



UNIVERSITY OF
SAN FRANCISCO

Office of Assessment
and Accreditation Support

2023 Admitted Graduate Student Survey Report- SOE

February 2024

Table of Contents

GENERAL INFORMATION ABOUT THE SURVEY	3
PURPOSE	3
ORIGINATORS	3
DATA COLLECTION	3
ABOUT THIS REPORT.....	3
KEY FINDINGS.....	4
APPLICATION AND ACCEPTANCE TO OTHER INSTITUTIONS	4
COLLEGE CHARACTERISTICS	4
FINANCIAL FACTORS	4
COST OF ATTENDANCE	4
DEMOGRAPHICS.....	5
SCHOOL/COLLEGE	5
PROGRAM.....	5
INTERNATIONAL STUDENTS.....	5
DECISION TO ATTEND OR NOT ATTEND USF	6
PARTICIPANTS WHO BEGAN ATTENDING USF.....	6
<i>At what point decided to attend</i>	<i>6</i>
PARTICIPANTS WHO DID NOT BEGIN ATTENDING USF	7
<i>At what point decided not to attend</i>	<i>8</i>
<i>Attending another college or university</i>	<i>9</i>
<i>Primary reason for not attending any college or university</i>	<i>10</i>
APPLICATION AND ACCEPTANCE TO OTHER INSTITUTIONS.....	10
COLLEGE CHARACTERISTICS	12
ALL SOE PARTICIPANTS.....	12
<i>Level of Importance of Characteristics in Choosing College or University.....</i>	<i>12</i>
<i>Rating of USF Characteristics</i>	<i>14</i>
THOSE WHO DID NOT ATTEND USF	16
<i>Factors that influenced decision not to attend USF.....</i>	<i>16</i>
<i>Rating of institution they are attending</i>	<i>18</i>
THOSE WHO BEGAN ATTENDING USF	19
<i>Factors that influenced decision to attend USF.....</i>	<i>19</i>
FINANCIAL FACTORS.....	21
FINANCIAL AID/ASSISTANCE	21
<i>Applied for federal financial aid</i>	<i>21</i>
<i>Type of aid received from USF.....</i>	<i>21</i>
COST OF ATTENDANCE	21
ADDITIONAL THOUGHTS	22

General Information about the Survey

PURPOSE

The purpose of this anonymous 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: The overall response rate for the survey was 20% (452 total responses). This includes participants who indicated they applied to programs in the College of Arts & Sciences, School of Education, School of Management, and School of Nursing & Health Professions.

Because the survey was anonymous, the distribution list only included email address for those admitted in summer and fall 2023 and did not include additional information, such as how many of the 2222 people the survey was sent to were admitted to the School of Education; therefore, a response rate specific to the School of Education cannot be calculated.

ABOUT THIS REPORT

This report is specific to those participants who indicated they were admitted to programs within the School of Education.

Key Findings

APPLICATION AND ACCEPTANCE TO OTHER INSTITUTIONS

The highest proportion (90%) of those who began attending USF agreed or strongly agreed that they made the right decision to attend USF. Of those SOE participants who did not begin attending USF, 21% disagreed or strongly disagreed that they made the right decision not to attend USF (this is a 16% increase from 2022).

Of those SOE participants who did not accept their offer of admission, or accepted, but did not begin attending USF, 52% are not attending another college or university (a 19% increase from 2022). The primary reason given for not attending any college or university was financial.

COLLEGE CHARACTERISTICS

The top three characteristics that SOE participants indicated were extremely or very important when choosing a college or university were location (82%), job outcomes/career opportunities (81%), and commitment to social justice. When asked to rate characteristics of USF 73% of SOE participants rated location as excellent or good, 56% rated job outcomes/career opportunities as excellent or good, and 83% rated social justice as excellent or good. The highest rated characteristic of USF was class size (85% rated excellent or good).

Out of 30 factors to select from, the highest percentage (59%) 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. This is down 24% from 2022.

The top three factors that influenced SOE participants to attend USF were academic rigor (reputation), commitment to social justice, and location with 60% of SOE participants who began attending USF selecting these response options.

FINANCIAL FACTORS

63% of participants indicated they applied for federal financial aid at USF and the majority (83%) of those who applied for federal financial aid received aid. Of those who began attending USF, the highest proportion (65%) applied for federal financial aid at USF.

26% of SOE participant received scholarships from 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

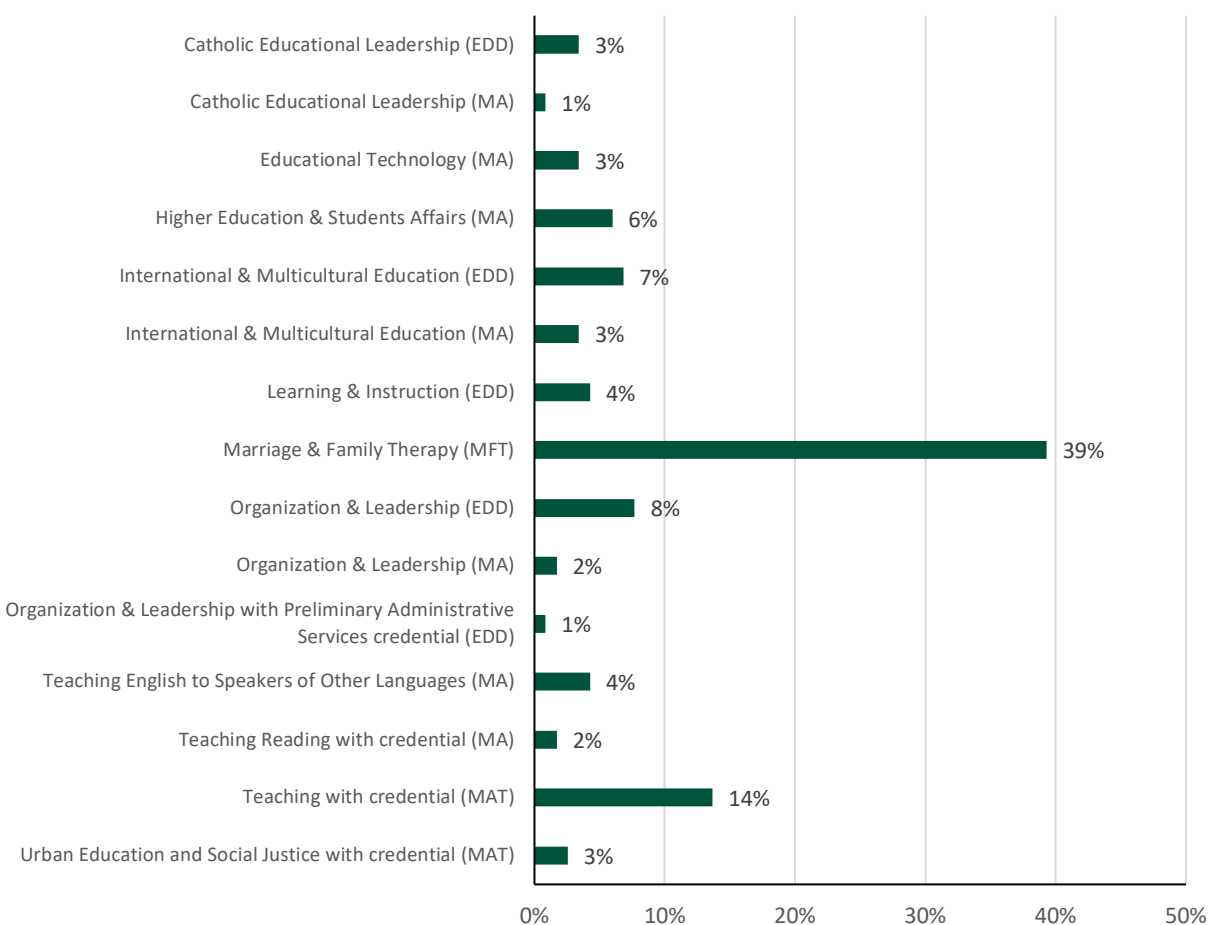
26% ($n = 117$) of all participants indicated they were accepted to the School of Education (this proportion is unchanged from 2022).

PROGRAM

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

- The highest proportion (**39%**) of participants admitted to SOE indicated they were **admitted to the Marriage and Family Therapy (MFT)** program.

The following figure details the proportion who selected each program.



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.

- **15%** of SOE participants **were international students** (up 4% from 2022).
- Of those, **89%** indicated they were **living outside the US when they applied to USF** (up 27% from 2022).

Decision to Attend or Not Attend USF

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

- **86%** of SOE participants accepted their offer of admission (up 2% from 2022).
- **14%** of SOE participants did not accept their offer of admission.

Those who indicated 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):

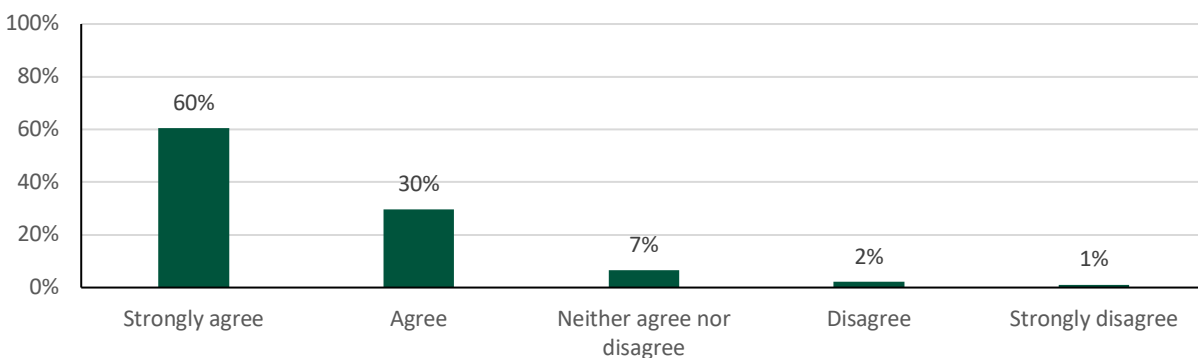
- **92% began attending** USF (down 7% from 2022).
- **8% did not begin attending** USF.

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 (**90%**) **Agreed** or **Strongly Agreed** they made the right decision to attend USF (down 2% from 2022)

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

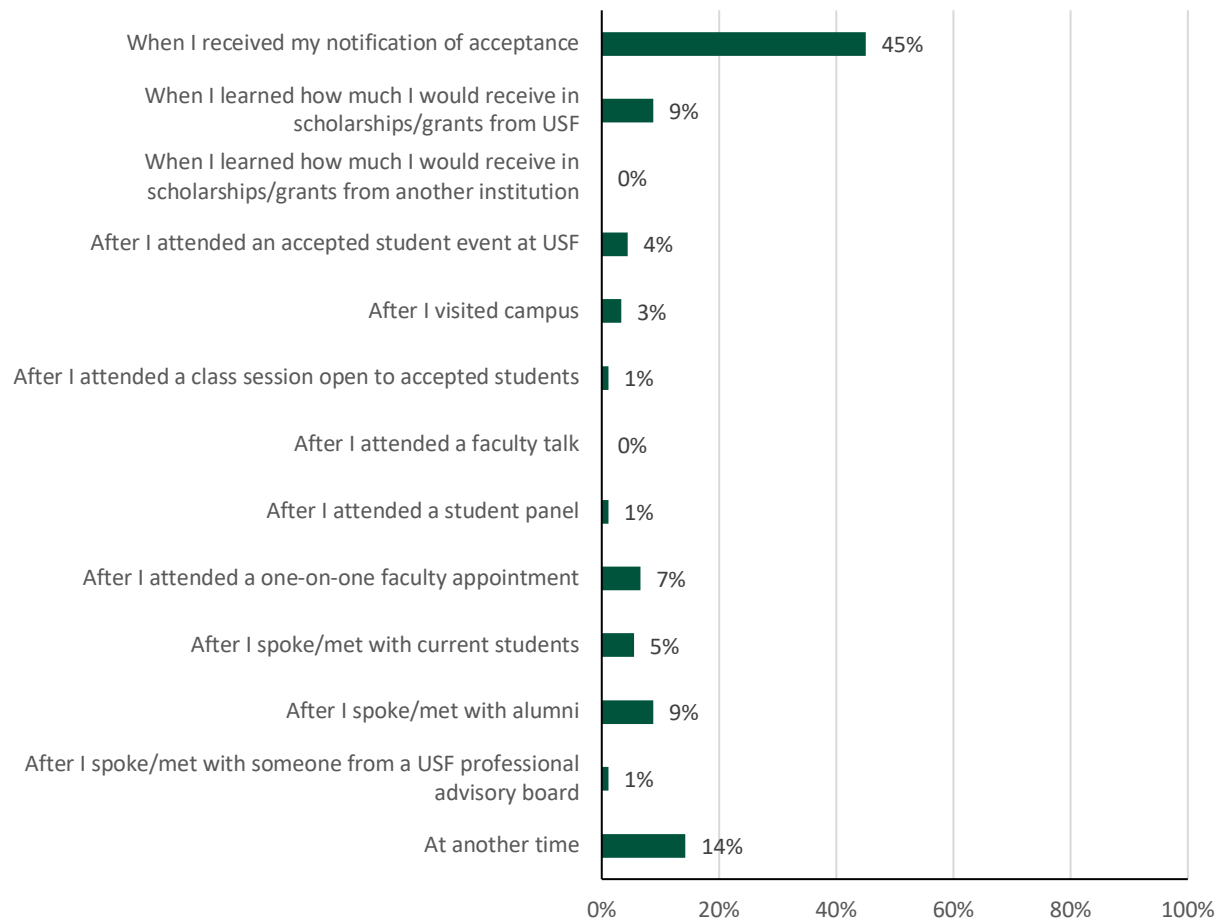


At what point decided to attend

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** (unchanged from 2022).

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



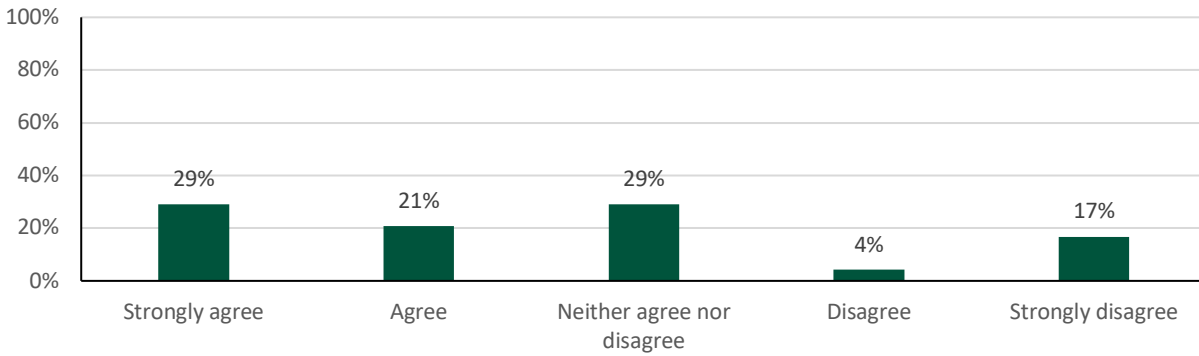
PARTICIPANTS WHO DID NOT BEGIN ATTENDING USF

Participants who indicated they did begin attending¹ 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 who did not begin attending (50%) **Agreed** or **Strongly Agreed** they made the right decision not to attend USF (down 3% from 2022).
- **21%** of SOE participants who did not begin attending USF **Disagreed** or **Strongly Disagreed** they made the right decision not to attend (up 16% from 2022).

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

¹ This includes both SOE participants who did not accept their offer of admission and those who accepted, but did not begin attending.

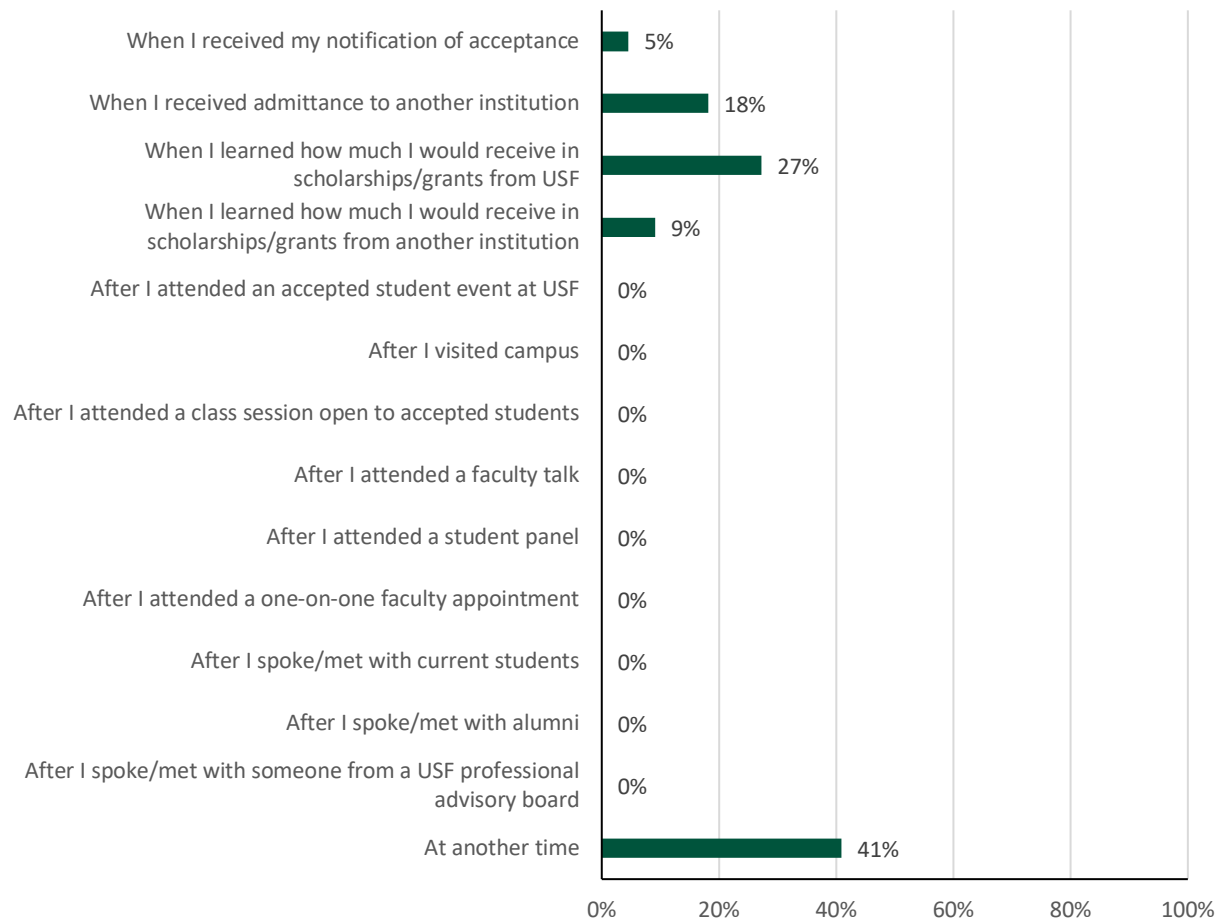


At what point decided not to attend

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 using 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. Participants' responses to *At another time* can be found in **Appendix A, 1.2**.

- The highest proportion of SOE participants (**41%**) selected **at another time**. In 2022, 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, indicated 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 = **52%** (up 19% from 2022).
- Chose to attend a college or university other than USF = **48%**.

Participants who indicated 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
Kaiser Permanente School of Allied Health Sciences	2
San Jose State University	1
California Institute of Integral Studies	1
University of California, Los Angeles	1
New York University	1

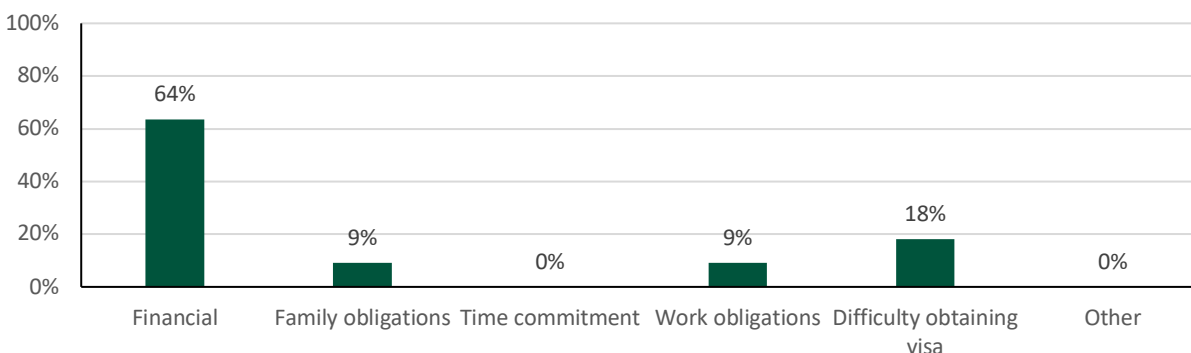
Loyola University Chicago	1
Pepperdine University	1

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.

- The highest percentage (**64%**) of SOE participants indicated the primary reason they are not attending any college or university at this time is **financial** (up 14% from 2022).

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

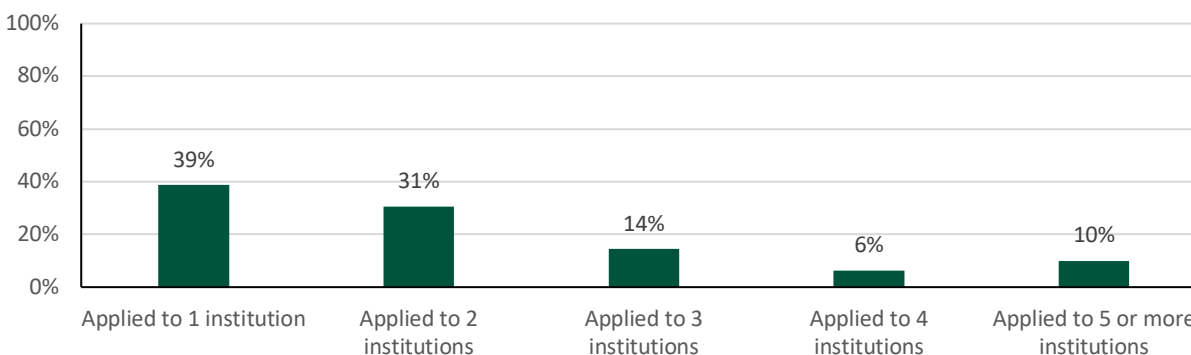


Application and Acceptance to Other Institutions

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

- The highest proportion (**39%**) of SOE participants indicated they applied only to USF (up 3% from 2022).

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 using 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 (**66%**) were admitted to **both institutions** (up 9% from 2022).
- **Applied to three institutions;** the highest proportion (**50%**) were admitted to **two institutions** (up 11% from 2022).
- **Applied to four institutions;** the highest proportion (**43%**) were admitted to **two institutions**. In 2022, the highest proportion (43%) were admitted to three institutions).
- **Applied to five or more institutions;** the highest proportion (**36%**) were admitted to **three institutions**. In 2022, 40% were admitted to three institutions and 40% were admitted to five or more institutions.

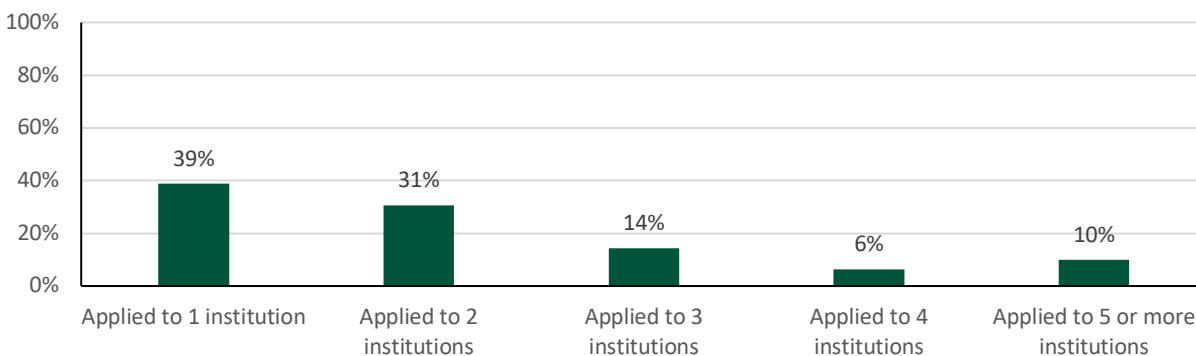
Participants then indicated whether or not USF was their first choice. The percentage of SOE participants who indicated that USF was their first choice is presented below²:

- All SOE participants = **67%** (up 2% from 2022)
- Of SOE participants who accepted their offer of admission = **71%** (unchanged from 2022)
- Of SOE participants who began attending USF = **69%** (down 2% from 2022)
- Of SOE participants who chose to attend another college or university = **20%** (down 5% from 2022)

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 33% of SOE participants who indicated that USF was not their first choice, **78%** indicated it was their **2nd choice** (up 4% from 2022).

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, 1.3**.

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

College Characteristics

ALL SOE PARTICIPANTS

Level of Importance of Characteristics in Choosing College or University

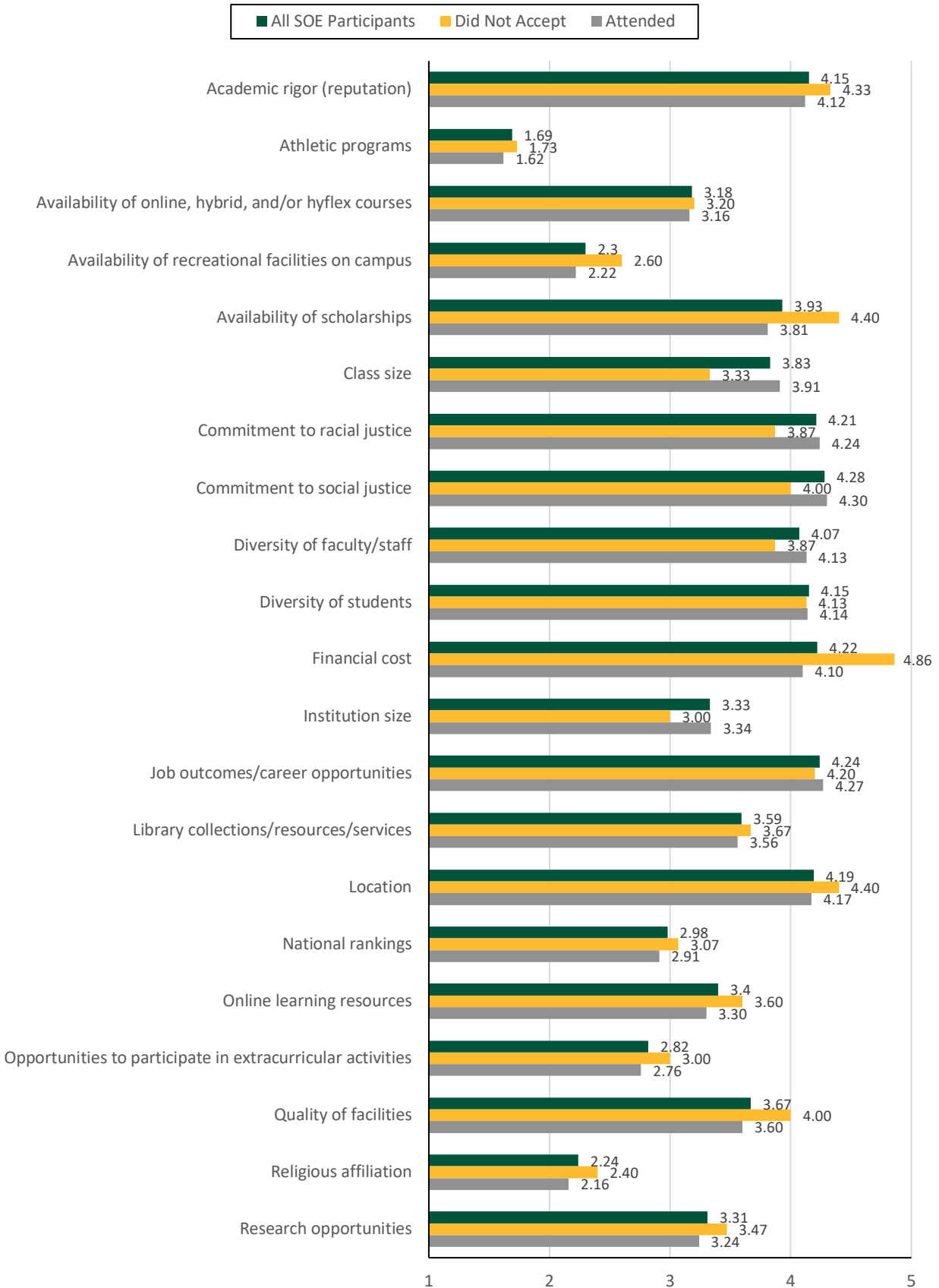
All participants indicated the level of importance each of the following characteristics had in choosing a college or university using a 5-pt. scale (*1 = Not at all important, 5 = Extremely Important*): Academic rigor (reputation); Athletic programs; Availability of online, hybrid, and/or HyFlex courses; 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 (**82%**) of SOE participants indicated that location was **Extremely** or **Very Important** in choosing a college or university. Of these:
 - **77%** began attending USF.
 - **17%** did not accept their offer of admission.
 - **6%** accepted their offer of admission, but did not begin attending.

In 2022, the highest percentage (**91%**) of SOE participants indicated that **Diversity of faculty/staff** was **Extremely** or **Very Important** in choosing a college or university.

The following figure details all SOE participants' average level of importance of each characteristic and is also disaggregated by those who began attending and those who did not accept their offer of admission.³

³ Fewer than 8 SOE participants who accepted their offer of admission, but did not begin attending USF responded to this question; 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.

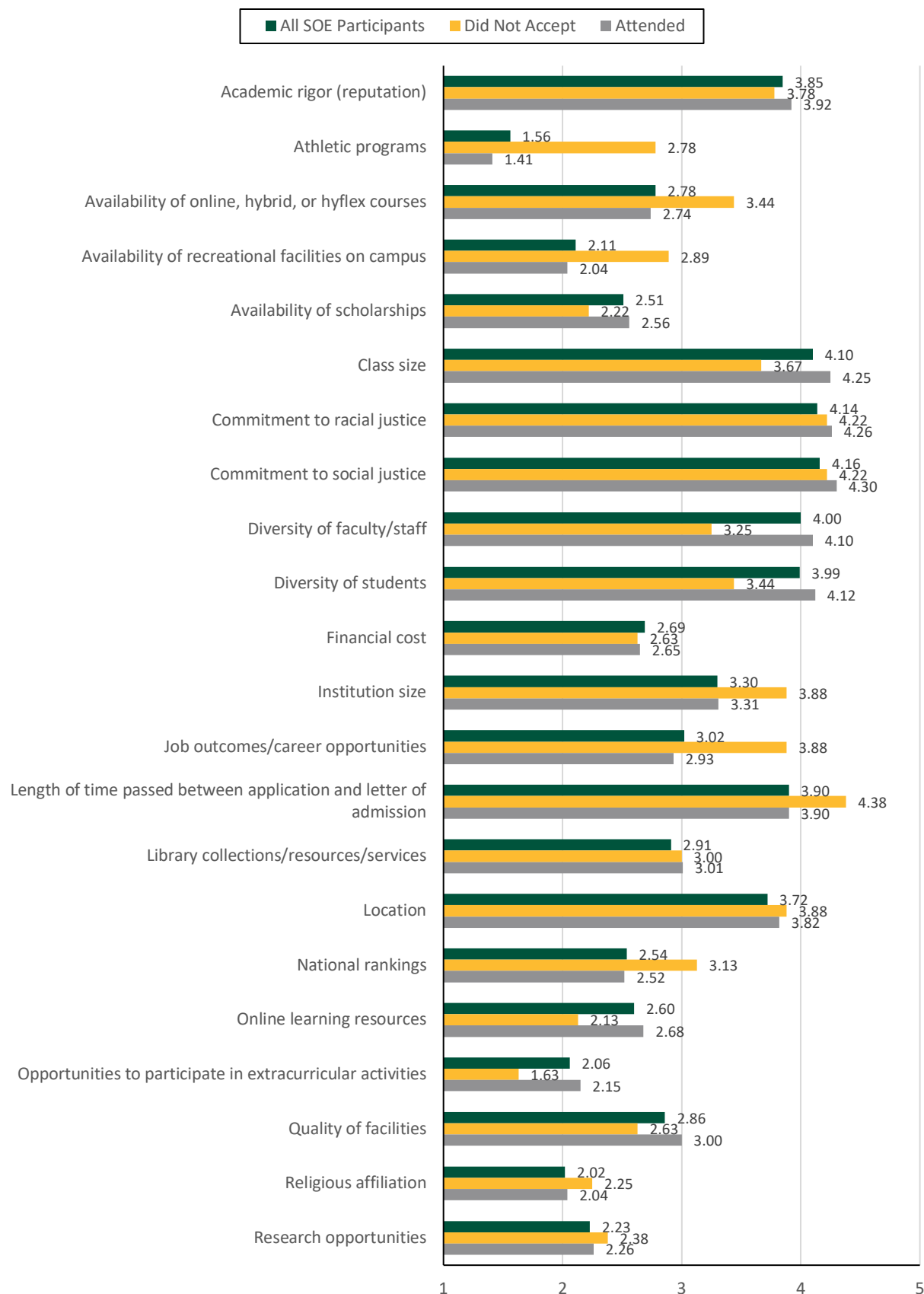
The below data indicate the percentage of SOE participants who rated each characteristic as **Excellent** or **Good**:

- Academic rigor (reputation) = **74%** (down 14% from 2022)
- Athletic programs = **27%** (down 3% from 2022)
- Availability of online, hybrid, or HyFlex courses = **56%** (up 5% from 2022)
- Availability of recreational facilities on campus = **39%** (down 5% from 2022)
- Availability of scholarships = **33%** (up 1 % from 2022)
- Class size = **85%** (up 5% from 2022)
- Commitment to racial justice = **82%** (down 10% from 2022)
- Commitment to social justice = **83%** (down 9% from 2022)
- Diversity of faculty/staff = **83%** (unchanged from 2022)
- Diversity of students = **81%** (up 8% from 2022)
- Financial cost = **29%** (up 12% from 2022)
- Institution size = **65%** (up 5% from 2022)
- Job outcomes/career opportunities = **56%** (down 4% from 2022)
- Length of time passed between application and letter of admission = **77%** (down 2% from 2022)
- Library collections/resources/services = **54%** (down 2% from 2022)
- Location = **73%** (down 6% from 2022)
- National rankings = **41%** (down 13% from 2022)
- Online learning resources = **48%** (down 5% from 2022)
- Opportunities to participate in extracurricular activities = **38%** (up 1% from 2022)
- Quality of facilities = **54%** (down 1 % from 2022)
- Religious affiliation = **38%** (up 4% from 2022)
- Research opportunities = **35%** (down 11% from 2022)

The **majority of characteristics** (13 out of 22) were rated by the highest percentage of participants as either **Excellent or Good**. However, Athletic programs; Availability of recreational facilities on campus; National rankings; Online learning resources; Opportunities to participate in extracurricular activities; Religious affiliation; and Research opportunities, were rated by the highest percentage of participants as No Opinion, **Availability of Scholarships**, was rated by the highest percentage of participants as **Poor**, and **Financial cost** was rated by the highest percentage of participants as **Average**.

The following figure details all SOE participants' average rating of each characteristic of USF and is also disaggregated by those who began attending and those who did not accept their offer of admission.⁴ This rating gauges participants' perception of USF.

⁴ Fewer than 8 SOE participants who accepted their offer of admission, but did not begin attending USF responded to this question; therefore, the data are not disaggregated by this demographic.



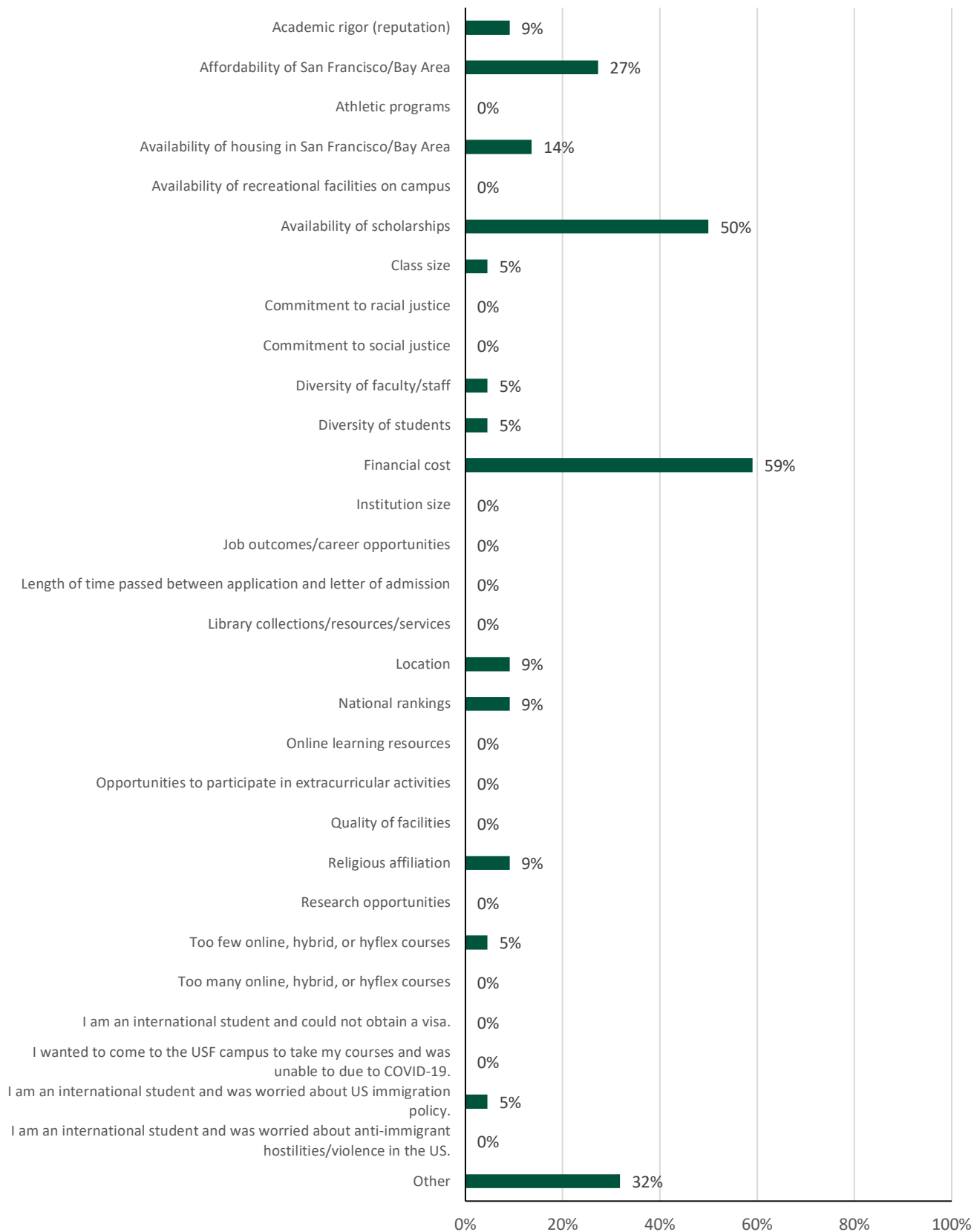
THOSE WHO DID NOT ATTEND USF

Factors that influenced decision not to attend USF

Those who did not accept their offer of admission or 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 using 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 SOE participants who did not accept their offer of admission or accepted their offer, but did not begin attending USF, the highest percentage (**59%**) indicated that **Financial cost** was a factor that **influenced their decision not to attend USF** (down 24% from 2022).

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



Rating of institution they are attending

Those who indicated they began attending a college or university other than USF ($n = 10$) were asked to rate the following characteristics of the institution they are attending using a 6-pt. scale ($0 = \text{No opinion}$, $5 = \text{Excellent}$): 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 responded to this question, and rated the below characteristics as **Excellent** or **Good**:

- Academic rigor (reputation) = **75%** (down 17% from 2022)
- Athletic programs = **14%** (down 11% from 2022)
- Availability of online, hybrid, or HyFlex courses = **75%** (up 8% from 2022)
- Availability of recreational facilities on campus = **25%** (down 25% from 2022)
- Availability of scholarships = **63%** (down 13% from 2022)
- Class size = **88%** (up 13% from 2022)
- Commitment to racial justice = **63%** (up 13% from 2022)
- Commitment to social justice = **63%** (up 4% from 2022)
- Diversity of faculty/staff = **75%** (unchanged from 2022)
- Diversity of students = **75%** (down 8% from 2022)
- Financial cost = **63%** (up 13% from 2022)
- Institution size = **75%** (down 8% from 2022)
- Job outcomes/career opportunities = **75%** (down 17% from 2022)
- Length of time passed between application and letter of admission = **75%** (unchanged from 2022)
- Library collections/resources/services = **63%** (down 38% from 2022)
- Location = **75%** (down 8% from 2022)
- National rankings = **57%** (down 10% from 2022)
- Online learning resources = **88%** (up 21% from 2022)
- Opportunities to participate in extracurricular activities = **63%** (up 4% from 2022)
- Quality of facilities = **63%** (down 12% from 2022)
- Religious affiliation = **13%** (up 13% from 2022)
- Research opportunities = **38%** (down 29% from 2022)

The **majority of characteristics** (18 out of 22) were rated by the highest percentage of participants as either **Excellent or Good** with the exception of Athletic programs, Religious affiliation, and Research opportunities, which the highest percentage of participants rated as No opinion; and Availability of recreational facilities on campus, which 38% rated as Average and 38% rated as No opinion.

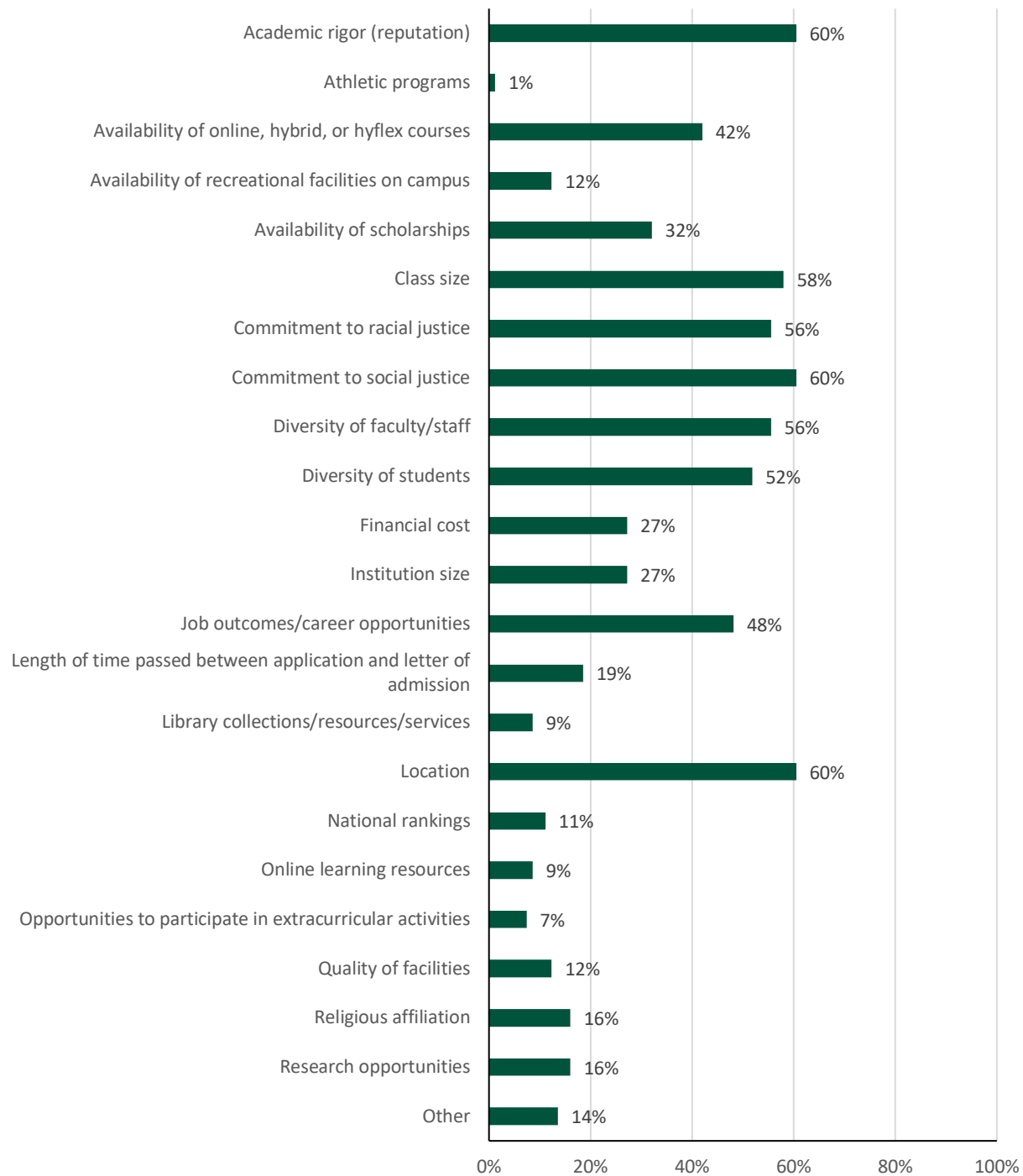
THOSE WHO BEGAN ATTENDING USF

Factors that influenced decision to attend USF

Participants who indicated 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 (**60%**) of participants who began attending USF indicated that **Academic rigor (reputation), Commitment to social justice, and Location influenced their decision to attend.**

The following figure details the percentage of participants who 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.⁵

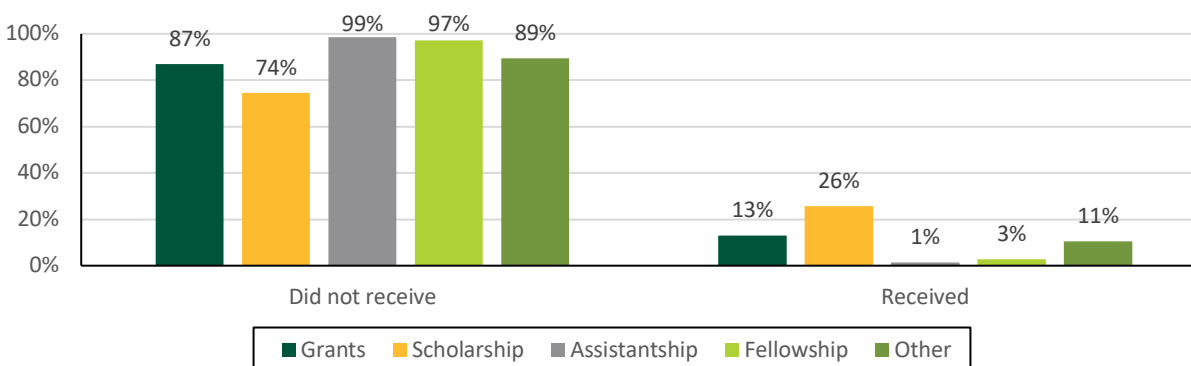
- **63%** of SOE participants indicated they **applied for federal financial aid at USF** (down 13% from 2022).
- **37%** of SOE participants indicated they did not apply for federal financial aid at USF.
- Of SOE participants who **began attending USF**, the highest proportion (**65%**) **applied for federal financial aid at USF** (down 27% from 2022).
 - Of SOE participants who **did not accept their offer of admission to USF** or **accepted, but did not begin attending** the highest proportion (**55%**) **did not apply for federal financial aid at USF**.
- Overall, the majority (**83%**) of all those who applied for federal financial aid at USF received aid (down 5% from 2022), with 85% of those who began attending USF, and applied for federal financial aid, receiving 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 those SOE participants who received a grant, scholarship, assistantship, fellowship or other, the highest percentage (**26%**) of participants **received a scholarship** from USF (unchanged from 2022).

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



COST OF ATTENDANCE

Participants who indicated 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 the **cost of attendance at USF is higher** than the institution they are attending (unchanged from 2022).

⁵ Fewer than 8 participants accepted their offer of admission, but did not begin attending; therefore, the data are not disaggregated by this demographic.

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*.