

### Cancellation Survey 2006

279 surveys were returned (823 mailed)/34% return rate

Which institutions students chose to attend:

1. UW Eau Claire (31)	6. UW LaCrosse (13)
2. UW River Falls (24)	7. UM Twin Cities (13)
3. UW Milwaukee (20)	8. UM Duluth (13)
4. UW Platteville (18)	9. UW Madison (11)
5. UW Stevens Point (17)	10. UW Oshkosh

67 Institutions were overall identified

- 164 students chose Wisconsin Universities.
- 49 students chose Minnesota Universities.
- 24 students chose private schools.
- 24 students chose out of state schools.
- 10 students chose to attend community colleges.
- 8 students chose other career paths.

Why the 279 students chose **not** to attend UW Stout:

Scholarship: 26	Size: 76
Financial aid package: 12	Reputation: 69
Location: 140	Major: 129 ◀
Other: 60*	

- |                  |                               |
|------------------|-------------------------------|
| *Dorm facilities | ◀Engineering-Civil/Mechanical |
| *Sports          | ◀Business Management          |
| *Family          | ◀Nursing                      |
|                  | ◀Education                    |

Number of students that visited the campus:

Yes: 170	No: 108
N/A: 1	

Of the 170 students who visited the campus how they rated their visit:

Extremely well: 96	Well: 61
Indifferent: 8	

- 146 Females completed the survey
- 95 Males completes the survey
- 38 No response

## **Question 2**

Top reasons why student chose an institution other than Stout

- Academic program or major

“I felt it was most suited for the career path I am pursuing.”

“I changed my major and they offer my new major. I also received a scholarship.”

“... I can study the major that I want.”

- Sports

“Sports-Track and Field-Cross Country. Academics”

“Play basketball and live off campus.”

“Gymnastics and softball, beautiful campus, variety of majors.”

“Recruited to golf team.”

- Location

“Because it is closer to home. It has my programs.”

“Close to home and had the right major I wanted.”

## **Question 6**

Comments about your visit

“The El. Ed program was a pre k-3 and I wanted k.8. It was too limited.”

“Wonderful job of sending info.”

“Didn’t offer my major but looks like a good school”

“Maybe send acceptance letters sooner? I got mine really late so I had to make another choice of college. I’m still interested in going there. Maybe my second year yet?”

“The tour and visit was very informative and the campus well presented.”

“Large group session was chaotic and confusing to students. (spring 2005) Football awards made a difference-after being put on a list, he was suddenly admitted and pursued by coaches.”

“I thought it was weird how after I told you I wasn’t going to go to Stout I still got a lot of stuff in the mail. Isn’t that a waste of money?”

“My decision was totally major based.”

“Liked the hands on teaching approach you offer, laptops for each student and internship.”