

# School of Management

## 2024 Admitted Graduate Student Survey Summary Report

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### General Information

Survey period: October 7, 2004 through November 27, 2024

SOM response rate: 16% (55 respondents)

### Admissions/Acceptance

#### DECISION TO ATTEND OR NOT ATTEND USF

The majority of respondents accepted their offer of admission (94%,  $n = 51$ ) and began attending (86%,  $n = 44$ ). Of respondents who began attending, 98% ( $n = 43$ ) indicated they made the right decision to attend. Of those who did not begin attending<sup>1</sup>, 78% ( $n = 7$ ) indicated they did not make the right decision.

The highest proportion (38%,  $n = 3$ ) 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, 100% ( $n = 8$ ) are not attending any college or university largely due to financial reasons (75%,  $n = 6$ ).

The highest portion of respondents (40%,  $n = 20$ ) applied to only USF. 74% ( $n = 31$ ) of respondents who began attending indicated that USF was their first choice, while 88% ( $n = 7$ ) of those who did not begin attending.

### College Characteristics<sup>2</sup>

#### IMPORTANT FACTORS IN CHOOSING A COLLEGE/UNIVERSITY

Of respondents who did not accept their offer of admission, or accepted, but did not begin attending, 100% indicated academic rigor ( $n = 7$ ), availability of scholarships ( $n = 8$ ), commitment to racial justice ( $n = 8$ ), commitment to social justice ( $n = 8$ ), diversity of faculty/staff ( $n = 8$ ), diversity of students ( $n = 8$ ), financial cost ( $n = 8$ ), quality of facilities ( $n = 8$ ), and research opportunities ( $n = 7$ ) were very or extremely important when choosing a college or university. Of respondents who began attending USF, the highest percentage of respondents (90%,  $n = 38$ ) indicated location was very or extremely important when choosing a college or university.

#### FACTORS THAT INFLUENCED DECISION TO ATTEND USF

Job outcomes/career opportunities (74%,  $n = 31$ ), academic rigor (71%,  $n = 30$ ), and location (69%,  $n = 29$ ) were the top three 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 or accepted, but did not begin attending, the top factors that influenced their decision not to attend USF were the inability to obtain a visa for international students (63%,  $n = 5$ ), financial cost (50%,  $n = 4$ ), availability of scholarships (50%,  $n = 4$ ), and affordability of San Francisco/Bay Area (50%,  $n = 4$ ).

#### 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, availability of scholarships, which the highest percentage of respondents rated as good or average, and athletic programs, for which the highest percentage of respondents had no opinion. Of respondents who had an opinion, the highest percentage rated commitment to racial justice (95%,  $n = 36$ ) and diversity of students (95%,  $n = 42$ ) as good/excellent.

### Financial Aid/Assistance

#### FEDERAL FINANCIAL AID

46% ( $n = 11$ ) of domestic respondents applied for federal financial aid with 64% ( $n = 7$ ) receiving federal financial aid. 77% ( $n = 37$ ) of respondents received scholarships from USF.

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

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