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**Admitted Student Survey Report**

**Fall 2022 & Spring 2023**

**The University of Baltimore**

**Division of Enrollment Management**

**Admitted Student Survey**

**Fall 2022 & Spring 2023**

**The University of Baltimore**

**Division of Enrollment Management**

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* Michelle Cantave, Survey Research Manager
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For information about working with the Schaefer Center, please contact the director, Ann Cotten, at 410-837-6188 or acotten@ubalt.edu.

Contents

[Executive Summary 1](#_Toc136845977)

[Recommendations 2](#_Toc136845978)

[Educational Status and Demographics of Survey Respondents 4](#_Toc136845979)

[Educational Status of Survey Respondents 4](#_Toc136845980)

[Demographics of Survey Respondents 7](#_Toc136845981)

[Comparisons of UBalt to Other Schools Considered 13](#_Toc136845982)

[Factors That Influenced Decisions Not to Enroll at UBalt 19](#_Toc136845983)

[Campus Visits, Information, and Experiences 22](#_Toc136845984)

[Financial Aid 27](#_Toc136845985)

[Appendix A: Fall 2022 Survey Instrument 33](#_Toc136845986)

[Appendix B: Spring 2023 Survey Instrument 48](#_Toc136845987)

[Appendix C: Comparison of “Very Important” Characteristics to UBalt 46](#_Toc136845988)

[Appendix D: Comparison of “Very Important” Opinions to UBalt 47](#_Toc136845989)

Table of Figures

[Figure 1: Survey Respondents’ Education Level Status on Application 5](#_Toc136845990)

[Figure 2: Number of Schools to Which Respondents Applied and Were Admitted 5](#_Toc136845991)

[Figure 3: Respondents’ Decisions Regarding Admittance to UBalt 6](#_Toc136845992)

[Figure 4: Survey Respondents’ Residency 8](#_Toc136845993)

[Figure 5: Survey Respondents’ Residence in Maryland by Zip Code 8](#_Toc136845994)

[Figure 6: Survey Respondents’ Gender 9](#_Toc136845995)

[Figure 7: Survey Respondents’ Race 9](#_Toc136845996)

[Figure 8: Survey Respondents’ Ethnicity 9](#_Toc136845997)

[Figure 9: Survey Respondents’ Former Institutions 10](#_Toc136845998)

[Figure 10: Survey Respondents’ Financial Independence 10](#_Toc136845999)

[Figure 11: Survey Respondents’ Average Grades in High School and College 11](#_Toc136846000)

[Figure 12: Survey Respondents’ Highest Level of Education Completed 12](#_Toc136846001)

[Figure 13: How UBalt Compared to Other Schools Respondents Applied To 13](#_Toc136846002)

[Figure 14: Words or Phrases That Are Most Widely Held Images of UBalt 14](#_Toc136846003)

[Figure 15: Importance of College Characteristics to Respondents’ Choice of Institutions 15](#_Toc136846004)

[Figure 16: How UBalt Compares to Other Institutions Respondents Seriously Considered 16](#_Toc136846005)

[Figure 17: Importance of Others’ Opinions to Respondents’ Choice of Institution 18](#_Toc136846006)

[Figure 18: How UBalt Compares to Other Institutions for Respondents’ Contacts 18](#_Toc136846007)

[Figure 19: Why Respondents Did Not Enroll at UBalt (of Those Who Would Like to Enroll Later) 20](#_Toc136846008)

[Figure 20: Why Respondents Did Not Enroll at UBalt (of Those Who Decided to Enroll or Continue Their Studies at Another Institution) 21](#_Toc136846009)

[Figure 21: Respondents Visited UBalt Main Campus Before Making Attendance Decision 22](#_Toc136846010)

[Figure 22: Respondents Visited UBalt Virtually Before Making Attendance Decision 22](#_Toc136846011)

[Figure 23: Respondents’ Experiences with Staff, Faculty, and Website 23](#_Toc136846012)

[Figure 24: Quality of Information Available to Respondents 24](#_Toc136846013)

[Figure 25: Use of UBalt Social Media 25](#_Toc136846014)

[Figure 26: How UBalt Could Have Better Supported Respondents During Admissions Process 26](#_Toc136846015)

[Figure 27: Comments about UBalt’s Admission Program and Enrollment Process 26](#_Toc136846016)

[Figure 28: Financial Aid or Costs Were Significant Factor in Enrollment Decision 27](#_Toc136846017)

[Figure 29: Cost Factors That Affected Enrollment Decision 28](#_Toc136846018)

[Figure 30: How UBalt Compares to Other Colleges — Total Institutional Price 30](#_Toc136846019)

[Figure 31: How UBalt Compares to Other Colleges — Total Costs After Grants and Scholarships 30](#_Toc136846020)

[Figure 32: How UBalt Compares to Other Colleges — Total Amount of Aid Offered 31](#_Toc136846021)

[Figure 33: How UBalt Compares to Other Colleges — Portion of Aid That Was Scholarship or Grant 31](#_Toc136846022)

[Figure 34: Respondents Receiving Assistance From Others With Educational Costs 32](#_Toc136846023)

[Figure 35: Respondents’ Sources of Additional Assistance for Educational Costs 32](#_Toc136846024)

[Figure 36: Comparison of “Very Important” Characteristics to UBalt 46](#_Toc136846025)

[Figure 37: Comparison of “Very Important” Opinions to UBalt 47](#_Toc136846026)

Table of Tables

[Table 1: Survey Respondents’ Experiences with Financial Aid 29](#_Toc136846027)

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**Admitted Student Surveys**

# Executive Summary

On behalf of the Division of Enrollment Management at The University of Baltimore (UBalt), the Schaefer Center for Public Policy (Schaefer Center) at UBalt conducted two Admitted Student Surveys — one for Fall 2022 and one for Spring 2023.[[1]](#footnote-2) The purpose of the surveys was to better understand the experiences of individuals who applied to and were admitted to UBalt, specifically their feelings about the admissions process and why chose or did not choose to enroll at the University. The Schaefer Center produced two reports that separately analyzed the results of the two surveys. The Division of Enrollment Management asked the Schaefer Center to produce an additional report showing the results of both surveys. Therefore, the Schaefer Center’s research team combined the two datasets (i.e., the Fall 2022 survey results and Spring 2023 survey results), analyzed the data, and produced the findings in this report.

The surveys were sent to 1,951 students who were admitted to UBalt in either Fall 2022 or Spring 2023. A total of 178 individuals participated in the surveys, with most of them deciding to enroll at UBalt (67%). However, 33% of survey respondents said they would like to take classes at UBalt in the future, decided to enroll or continue their studies elsewhere, are currently not planning to attend any college or University, or have other plans. Most respondents applied to UBalt as a graduate student (68%), and over a quarter applied as a transfer student (26%). According to the demographic information collected from the surveys, most participants were Maryland residents (65%), of whom over half reported Baltimore City or Baltimore County zip codes (60%). Although most respondents reported living in Maryland, others reported living in Ghana, California, New York, North Carolina, and Washington, DC.

There were no significant differences between the Fall 2022 and Spring 2023 survey results, and thus findings from the combined dataset are similar to those included in the previous reports. Specifically, findings from the combined dataset suggest the following about UBalt:

* The University is an attractive choice for students, with half of respondents — both those who enrolled and those who did not enroll — reporting that it was their first choice or among their first choice of institutions to which they applied.
  + Majorities of respondents also thought UBalt was the best institution among those they seriously considered on the attributes that were most important to them (i.e., welcoming, course flexibility, and quality of majors of interest to them).
* Respondents who were not enrolled at the time of the survey but wanted to attend UBalt later were primarily deterred by financial aid or cost concerns.
* Over one-quarter of respondents visited the main campus either in person or virtually before deciding whether to enroll at UBalt.
* Respondents generally had positive experiences with UBalt, specifically reporting that UBalt’s staff and faculty were friendly and courteous as well as knowledgeable.
* Financial aid or costs were significant factors for 70% of respondents.
* Over half of respondents said UBalt’s total price and net cost after grants and scholarships were about the same or less than most other colleges. However, over half respondents of respondents also said that the total amount of aid offered and the portion of aid offered in the form of a scholarship or grant by UBalt was about the same or less than most other colleges.

## Recommendations

The recommendations derived from the combined survey data reflect those included in the Admitted Student Survey Reports for both Fall 2022 and Spring 2023. Specifically, these recommendations include the following:

* Consider ways to improve the University’s image. Over half of respondents indicated that the opinions of the following were important to their choice of institution: graduate and professional schools, their instructors, potential future employers, their family, and their advisor. However, with the exception of their employer, less than half of respondents indicated that these groups thought UBalt was the best or better than most of the other schools to which they applied.
* Utilize UBalt’s current students and alumni as stronger sources of information for prospective students and better refine the publications used to promote the school.
* Improve social media outreach and pathways for communications with prospective students, especially as future students will increasingly use social media as major communication tools.
* Continue building financial support for UBalt students, as college costs and aid led some respondents to decide against enrolling at UBalt and because majorities of respondents thought UBalt’s total amount of aid and portion of aid in the form of a scholarship or grant was about the same or less than other institutions. The importance of this recommendation is highlighted by the fact that over two-thirds of respondents indicated that they did not receive assistance from others with their educational costs.

The Division of Enrollment Management has expressed interest in replicating this survey for admitted students going forward. This seems like a promising avenue to better understand individuals’ experiences with UBalt as well as the University’s positioning in the higher education marketplace. Moreover, it would be useful to compare the results of the Fall 2022 and Spring 2023 surveys to future school years.

Given the low response rates to both the Fall 2022 and the Spring 2023 surveys, it would be useful to consider ways to increase the percentages of respondents to future surveys. To achieve this, one option is to send separate surveys to students who enrolled at UBalt and those who did not enroll. This would provide several benefits, including the ability to customize the email invitation. Specifically, the email could be sent to students as they are admitted to the University, enroll in classes, or decline to attend the University. Moreover, the survey for enrolled students could contain additional information and resources, such as links to financial aid and assistantship opportunities.

Another option to increase responses to the survey would be to provide a nominal incentive for participation, such as a small-value gift card, a raffle for gift cards, or UBalt promotional items for enrolled students (with the survey permissions set so respondents can validate that they were applicants). The Division of Enrollment Management may want to consider this option to not only increase participation rates but also to increase completion rates, as only 64% of respondents fully completed the Spring 2023 survey.

Regarding the survey itself, one recommendation is to include an additional set of questions for international students, as this population experiences different obstacles to the admissions and enrollment processes (e.g., obtaining a visa, financial certification). The current instrument for the Admitted Student Survey does not ask any questions about whether a respondent applied to UBalt as an international student. The only opportunity participants have to provide feedback about the admissions or enrollment process as an international student is by responding to one of the survey’s open-ended questions, which a handful of respondents did when completing the Fall 2022 and Spring 2023 surveys.

# Educational Status and Demographics of Survey Respondents

This section provides basic information about the survey respondents, including their educational status (e.g., type of student they applied to UBalt as, number of schools they applied to and were admitted to, decision regarding admittance to UBalt) and demographics (e.g., gender, race, residency status, highest education level attained).

## Educational Status of Survey Respondents

The survey was sent to 1,251 and 700 individuals who were admitted to UBalt in Fall 2022 and Spring 2023, respectively. There were 101 respondents to the Fall 2022 survey and 77 respondents to the Spring 2023 survey. Together, 178 individuals responded to the surveys, resulting in a 9% participation rate.[[2]](#footnote-3)

Over two-thirds of respondents (68%) applied as graduate students to UBalt, while 26% applied as transfer students (Figure 1). Only 3% of respondents applied as first-year students, and 3% reported applying to UBalt as “Other.”[[3]](#footnote-4) Admissions data show that 38% of respondents applied to the College of Public Affairs, 33% applied to the College of Arts and Sciences, and 30% applied to the Merrick School of Business; there were no respondents from the School of Law.

Figure 1: Survey Respondents’ Education Level Status on Application

*Notes: N = 178. “Other” responses included the following: “certificate program,” “continuing student,” “graduate certificate,” “readmission,” and “returning student.”*

Survey respondents were asked to report how many institutions, including UBalt, they applied to and were admitted to in Fall 2022 and Spring 2023. Responses ranged from individuals applying to zero to 20 institutions, including UBalt, and being admitted to zero to 10 institutions (Figure 2).[[4]](#footnote-5) On average, respondents applied to two schools and were admitted to two schools.

Figure 2: Number of Schools to Which Respondents Applied and Were Admitted

*Notes: N = 178. These were asked as open-ended questions, and five respondents said they applied to and were admitted to zero schools; these were presumably students who were already enrolled at UBalt but received the survey because they were admitted to a certificate program. These answers are included in the chart to reflect the information as it was received.*

When asked about their decision regarding their admittance to UBalt, most respondents (119 respondents, 67%) said they were currently enrolled in courses at the University, and 32 respondents (18%) said they would like to attend UBalt at a later date (Figure 3). Ten respondents said they enrolled or continued their education at another school, of whom six were not currently taking classes and four were currently taking classes. One respondent indicated that they are not currently planning to attend any college or university, while the remaining 15 respondents selected “other.” Of those who selected “other,” five said they are planning to enroll at UBalt at a later date, two did not provide an answer, and eight provided the following write-in responses:

* + “Cannot afford the fees to attend the university”;
  + “Currently registered for classes, but in the process of withdrawing from the university”;
  + “I am expecting my admission from MBA health system management”;
  + “I am interested in grad studies at UB but timing has been bad”;
  + “I completed the Beeline application but no one responded”;
  + “I do not have the funds to pay for my admission fees”;
  + “Undecided”; and
  + “Unsure.”

Figure 3: Respondents’ Decisions Regarding Admittance to UBalt

*Note: N = 178.*

Nearly all respondents who said they wanted to attend UBalt at a later date or were not currently planning to attend any college or university reported planning to enroll in college within the next 12 months (28 of 32 respondents, or 88%), and most said they planned to enroll at UBalt.

Of those who indicated they enrolled or continued their studies elsewhere (10 of 178 respondents, 6%), four did not provide an answer to the question about where they enrolled or planned to enroll. The remaining six respondents said they decided to enroll or continue their studies at the following institutions:

* + University of Maryland, Baltimore County (two respondents);
  + Georgetown University (one respondent);
  + Salisbury University (one respondent);
  + University of Baltimore (one respondent); and
  + University of Maryland, College Park (one respondent).

When asked why they chose to enroll at another institution instead of UBalt, four participants did not provide a response, and six participants selected the following reasons:

* + A specific degree offered at the other school (two respondents);
  + Negative experiences with the admissions process (two respondents);
  + More research opportunities at the other school (one respondent); and
  + Negative experiences with the enrollment process (one respondent).

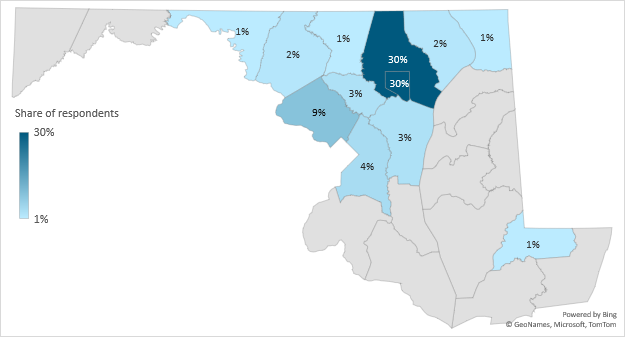
## Demographics of Survey Respondents

Respondents to the survey tended to be Maryland residents (Figure 4). Of note, all respondents who applied to UBalt as first-year and 96% of respondents who applied as transfer students were Maryland residents, while only 58% of respondents who applied as graduate students reported living in the state. As shown Figure 5, the majority of respondents reported living in Baltimore City (30%) or Baltimore County (30%).[[5]](#footnote-6)

Figure 4: Survey Respondents’ Residency

*Notes: N = 119. Distributions are only shown for respondents who answered this question. “Overall” includes respondents from individuals who indicated that they applied to UBalt as “other.”*

Figure 5: Survey Respondents’ Residence in Maryland by Zip Code



*Note: Distributions are only shown for respondents who answered this question (N = 94). Respondents also reported zip codes for the following: Ghana (four respondents, 4%); Washington, DC (two respondents, 2%); Armed Forces Americas (one respondent, 1%); Beaufort County, NC (one respondent, 1%); Long Island, NY (one respondent, 1%); Los Angeles, CA (one respondent, 1%); and Rockland, NY (one respondent). Two respondents (2%) reported zip codes that could not be identified.*

When asked about their gender, race, and ethnicity, survey respondents were more likely to identify as female (Figure 6), Black or African-American (Figure 7), and non-Hispanic (Figure 8).

Figure 6: Survey Respondents’ Gender

*Note: N = 178.*

Figure 7: Survey Respondents’ Race

*Notes: N = 178. Respondents could select more than one race. Two individuals selected “other” but did not provide a write-in response when asked to specify their race, and two individuals self-identified as “African” and “Nigerian.”*

Figure 8: Survey Respondents’ Ethnicity

*Note: N = 178.*

When asked about the former institutions they attended, most respondents reported that they were formerly enrolled in public high school (77%) and public college courses (80%; Figure 9).

Figure 9: Survey Respondents’ Former Institutions

*Notes: N = 118 for “high school”; N = 119 for “college courses.” Distributions are only shown for respondents who answered these questions.*

Survey participants were also asked about their financial independence. As shown in Figure 10, most respondents reported that they do not receive financial support from others (63%).

Figure 10: Survey Respondents’ Financial Independence

*Notes: N = 119. Distributions are only shown for respondents who answered this question.*

When asked about the grades they received in high school and any college courses taken before applying to UBalt, respondents generally reported being high-performing students. Specifically, 46% and 50% of respondents reported receiving a 3.5 or higher Grade Point Average (GPA) — the equivalent of an “A” — in high school and college, respectively (Figure 11). Smaller percentages of respondents reported receiving a 3.0­–3.49 GPA — the equivalent of a “B” — in high school (37%) and college (33%).

Figure 11: Survey Respondents’ Average Grades in High School and College

*Notes: N = 109 for “high school”; N = 113 for “college courses.” Distributions are only shown for respondents who reported a GPA and do not include those who were unsure of GPA, had not received a GPA yet, or did not answer.*

As most respondents were graduate students, it is, perhaps, not surprising that a plurality reported receiving a bachelor’s degree as the highest level of education completed. Overall, over half of respondents said they had a bachelor’s degree: 71% of graduate applicants, 15% of transfers, and 50% of first-year students (Figure 12). Other respondents who applied to a UBalt graduate program also had a graduate or professional degree (28%). The majority of respondents who applied to UBalt as a transfer student reported an associate’s degree as their highest level of education (62%).

Figure 12: Survey Respondents’ Highest Level of Education Completed

*Note: N = 115. Distributions are only shown for respondents who answered this question.*

# Comparisons of UBalt to Other Schools Considered

This section provides information on how respondents perceive UBalt and how it compares to other schools they seriously considered. According to findings from the survey, respondents generally had positive impressions of UBalt, regardless of their decision to enroll at the University. As shown in Figure 13, 51% of all respondents and 53% of those who did not enroll at UBalt reported that the University was their first choice, while 22% and 14%, respectively, said it was among their top choices.

Figure 13: How UBalt Compared to Other Schools Respondents Applied To

*Notes: N = 168 for “overall”; N = 51 for “did not enroll.”*

Respondents were shown a list of words and phrases and asked to identify which ones they thought represented the most widely held images of UBalt. As shown in Figure 14, respondents overwhelmingly selected words and phrases that present positive image of the UBalt, with “career and leadership growth” and “flexibility” selected by 61% and 60% of respondents, respectively. The word “friendly” and phrase “community and civically engaged” were selected by 47% and 46% of respondents, respectively. Eleven respondents selected “other,” with three individuals not providing a response and eight individuals listing the following words and phrases:

* + “Supportive” (two respondents);
  + “Diverse” (one respondent);
  + “Local” (one respondent);
  + “Web access/online option” (one respondent);
  + “Arrogant professors” (one respondent);
  + “Disorganized” (one respondent); and
  + “Lacks funding” (one respondent).

Figure 14: Words or Phrases That Are Most Widely Held Images of UBalt

*Notes: N = 167. Distributions are only shown for respondents who answered this question. Respondents could select as many words or phrases as they wanted. Bars in dark blue represent positive attributes, while teal bars are negative attributes. Words and phrases are listed in descending order based on numbers of responses.*

Respondents were shown a list of 25 characteristics that could be considered important by people deciding on which college or University to attend. Using this list, they were asked to identify the following: (1) how important each characteristic was to them and (2) how UBalt compares to other colleges they considered seriously for each characteristic. The results are shown in Figure 15 and Figure 16, respectively.

Two characteristics were identified as “very important” by at least 90% of respondents: quality of majors of interest to the respondent (95%) and course flexibility (90%). These were also two characteristics that had 33% of respondents identify UBalt as the “best” compared to other institutions they seriously considered.[[6]](#footnote-7)

The least important characteristic to respondents was prominent intercollegiate athletics, which 63% of respondents said was “not important” and 21% said was “very important.” This was also the characteristic with the smallest share of respondents who considered UBalt the “best” (11%) and the largest share who considered UBalt the “worst” (8%).

Figure 15: Importance of College Characteristics to Respondents’ Choice of Institutions

*Notes: N ranges from 122 to 131. Distributions are only shown for respondents who answered the question. Characteristics are listed in descending order based on number of “very important” responses.*

Figure 16: How UBalt Compares to Other Institutions Respondents Seriously Considered

*Notes: N ranges from 101 to 109. Distributions are only shown for respondents who answered the question. Characteristics are listed in descending order based on number of “best” responses.*

Respondents were also asked to consider (1) how important the opinions of their family, colleagues, and others were to their choice of school and (2) how UBalt compared to other institutions the respondents seriously considered. These results are shown in Figure 17 and Figure 18, respectively.

The majority of respondents considered the opinions of graduate and professional schools and their instructors as the “most important” to their choice of college or university (63%). Opinions of the following were also considered important by over half of the survey’s respondents: potential and future employers (61%), their family (59%), and their advisor (58%).

Although respondents considered the opinions of graduate and professional schools as “most important” to their choice of school, only 17% of respondents said that these schools consider UBalt the “best,” while 30% said these schools consider UBalt “better than most.”[[7]](#footnote-8) Less than half of respondents generally thought that others perceived UBalt as the “better” or “better than most” when comparing it to other schools, and less than a quarter of respondents thought that others perceived UBalt as “better” than other schools.

Figure 17: Importance of Others’ Opinions to Respondents’ Choice of Institution

*Notes: N ranges from 119 to 122. Distributions are only shown for respondents who answered the question. Others’ opinions are listed in descending order based on number of “very important” responses.*

Figure 18: How UBalt Compares to Other Institutions for Respondents’ Contacts

*Notes: N ranges from 101 to 103. Distributions are only shown for respondents who answered the question. Others’ opinions are listed in descending order based on number of “best” responses.*

# Factors That Influenced Decisions Not to Enroll at UBalt

Respondents who reported not enrolling at UBalt were asked a series of questions about the factors that led to their choice not to enroll. Due to the small numbers of respondents who saw and responded to these questions, care should be taken in interpreting the results; however, the pattern of answers can help identify possible avenues to increase the number of students who enroll in the future.

The 24 respondents who said they wanted to take classes at UBalt at a later date were asked to select up to three reasons why they did not enroll at UBalt. As shown in Figure 19, the most common response was not being able to afford college at the time they were admitted, which was selected by seven respondents (29%). Six respondents selected the option “other” (25%), and five said they did not enroll at UBalt because there was not enough financial aid available (21%). Except for one individual who did not provide a response, participants who selected the option “other” provided the following write-in responses:

* + “I was not able to obtain a visa”;
  + “I was told at the last minute that I needed to take a refresher class because I received by BS 30 years ago”;
  + “My sponsor discouraged me”;
  + “Unavailable visa appointment”; and
  + “Visa application.”

Figure 19: Why Respondents Did Not Enroll at UBalt (of Those Who Would Like to Enroll Later)

*Notes: N = 24. Respondents could select up to three reasons. Reasons that were not selected are not shown.*

The seven respondents who said they decided to enroll or continue their studies at another institution were asked to select up to three reasons for that decision. As shown in Figure 20, four respondents (57%) selected the option “other” and provided the following write-in responses:

* + “Admin problems”;
  + “Course offered and accommodation expenses”;
  + “Lack of scholarship opportunities”; and
  + “No other issues.”

Figure 20: Why Respondents Did Not Enroll at UBalt (of Those Who Decided to Enroll or Continue Their Studies at Another Institution)

*Notes: N = 7. Respondents could select up to three reasons. Reasons that were not selected are not shown.*

Four respondents said they were either not taking or planned not to take classes at any college or university (other than UBalt). These respondents were provided with a series of factors that may have contributed to their decision and asked to select up to three reasons. Only three reasons were chosen:

* + Not enough financial aid available (two respondents, 50%);
  + Other (two respondents, 50%); and
  + Tuition was too expensive (one respondent, 25%).

The individuals who responded “other” provided the following write-in responses:

* + “Burn out from FT work + school, want to be 100% online, UBalt campus safety issues”; and
  + “I am not currently enrolled because I was planning to be enrolled at UB this semester.”

# Campus Visits, Information, and Experiences

This section analyzes survey participants’ responses to questions about their visits to UBalt (either in person or virtually), the information available about UBalt, and their experiences with UBalt’s staff, faculty, and website. According the findings from the survey, at least half of survey respondents — whether overall or by education level — did not visit UBalt’s main campus or visit virtually prior to making their attendance decision (Figure 21 and Figure 22, respectively). In contrast, nearly one-third of respondents said they visited UBalt’s campus or visited the campus virtually before making an attendance decision.

Figure 21: Respondents Visited UBalt Main Campus Before Making Attendance Decision

*Notes: N = 129. Distributions are only shown for respondents who answered the question.*

Figure 22: Respondents Visited UBalt Virtually Before Making Attendance Decision

*Notes: N = 129. Distributions are only shown for respondents who answered the question.*

Respondents generally had positive experiences with various UBalt information sources, as shown in Figure 23. For instance, 65% of respondents strongly agreed that UBalt staff and faculty were friendly and courteous, while an additional 25% agreed with the statement. Eighty-seven percent of respondents strongly agreed or agreed that UBalt staff and faculty were knowledge, and 86% strongly agreed or agreed that their experience at UBalt has been positive. A slightly smaller share of respondents strongly agreed or agreed that information was easy to find on the UBalt website (75%).

Figure 23: Respondents’ Experiences with Staff, Faculty, and Website

*Notes: N ranges from 125 to 127. Distributions are only shown for respondents who answered the question. Statements are listed in descending order based on number of “strongly agree” and “agree” responses.*

As shown in Figure 24, over one-third of respondents thought contact with faculty from the college (42%), electronic communication (42%), contact with the college after they were admitted (36%), and college website (34%) were “best” compared to the other colleges they considered seriously. Less than a quarter of respondents identified UBalt as the “best” in terms of college publications (23%), contact with students who attend the college (23%), and contact with graduates of the college (20%).

Figure 24: Quality of Information Available to Respondents

*Notes: N ranges from 118 to 119 for all qualities except “in-person visits by admission staff” (N = 48), which was only included in the Spring 2023 survey. Distributions are only shown for respondents who answered the question. Statements are listed in descending order based on number of “best” responses.*

As shown in Figure 25, respondents who use social media were most likely to use UBalt’s Instagram (34%), LinkedIn (29%), and Facebook (23%). Smaller shares of respondents indicated using UBalt’s Twitter (11%), website (7%), YouTube (2%), and UBalt’s career services application (UBworks; 1%).

Figure 25: Use of UBalt Social Media

*Notes: N ranges from 74 to 112. Instagram was not included in the Fall 2022 survey, but it was included in the Spring 2023 survey. Social media sites in dark blue were included in survey; social media and websites in light blue were identified by respondents in response when asked if there were other sites they use.*

Survey respondents were asked to answer two open-ended questions:

* What could UBalt have done differently to better support you in the admissions process or influence your decision to attend UBalt?
* Please use the space below for any comments you would like to share with us about our UBalt’s admission program and enrollment process.

The responses to the latter (Figure 27) were more positive than the former (Figure 26); however, the comments to the first question were more specific than the comments to the second. As shown in Figure 26, 29% of responses to the first question involved requests for financial assistance, including general aid, assistantships, and scholarships. There were also a substantial number of comments that the University needed to provide clearer information on its website for prospective international students, better service by telephone or email to prospective students, and the opportunity for prospective students to speak with faculty and students within specific programs.

As shown in Figure 27, 33% of responses to the second question provided positive feedback about either UBalt or the admissions or enrollment processes. Regarding the admissions and enrollment processes, individuals described them as “excellent,” “flexible,” “smooth,” “straightforward,” “timely,” “very easy,” and “very pleasant.” However, some respondents to the second question identified the following concerns: issues with the application process, lack of information about program requirements, difficulty registering for classes, and lack of support for international students who are new to Baltimore City and need help acquiring health insurance and housing.

Figure 26: How UBalt Could Have Better Supported Respondents During Admissions Process

*Notes: N = 59. Distributions are only shown for respondents who answered this question.*

Figure 27: Comments about UBalt’s Admission Program and Enrollment Process

*Note: N = 52. Distributions are only shown for respondents who answered this question.*

# Financial Aid and Related Issues

Respondents were asked a series of questions about how financial aid, scholarships, and other financial issues affected their decisions about attending UBalt. Financial aid or college costs were substantial factors in all respondents’ decision to enroll in the college they planned to attend. Overall, three-quarters of respondents said these issues were significant in their decision, with at least 70% of respondents at each education level agreeing (Figure 28).

Figure 28: Financial Aid or Costs Were Significant Factor in Enrollment Decision

*Notes: N = 118. Distributions are only shown for respondents who answered this question.*

In an open-ended question, respondents to the Spring 2023 survey were asked what costs affected their decision to enroll in college. As shown in Figure 29, most respondents identified school-related factors, such as the tuition, out-of-state tuition, enrollment fees, and flexibility of classes (75%). A smaller portion of respondents identified personal reasons, such as living expenses, childcare, and other family-related factors (5%).

Figure 29: Cost Factors That Affected Enrollment Decision

*Notes: N = 20. Distributions are only shown for respondents who answered this question. This question was only asked in the Spring 2023 survey.*

Respondents were asked if they applied to UBalt or any other college for financial aid, and over two-thirds of respondents said they applied for aid at UBalt (69%), while over one-quarter applied for aid at other colleges (29%; Table 1). This pattern held for all grade levels, with 85% of transfer students and 62% of graduate students applying for aid at UBalt but only 55% and 21% applying for aid at other colleges, respectively. Respondents who applied as first-year students applied for aid at UBalt but not at any other colleges. According to the survey findings, respondents were offered more aid at UBalt than at other colleges (58% and 26% overall, respectively), with individuals from all grade levels receiving more aid at UBalt. Moreover, respondents were more frequently offered merit scholarships at UBalt than at other schools — 49% and 22% overall, respectively.

Table 1: Survey Respondents’ Experiences with Financial Aid

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | **UBalt** | | **Any other college** | |
| **Percentage responding *yes*** | **N** | **Percentage responding *yes*** | **N** |
| **Did you apply to any college for financial aid?** | | | | | |
| Overall | | 69% | 101 | 29% | 79 |
|  | First year | 100% | 3 | 0% | 2 |
|  | Transfer | 85% | 27 | 55% | 20 |
|  | Graduate | 62% | 71 | 21% | 57 |
| **Were you offered financial aid by any college?** | | | | | |
| Overall | | 58% | 100 | 26% | 77 |
|  | First year | 100% | 3 | 0% | 2 |
|  | Transfer | 73% | 26 | 44% | 18 |
|  | Graduate | 51% | 71 | 21% | 57 |
| **Did any college offer you a scholarship specifically in recognition of merit?** | | | | | |
| Overall | | 49% | 96 | 22% | 77 |
|  | First year | 67% | 3 | 0% | 2 |
|  | Transfer | 44% | 25 | 17% | 18 |
|  | Graduate | 50% | 68 | 25% | 57 |

*Notes: “N” represents total number of respondents to the question and excludes those who skipped the question. Percentages are out of the total that responded to question. Purple shading reflects if the percentage for “UBalt” or “any other college” was higher.*

Respondents were asked how UBalt compared on four measures of costs and financial aid:

1. Total institutional price (before financial aid);
2. Total cost to them and their family after grants and scholarships;
3. Total dollar amount of financial aid offered; and
4. Portion of total financial aid that was scholarship or grant.

The results from these questions are shown in Figure 30, Figure 31, Figure 32, and Figure 33, respectively, for respondents who identified UBalt’s costs relative to the other colleges they considered (i.e., excluding those who had not yet been notified of aid packages or did not respond to the question). At least half of respondents — regardless of education level — reported UBalt’s total institutional price (Figure 30) and net price after grants and scholarships (Figure 31) was about the same or lower than at the other schools they seriously considered (as indicated by the 50% vertical axis to the right of the “higher than most” response share).

Regarding aid packages, respondents across all education levels — except transfer students —reported that the total amount of aid offered was about the same or lower than the aid offered to them by other schools they considered (Figure 32). Similarly, at least half of respondents said the portion of aid in the form of scholarships or grants was about the same or lower than most of the schools seriously considered (Figure 33). According to the survey’s findings, UBalt’s costs were lower than or about the same as other schools that respondents considered, but the amount of aid offered and portion of aid in the form of a scholarship or grant was about the same or less than other colleges for a majority of respondents. In other words, UBalt’s costs were lower than that of other schools, but UBalt’s aid packages were also of less value.

Figure 30: How UBalt Compares to Other Colleges — Total Institutional Price

*Notes: N = 111. Distributions do not include responses which said the item does not apply to them or did not respond.*

Figure 31: How UBalt Compares to Other Colleges — Total Costs After Grants and Scholarships

*Notes: N = 111. Distributions do not include responses which said the item does not apply to them or did not respond.*

Figure 32: How UBalt Compares to Other Colleges — Total Amount of Aid Offered

*Notes: N = 108. Distributions do not include responses which said the item does not apply to them or did not respond.*

Figure 33: How UBalt Compares to Other Colleges — Portion of Aid That Was Scholarship or Grant

*Notes: N = 109. Distributions do not include responses which said the item does not apply to them or did not respond.*

Respondents were asked how much aid they received from the college at which they were planning to enroll. The individuals who responded reported that, for the first year, they received an average of:

* + $15,575 in student loans (18 respondents);
  + $12,667 in aid linked to assistantships (three respondents);
  + $6,426 in aid linked to work (five respondents);
  + $4,158 in need-based scholarships and grants (eight respondents); and
  + $3,463 in merit-based scholarships and grants (21 respondents).

Over half of respondents — both overall and for all education levels — reported not receiving additional assistance from others (Figure 34). Of those who said they received assistance from others, those sources of assistance included the following: help from relatives, friends, etc. (33%); employer’s tuition benefits (20%); past savings (18%); current income (15%); parent loans, such as a home equity credit line or credit cards (5%); parent educational loans, such as a Federal PLUS loan (3%); and other (6%; Figure 35).

Figure 34: Respondents Receiving Assistance From Others With Educational Costs

*Notes: N = 114. Distributions do not include responses which said the item does not apply to them or did not respond.*

Figure 35: Respondents’ Sources of Additional Assistance for Educational Costs

*Note: N = 66.*

# Appendix A: Fall 2022 Survey Instrument

**Q1** You are invited to take the University of Baltimore (UBalt) 2022 Survey of Admitted students because our records show that you applied to UBalt during the past year 2022. The Schaefer Center for Public Policy at the University of Baltimore is conducting this survey on behalf of UBalt as part of its ongoing campus review and improvement of courses, programs, and services.

Your participation is completely confidential. Survey responses will only be presented in aggregate. Your name will not be associated with your responses.  Your participation is voluntary, there is no penalty if you choose not to participate and you may discontinue participation at any time without penalty. The data produced will be stored on the Schaefer Center’s secured and protected servers at the University of Baltimore and will be destroyed upon conclusion of the study.

If you have questions about this project or the survey, you may contact the lead researcher, Dr. Ann Cotten, at 410-837-6188 or [acotten@ubalt.edu](mailto:acotten@ubalt.edu).  If you have technical difficulties using the survey, please contact Michelle Cantave, Survey Research Manager, at [SCPPSurvey@ubalt.edu](mailto:SCPPSurvey@ubalt.edu). If you have questions about your rights as a survey participant, please contact the University of Baltimore Institutional Review Board at [irb@ubalt.edu](mailto:irb@ubalt.edu) or (410) 837-4057.

Please use the “Next” and “Back” buttons at the bottom of each page to advance to the next page or go back and change a response prior to finishing the survey.

Please select below if you are at least 18 years of age and agree to participate in this important research and will help by taking the survey.

o Yes, I agree and want to take the survey.

o No, I do not agree and do not wish to take the survey

**Q2** Please provide the following information about the colleges to which you applied.

Including UBalt, to how many institutions did you apply?

**Q3** Including UBalt, to how many of these institutions were you admitted?

**Q4** What student status did you apply to UBalt as?

o Applied as a graduate student

o Applied as a transfer student

o Applied as a first year student

o Other (specify)

**Q5** Which statement best describes your decision regarding your admittance to UBalt?

o I am currently registered for classes at UBalt.

o I would like to take classes at UBalt at a future date.

o I decided to enroll or continue my studies at a different college or university.

o I am currently not planning to attend any college or university.

o Other (specify)

*Display Q6 if Q5 = “I decided to enroll or continue my studies at a different college or university.”*

**Q6** What is your current enrollment status?

o I am currently taking classes at another college or university.

o I am not currently taking classes at any college or university.

*Display Q7 if Q5 = “I would like to take classes at UBalt at a future date.” OR “I am currently not planning to attend any college or university.”*

**Q7** Do you plan to enroll in college within the next 12 months?

o Yes

o No

*Display Q8 if Q7 = “Yes.”*

**Q8** Please indicate the name of the college you plan to attend.

o College Name

o City/State

*Display Q9 if Q5 = “I decided to enroll or continue my studies at a different college or university.” OR Q6 = “I am currently taking classes at another college or university.”*

**Q9** What is the name of the institution that you are currently enrolled or plan to enroll in?

*Display Q10 if Q5 = “I decided to enroll or continue my studies at a different college or university.” OR Q6 = “I am currently taking classes at another college or university.”*

**Q10** Can you please tell us why you selected this school instead of UBalt?

*Display Q11 if Q5 = “I would like to take classes at UBalt at a future date.”*

**Q11** What are your primary reasons for not enrolling at UBalt after you were admitted? (Please select up to three reasons.)

▢ Family obligations (Child care, caring for a family member)

▢ Work obligations (Got a new job, work too much, work schedule did not work with the class time(s)

▢ Could not afford to attend college at the time

▢ Transportation issues

▢ I didn't know how to enroll or what to do next

▢ I didn't know what I wanted to study

▢ I have a hold on my account and cannot register

▢ I missed the deadline to register for classes

▢ I was planning to start at a later time

▢ Negative experience/interaction with UBALT staff or faculty

▢ I didn’t know how to complete the FAFSA

▢ I missed a financial aid deadline

▢ Not enough financial aid available

▢ I didn’t know about or missed the deadline for UBALT’s payment plan

▢ I took or am taking classes at a different institution

▢ I was or am waiting to be admitted to a specific UBalt academic program or major

▢ I had a personal or family emergency

▢ Concerns about safety at UBalt

▢ Concerns about safety in Baltimore City

▢ Other (specify)

*Display Q12 if Q5 = “I decided to enroll or continue my studies at a different college or university.”*

**Q12** What are your primary reasons for not enrolling at UBalt? (Please select up to three reasons.)

▢ Lack of academic programs to meet my interests

▢ Lack of course availability

▢ Course(s) wasn’t/weren't offered online

▢ Course(s) wasn’t/weren't offered in person

▢ Lack of student social activities

▢ Limited alumni network

▢ Negative experience/interaction with UBalt personnel

▢ Concerns about the reputation of UBalt

▢ Concerns about the quality of academics

▢ Relocated to a different city or state

▢ Tuition was too expensive

▢ Other financial aid issues

▢ Transportation issues

▢ Concerns about safety at UBalt

▢ Concerns about safety in Baltimore City

▢ Other (specify)

*Display Q13 if Q5 = “I am currently not planning to attend any college or university.” OR Q6 = “I am not currently taking classes at any college or university.”*

**Q13** What are your primary reasons for not attending a college or university? (Please select up to three reasons.)

▢ Conflicting family obligations

▢ Conflicting work obligations

▢ Do not have time for college

▢ Decided college would be too hard

▢ Concerned I would not fit in at college

▢ Decided college was not for me

▢ No one in my family has attended college

▢ I don't know what I want to study

▢ My job or the job I want doesn't require a degree

▢ Not enough financial aid available

▢ Tuition is too expensive

▢ Other financial aid issues

▢ Transportation issues

▢ Other (specify)

*Display Q14 if Q11 = “Concerns about safety at UBalt” OR “Concerns about safety in Baltimore City” OR Q12 = “Concerns about safety at UBalt” OR “Concerns about safety in Baltimore City.”*

**Q14** What contributed to your safety concerns? (Please list up to three reasons.)

o Reason 1:

o Reason 2:

o Reason 3:

*Display Q15 if Q11 = “Concerns about safety at UBalt” OR “Concerns about safety in Baltimore City” OR Q12 = “Concerns about safety at UBalt” OR “Concerns about safety in Baltimore City.”*

**Q15** What suggestions do you have for how UBalt can address these concerns to improve your feeling of safety?

**Q16** How did UBalt compare to the other colleges and universities to which you applied?

o UBalt was my first-choice school

o UBalt was among my top choices

o UBalt was in the middle of the group

o UBalt was among my bottom choices

o I don't know / Not applicable

**Q17** From the list below, please select all words or phrases that you would say are the most widely held images of UBalt.

▢ Career and leadership growth

▢ Community and civically engaged

▢ Personal

▢ Flexibility

▢ Impersonal

▢ Back-up school

▢ Challenging

▢ Not well-known

▢ Friendly

▢ Average

▢ Urban

▢ Comfortable

▢ Practical

▢ Other (specify)

**Q18** Many characteristics of colleges are important to students in making college choices. Some of these characteristics are listed below.

Please indicate in column A how important each college characteristic was to you in choosing the college that you will attend. In column B indicate how UBalt compared to other colleges that you considered seriously.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | A. Importance to you | | | B. How UBalt compares to others you considered | | | | | |
|  | Very Important | Somewhat Important | Not Important | Best | Better than most | About the same | Poorer than most | Worst | Can't compare |

* Quality of faculty
* Quality of majors of interest to you
* Overall academic reputation
* Quality of academic facilities (library, laboratories, computers, etc.)
* Variety of courses
* Access to faculty
* Concentration on undergraduate education
* Prominent intercollegiate athletics
* Affordability
* Access to off-campus cultural and recreational opportunities
* Quality of social life
* Attractiveness of campus
* Surroundings (neighborhood, town or city)
* Challenging courses
* Chance to be with students from different backgrounds
* Alumni Network
* Reputation among employers
* Concentration on graduate/professional education
* Ability to take classes online
* Ability to take classes at night
* Ability to take classes on the weekend
* Networking opportunities
* Student-focused
* Welcoming
* Course Flexibility

**Q19** Students often take into account the opinions of other people when making college choices. They may also take into account how they think colleges are viewed by potential employers and/or by graduate schools.

Please indicate in column A how important such opinions were to you in choosing the college that you will attend. In column B indicate how UBalt tends to be compared to other colleges that you considered seriously.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | A. Importance to you | | | B. How UBalt compares to others you considered | | | | | |
|  | Very Important | Somewhat Important | Not Important | Best | Better than most | About the same | Poorer than most | Worst | Can't compare |

* My family
* My advisor
* My instructors
* My employer
* My colleagues
* My friends
* Potential future employers
* Graduate and professional schools

**Q20** Did you visit UBalt’s main campus before deciding whether or not to attend UBalt?

o Yes

o No

o I don't know

**Q21** Did you conduct a virtual visit to UBalt’s campus before deciding whether or not to attend UBalt?

o Yes

o No

o I don't know

**Q22** For each of the following statements, please indicate your level of agreement.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree |
| * UBalt staff and faculty were friendly and courteous. |  |  |  |  |  |
| * UBalt staff and faculty were knowledgeable about the questions I had. |  |  |  |  |  |
| * Information was easy to find on the UBalt website. |  |  |  |  |  |
| * The information on the UBalt website was helpful to me. |  |  |  |  |  |
| * My experience with UBalt has been positive. |  |  |  |  |  |

**Q23** To help improve the information we make available to students, please rate the quality of the information we provided to you. For each source listed, indicate how our information compared to that provided by other colleges you considered seriously.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Best | Better than Most | About the Same | Poorer than Most | Worst | Not Offered or Not Used |

* Virtual visits by admission staff
* Graduate College Fair and/or Transfer Admission
* College website
* Social media
* Electronic communication with the college
* In Person and/or virtual visit to campus
* Contact with the college after you were admitted
* Contact with faculty from the college
* Contact with graduates of the college
* Contact with students who attend the college
* College publications (catalogs, brochures, etc.)

*Display Q24 if Q23 = “Social media”*

**Q24** What UBalt Social Media sites did you use?

▢ Facebook

▢ Twitter

▢ LinkedIn

▢ Other (specify)

**Q25** Please provide the following information about college costs and financial aid, where applicable.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | UBalt | | Any other college | |
|  | Yes | No | Yes | No |
| * Did you apply to any college for financial aid? |  |  |  |  |
| * Were you offered financial aid by any college? |  |  |  |  |
| * Did any college offer you a scholarship specifically in recognition of merit? |  |  |  |  |

**Q26** Were either financial aid or college costs significant factors in your decision to enroll in the college you plan to attend?

o Yes

o No

**Q27** Please describe how UBalt compared to other colleges you considered in terms of cost and financial aid amounts. Select the choice that best reflect comparative cost and aid amounts. If you did not apply for financial aid or if you have not yet been notified about aid awards, select Does not apply.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Highest Amount | Higher than Most | About the Same | Lower than Most | Lowest Amount | Does Not Apply |
| * Total institutional price (before financial aid) |  |  |  |  |  |  |
| * Total cost to you and/or your family after grants and scholarships |  |  |  |  |  |  |
| * Total dollar amount of financial aid offered |  |  |  |  |  |  |
| * Portion of total financial aid that was scholarship or grant |  |  |  |  |  |  |

**Q28** Please answer the following questions specifically about the college you are planning to attend:

If you received financial aid from the college you will attend, please list the amounts of financial aid awarded by that college for the first year:

▢ Work

▢ Student Loan

▢ Need-based scholarship/grant

▢ Merit-based scholarship

▢ Assistantship

▢ Applied for but did not receive any financial aid from the college I will attend

▢ Did not apply for financial aid at the college I will attend

**Q29** Is anyone else assisting with your educational costs?

o Yes

o No

*Display Q30 if Q29 = “Yes.”*

**Q30** What additional assistance are you getting for other's contribution toward your college education?

▢ From current income

▢ From past savings

▢ Help from relatives, friends, etc.

▢ Employer’s tuition benefit

▢ From parent educational loans (e.g., Federal PLUS, etc.)

▢ From other parent loans (including home equity credit line, credit cards, etc.)

▢ Other (specify)

**Q31** What is your gender?

o Male

o Female

o Transgender

o Non-binary / third gender

o Other (specify)

o Prefer not to say

**Q32** Which of the following categories best represents your average grades at the college you attended before applying to UBalt?

o 3.50-4.00

o 3.00-3.49

o 2.50-2.99

o 2.00-2.49

o Below 2.0

o Unsure

o Have not earned a GPA yet

o Prefer not to say

**Q33** Which of the following categories best represents your average GPA in high school?

o 3.50-4.00

o 3.00-3.49

o 2.50-2.99

o 2.00-2.49

o Below 2.0

o Unsure

o Does not apply

o Prefer not to say

**Q34** Are you Hispanic/Latino (including Spain)?

o Yes

o No

**Q35** Please select one or more of the following that best describe you:

▢ American Indian or Alaskan Native

▢ Asian

▢ Black or African-American

▢ Native Hawaiian or Other Pacific Islander

▢ White

▢ Other (specify)

▢ Prefer not to say

**Q36** Which best describes the highest level of education that you completed?

o Associate's degree

o Certificate from a two-year college

o Bachelor's degree

o Graduate or professional degree

o Some college, no certificate or degree

o High school graduate, or equivalent (GED)

o Did not complete high school or earn a GED

**Q37** Are you a Maryland Resident

o Yes

o No

**Q38** Which of the following best describes the former institution you attended?

o Public

o Independent, Not Religiously Affiliated

o Independent, Catholic

o Other Independent, Religiously Affiliated

o Other (specify)

**Q39** Which of the following best describes the type of high school you attended?

o Public

o Independent, Not Religiously Affiliated

o Independent, Catholic

o Other Independent, Religiously Affiliated

o Other (specify)

**Q40** Do you depend on anyone else for financial support?

o Yes

o No

**Q41** What is the ZIP code of your home address?

**Q42** What could UBalt have done differently to better support you in the admissions process or influence your decision to attend UBalt?

**Q43** Please use the space below for any comments you would like to share with us about our UBalt’s admission program and enrollment process.

**Q44** Would you like someone at UBalt to contact you with extra support to assist you with enrolling in UBalt or answer any questions you may have? A UBalt staff member will get back to you within one week from the date the survey is submitted.

o Yes

o No

# Appendix B: Spring 2023 Survey Instrument

**Q1** You are invited to take the University of Baltimore (UBalt) 2022 Survey of Admitted students because our records show that you applied to UBalt during the past year 2022. The Schaefer Center for Public Policy at the University of Baltimore is conducting this survey on behalf of UBalt as part of its ongoing campus review and improvement of courses, programs, and services.

Your participation is completely confidential. Survey responses will only be presented in aggregate. Your name will not be associated with your responses.  Your participation is voluntary, there is no penalty if you choose not to participate and you may discontinue participation at any time without penalty. The data produced will be stored on the Schaefer Center’s secured and protected servers at the University of Baltimore and will be destroyed upon conclusion of the study.

If you have questions about this project or the survey, you may contact the lead researcher, Dr. Ann Cotten, at 410-837-6188 or [acotten@ubalt.edu](mailto:acotten@ubalt.edu).  If you have technical difficulties using the survey, please contact Michelle Cantave, Survey Research Manager, at [SCPPSurvey@ubalt.edu](mailto:SCPPSurvey@ubalt.edu). If you have questions about your rights as a survey participant, please contact the University of Baltimore Institutional Review Board at [irb@ubalt.edu](mailto:irb@ubalt.edu) or (410) 837-4057.

Please use the “Next” and “Back” buttons at the bottom of each page to advance to the next page or go back and change a response prior to finishing the survey.

Please select below if you are at least 18 years of age and agree to participate in this important research and will help by taking the survey.

o Yes, I agree and want to take the survey.

o No, I do not agree and do not wish to take the survey

*Skip to end of survey if Q1 = “No, I do not agree and do not wish to take the survey.”*

**Q2** Please provide the following information about the colleges to which you applied.

Including UBalt, to how many institutions did you apply?

**Q3** Including UBalt, to how many of these institutions were you admitted?

**Q4** What student status did you apply to UBalt as?

o Applied as a graduate student

o Applied as a transfer student

o Applied as a first year student

o Other (specify)

**Q5** Which statement best describes your decision regarding your admittance to UBalt?

o I am currently registered for classes at UBalt.

o I would like to take classes at UBalt at a future date.

o I decided to enroll or continue my studies at a different college or university.

o I am currently not planning to attend any college or university.

o Other (specify)

*Display Q6 if Q5 = “I decided to enroll or continue my studies at a different college or university.”*

**Q6** What is your current enrollment status?

o I am currently taking classes at another college or university.

o I am not currently taking classes at any college or university.

*Display Q7 if Q5 = “I would like to take classes at UBalt at a future date.” OR “I am currently not planning to attend any college or university.”*

**Q7** Do you plan to enroll in college within the next 12 months?

o Yes

o No

*Display Q8 if Q7 = “Yes.”*

**Q8** Please indicate the name of the college you plan to attend.

o College Name

o City/State

*Display Q9 if Q5 = “I decided to enroll or continue my studies at a different college or university.” OR Q6 = “I am currently taking classes at another college or university.”*

**Q9** What is the name of the institution that you are currently enrolled or plan to enroll in?

*Display Q10 if Q5 = “I decided to enroll or continue my studies at a different college or university.” OR Q6 = “I am currently taking classes at another college or university.”*

**Q10** Can you please tell us why you selected this school instead of UBalt?

*Display Q11 if Q5 = “I would like to take classes at UBalt at a future date.”*

**Q11** What are your primary reasons for not enrolling at UBalt after you were admitted? (Please select up to three reasons.)

▢ Family obligations (Child care, caring for a family member)

▢ Work obligations (Got a new job, work too much, work schedule did not work with the class time(s)

▢ Could not afford to attend college at the time

▢ Transportation issues

▢ I didn't know how to enroll or what to do next

▢ I didn't know what I wanted to study

▢ I have a hold on my account and cannot register

▢ I missed the deadline to register for classes

▢ I was planning to start at a later time

▢ Negative experience/interaction with UBALT staff or faculty

▢ I didn’t know how to complete the FAFSA

▢ I missed a financial aid deadline

▢ Not enough financial aid available

▢ I didn’t know about or missed the deadline for UBALT’s payment plan

▢ I took or am taking classes at a different institution

▢ I was or am waiting to be admitted to a specific UBalt academic program or major

▢ I had a personal or family emergency

▢ Concerns about safety at UBalt

▢ Concerns about safety in Baltimore City

▢ Other (specify)

*Display Q12 if Q5 = “I decided to enroll or continue my studies at a different college or university.”*

**Q12** What are your primary reasons for not enrolling at UBalt? (Please select up to three reasons.)

▢ Lack of academic programs to meet my interests

▢ Lack of course availability

▢ Course(s) wasn’t/weren't offered online

▢ Course(s) wasn’t/weren't offered in person

▢ Lack of student social activities

▢ Limited alumni network

▢ Negative experience/interaction with UBalt personnel

▢ Concerns about the reputation of UBalt

▢ Concerns about the quality of academics

▢ Relocated to a different city or state

▢ Tuition was too expensive

▢ Other financial aid issues

▢ Transportation issues

▢ Concerns about safety at UBalt

▢ Concerns about safety in Baltimore City

▢ Other (specify)

*Display Q13 if Q5 = “I am currently not planning to attend any college or university.” OR Q6 = “I am not currently taking classes at any college or university.”*

**Q13** What are your primary reasons for not attending a college or university? (Please select up to three reasons.)

▢ Conflicting family obligations

▢ Conflicting work obligations

▢ Do not have time for college

▢ Decided college would be too hard

▢ Concerned I would not fit in at college

▢ Decided college was not for me

▢ No one in my family has attended college

▢ I don't know what I want to study

▢ My job or the job I want doesn't require a degree

▢ Not enough financial aid available

▢ Tuition is too expensive

▢ Other financial aid issues

▢ Transportation issues

▢ Other (specify)

*Display Q14 if Q11 = “Concerns about safety at UBalt” OR “Concerns about safety in Baltimore City” OR Q12 = “Concerns about safety at UBalt” OR “Concerns about safety in Baltimore City.”*

**Q14** What contributed to your safety concerns? (Please list up to three reasons.)

o Reason 1:

o Reason 2:

o Reason 3:

*Display Q15 if Q11 = “Concerns about safety at UBalt” OR “Concerns about safety in Baltimore City” OR Q12 = “Concerns about safety at UBalt” OR “Concerns about safety in Baltimore City.”*

**Q15** What suggestions do you have for how UBalt can address these concerns to improve your feeling of safety?

**Q16** How did UBalt compare to the other colleges and universities to which you applied?

o UBalt was my first-choice school

o UBalt was among my top choices

o UBalt was in the middle of the group

o UBalt was among my bottom choices

o I don't know / Not applicable

**Q17** From the list below, please select all words or phrases that you would say are the most widely held images of UBalt.

▢ Career and leadership growth

▢ Community and civically engaged

▢ Personal

▢ Flexibility

▢ Impersonal

▢ Back-up school

▢ Challenging

▢ Not well-known

▢ Friendly

▢ Average

▢ Urban

▢ Comfortable

▢ Practical

▢ Other (specify)

**Q18** Many characteristics of colleges are important to students in making college choices. Some of these characteristics are listed below.

Please indicate in column A how important each college characteristic was to you in choosing the college that you will attend. In column B indicate how UBalt compared to other colleges that you considered seriously.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | A. Importance to you | | | B. How UBalt compares to others you considered | | | | | |
|  | Very Important | Somewhat Important | Not Important | Best | Better than most | About the same | Poorer than most | Worst | Can't compare |

* Quality of faculty
* Quality of majors of interest to you
* Overall academic reputation
* Quality of academic facilities (library, laboratories, computers, etc.)
* Variety of courses
* Access to faculty
* Concentration on undergraduate education
* Prominent intercollegiate athletics
* Affordability
* Access to off-campus cultural and recreational opportunities
* Quality of social life
* Attractiveness of campus
* Surroundings (neighborhood, town or city)
* Challenging courses
* Chance to be with students from different backgrounds
* Alumni Network
* Reputation among employers
* Concentration on graduate/professional education
* Ability to take classes online
* Ability to take classes at night
* Ability to take classes on the weekend
* Networking opportunities
* Student-focused
* Welcoming
* Course Flexibility

**Q19** Students often take into account the opinions of other people when making college choices. They may also take into account how they think colleges are viewed by potential employers and/or by graduate schools.

Please indicate in column A how important such opinions were to you in choosing the college that you will attend. In column B indicate how UBalt tends to be compared to other colleges that you considered seriously.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | A. Importance to you | | | B. How UBalt compares to others you considered | | | | | |
|  | Very Important | Somewhat Important | Not Important or  Not applicable | Best | Better than most | About the same | Poorer than most | Worst | Can't compare |

* My family
* My advisor
* My instructors
* My employer
* My colleagues
* My friends
* Potential future employers
* Graduate and professional schools

**Q20** Did you visit UBalt’s main campus before deciding whether or not to attend UBalt?

o Yes

o No

o I don't know

**Q21** Did you conduct a virtual visit to UBalt’s campus before deciding whether or not to attend UBalt?

o Yes

o No

o I don't know

**Q22** For each of the following statements, please indicate your level of agreement.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree |
| * UBalt staff and faculty were friendly and courteous. |  |  |  |  |  |
| * UBalt staff and faculty were knowledgeable about the questions I had. |  |  |  |  |  |
| * Information was easy to find on the UBalt website. |  |  |  |  |  |
| * The information on the UBalt website was helpful to me. |  |  |  |  |  |
| * My experience with UBalt has been positive. |  |  |  |  |  |

**Q23** To help improve the information we make available to students, please rate the quality of the information we provided to you. For each source listed, indicate how our information compared to that provided by other colleges you considered seriously.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Best | Better than Most | About the Same | Poorer than Most | Worst | Not Offered or Not Used |

* Virtual visits by admission staff
* Graduate College Fair and/or Transfer Admission
* College website
* Social media
* Electronic communication with the college
* In Person and/or virtual visit to campus
* Contact with the college after you were admitted
* Contact with faculty from the college
* Contact with graduates of the college
* Contact with students who attend the college
* College publications (catalogs, brochures, etc.)

*Display Q24 if Q23 = “Social media”*

**Q24** What UBalt Social Media sites did you use?

▢ Facebook

▢ Twitter

▢ LinkedIn

▢ Other (specify)

**Q25** Please provide the following information about college costs and financial aid, where applicable.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | UBalt | | Any other college | |
|  | Yes | No | Yes | No |
| * Did you apply to any college for financial aid? |  |  |  |  |
| * Were you offered financial aid by any college? |  |  |  |  |
| * Did any college offer you a scholarship specifically in recognition of merit? |  |  |  |  |

**Q26** Were either financial aid or college costs significant factors in your decision to enroll in the college you plan to attend?

o Yes

o No

*Display Q27 if Q26 = “Yes”*

**Q27** What were the cost factors that affected your decision to enroll in college?

**Q28** Please describe how UBalt compared to other colleges you considered in terms of cost and financial aid amounts. Select the choice that best reflect comparative cost and aid amounts. If you did not apply for financial aid or if you have not yet been notified about aid awards, select Does not apply.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Highest Amount | Higher than Most | About the Same | Lower than Most | Lowest Amount | Does Not Apply |
| * Total institutional price (before financial aid) |  |  |  |  |  |  |
| * Total cost to you and/or your family after grants and scholarships |  |  |  |  |  |  |
| * Total dollar amount of financial aid offered |  |  |  |  |  |  |
| * Portion of total financial aid that was scholarship or grant |  |  |  |  |  |  |

**Q29** Please answer the following questions specifically about the college you are planning to attend:

If you received financial aid from the college you will attend, please list the amounts of financial aid awarded by that college for the first year:

▢ Work

▢ Student Loan

▢ Need-based scholarship/grant

▢ Merit-based scholarship

▢ Assistantship

▢ Applied for but did not receive any financial aid from the college I will attend

▢ Did not apply for financial aid at the college I will attend

**Q30** Is anyone else assisting with your educational costs?

o Yes

o No

*Display Q31 if Q29 = “Yes.”*

**Q31** What additional assistance are you getting for other's contribution toward your college education?

▢ From current income

▢ From past savings

▢ Help from relatives, friends, etc.

▢ Employer’s tuition benefit

▢ From parent educational loans (e.g., Federal PLUS, etc.)

▢ From other parent loans (including home equity credit line, credit cards, etc.)

▢ Other (specify)

**Q32** What is your gender?

o Male

o Female

o Transgender

o Non-binary / third gender

o Other (specify)

o Prefer not to say

**Q33** Which of the following categories best represents your average grades at the college you attended before applying to UBalt?

o 3.50-4.00

o 3.00-3.49

o 2.50-2.99

o 2.00-2.49

o Below 2.0

o Unsure

o Have not earned a GPA yet

o Prefer not to say

**Q34** Which of the following categories best represents your average GPA in high school?

o 3.50-4.00

o 3.00-3.49

o 2.50-2.99

o 2.00-2.49

o Below 2.0

o Unsure

o Does not apply

o Prefer not to say

**Q35** Are you Hispanic/Latino (including Spain)?

o Yes

o No

**Q36** Please select one or more of the following that best describe you:

▢ American Indian or Alaskan Native

▢ Asian

▢ Black or African-American

▢ Native Hawaiian or Other Pacific Islander

▢ White

▢ Other (specify)

▢ Prefer not to say

**Q37** Which best describes the highest level of education that you completed?

o Associate's degree

o Certificate from a two-year college

o Bachelor's degree

o Graduate or professional degree

o Some college, no certificate or degree

o High school graduate, or equivalent (GED)

o Did not complete high school or earn a GED

**Q38** Are you a Maryland Resident

o Yes

o No

**Q39** Which of the following best describes the former institution you attended?

o Public

o Independent, Not Religiously Affiliated

o Independent, Catholic

o Other Independent, Religiously Affiliated

o Other (specify)

**Q40** Which of the following best describes the type of high school you attended?

o Public

o Independent, Not Religiously Affiliated

o Independent, Catholic

o Other Independent, Religiously Affiliated

o Other (specify)

**Q41** Do you depend on anyone else for financial support?

o Yes

o No

**Q42** What is the ZIP code of your home address?

**Q43** What could UBalt have done differently to better support you in the admissions process or influence your decision to attend UBalt?

**Q44** Please use the space below for any comments you would like to share with us about our UBalt’s admission program and enrollment process.

**Q45** Would you like someone at UBalt to contact you with extra support to assist you with enrolling in UBalt or answer any questions you may have? A UBalt staff member will get back to you within one week from the date the survey is submitted.

o Yes

o No

# Appendix C: Comparison of “Very Important” Characteristics to UBalt

Figure 36: Comparison of “Very Important” Characteristics to UBalt

*Notes: N ranges from 122 to 131 for “very important”; N ranges from 101 to 109 for “best or better than most.”*

# Appendix D: Comparison of “Very Important” Opinions to UBalt

Figure 37: Comparison of “Very Important” Opinions to UBalt

*Notes: N ranges from 119 to 122 for “very important”; N ranges from 101 to 103 for “best or better than most.”*

1. An additional question was added to the Spring 2023 survey regarding the factors that influenced respondents’ enrollment decision. See Appendix A: Fall 2022 Survey Instrument and Appendix B: Spring 2023 Survey Instrument for the full list of questions included in each survey. [↑](#footnote-ref-2)
2. Although 178 individuals responded to the surveys, only 120 completed 100% of the survey, and the remaining respondents completed between 2% and 68% of the survey. Given these differences in completion, the number of respondents or — or “N” size — varies by question. [↑](#footnote-ref-3)
3. Five respondents reported applying to UBalt as “Other” and were further asked to specify the student status they selected on their application; their responses included “certificate program,” “continuing student,” “graduate certificate,” “readmission,” and “returning student.” These respondents were most likely students already enrolled at UBalt but were asked to participate in the survey because they were admitted to another program within their department. Given that these students were already enrolled at UBalt, they should not be asked to participate in future Admitted Student Surveys. [↑](#footnote-ref-4)
4. Five respondents said they applied to and were admitted to zero schools; these were presumably students who were already enrolled at UBalt but received the survey because they were admitted to a certificate program. [↑](#footnote-ref-5)
5. In some cases, zip codes may span two counties. For this analysis, a zip code was assigned to the county with which it is primarily affiliated. [↑](#footnote-ref-6)
6. For a visual comparison between the percentage of respondents who reported a characteristic as “very important” and the percentage of respondents who considered UBalt the “best” or “better than most,” see Appendix C: Comparison of “Very Important” Characteristics to UBalt. [↑](#footnote-ref-7)
7. For a visual comparison between the percentage of respondents who reported others’ opinions as “very important” and the percentage of respondents who think others perceive UBalt the “best” or “better than most,” see Appendix D: Comparison of “Very Important” Opinions to UBalt. [↑](#footnote-ref-8)