

Cancellation Survey 2007

- 816 students emailed (6/13/07)
- 87 emails bounced back/undeliverable/no email address

- =729 emails received (499 emails were opened)
- (A reminder was sent 7/13/07)

206 students responded as of August 24, 2007 (28.2% response rate)

Which institutions did students choose over UW-Stout (in rank order):

1. UW Steven's Point-15	6. U of M Twin Cities-11
2. UW Milwaukee-13	7. UW Whitewater-7
3. UW Madison-12	8. UW River Falls-7
4. UW-Eau Claire-12	9. UW LaCrosse-6
5. U of M Duluth-12	10. Winona State University-6

Why these students chose **not** to attend UW-Stout (in rank order):

1. Location (57 ranked #1, 24 ranked #2, 21 ranked #3)
 - a. Beautiful campus but too small
 - b. Wanted to be closer to home
 - c. Too far from home
 - d. Chose a big ten school
 - e. Menomonie is too close to hometown
2. Other (39 ranked #1, 6 ranked #2, 16 ranked #3)
 - a. Christian focused education
 - b. Pressure to choose a major
 - c. Limited parking permits
 - d. Didn't want to live in the dorms
 - e. Going to school with friends in a warmer climate (Mesa Community College)
 - f. First letter was wait listed so looked at other schools
 - g. None of his/her friends were going to Stout
 - h. GLBT housing
 - i. "The thought of getting kicked out of my dorm after getting caught with alcohol one time was really threatening"
 - j. "Heard from previous students Stout is not as challenging as Madison"
 - k. No nearby malls (*student chose UWGB*)
3. Major was not offered at Stout (34 ranked #1, 12 ranked #2, 27 ranked #3)
Sports management, Athletic Training, Public Relations, Occupational Therapy, Criminal Justice, Engineering (Mankato has a wider variety),

Architecture, Computer Engineering, Theatre Arts, Professional Golf
(*student chose U of Nebraska-Lincoln*), Dairy Science, Exercise Science,
History, Pre-Pharmacy, Vet Medicine, Biology & Sociology, Nursing, Arts
Management, Mechanical Engineering, Accounting, Interior Design,
Computer Information Systems.

4. Reputation
5. Scholarships
6. Athletic Opportunity
7. Dorm Facilities
8. Too few students
9. Financial aid Package
10. Too many students

Number of students that visited the campus:

Yes 129

No 54

Of the 129 students that visited campus, how they rated their visit:

Extremely well - 60	Indifferently - 7
Well - 61	Poorly - 1

(You did not answer my questions on how I could pay for college. Or that I get a deductible from coming out of state (LA) and my mom went to a WI college).

What did we do well during your college search?

- Kept in contact.
- Everyone at Stout was friendly and tries to help explain everything.
- Contact and feedback was excellent.
- You kept me well informed.
- The tour was really good; they were well educated about campus.
- Made me feel comfortable and welcomed.
- Very helpful staff; got a lot of information in the mail.
- Very helpful at college fair.
- I feel I received a very personalized visit.
- Fast turnaround on handling applications.
- You had the best campus visit of all.

How can we improve?

- Don't have your old professors talk to us because it turns you off.
- More personal contact instead of generic letters and emails.
- Quicker financial aid status response.

- Your website is hard to navigate sometimes.
- Have an outline of topics covered on tour so it's easier to remember features of your campus.
- Not enough communication from major.
- If there was more to do around the city, and it would seem that more students would stick around on weekends, then this campus would be basically flawless.
- Offer more majors.
- The dorm deadline was before other schools had accepted me so I felt pressured without knowing all of my options.
- *Most comments stated: Don't change a thing; You're doing great; I just found something that suited me better; Great job with refunds; Everything was done well; Your school is very nice, it's just not for me.*