



UNIVERSITY OF  
SAN FRANCISCO

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Office of Assessment  
and Accreditation Support

# 2022 Admitted Graduate Student Survey Report- SOM

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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 (37%) of participants applied only to USF. The majority of participants were accepted to all of the institutions they applied to.

80% of SOM participants indicated that USF was their first choice. Of those who began attending USF, 86% indicated that USF was their first choice.

### COLLEGE CHARACTERISTICS

The top three characteristics that participants indicated were Extremely or Very Important when choosing a college or university were academic rigor (90%), job outcomes/career opportunities (87%), and financial cost (81%). When asked to rate characteristics of USF, 80% rated the academic rigor and location as Excellent or Good.

Out of 29 factors to select from, the highest percentage (52%) of those who did not accept their offer of admission or did not begin attending USF rated affordability of San Francisco/Bay Area and financial cost as factors that influenced their decision not to attend USF.

Those who began attending another college or university, on average, rated all characteristics of the college they are attending higher than they rated the same characteristics of USF, with the exception of location. The highest percentage (100%) of participants rated academic rigor at the institution they began attending as Excellent or Good.

The highest percentage (70%) of participants who began attending USF indicated that academic rigor influenced their decision to attend USF.

### FINANCIAL FACTORS

35% of participants indicated that they applied for federal financial aid at USF and the majority (93%) of those who applied for federal financial aid received aid.

Of those who began attending USF, the highest proportion (70%) did not apply for federal financial aid at USF.

77% of SOM participants received a scholarship from USF.

### COST OF ATTENDANCE

92% 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

24% of participants indicated they were accepted to the School of Management.

## 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.

- **58%** of SOM participants **were international students**
- Of those, **81%** 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.

- **78%** of SOM participants accepted their offer of admission
- **22%** of SOM 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 SOM participants who accepted their offer of admission (and responded to this question):

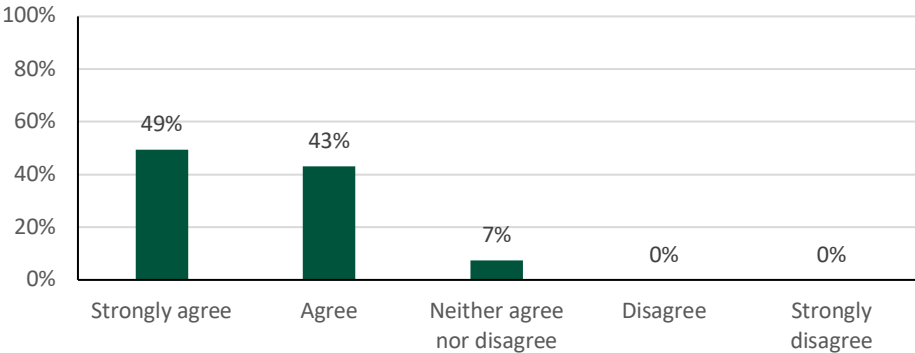
- **86%** began attending USF
- **14%** did not begin attending USF

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

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

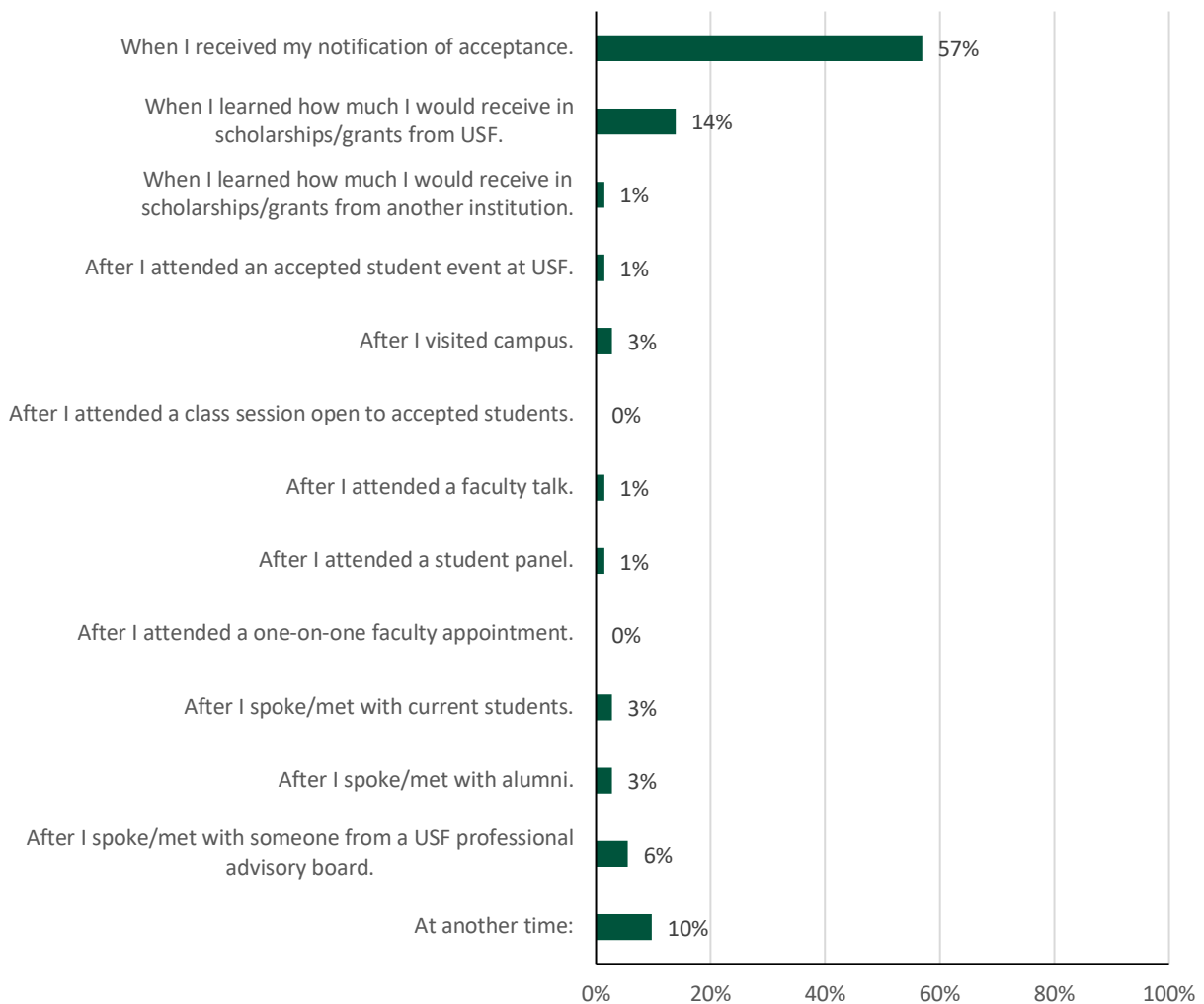


### At what point decided to attend

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 (**57%**) of SOM participants selected when I received my notification of acceptance.

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

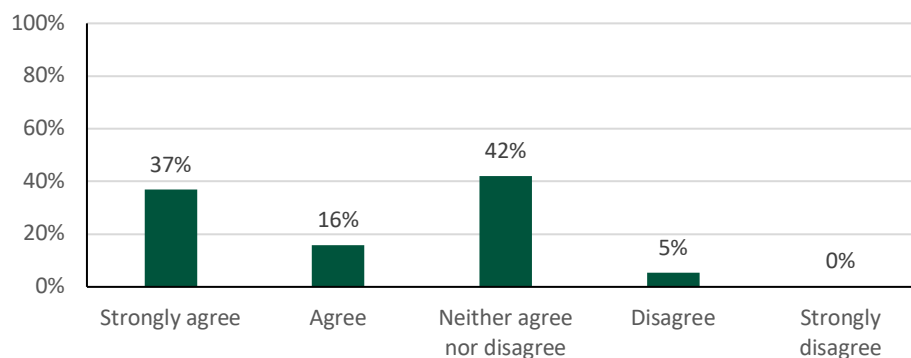


## PARTICIPANTS WHO DID NOT BEGIN ATTENDING USF

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 SOM participants (53%) **Agreed** or **Strongly Agreed** that they made the right decision not to attend USF.
- 5% of those SOM 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 SOM participants who selected each response option.

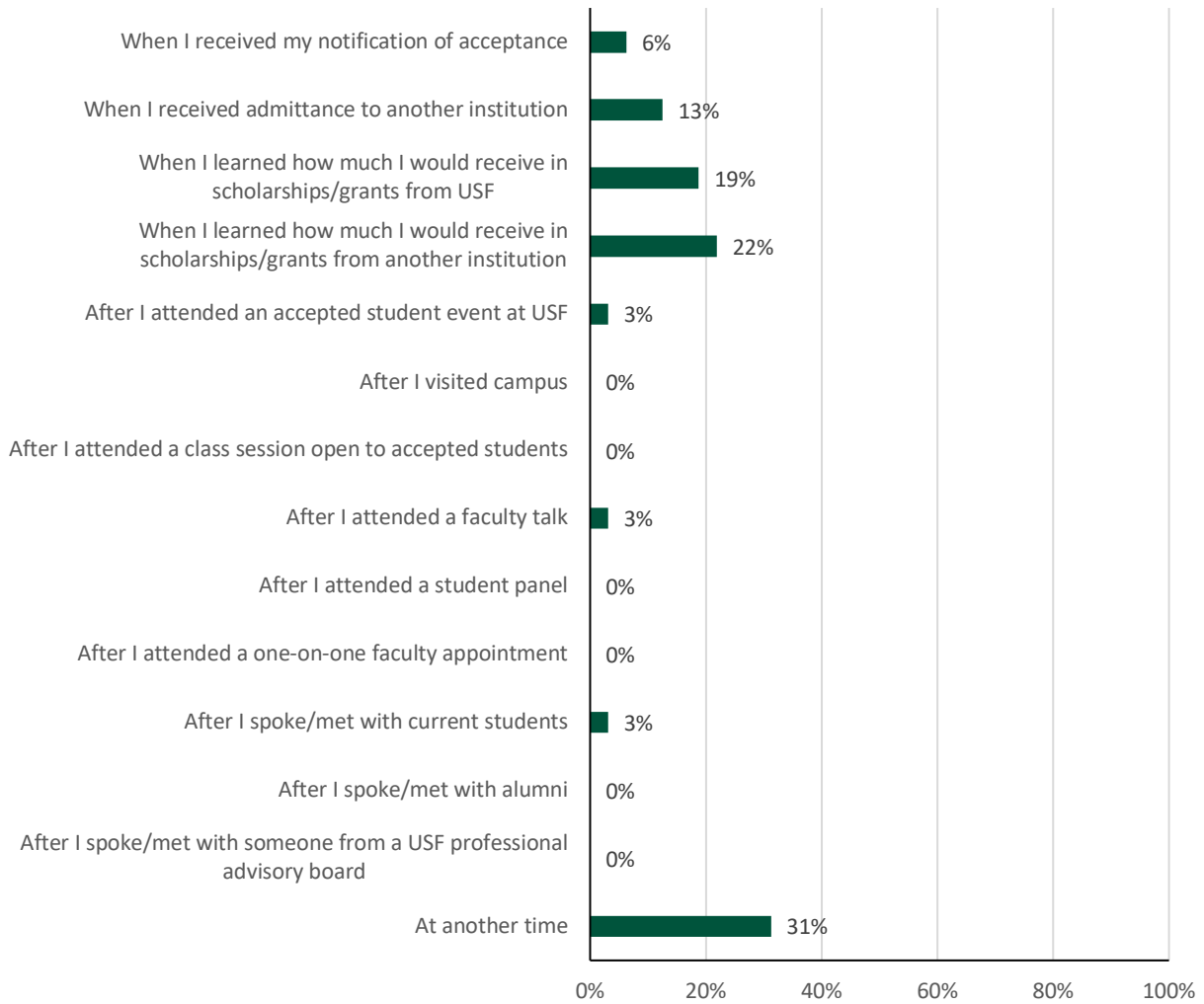


### At what point decided not to attend

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 (31%) of SOM participants selected at another time.

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

- Not attending any college or university at this time = **55%**
- Chose to attend a college or university other than USF = **45%**

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.



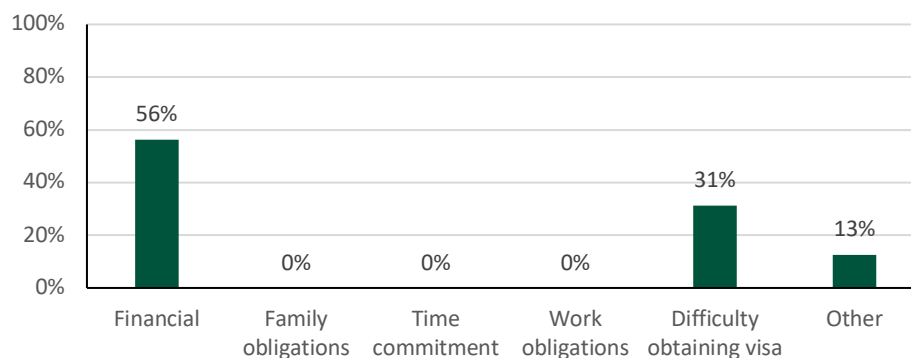
Name of College or University	Count of Participants Writing in this Institution
UCLA	1
Indian Institute of Technology, Hyderabad	1
Pacific Lutheran University	1
University of Southern California	1
Bentley University	1
San Jose State University	1
UB Buffalo	1
University of Benin, Nigeria	1

### 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 (**56%**) of SOM 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 SOM participants who selected each response option.

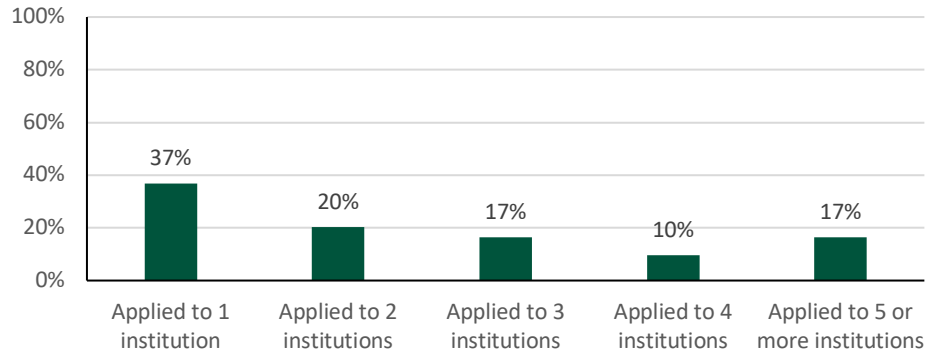


### Application and Acceptance to Other Institutions

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 (**37%**) of SOM participants indicated that they applied only to USF.

The following figure details the proportion of SOM 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: 2; 3; 4; and 5 or more.

Of those SOM participants who indicated they:

- **Applied to two institutions;** the highest proportion (**81%**) were admitted to **both institutions**.
- **Applied to three institutions;** the highest proportion (**85%**) were admitted to **all three institutions**.
- **Applied to four institutions;** **40%** were admitted to either **two institutions** and **40%** were admitted to **three institutions**.
- **Applied to five or more institutions,** the highest proportion (**35%**) were admitted to **five or more institutions**.

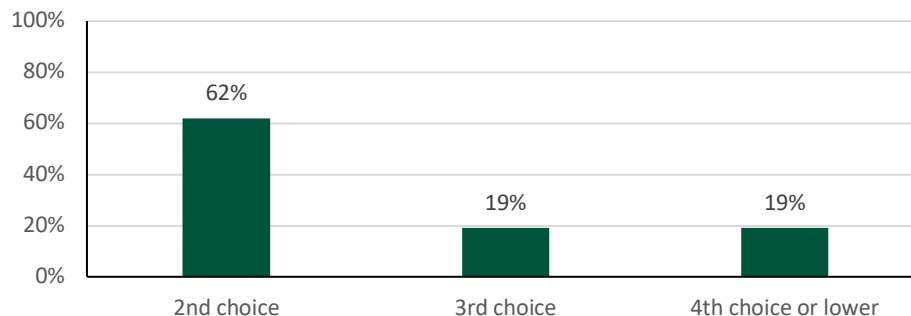
Participants then indicated whether or not USF was their first choice. The data below indicate the percentage of SOM participants who indicated that USF was their first choice:

- All SOM participants = **80%**
- SOM participants who accepted their offer of admission = **85%**
- SOM participants who began attending USF = **86%**
- SOM participants who chose to attend another college or university = **40%**

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 the **20%** of SOM participants who indicated that USF was not their first choice, **62%** indicated it was their **2<sup>nd</sup> choice**.

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. Participant responses are below.

First Choice	Second Choice	Third Choice
Boston University	USF	CSU, Long Beach
Florida State University		
Fordham university, NY	USF	Brock University, Canada
Foster's Business School	UC Marshall	Emory Goizuetta
Georgetown University	University of Illinois Chicago	CSU, Fullerton
Northeastern University	USF	
Santa Clara University	Sacramento State	Cal Poly Pomona
UB Buffalo	CU Boulder	
UC Davis	UC Riverside	USF
UCLA	UC Irvine	UC Davis
University of Illinois		
University of Notre Dame	Brown University	USF
University of Texas at Dallas	Texas Christian University	USF

## College Characteristics

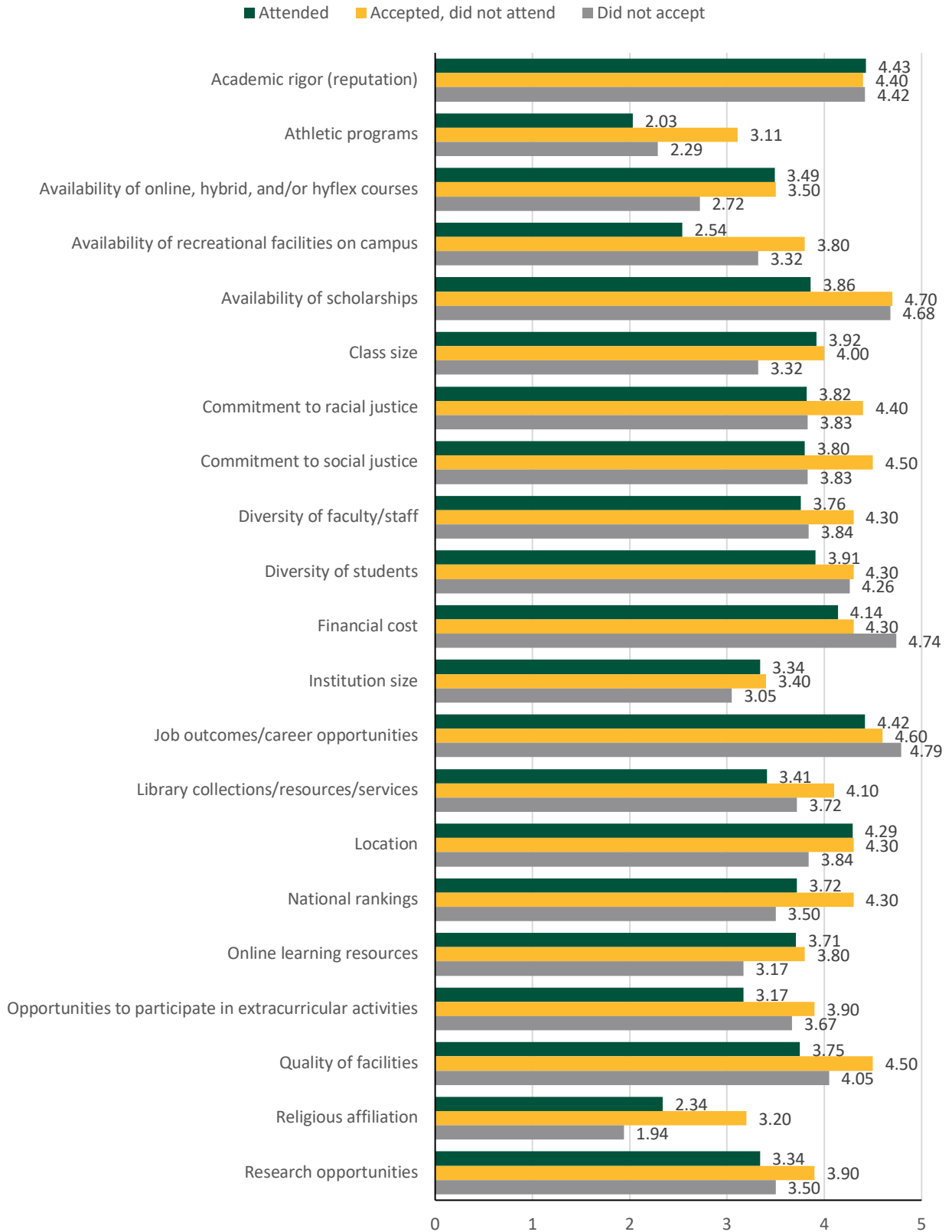
### ALL SOM PARTICIPANTS

#### 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 (**90%**) of SOM participants indicated that **academic rigor** was **Extremely** or **Very Important** in choosing a college or university. Of these:
  - **70%** began attending USF
  - **21%** did not accept their offer of admission
  - **9%** accepted their offer of admission, but did not begin attending

The following figure details SOM participants' average level of importance of each characteristic, 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 USF Characteristics

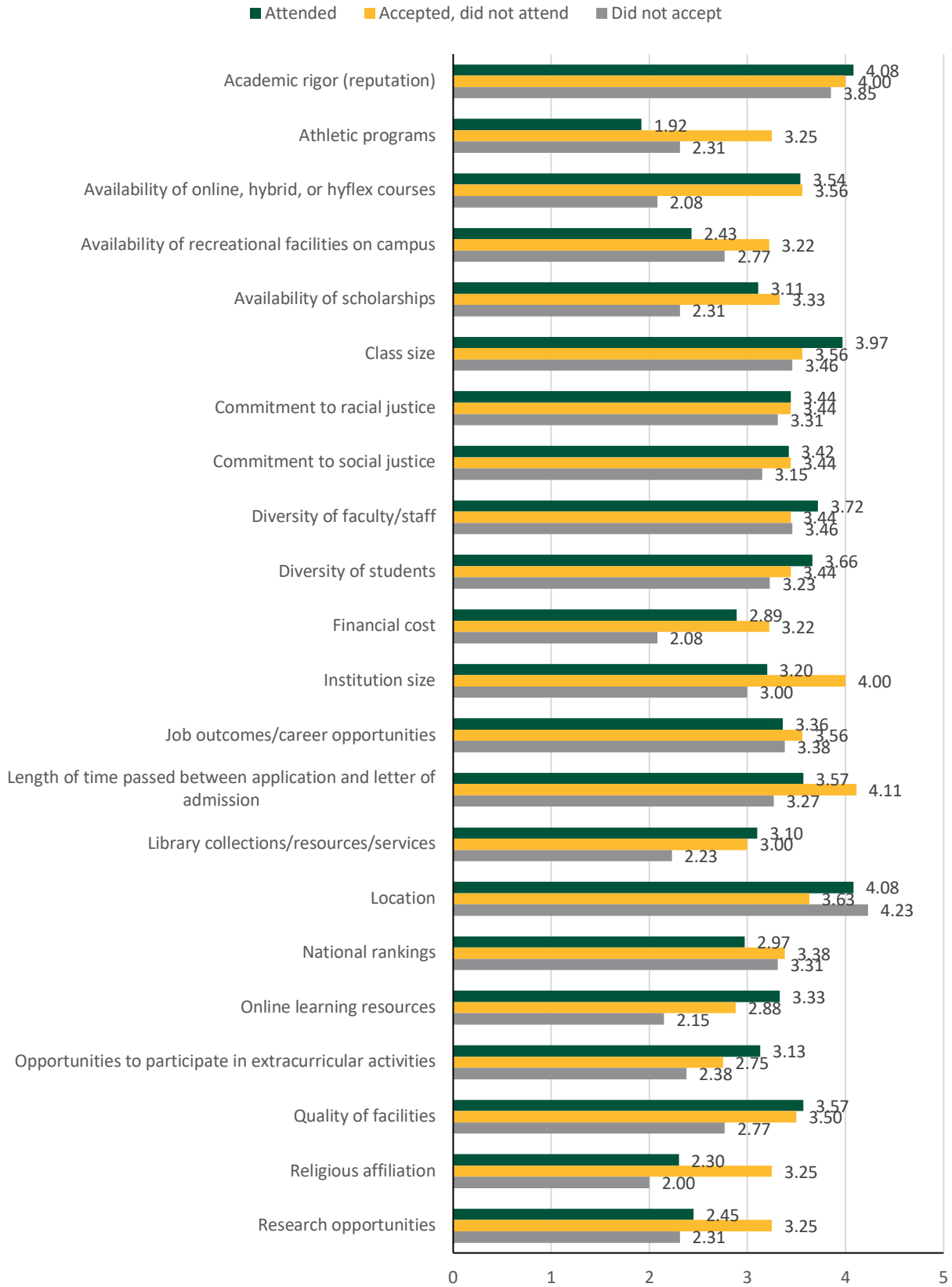
All participants (whether they began attending USF or not) were asked to rate the following characteristics of USF using a 6-pt scale (0 = *No opinion*, 5 = *Excellent*): Academic rigor (reputation); Athletic programs; Availability of online, hybrid, or HyFlex courses; Availability of recreational facilities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

- Academic rigor (reputation) = **80%**
- Athletic programs = **37%**
- Availability of online, hybrid, or HyFlex courses = **58%**
- Availability of recreational facilities on campus = **45%**
- Availability of scholarships = **45%**
- Class size = **78%**
- Commitment to racial justice = **70%**
- Commitment to social justice = **68%**
- Diversity of faculty/staff = **72%**
- Diversity of students = **69%**
- Financial cost = **35%**
- Institution size = **60%**
- Job outcomes/career opportunities = **64%**
- Length of time passed between application and letter of admission = **64%**
- Library collections/resources/services = **55%**
- Location = **80%**
- National rankings = **51%**
- Online learning resources = **57%**
- Opportunities to participate in extracurricular activities = **57%**
- Quality of facilities = **65%**
- Religious affiliation = **40%**
- Research opportunities = **43%**

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; Availability of recreational facilities on campus; Religious affiliation; and Research opportunities, which the highest percentage of participants rated as No Opinion; **Financial cost** which the highest percentage of participants rated as **Average** and Availability of scholarships, which the highest percentage of participants rated as Good or Average.

The following figure details SOM participants' average rating of each characteristic of USF, 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.



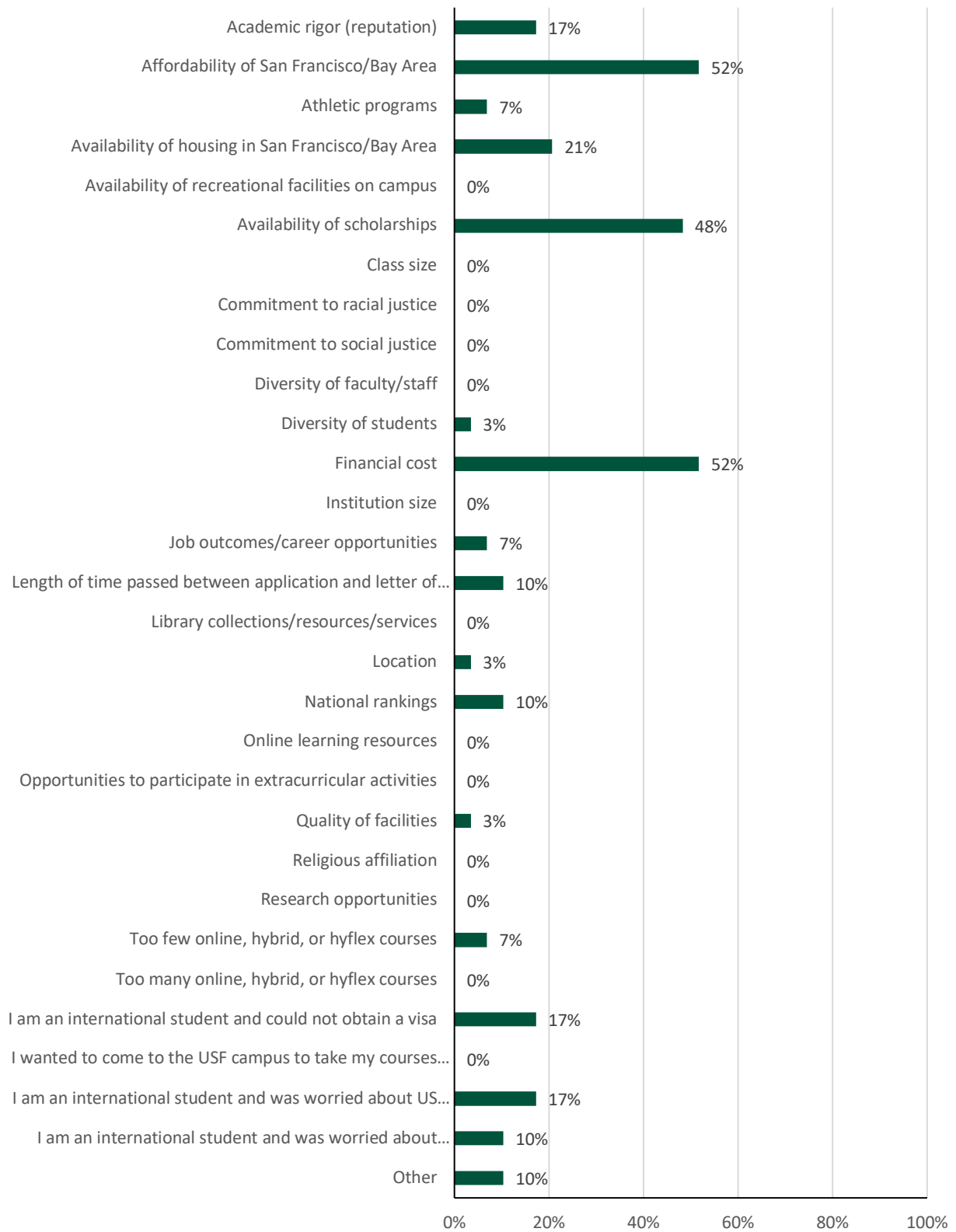
## THOSE WHO DID NOT ATTEND USF

### Factors that influenced decision not to attend USF

Those who did not accept their offer of admission or 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; Library collections/resources/services; 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 indicated that **financial cost (52%)** and **affordability of San Francisco/the Bay Area (52%)** were factors 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**:

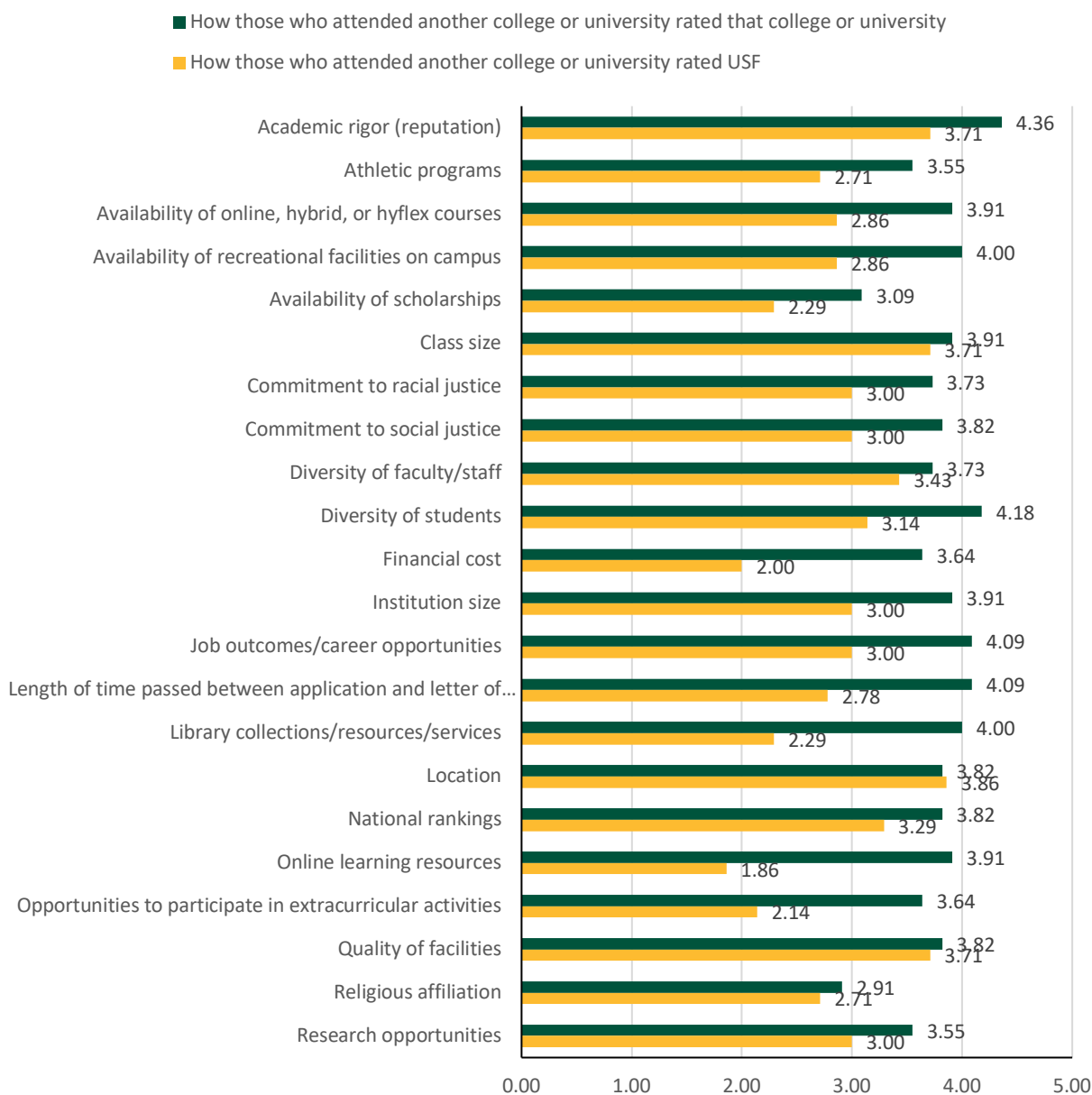
- Academic rigor (reputation) = **100%**
- Athletic programs = **73%**
- Availability of online, hybrid, or hyFlex courses = **82%**
- Availability of recreational facilities on campus = **73%**
- Availability of scholarships = **45%**
- Class size = **73%**
- Commitment to racial justice = **82%**
- Commitment to social justice = **82%**
- Diversity of faculty/staff = **64%**
- Diversity of students = **82%**
- Financial cost = **64%**
- Institution size = **82%**
- Job outcomes/career opportunities = **82%**
- Length of time passed between application and letter of admission = **82%**
- Library collections/resources/services = **82%**
- Location = **64%**
- National rankings = **64%**
- Online learning resources = **73%**
- Opportunities to participate in extracurricular activities = **64%**
- Quality of facilities = **73%**
- Religious affiliation = **55%**
- Research opportunities = **45%**

The **majority of characteristics** (21 out of 22) were rated by the highest percentage of participants as either **Excellent** or **Good** with the exception of Research opportunities, which the highest percentage of participants rated as Average.

### 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 Location.

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

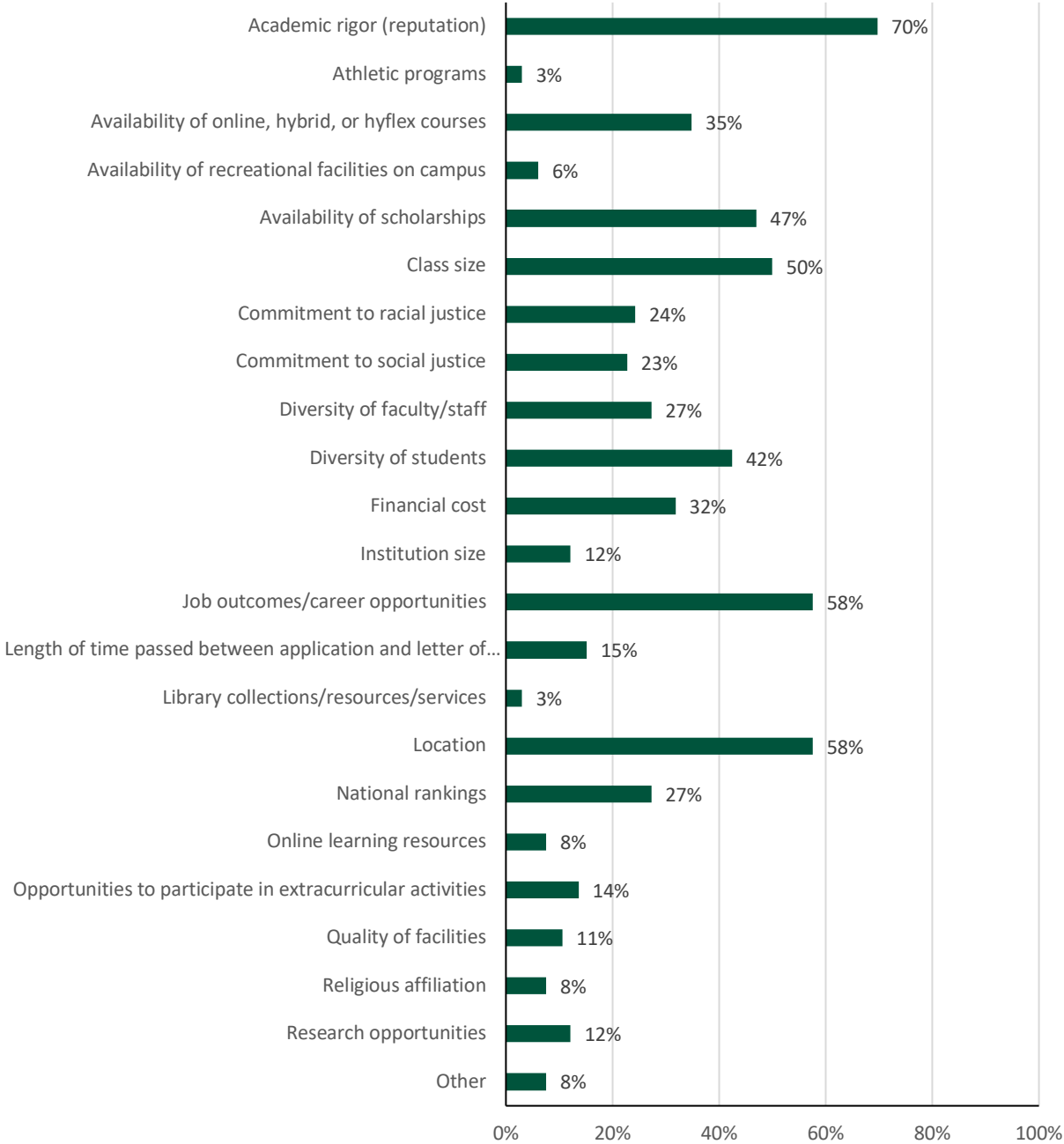
#### Factors that influenced decision to attend USF

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 (**70%**) of participants who began attending USF indicated that **Academic rigor (reputation)** 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.

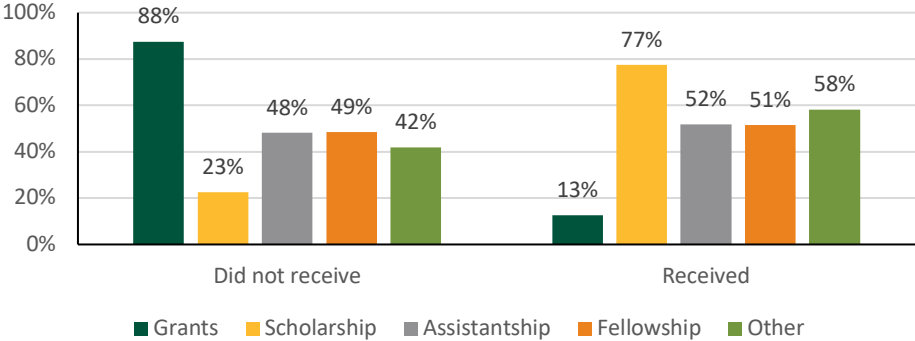
- 35% of SOM participants indicated that they **applied for federal financial aid at USF**.
- 65% of SOM participants indicated that they **did not apply for federal financial aid at USF**.
- Of SOM participants who **began attending USF**, the highest proportion (70%) **did not apply for federal financial aid at USF**.
- The majority (93%) of all those who applied for federal financial aid at USF received aid.

### 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 SOM participants who received a grant, scholarship, assistantship, fellowship or other, the highest percentage (77%) of participants **received a scholarship** from USF.

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



### Aid from another college or university

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. Fewer than 8 participants responded to this question; therefore, the results are excluded from this report.

## 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.

- 92% of SOM 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*.