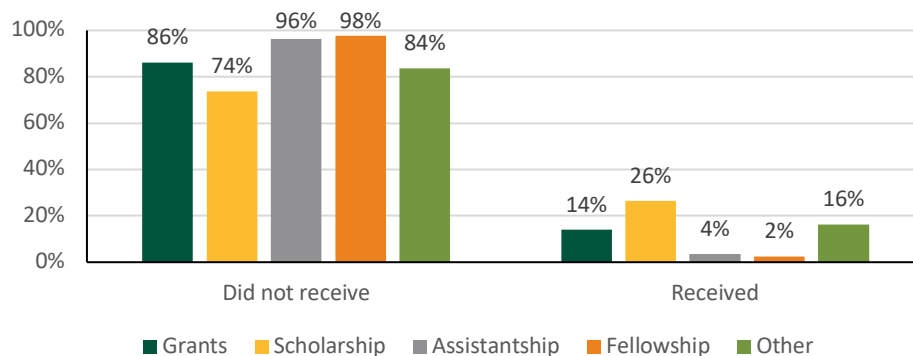
Type of aid received from USF

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 SOE participants who received a grant, scholarship, assistantship, fellowship or other, the highest percentage (**26%**) of participants **received a scholarship** from USF.

³ Fewer than 8 participants accepted their offer of admission, but did not begin attending; therefore, the data are not disaggregated by this demographic.

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



Aid from another college or university⁴

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 (**75%**) of SOE participants that attended another college or university **received more financial assistance from the institution they are attending** than from USF.

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.

- **75%** of SOE participants indicated that the **cost of attendance at USF is higher** than the institution they are attending.

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**.

⁴ Fewer than 8 participants who indicated they chose to attend a college or university other than USF further indicated what kind of financial assistance the institution they are attending offer them; therefore, the data are not included in this report.