General Information

Survey period: October 7, 2024 through November 27, 2024 CAS response rate: 14% (113 respondents)

Admissions/Acceptance

DECISION TO ATTEND OR NOT ATTEND USF

The majority of respondents accepted their offer of admission (87%, n = 98) and began attending (79%, n = 77). Of respondents who began attending, 86% (n = 66) indicated they made the right decision to attend. Of those who not begin attending¹, 50% (n = 18) indicated they did <u>not</u> make the right decision.

The highest proportion (44%, n = 15) of those who did not begin attending made their decision when they learned how much they would receive in scholarships/grants from USF. Of those who did not begin attending, 74% (n = 25) are not attending any college or university largely due to financial reasons (60%, n = 15).

The highest portion of respondents (32%, n = 35) applied to only USF. 79% (n = 60) of respondents who began attending indicated that USF was their first choice, while 76% (n = 25) of those who did not begin attending indicated that USF was their first choice.

College Characteristics²

IMPORTANT FACTORS IN CHOOSING A COLLEGE/UNIVERSITY

Of respondents who did not accept their offer of admission, 100% indicated financial cost (n = 13) and academic rigor (n = 12) were very or extremely important when choosing a college or university. Of respondents who accepted, but did not attend, 100% (n = 19) of respondents indicated that financial cost and library collections/resources/services were very or extremely important when choosing a college or university. Of respondents indicated that financial cost and library collections/resources/services were very or extremely important when choosing a college or university. Of respondents who began attending USF, the highest percentage of respondents (84%, n = 58) indicated job outcomes/career opportunities was very or extremely important when choosing a college or university.

FACTORS THAT INFLUENCED DESCIION TO ATTEND USF

Job outcomes/career opportunities (66%, n = 45), academic rigor (65%, n = 44), and location (62%, n = 42) were the most important factors that influenced respondents' decision to attend USF.

FACTORS THAT INFLUENCED DECISION NOT TO ATTEND USF

Of respondents who did not accept their offer of admission, the factors that influenced their decision not to attend USF were almost all financial, with 77% (n = 10) selecting financial cost, 62% (n = 8) selecting availability of scholarships, 38% (n = 5) selecting affordability of San Francisco/Bay Area. Financial cost and availability of scholarships were also factors for those who accepted, but did not begin attending with 55% (n = 11) of respondents selecting these. The inability to obtain a visa was also a prominent factor with 35% (n = 7) selecting this.

RATINGS OF USF

The majority of characteristics (19 out of 22) were rated by the highest percentage of respondents as either excellent or good with the exception of financial cost which the highest percentage of respondents rated as average. Of respondents who had an opinion, the highest percentage (92%, n = 87) rated USF's location as good or excellent. While few respondents who had an opinion rated USF's characteristics as bad or poor, 26% (n = 22) rated financial cost as bad or poor and 21% (n = 17) rated availability of scholarships as bad or poor.

Financial Aid/Assistance

FEDERAL FINANCIAL AID

64% (n = 30) of domestic respondents applied for federal financial aid with 87% (n = 26) receiving federal financial aid. 74% (n = 73) of respondents received scholarships from USF.

COST OF ATTENDANCE

Of those who indicated they are attending another college or university, 89% (n = 8) indicated that the cost of attendance at USF is higher than the school they are attending and 11% (n = 1) chose not to answer.

¹ Did not begin attending includes those who did not accept their offer of admission and those who accepted, but did not begin attending.

² In multiple select questions, percentages are determined by the number of respondents for reach response option. Therefore the denominator may be different for each response option.